

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Wednesday, 21 August 2024

TOURISM TAKES OFF AT ROCKLANDS RESERVOIR

Rocklands Reservoir is spearheading a tourism boom in western Victoria with the number of people visiting the waterway skyrocketing in recent years – thanks to investments from the Allan Labor Government.

Minister for Outdoor Recreation Steve Dimopoulos said a recent report into the value of Rocklands Reservoir as an outdoor recreation destination over the past five years found its economic contribution had grown 164 per cent to a huge \$5.5 million per year, with visitation swelling 50 percent to more than 25,000 people per year.

The Victorian Fisheries Authority (VFA) commissioned the report alongside Grampians Wimmera Mallee Water (GMMWater) and Wimmera Southern Mallee Development to assess the impact of record fish stocking and facility improvements on tourism in the area.

The report estimates visitors spent more than \$3.4m in the regional economy, with 80 per cent of people going fishing during their stay. Swimming, boating and kayaking are other popular activities for visitors.

As part of its record breaking fish stocking program, the VFA has stocked more than five million Murray cod, golden perch, estuary perch and trout since 2016.

The Reservoir has also benefitted from facility upgrades to the Hynes boat ramp as well as new amenities for campers and day visitors.

Fishing continues to be a major drawcard with anglers reporting regular golden perch up to 50 centimetres, Murray cod to 75cm, plus regular catches of redfin and trout.

Most visitors came from outside the Horsham and Southern Grampians region including 49 per cent from other regional areas, 17 per cent from Melbourne and close to seven per cent travelling from South Australia.

Another 1 million fish are planned to be stocked into Rocklands Reservoir over the next 18 months, including 500,000 Murray cod and 500,000 golden perch fingerlings – making the fishing experience even better and giving families even more reasons to make a trip.

To read the full report, head to www.vfa.vic.gov.au/about/publications-and-resources

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

"We know recreational fishing and boating is big business for many regional communities, and these figures show that Rocklands is having a real moment in the sun."

"Rocklands has terrific outdoor experiences for people of all ages, and it's great to see so many families enjoying fishing and the great outdoors thanks to our record fish stocking."

Quote attributable to Member for Western Victoria Jacinta Ermacora

"Rocklands Reservoir is a shining example of how investing in our natural assets can drive economic growth and bring more visitors to enjoy the unique beauty and outdoor recreation opportunities of western Victoria."

Quote attributable to GMMWater Managing Director Mark Williams

Media contact: Lloyd Skinner 0457 138 806 | lloyd.skinner@minstaff.vic.gov.au

“We’re proud of the recreational opportunities Rocklands provides and it’s great to see so many people visiting our region, boosting the economy and supporting local businesses. This report helps us plan for future management of visitors to Rocklands.”