

# Media Release

**Jaclyn Symes MLC**

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



Friday, 14 November 2025

## LAND OPEN FOR BUSINESS AT BALLARAT WEST EMPLOYMENT ZONE

The Allan Labor Government is supporting job creation and offering businesses more opportunities to join Ballarat's thriving industrial sector, with expressions of interest now open.

Minister for Regional Development Jaclyn Symes and Minister for Development Victoria and Precincts Harriet Shing today announced the opening of a new round of expressions of interest for land sales at the Ballarat West Employment Zone (BWEZ).

Covering more than 400 hectares, BWEZ offers prime industrial land for businesses and is creating a hub for jobs and industries that will continue to drive economic growth across Ballarat and the Central Highlands region.

With a strong economic growth rate, combined with sustained year-on-year population increases, Ballarat is an ideal location for businesses looking to establish or expand their regional operations.

That's why the Labor Government has invested more than \$70 million over the last decade in the staged development of industrial land at BWEZ.

It has already created hundreds of jobs and secured millions in private investment, boosting the regional supply chain and creating an engine room for regional economic growth.

Future BWEZ tenants will join companies including Field Air, John Valves, CHS Broadbent, Kane Transport, George Weston Foods, Luv-A-Duck, Westland and Athlegon on site, with the employment zone anticipated to have created more than 2,000 full-time equivalent jobs once fully developed.

BWEZ continues to be delivered by Development Victoria, with Regional Development Victoria and Ballarat City Council attracting investors to the precinct.

The latest round of expressions of interest at BWEZ will remain open until 3pm AEST on Thursday, 11 December 2025. For more information or to submit an expression of interest, contact [Knight Frank](#).

### Quote attributable to Minister for Regional Development Jaclyn Symes

*"BWEZ offers future tenants an exciting opportunity to become part of Ballarat's thriving economy and it's fantastic to see that more companies now have an opportunity to express their interest in establishing operations at the precinct."*

### Quote attributable to Minister for Development Victoria and Precincts Harriet Shing

"BWEZ is a vital component of our ongoing work to unlock rural and regional land to attract investment, create new exports, and boost jobs and economic growth in regional Victoria."

### Quote attributable to Parliamentary Secretary for Regional Development Michaela Settle

*"Ballarat's growing reputation as a regional manufacturing and logistics hub is strengthened by opportunities like this – BWEZ supports local and new businesses to invest, grow, and create the next generation of secure regional jobs."*

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**Quote attributable to Member for Wendouree Juliana Addison**

*“The momentum at Ballarat West is incredible — with infrastructure already in place and strong industry interest, this next stage will help deliver even more jobs close to home for Ballarat families.”*

**Quote attributable to Member for Ripon Martha Haylett**

*“This is another big step forward for the Ballarat West Employment Zone — we’re not just talking about the future, we’re inviting businesses to be part of it right now and demonstrating that regional Victoria is open for business and thriving.”*

**Quote attributable to Mayor of City of Ballarat Cr Tracy Hargreaves**

*“BWEZ is a cornerstone of Ballarat’s future, and we are proud to work with the Victorian Government to support its ongoing development as a catalyst for investment and long-term success across our city and the region.”*