

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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ART FROM MURRAY TO MOUNTAINS WELCOMES HUME VISITORS

The Allan Labor Government is supporting the Hume region's recovery and helping to attract more visitors with new art installations and upgraded infrastructure along the Murray to Mountains Rail Trail.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the completion of several projects delivered across Rutherglen, Bright, Porepunkah, Yackandandah, Beechworth, Eurobin, Everton, Oxley, Milawa and Wangaratta.

Backed by an \$8.5 million investment from the Labor Government's Regional Tourism Infrastructure Fund, the upgrades are expected to attract more than 17,500 extra visitors each year, generate \$12.3 million in economic activity and support 65 new jobs across the region.

The project delivered a series of new art installations, landscaping, improved public amenities, signage and tourist information, supporting pop-up food vendors, trail tours and bike hire. A highlight is the transformation of the Roberts Creek bridge in Porepunkah into the Colour Bridge, an immersive installation created by Skunk Control.

The Beechworth to Yackandandah section now features Mindful Tunnel, created by Drez Studios, while True Horizons at Eurobin Station by Kent Morris offers a powerful First Peoples' perspective on the region's landscape and history.

New silo art in Rutherglen and Magpie Family sculptures between Bowser and Tarrawingee and Bright further enhance the visitor experience, supported by additional installations in Beechworth, Oxley and Milawa. The project was delivered by Tourism North East in partnership with local councils.

Other art installations include new silo art in Rutherglen called *Birds of Season*, and the *Magpie Family* sculptures on the section of trail between Bowser to Tarrawingee and Bright.

These upgrades build on last year's \$5.2 million, 32-kilometre extension of world-class cycling trails, cementing the Murray to Mountains Rail Trail as a must-do accessible experience for domestic and international visitors.

Recent \$2.5 million support to strengthen the visitor economy in Porepunkah, Bright and the Alpine region will provide an additional boost by backing local businesses and helping draw more people to the area.

This project has been delivered by Tourism Northeast in collaboration with Rural City of Wangaratta, Indigo and Alpine Shires. To learn more about business support for Porepunkah and Alpine Shire, visit business.vic.gov.au. To learn more about the Murray to Mountains Rail Trail and view the artworks, visit tourismnortheast.com.au.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"The Murray to Mountains Rail Trail is bringing more visitors to the Hume region, supporting businesses and the local economy. These new artworks add a unique cultural experience that makes the journey even more memorable."

Quote attributable to Member for Northern Victoria Jaclyn Symes

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“This investment is backing local jobs and helping Porepunkah and surrounding communities rebuild stronger than ever, with tourism playing a vital role in the region’s recovery.”