

# Media Release

The Hon Sonya Kilkenny MP  
Attorney General  
Minister for Planning



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## COMMUNITY TO HAVE ITS SAY ON NEW BENDIGO JOBS PRECINCT

The Allan Labor Government is inviting locals to have their say on a new plan to unlock industrial land in Bendigo and create thousands of jobs in the growing regional centre.

Community consultation has opened on a draft planning scheme amendment for the new Bendigo Regional Employment Precinct (BREP) – a project expected to create around 6,000 jobs and drive economic growth across the Goldfields region.

The proposal will deliver 294 hectares of industrial land located directly south of the Marong township and bordered by the Wimmera Highway, Calder Alternative Highway and Cemetery Road.

The development will play a major role in supporting short to medium term industrial land needs of Greater Bendigo, unlocking land for more jobs – with regional Victoria supporting approximately one quarter of the state's economic output and employment.

The Labor Government's 10-Year Plan for Industrial Land will help unlock more than 5,800 hectares or more than 2,800 MCGs worth of land for industry to spur on investment and to support businesses across the state.

The 10-year plan sets out when and where land will be released and rezoned, which is backed by faster planning approvals, coordinated infrastructure delivery, and streamlined processes – giving industry confidence to invest.

The plan will also protect the most valuable tracts of industrial land through zoning controls. This land will enable industries such as freight, logistics and manufacturing to grow – and planning is already underway to unlock other key sites in in Ballarat, Parwan, and Avalon.

Consultation on the BREP runs until Friday, 13 February 2026 – to learn more and to have your say, visit [engage.vic.gov.au/BREP](https://engage.vic.gov.au/BREP).

### Quote attributable to Minister for Planning Sonya Kilkenny

*"The Bendigo Regional Employment Precinct will attract new businesses, new investment and new opportunities – delivering more secure, well-paid jobs for local workers."*

### Quote attributable to Premier and Member for Bendigo East Jacinta Allan

*"We're taking action to increase available industrial land in Bendigo to power economic growth, create more jobs and unlock the potential of the region."*

### Quote attributable to Member for Bendigo West Maree Edwards

*"We're backing regional Victoria – and this plan will help ensure Bendigo continues to grow as a hub for freight, logistics and advanced manufacturing."*