

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Thursday, 13 November 2025

CREATING NEW TOURISM OPPORTUNITIES IN GIPPSLAND

Noojee is in for a treat next year when the community hosts its first truffle festival, supported by the Allan Labor Government, to celebrate local flavours and show off the regions home grown produce.

Minister for Agriculture Ros Spence today announced \$173,000 from the Forestry Transition Program's Community Development Fund to help the Noojee & District Historical Society launch a new annual truffle festival.

The festival will showcase the locally grown black truffle with a feast of experiences for visitors, including food and produce workshops, farm gate tours, truffle hunts with dogs, cooking demonstrations and artisan market stalls.

Starting next year, the festival will be held for three weeks during harvest time in July and August. Funding will be provided over three years to put Noojee and the surrounding region on the map for tourists who enjoy truffles while supporting local producers and businesses.

The project has devolved from the *Future of Noojee* Local Development Strategy (LDS), designed to be community led and reflect local priorities and ambitions as communities transition away from native timber harvesting.

The Innovation Working Group developed the festival project alongside the Noojee Truffle Growers Group, who will provide \$75,000 of in-kind support, including locally grown produce for cooking demonstrations, skills and knowledge sharing with local hospitality venues.

The *Future of Noojee* has been supported with \$410,000 in funding through the Community Development Fund.

Noojee is one of 11 Victorian towns and communities receiving support to transition and implement new strategies in their local economy supported by the Government's Forestry Transition Program Community Development Fund.

For more information on forestry programs, visit vic.gov.au/forestry

Quote attributable to Minister for Agriculture Ros Spence

"We're proud to back Noojee's inaugural truffle festival, and proud to back community-led local priorities that showcase our regions and boost local economies."

Quote attributable to Member for Eastern Victoria Harriet Shing

"This is a terrific opportunity to develop a unique tourist attraction that will showcase Noojee, its businesses and the locally grown black truffle."

Quote attributable to Baw Baw Shire Council Mayor Cr Danny Goss

"This festival is designed to showcase Noojee and District as an emerging destination for truffle production and will celebrate the region's rich variety of local produce by partnering with local restaurants and cafés."

Quote attributable to Noojee and District Historical Society President Janiene Ayre

"Together with the local Truffle Growers Group, we are excited to showcase the Noojee region's world-class truffles and dining experiences while strengthening community connections and building new partnerships."

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