

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



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NEW INVESTMENT BACKING OUR REGIONAL TOURISM BUSINESSES

The Allan Labor Government is making sure more tourism operators across regional Victoria have the resources they need to upskill their team and take their business from strength to strength, with a new program supporting tourism businesses to maximise their success.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the new *Regional Tourism Network Industry Strengthening Program*, which will make Victoria's 12 Visitor Economy Partnerships and Regional Tourism Boards eligible to receive up to \$100,000 in funding.

The Labor Government's investment will support regional tourism businesses through training programs that will give them the skills they need to boost their business and improve visitor experiences for years to come.

From training to improve website content and social media channels, initiatives to improve sustainability or delivering new accessible experiences that can be enjoyed by all, these programs will give more businesses the tools and skills they need to attract visitors and create more jobs.

Previous examples include the digital mentor appointed by Yarra Ranges Tourism to help local businesses in the area promote their offerings online and distribute their products – delivering more than 275 sessions to tourism businesses across the Yarra Ranges.

More than 2000 Victorian tourism businesses have received training and capability building support thanks to the Government.

The *Regional Tourism Network Industry Strengthening Program* is part of the \$170 million Regional Tourism and Events Fund that will ensure our regional tourism offering continues to be the very best by supporting new events, attractions and more accommodation for visitors.

For more information on funding and support available to Victorian tourism businesses, visit tourism.vic.gov.au.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Our Regional Tourism Boards and Visitor Economy Partnerships play a critical role in supporting businesses to provide the world-class visitor experiences that people have come to expect from Victoria."

"We've listened to what the tourism industry has told us about needing more support for infrastructure and development activities, and this program sits alongside the recent Regional Tourism Investment Fund and Enabling Tourism Fund to deliver exactly that."