

**BUSINESS
EVENTS
VICTORIA**



MEET IN REGIONAL VICTORIA.

VICTORIA'S REGIONAL INDUSTRIES



Image supplied by Wellington Shire Council

CONNECT WITH REGIONAL VICTORIAN EXPERTS

Hosting a business event in a regional Victorian location that is aligned with your organisation's sector provides your delegates access to local keynote speakers and researchers, see best practice in action and encourage knowledge and business exchange at the regional, state and national levels.

Business Events Victoria (BEV) connects you to local teams to engage speakers and experts, introduce field days and technical visits, and tap on destination experts for a memorable social and partner program.



Image supplied by
Greater Shepparton City Council

FOOD AND FIBRE

Victoria is Australia's largest producer of high-quality food and fibre products and these make up over half of Victoria's total product exports. From livestock to fish and seafood, dairy to wine, grain to pulse, fruits to nuts and green tea to saffron. The state represents 26% of total Australian food and fibre export value. Ultimately, the sector and Victoria's rich regional bounty makes for a real food adventure punctuated by regional delicacies, country charm and warm hospitality. Food and wine trails throughout Victoria provide sights and experiences – from Murray River's Farm Gate Trail, the Yarra Valley Food Trail, to the Otway Harvest Trail.

- Shepparton – food bowl and fruit capital of Australia, international reputation for quality fruit and dairy products.
- Horsham – world leader in agricultural research and home to the Australian Genebank, a national centre for storing genetic material for plant breeding and conducting vital research in future cropping.
- Wellington – strong in dairy, beef and vegetables and positioned as a low emissions agricultural sector. Ellinbank Smart Farm on track to become the world's first carbon neutral dairy farm by 2026.
- Mildura – economy built from agriculture and horticulture with its semi-arid climate and innovative irrigation infrastructure providing a strong base for cultivating citrus, olives, table, wine and dried grapes, nuts and vegetables.
- Milawa (King Valley) – viticulture and cheese-making hub. The region's wine industry successfully transitioned from manufacturing to create iconic cellar door and fine dining restaurants and experiences.

AGRIBUSINESS

From humble agricultural beginnings grounded in livestock, grains and wool farming, Victorian agribusiness have come a long way to now deliver a diverse range of products from olives, honey, truffles and blueberries, through to award-winning wine and spirits. Victoria's vision for agriculture is to deliver tangible benefits along the entire supply chain from farms to manufacturing, to local consumers and export markets. Food producers have diversified and are gearing their businesses towards a growing range of high quality, healthy and innovative food by-products. The agribusiness sector is an iconic part of Victoria's identity, with greater collaboration than ever between farmers, processors, chefs, retailers and exporters coming together to promote the regions' vibrant food culture and establish Victoria as Australia's largest food industry hub.

- Agribusiness generates large economic multipliers with agricultural production across the regions with international processing operations with established supply chain and access to export markets.
- Greater Bendigo – Hazeldenes and Don KR
- Ballarat – Mars Wrigley Confectionery and McCain Foods
- Campaspe Shire – Kraft Heinz, Parmalat, Fonterra, Simplot and Kagome
- Albury – Wodonga – Captures the value of this sector and the wider Murray-Riverina region is home to Geofabrics Australasia, Visy, Mars Petcare, Asahi Beverages, Uncle Toby's, Danone, Vitasoy and Saputo

ADVANCED MANUFACTURING

Manufacturing is a \$30 billion industry and a cornerstone of the Victorian economy, with the evolution of global manufacturing creating new opportunities for companies to think innovatively, use advanced technologies, expand their research and development and create new partnerships and international connections. Victoria's advanced manufacturing sectors ranges from materials design and technology, paper and pulp processing, through to aviation and defence equipment.

- Geelong – hub for advanced manufacturing, engineering design, precision engineering. Also a cluster club for research in advanced materials manufacturing, engineering and design of new wind turbines and robotic aids.
- Geelong – Carbon Nexus, Institute for Frontier Materials, Australian Future Fibre Research & Innovation Centre, Centre for Advanced Design in Engineering Training.
- Latrobe Valley – Australia's sole commercial aviation manufacturing industry with GippsAero.
- Ballarat – national leader and regional Australia's largest information and communications technology (ICT) industry as well as a security hub.
- Gippsland – forestry industry in timber processing, paper product manufacturing with Australia's largest pulp and paper mills based in the region.
- Ararat – AME Systems is Australia's leading manufacturer of custom wiring harness solutions for a range of heavy industries including transport, defence, rail and special purpose vehicles.



