Regional Victoria Living Expo Kicks Off

Minister for Regional Development, Jaala Pulford, was joined by regional councils and business leaders today to officially launch the Regional Victoria Living Expo in Melbourne.

The Expo, which runs from 1-3 May at the Victorian Convention and Exhibition Centre and is free to the public, aims to drive population growth and investment in rural and regional Victoria.

The Expo offers Melbourne residents and businesses a wealth of information about relocating to regional and rural Victoria, including jobs, housing, health, education and lifestyle opportunities.

It also gives Victoria’s 48 rural and regional councils, regional industry and businesses an opportunity to engage with about 10,000 Melburnians interested in making the move to regional Victoria.

The Expo showcases Victoria’s strong and growing agricultural sector, with exhibits such as Put Victoria on Your Table, which encourages consumers and industry to connect with local makers, growers, manufacturers and producers to create jobs and grow Victoria’s food and wine industry.

Another feature is the Arts and Culture Program, which demonstrates the fantastic choices families that move to the regions have to participate in performing and visual arts. It also highlights the range of talented performers from regional Victoria that will be entertaining the crowds over three days.

For further information about the 2015 Regional Victoria Living Expo visit: www.regionalliving.vic.gov.au

Quotes attributable to Minister for Regional Development, Jaala Pulford

“The Regional Victoria Living Expo brings the best of rural and regional Victoria under one roof so visitors can appreciate what our regions have to offer.”

“The Expo is a chance for rural and regional councils to showcase the outstanding benefits of their local areas, helping to attract potential residents, skilled workers, business and investment.”

“Regional Victoria is a great place to call home or visit – I encourage all Melburnians to get out and experience the wonders of their state.”