

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Friday, 12 July 2024

GRANT SUPPORTS EXPANSION OF ICONIC BENDIGO SHOW

Bendigo's iconic Australian Sheep and Wool Show will feature a new addition to its annual lineup of events, thanks to the Allan Labor Government's Vic Grown Regional Activation Grants Program.

Minister for Agriculture Ros Spence today announced the Sheep Breeders Association had been awarded a grant of \$69,300 toward the Australian Festival of Lamb: Local Heroes Program which will run from 19-21 July.

The grant will support an existing pavilion to be re-configured with a "Local Heroes" activation. This will celebrate and promote local, regional and Victorian produce through activities such as professional cooking demonstrations using Victorian lamb.

Every July for three days, the Australian Sheep and Wool Show in Bendigo attracts more than 30,000 visitors from around Australia and the world – making the event the largest of its kind in the Southern Hemisphere.

The Vic Grown Regional Activation Grants Program is part of the Vic Grown initiative which helps get more Victorian produce on even more plates.

The Australian Sheep and Wool Show is the first of three events to be awarded grants throughout July and August. To learn more about the Regional Activation Grants Program visit, agriculture.vic.gov.au.

Quote attributable to Minister for Agriculture Ros Spence

"The Australian Sheep and Wool Show has been running for 140 years and has earned its place as one of Victoria's most treasured annual agricultural events, drawing crowds from home and abroad."

Quote attributable to Member for Bendigo East Jacinta Allan

"The Australian Sheep and Wool Show is a fantastic event and I look forward to joining visitors from across the state in enjoying the activities and the wonderful local produce on offer."

Quote attributable to Member for Bendigo West Maree Edwards

"The Government's Vic Grown Regional Activation Grants Program is about supporting regional organisations who know their communities best to be the link between locals, visitors and the finest locally grown produce."

Quote attributable to CEO of the Sheep Breeders Association Margot Falconer

'With the support from the Victorian Government, and in particular Agriculture Victoria, we have been able to expand our offerings at the Australian Sheep and Wool Show to better promote local producers to the public.'