

# Media Release

**Vicki Ward MP**

Minister for Prevention of Family Violence  
Minister for Employment



Wednesday, 23 October 2024

## BRINGING A TASTE OF THE QUEEN VICTORIA MARKET TO MILDURA

The Allan Labor Government is bringing a taste of Melbourne's Queen Victoria Market (QVM) to Mildura, with a collaboration between a Mildura-based organisation and Australia's first dedicated social enterprise precinct The Purpose Precinct.

Minister for Employment Vicki Ward today visited the Spark kiosk in Mildura, where clothing, homewares, gifts and pantry goods from QVM's Purpose Precinct are being sold alongside products from local social enterprises.

The social enterprise hub, which is being led by Spark, currently has products from 17 social enterprises from across the state. The partnership between the metro and regional social enterprises is helping regional operators to attract new customers, creating a larger impact through their work.

Spark is a community information hub and also a kiosk that sells and promotes Mildura products and ventures.

The Purpose Precinct was established at the QVM to support and grow the state's thriving social enterprise sector. As a socially conscious shopping destination, it provides employment and training pathways for people who are facing barriers finding employment.

QVM's Purpose Precinct has products from 60 purpose-led businesses from across the state, including Otway Kitchen, Warrnambool Succulents, Clothing The Gaps and the Mildura Chocolate Company.

The precinct is also home to the Moving Feast Kitchen, which reduces food waste by creating fresh jams, sauces and chutneys from the market's unsold produce. Mildura-based farm Food Next Door – a social enterprise that supports refugee and migrant communities – supplies their organic garlic to the kitchen.

The Purpose Precinct is funded through the Labor Government's nation-leading *Social Enterprise Strategy 2021-25* and the Melbourne City Revitalisation Fund.

Social enterprises form an important part of Victoria's economy, generating income and thousands of employment and training opportunities, particularly for people who have experienced challenges finding employment.

With more than 5,000 social enterprises in Victoria, employing over 60,000 people and contributing \$5.2 billion to Victoria's economy, supporting local social enterprises is vital.

The Spark kiosk at Mildura's Powerhouse is open 10am to 4pm, 7 days per week.

To learn more about the Purpose Precinct, visit [purposeprecinct.org](https://purposeprecinct.org).

### Quotes attributable to Minister for Employment Vicki Ward

*"It's fantastic to see metro and regional social enterprises coming together, attracting more customers, enlarging the visitor economy and strengthening the positive effects of their work."*

*"We are proud supporters of Victoria's social enterprise sector – it creates thousands of jobs and boosts the state's economy while giving back to the community."*

### Quote attributable to Member for Northern Victoria Jaclyn Symes

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*“This collaboration is a major boost for local businesses - giving them a platform to share their products and cause with people in regional and metro Victoria.”*