

Media Release

The Hon Gayle Tierney MP

Minister for Skills and TAFE

Minister for Water

Acting Minister for Tourism, Sport and Major Events



Tuesday, 22 July 2025

VICTORIAN TOURISM SUMMIT KICKS OFF IN SHEPPARTON

Shepparton will host a three-day tourism summit from 22-24 July thanks to support from the Allan Labor Government.

The Summit, delivered by the Victoria Tourism Industry Council (VTIC), is funded through the *Regional Tourism Industry Development Program*.

It will hold expert-led workshops focused on best practices, new industry strategies and the latest innovations in the sector.

In a first, the event will also bring together the Visitor Services Summit and the Top Tourism Town Awards Ceremony.

The Summit is expected to attract hundreds of attendees with activities at various locations in Shepparton. With many delegates staying in the city for multiple nights, it will also boost the local visitor economy, supporting accommodation providers, restaurants and local businesses.

It builds on a number of new Labor Government projects completed in and around Shepparton this year.

In January, the new giant Murray cod statue at the Arcadia Native Fish Hatchery was revealed, the upgraded facilities at the Shepparton BMX and Cycling Precinct were completed in April and the nearby Tatura Park Western Oval lighting upgrades were completed in May.

These projects are boosting visitation, supporting local jobs and contributing to Victoria's \$40 billion visitor economy.

For more information about the Victorian Tourism Summit, visit vtic.com.au.

Quote attributable to Acting Minister for Tourism, Sport and Major Events Gayle Tierney

"We're proud to support this event in Shepparton which provides a valuable opportunity for tourism professionals while boosting local jobs and businesses."

Quote attributable to Member for Northern Victoria Jaclyn Symes

"This event will help bring together the tourism sector to share ideas and innovations while also showcasing the Goulburn Valley region and all the amazing things it has on offer for visitors."