

# Media Release

**The Hon Ros Spence MP**

Minister for Agriculture

Minister for Treaty and First Peoples

Minister for Community Sport

Minister for Carers and Volunteers



Wednesday, 4 February 2026

## HELPING REGIONAL SHOWS THRIVE AND CONNECT COMMUNITIES

The Allan Labor Government is helping regional communities showcase the best of Victoria, providing funding to 40 agricultural and pastoral societies to deliver projects that families and visitors can enjoy.

Minister for Agriculture Ros Spence announced 40 recipients of the 2025 Agricultural and Pastoral Society Grants Program, with a total investment of more than \$300,000 – supporting projects that bring communities together and promote Victoria's agricultural industry.

Victoria's regional shows celebrate the heart of their communities, showcasing everything from fresh produce and handmade craft, making them a must visit destination throughout the vibrant spring and summer seasons.

The program supports projects and activities promoting agriculture, improving infrastructure and upgrading amenities for community use during annual agricultural shows and events – ensuring these shows remain a vibrant hub for families, volunteers, and visitors alike.

The Myrtleford and District Agricultural and Pastoral Society will use their \$10,000 grant to upgrade the indoor area of the cattle pavilion, while Sunbury Agricultural Society will use their similar grant to increase storage space and provide livestock with more shelter.

The Ballarat Agricultural and Pastoral Society received \$10,000 to install new cattle enclosures, while the Royal Geelong Agricultural & Pastoral Society was awarded \$7,350 to repair the sheep pavilion roof at the Geelong Showgrounds – improving facilities and enhancing the experience for visitors at these much-loved regional shows.

The Rochester Agricultural and Pastoral Association secured a \$10,000 grant to install new grandstand seating, creating more space for locals and visitors to enjoy the excitement of shows in comfort and style.

Applicants which are successful are granted up to \$10,000 to support infrastructure development and upgrades, with more than \$300,000 granted to 40 societies.

### Quotes attributable to Minister for Agriculture Ros Spence

*"Our shows are a wonderful showcase of Victoria's agricultural sector, playing an important part in keeping communities connected and engaged."*

*"Helping regional communities thrive is at the heart of these grants. As a government, we're proud to support initiatives that deliver real benefits and enable society to create events that bring their communities together."*