



Media release

The Hon Peter Ryan MP

Deputy Premier
Minister for State Development
Minister for Regional and Rural Development

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Regional Victoria Living Expo attendance rockets

The weekend's 2013 Regional Victoria Living Expo has been hailed a huge success, with a 15 per cent more visitors than last year's inaugural event.

Deputy Premier and Minister for Regional and Rural Development Peter Ryan said feedback from visitors and from the 138 exhibitors was extremely positive.

"The Regional Victoria Living Expo is a great free public event and fast becoming a highlight of Melbourne's event calendar," Mr Ryan said.

"Official attendance figures show almost 9,500 people attended the event, a 15 per cent increase on last year's 8,200 attendees.

"This year's Expo welcomed Melburnians who wanted information and advice on job, education, property, health and lifestyle opportunities in regional and rural Victoria.

"It also proves that the Victorian Coalition Government's Good Move campaign, created to showcase the benefits of regional living, is a successful tool in enticing city dwellers to make their dreams of moving to the country a reality.

"This year, in particular, there was notable attendance from young families and working professionals, many of whom were in the health field – doctors, dentists, nurses and healthcare administrators," Mr Ryan said.

Moira Shire Council Industry Development Officer Michelle Moore represented one of the 48 regional and rural councils that attended the Expo.

"We had between 50 and 60 enquiries from people likely to move in the next two years – many had visited the Expo last year and loved it so much they returned," Ms Moore said.

"The greatest proportion of our enquiries was from parents who wanted their children to have a positive experience growing up in a close-knit country community.

"Many had successful careers but begrudged spending hours in their cars commuting to and from work each day, with no time to spend with their families."

Southern Grampians Shire Council Economic Development Manager Hugh Koch said less expensive housing was a major attraction of regional living.

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“Many people were especially pleased to know that they could earn equivalent wages in the country, sell their house in the city and own their regional property outright, while still having plenty of money left over,” Mr Koch said.

“We also provided a list of recreational and cultural activities in the area, including clubs and amenities from sports to community groups.”

Mr Ryan said the Regional Victoria Living Expo would be back in 2014.

| Supporting growth in the regions is an important focus for the Victorian Coalition Government. A 2012 report found that by supporting growth in the regions we can help reduce the estimated \$95 billion in cumulative congestion costs associated with expanding Melbourne’s outer-metropolitan areas over the next 20 years.

For example, the cumulative cost of providing critical infrastructure to support an additional 50,000 persons in the Regional Cities is \$1 billion; this compares with inefficiency costs of \$3.1 billion associated with the same number of persons being accommodated in metropolitan Melbourne.

The Good Move campaign showcases Victoria's regions so individuals, families and businesses can explore everything they need to make their own move to country Victoria. For more information visit www.goodmove.vic.gov.au.

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