

# Media Release

The Hon Jaala Pulford MLC  
Minister for Agriculture  
Minister for Regional Development  
Deputy Leader of the Government in the Legislative Council



Thursday, 3 March, 2016

## **SHEPPARTON, THE CULTURAL HUB OF THE GOULBURN VALLEY**

Shepparton is on track to become the Arts and Culture hub of the Goulburn Valley thanks to a \$10 million investment from the Andrews Labor Government today towards the Shepparton Art Museum (SAM) Redevelopment Project.

In Shepparton, at the existing site of the SAM, Minister for Regional Development Jaala Pulford announced funding towards the \$34.5 million project had been approved by Regional Development Victoria.

The Labor Government is now calling on the Commonwealth to match our \$10 million in funding under the National Stronger Regions Fund round three allocation.

The project will see the Shepparton Art Museum relocated to the more prominent and accessible location of the Victoria Lake Park.

The Government is working to strengthen Shepparton as a cultural destination, creating more local jobs, boosting visitor numbers and attracting business investment and consumer spending in the region's retail, hospitality and accommodation sectors.

The redevelopment will deliver a new art museum with increased capacity to showcase its unique ceramics, indigenous and multi-cultural collections to Victorian, interstate and international visitors.

Shepparton Council's business case for the project forecasts it will lead to an increase in visitation to the art museum from 36,869 to over 90,000 in three years' time and up to 100,000 in five years.

Over the construction phase, the project will inject \$34.5 million in the local economy, and create 72 direct and 109 indirect jobs. Once operational, the museum will increase visitor spending in the region by \$6.25 million per annum and provide 23 direct jobs by year ten.

This will have a positive impact on the annual visitor spend in the region and is likely to encourage other private investment in new business and tourism infrastructure and services to cater for the increased number of visitors to the region.

### **Quotes attributable to the Minister for Regional Development Jaala Pulford**

*"This is our vision for regional Victoria: we want regional Victoria to have the best of everything because it deserves no less."*

*"Through investing in Arts and Culture in the heart of the Goulburn Valley, we will boost regional tourism, create more local jobs and put Shepparton on track to becoming a destination of choice for Melburnians."*

### **Quotes attributable to the Minister for Creative Industries Martin Foley**

*"The Shepparton Art Museum project reflects the importance of our regional creative industries and helps ensure that all Victorians have access to quality cultural venues."*