



• Pictured (left to right) Sea Lake Tourism Committee Chairperson Jane Stacey, Buloke Shire Council CEO Lucy Roffey, Member for Northern Victoria Mark Gepp MLC, Advance Sea Lake Inc. President Graeme Forrester and Buloke Shire Council Mayor Cr David Pollard.

**One of Victoria's most remarkable natural attractions, the unique salt lake environment of Lake Tyrrell, will get a new visitor information and tourism infrastructure thanks to \$2.3 million from the Andrews Labor Government.**

Lake Tyrrell is Victoria's largest salt lake and is especially popular with visitors from China – Victoria's largest market for inbound tourists, which is expected to contribute up to 60 percent of tourism spend by 2025.

When complete, the \$2.58 million project is expected to boost the lake's current visitation numbers from 42,000 a year to more than 192,000 by 2025.

The project, a priority for the Mallee Regional

Partnership, will deliver a range of new facilities including a boardwalk, interpretive signage, walking tracks, a viewing area, accessible toilets, waste management infrastructure, and parking with turnaround space for buses.

The project will create six jobs during construction and once complete, it is forecast to contribute more than \$6.9 million to the local economy.

As visitation to the area increases along with demand for accommodation, new businesses will be established in surrounding towns like Sea Lake to service the growing market.

The Lake Tyrrell Tourism Infrastructure Development Project is funded by the Labor Government's flagship Regional

Tourism Infrastructure Fund, which is investing in iconic regional tourism projects that create world-class tourism experiences, support jobs and boost the regional economy.

Minister for Regional Development, Jaala Pulford, said making Lake Tyrrell more accessible to more visitors from around the world will showcase the largest and most spectacular salt lake, and bring more people to Victoria's north west.

"The Andrews Labor Government is proud to back this project that is creating jobs and putting the Mallee well and truly on the map as an iconic nature-based destination for visitors," she said.

Minister for Tourism and Major Events, John

Eren, said this work will welcome thousands more visitors to Lake Tyrrell each year – creating new jobs and local business opportunities in the region.

Buloke Shire Council Director Works and Technical Services, Anthony Judd, said the Lake Tyrrell Tourism Infrastructure Development Project will create a 'pipeline' of tourism infrastructure projects for private and public sector development which is good news for tourism and local businesses.

Promheli Director, Jarrod Danahay, said Promheli is a newly established helicopter scenic flight business operating from Sea Lake.

"We pride ourselves in showcasing the beauty of Lake Tyrrell and its

# Huge Boost for Lake Tyrrell Tourism



• Local tourism committee chairperson Jane Stacey delivering her address.

surrounds," he said.

"This investment will be a positive benefit to both tourism and economic growth for the township of Sea Lake and the Mallee region."

## Address by Jane Stacey

It is with immense pride that I stand here at Lake Tyrrell today, representing the steering committee, being told we have received such a large grant.

Thank you so much Minister Pulford for allowing the Lake Tyrrell project to move forward. The capital works that can now proceed will open many opportunities for Lake Tyrrell and the Sea Lake community, providing huge economic benefits for our town, but also protecting this unique environmental asset.

Lake Tyrrell has been a unique problem, where the tourism has arrived before the infrastructure, creating both opportunities as well as problems, and I would like to commend the Andrews' Labor Government, the Buloke Shire Council and the various tourism bodies and media outlets for listening to us as a community and sharing our vision.

For the past 18 months we have been knocking on many doors, and we have found so many open

ears. Tourism has continued to grow and now with this grant for permanent infrastructure at the lake we will be able to protect the environment, educate visitors on the unique lake bed and its history and geology, and encourage tourists to spend more time, as well as dollars in Sea Lake, supporting our local economy.

The Lake Tyrrell Tourism Steering Committee has been committed to the preservation of the Lake Tyrrell environment before the tourism boom grew beyond our control and now with this grant, tourism in the Wimmera Mallee area is set to become a major industry.

Over the past 18 months I have lost count of the amount of volunteer hours that the steering committee and myself have put into our wonderful asset, and it has been a huge learning curve – photo shoots for different media companies, onsite meetings, off site meetings, phone calls to prospective businesses and tour operators, writing briefs just to name a few.

Amongst all of this I need to thank our husbands and kids – who have put up with us investing a lot of time and to them, inconvenience, as we attended to ALL things Lake Tyrrell. This announcement makes it

all worth it and I hope you are proud of your mums!

In all this we have received a huge amount of support from Robyn Leslie of RDV, Anthony Judd and James Goldsmith from the Buloke Shire and our local councillors, without whom this grant would not be a reality.

To the media who have seen the unique story behind our tourism boom and have promoted our community with sensitivity and insight, we thank you as well.

Most importantly, the support of the local community who have looked on in surprise as the tourism boom has grown and grown, and most have embraced it with open arms, learning to accommodate cultural differences.

Obviously none of this has gone unnoticed with our funding announcement today, and we look forward to working closely with the Andrews Government to move this project forward, creating a strong and resilient regional Victoria that is open for business.

Once again, we thank you Minister Pulford for believing and investing in us, Lake Tyrrell and the Sea Lake community.

Let the capital works begin, watch this space.

Thank you.



• Buloke Shire Council Mayor Cr David Pollard welcoming special guests and members of the public.