

Media Release

Jaclyn Symes MLC

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



Friday, 17 October 2025

KYNETON THE RATIONAL(E) CHOICE FOR SKINCARE POWERHOUSE

The Allan Labor Government is supporting an Australian luxury skincare brand working to in-house 100 per cent of its manufacturing by the end of the year, after relocating to Kyneton.

Minister for Regional Development Jaclyn Symes and Member for Macedon Mary-Anne Thomas today toured RATIONALE's Global Headquarters in Kyneton.

RATIONALE, a Victorian-owned skincare product manufacturer, invested \$7.8 million to relocate its headquarters from Melbourne to Kyneton in 2022, with support from the Labor Government for the construction of the new purpose built 3,000 square metre facility.

The new facility includes dedicated spaces for administration, training, research and development, packaging and distribution, and features state-of-the-art manufacturing equipment.

Relocating to the larger site at Kyneton has enhanced the company's research and development capabilities, increased its manufacturing capacity, and boosted productivity.

At the same time, sales have experienced a 17 per cent boost over the past 3 years, alongside a 400 per cent or \$1.5 million increase in export revenue since December 2024.

Previously, 100 per cent of RATIONALE's manufacturing was outsourced. After spending six months testing its systems and procedures, it launched an 80 per cent in-house-production capability at the end of 2023.

RATIONALE's relocation has created 64 new jobs, with 54 roles based in Kyneton and 10 roles based at other locations across Victoria.

Skilled locals who have filled the newly created roles have brought new skillsets and expertise to the company, while 43 existing workers have relocated from Melbourne. With a small contingent of staff based overseas, the company now employs more than 150 people.

The RATIONALE brand is internationally recognised, successfully exporting to countries all over the world, including the US and UK, with their ability to compete against established, global brands further demonstrated by their nomination at next month's 63rd Australian Export Awards.

RATIONALE's move to the Macedon Ranges highlights extensive economic and investment opportunities in regional Victoria and is one of many projects the Victorian Government has supported through its record \$47 billion investment in rural and regional Victoria in just over a decade.

Quote attributable to Minister for Regional Development Jaclyn Symes

"RATIONALE's expansion has resulted in new jobs and the growth of advanced manufacturing in regional Victoria."

Quote attributable to Member for Macedon Mary-Anne Thomas

"We are proud to support the growth of advanced manufacturing in regional Victoria, which is championing more regional economic and investment opportunities right across the state."

Media contact: Marcus Tainsh 0427 713 891 | marcus.tainsh@minstaff.vic.gov.au

Quote attributable to RATIONALE CEO Shamini Rajarethnam

“As the home of our global HQ, Kyneton and the Macedon Ranges represents the ideal backdrop for a modern Australian skincare brand. Here, we bring together state-of-the-art technologies, production and manufacturing, and training under one roof, while imbuing that sense of health and wellness the region is famed for.”