Image supplied by
Swinburne University of Technology

RENEWABLE AND NEW ENERGY

Victoria is transitioning into a renewable energy powerhouse, with green energy hubs being developed across the state, along with new infrastructure and the de-carbonization of our energy system driving down emissions. Victoria is driving an unprecedented - the largest investment of any state ever - in clean energy and new energy research. The investment will prepare Victoria for innovative and transformational renewable energy and hydrogen projects, including ground-breaking projects like Australia's first offshore wind generator.

- Warrnambool - Australia's first regional hub for hydrogen expertise - developing, testing, training, demonstrating and manufacturing hydrogen fuel technology.
- Wimmera Southern Mallee region - energy rich with solar and wind with \$3b worth of wind farm developments under construction. Ararat Wind Farm is Australia's third largest wind farm.
- Gippsland region will continue to evolve and develop as Victoria's energy hub with investigations into geothermal, clean energy and bio-energy.

TRANSPORT AND LOGISTICS

Victoria is growing faster than any other state and high-quality, reliable freight transport and logistics services are more essential than ever to our connectedness, the success of Victorian businesses, primary producers and jobs for all parts of the economy. Infrastructural investments have been and are underway in projects across the state - from the Murray Basin Rail Project, the Freight-Passenger Rail Separation Project, to bridge strengthening and regional freight route upgrades.

- Shepparton - a national transport hub. Goulburn Valley Link freight and logistics centre is a key link in the supply chain for regional industries and exporters.
- Albury-Wodonga - its prime location on the major transport route between Sydney and Melbourne provides benefits to the region with a plethora of trade-enabling infrastructure, including Albury Airport, the Ettamogah Rail Hub, Logic Intermodal Terminal, Inland Rail, and the Hume, Riverina, and Murray Valley Highways.

MINING

Victoria is a world-renowned gold province and a rich source of various mineral deposits - from gold, brown coal to mineral sands. The state has a resurgent gold mining sector across the western and northern areas of the state. Victoria is a renowned gold province with a variety of deposit styles and world-class pre-competitive geoscientific data and knowledge to improve targeting and reduce mineral exploration risk. Central Victoria has produced more than 80 million ounces of gold. Gold production and exploration expenditure continue to be buoyant with Victoria's production currently approximately 650,000 ounces of gold per annum coming mainly from the Fosterfield deposit, Ballarat, Costerfield and Stawell.

- Bendigo - site of two out of four major gold mines in Victoria and widely regarded as the world's highest grade at the lowest cost mining operations.
- Ballarat - rich gold mining history, celebrated at the award-winning outdoor museum Sovereign Hill that presents the story of Ballarat as a goldrush boomtown.
- Ararat - the exploration into gold and copper deposits in Ararat and the Willaura regions show good potential. Staveley Minerals is a mineral exploration company currently with assets in western Victoria.

CREATIVE ECONOMY

Victoria enjoys major strengths across the creative industries, boasting some of the finest venues and events in the world. State and local government continue to invest in the creative sector's success and build Victoria's reputation as a destination of choice to visit, live and work in.

- Geelong - UNESCO Creative City Network's first and only City of Design in Australia; Pivot City Innovation District as a creative hub for specialist design; emerging filmmaking industry; and growing digital and performing arts firms.
- Ballarat - UNESCO Creative City for Craft and Folk Art. Strong indigenous culture, gold rush heritage.
- Bendigo - UNESCO Creative City of Gastronomy recognizing the city's food and beverages, quality produce, creative businesses, culture and sustainability.



ABOUT BEV

BEV is your convention bureau partner for regional Victoria and are here to help as a free and state-wide resource to assist associations and meeting planners. BEV offers a range of services - from location and program assistance, coordination of site inspections, to bid assistance for national conferences. Operating as a collective group of venues, accommodation providers, tour operators, regional tourism organisations, local councils and service providers, BEV leads and works closely with this collective to demonstrate the quality, authenticity and diversity of regional Victoria.



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