

Media Release

Jaclyn Symes MLC

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



Monday, 15 September 2025

SUPPORTING THE POREPUNKAH COMMUNITY AND ALPINE REGION

The Allan Labor Government is standing with the Porepunkah community and providing support following the shocking and heartbreaking events on the 26th August 2025.

In response, Treasurer Jaclyn Symes today announced that help will be delivered to local businesses and the community.

Up to \$2.5 million will be delivered to support the visitor economy in Porepunkah, Bright and surrounding region including:

- \$5,000 grants for eligible businesses that have experienced significant disruptions and revenue losses following the incident.
- Financial support for the Alpine Shire Council and the local business chamber to support community activities and events
- Tourism marketing and promotional activities to boost visitor numbers to the Alpine and High Country region, and
- Funding for the Ride High Country Marketing Phase 2 project – to support longer term tourism in the region, increase overnight visitation, and drive economic growth.

Businesses are able to register their interest for these grants by heading here: <https://business.vic.gov.au/news-and-updates/2025/business-support-for-porepunkah-and-alpine-shire/>

In addition to these new supports, businesses in Porepunkah can access a number of existing supports. These include:

- **Beyond Blue – NewAccess for Small Business Owners:** Free, confidential and tailored mental health coaching program, designed to help small business owners.
- **Victorian Worker Mental Health Support Line:** Free, confidential and 24/7 mental health support for Victorian employees in businesses with 200 workers or less.
- **Partners in Wellbeing Helpline:** Free wellbeing coaching for all Victorians aged 16 or over.
- **Business Victoria Workplace Wellbeing:** Resources and information to help sole traders, small businesses and employees manage stress and build positive workplace wellbeing.
- **Small Business Debt Helpline:** Free, confidential financial advice from experts specialising in finance and debt management.
- **Rural Financial Counselling Service:** Free independent financial counselling to assist farmers, fishing enterprises, forestry growers and small rural-related businesses.

Two Victoria Police officers lost their lives in the service of our state.

Our Government stands with Victoria Police – today, and every day they wear that uniform with pride.

And we stand with the community of Porepunkah – who are now carrying the weight of this horrific day.

They will not carry that weight alone.

Quotes attributable to Treasurer Jaclyn Symes

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“What occurred was shocking and utterly heartbreaking and we’ll continue to stand with the Porepunkah community and provide them every support they need.”

“While our brave emergency services are still responding to this unthinkable crime, we know that businesses need support. This package will help the local community right now and into the future.”

Quote attributable to Minister for Small Business Natalie Suleyman

“This package will support small businesses to get through this challenging period and we continue to work with the Council and local business chamber on their longer term recovery.”

Quote attributable to Minister for Tourism Steve Dimopoulous

“When it is safe to, I encourage all Victorians to take the opportunity to travel to Porepunkah which is in one of the most stunning regions of our state and nation.”