

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing

Minister for Defence Industry

Minister for Skills and TAFE



Tuesday 21 April 2026

VICTORIAN MANUFACTURING GETS A BOOST OF FLOUR POWER

Labor is supporting one of Australia's largest food manufacturers, which is expanding and creating jobs.

George Weston Foods – whose iconic brands include Tip Top, Don KRC, Mauri, Jasol, Noisette and Yumi's - will increase operations at its Mauri flour mill in Ballarat as part of a \$92 million project.

Minister Brooks visited the site today, which will benefit from a new warehouse and production facility.

The company will also upgrade other parts of its network including its Tip Top bakery operations.

The expansion will bring 47 jobs to Ballarat.

George Weston Foods is one of the state's largest agrifood sector employers and this investment will secure jobs for more than 3,000 staff.

Half are employed in regional Victoria. It has numerous sites across the state including Port Melbourne, North Melbourne, Dandenong, Bendigo, and Castlemaine.

The flour mill is located in the Ballarat West Employment Zone, which is fast becoming the region's engine room for jobs and economic growth.

The Government has invested more than \$45 million to unlock land for commercial development at the precinct. This builds on an initial \$30 million partnership with the City of Ballarat in 2015, with the city contributing \$5 million.

The Allan Labor Government is supporting the company's expansion under its \$150 million *Victorian Investment Fund*.

It was created to turbo-charge investments across the state, including targeted investments in regional and rural communities to drive jobs and the economy.

The expansion is another vote of confidence in the state's agribusiness and food manufacturing sector.

Last month, Tongala Nutrition announced its own expansion in northern Victoria at the former Nestle Factory, creating more than 40 jobs.

Victoria is Australia's largest food and beverage manufacturer. The industry is valued at \$47 billion and employs more than 78,000 people.

Quotes attributable to Minister for Industry and Advanced Manufacturing Colin Brooks

"George Weston Foods' expansion is a win for regional Victoria and is a testament to the strength of our food manufacturing sector, which is why we're proud to support it."

"We're setting a bold new direction for local industry and backing it in with real support that will shift the dial on productivity."

Quotes attributable to Minister for Economic Growth and Jobs Steve Dimopoulos

“We have a strong track record of attracting businesses to Victoria because we’re a great place to live, work and do business. We’re targeting investment in the industries and regions where we can have the greatest impact.”

Quotes attributable to Minister for Regional Development Michaela Settle

“We’re supporting our regions to thrive by opening the door to more investment, growing more long-term jobs, and boosting the competitiveness of regional businesses and industries to fuel our state.”

Quotes attributable to Member for Ripon Martha Haylett

“This expansion is fantastic news for Ballarat and the wider region – creating local jobs and giving more people the chance to work close to home”

Quotes attributable to Member for Wendouree Juliana Addison

“The Ballarat West Employment Zone is delivering exactly what it was designed to do – attract major investment and create secure local jobs”

Quote attributable to George Weston Foods CEO Paul Foster

“With almost \$500 million invested in our operations over the last decade alone, George Weston Foods is committed to being a long-term employer in Victoria, in partnership with the Victorian Government.”

Quote attributable to Mauri ANZ Managing Director Cameron Miners

“Mauri looks forward to being an integral part of the Ballarat community. Bringing new jobs and investment through a state-of-the-art milling process, the first of its kind in the southern hemisphere, to Western Victoria.”