

Media Release

The Hon Jaclyn Symes MLC

Deputy Leader of the Government in the
Legislative Council
Minister for Regional Development
Minister for Agriculture
Minister for Resources



**DELIVERING
FOR ALL VICTORIANS**

Friday, 15 March 2019

GIVING COBRAM THE REVITALISATION IT DESERVES

The Andrews Labor Government is revitalising Cobram town centre, with locals and visitors set to benefit from a new piazza, upgraded parking for tourists and improved walking paths around town.

Minister for Regional Development Jaclyn Symes announced the Labor Government's \$500,000 contribution towards the almost \$900,000 Cobram Revitalisation and Liveability Project today at the Visitor Centre.

At the heart of the initiative is a new grassed and paved piazza adjacent to the Cobram Visitor Information Centre.

This new gathering spot for locals and visitors will be created through the partial closure of Station Street between Punt Road and Main Street.

The project will also provide additional parking in Federation Park for visitors to the region, including long bays for tourist motorhomes, caravans, boats and campers.

It is expected that the new piazza and parking upgrades will support Cobram to capitalise on the increase in tourism in the region by encouraging visitors to linger longer, plan additional activities, shop and contribute to the local economy.

More than 2.5 million tourists visit the Murray River region annually, and Cobram's visitor centre currently averages more than 23,000 visitors each year, demonstrating the importance of tourism to the local economy.

The project, which is being supported by a Moira Shire Council contribution of almost \$385,000, also includes building new walking paths to the site of a proposed \$35 million new supermarket and retail complex on the corner of the Murray Valley Highway and Colgan St.

Five full time jobs will be created during the revitalisation project's construction phase over the next six months.

Quotes attributable to Minister for Regional Development Jaclyn Symes

"There are more than 2.5 million visitors to our Murray River region each year – with these important upgrades we will breathe new life into Cobram, making it an even more appealing spot for locals and tourists alike."

"With a new outdoor piazza, parking and new walking paths, tourists will be encouraged to stop in Cobram, see more and importantly spend more locally."

"In the short term, this will mean five full time construction jobs over the next few months, but it will also mean longer term more tourists and shoppers in town, which is great news for Cobram."