

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

Minister for Finance

Minister for Government Services



Monday, 16 March 2026

ANOTHER GLOBAL COMPANY MOVES TO VICTORIA

Labor is creating skilled jobs and strengthening the state's reputation as a global business hub.

Minister Pearson today announced Vorwerk is relocating its Australasian HQ from Perth to Melbourne.

Vorwerk's decision to relocate to Victoria is a strong vote of confidence in our state as a global business hub.

The new HQ will support 55 jobs.

Vorwerk is a global home technology company known for manufacturing innovative products.

This move brings the company closer to its largest customer base and harnesses Victoria's strong supply chain and world-class logistics infrastructure.

With established logistics and distribution operations in Moorabbin, Vorwerk chose Melbourne – the nation's foodie capital – as the natural location for its Australasian HQ.

The Allan Labor Government works closely with global industry leaders like Vorwerk to support their expansion in our state.

This reinforces Victoria's reputation as the destination of choice for international business.

International investment plays a vital role in Victoria's economy.

It drives innovation, boosts productivity, and creates high-quality jobs for Victorians.

Labor has secured international and domestic investment in over 1,200 projects.

The projects have created over 55,000 jobs and generated over \$25 billion capital expenditure for the state.

Our *Economic Growth Statement*, alongside the \$150 million Victorian Investment Fund, is fast-tracking strategic, high-value investments across Victoria

Quotes attributable to Minister for Economic Growth and Jobs Danny Pearson

"We're attracting investment to our state – growing our economy and creating more skilled jobs for Victorians."

"Vorwerk choosing Victoria is a strong vote of confidence in our state as a global business hub."

Quote attributable to Vorwerk General Manager for Australia and New Zealand Philipp Grundler

"As our operations across Australia and New Zealand have expanded, establishing our head office in Melbourne allows us to better align leadership and teams with the centre of our business."