

# Discover VIC

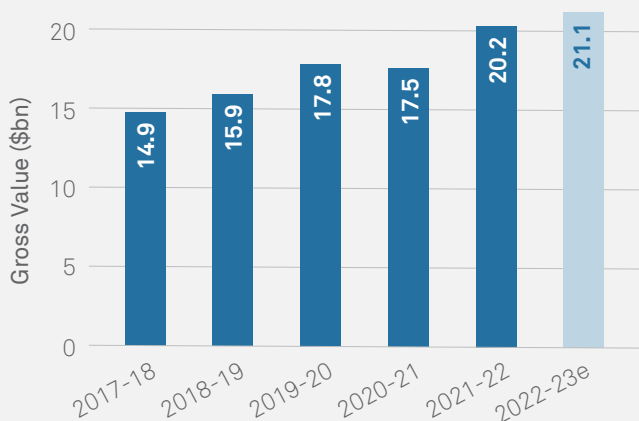
An overview of agriculture, food and technology.



## Overview

### Victoria is Australia's leading agricultural exporter

- Agribusiness is a priority sector for the Victorian Government to drive economic growth.
- Victoria produces a quarter of Australia's agricultural output from 3% of national land mass.
- Victoria's gross value of agricultural production (GVAP) was \$20.2 billion in 2021-22, an increase of 15% from the previous year.
- Victoria is Australia's largest exporting state, accounting for 24% of national food and fibre exports or over \$15 billion annually.
- Victoria produces a diverse range of high-quality produce including meat, grains, fruit & vegetables and dairy products.

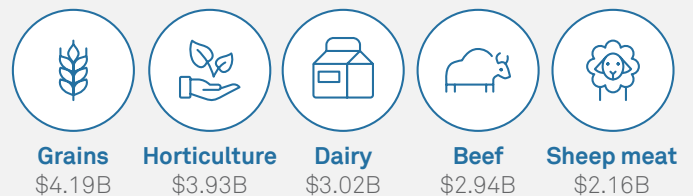


**Figure 1.** Gross value of Victorian agriculture. Source: ABS, supplemented by Agriculture Victoria analysis for 2022-23 (e denotes preliminary estimate).

# \$20.2b

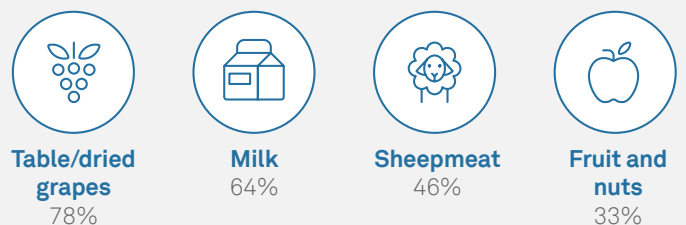
Gross value of agriculture production (2021-2022)

### Top 5 commodities



Source: [Victoria Agriculture Industry Overview Fact-sheet, June 2024](#)

### Victoria is Australia's #1 producer (by volume)

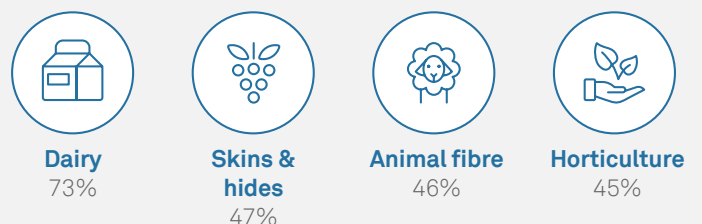


Source: [Victoria Agriculture Industry Overview Fact-sheet, June 2024](#)

# \$19.6b

Total food and fibre exports (2022-23)

### Victoria is Australia's #1 exporter of:



Source: [Victorian Food and Fibre Export Performance Summary 2022-23](#)

## Key Strengths

### Victoria’s strong innovation culture

- Victoria’s startup agency, LaunchVic is fuelling the growth of Victoria’s startup sector with 3,500 startups, including over 100 AgTech startups, in partnership with Agriculture Victoria. This startup ecosystem has grown 23 times larger since 2016 and is now worth \$129.3 billion.
- Home to 25 per cent of all farm businesses in Australia with 21,300 farms, including a network of digitally integrated SmartFarms – perfect for research and product testing.
- Home to world class universities with more than 14 agricultural innovation and research centres.
- Home to AgriBio, a \$288 million world-class facility for agriculture bioscience research and development.
- Strong government commitment and support through the Economic Growth Statement, announced in December 2024.

## Support for Innovation

### Programs and Grants

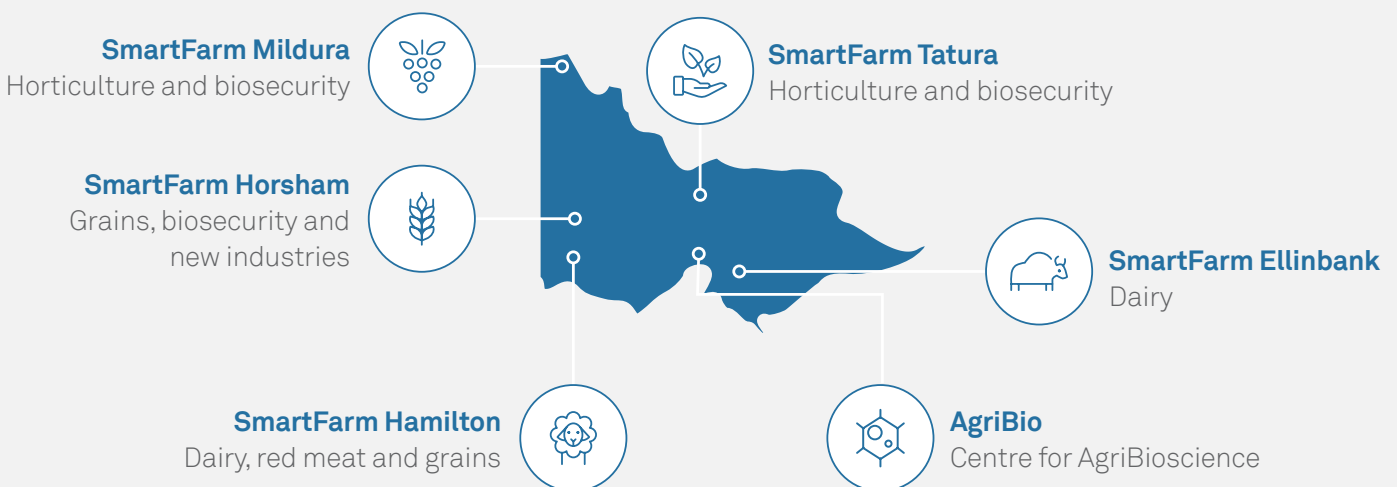
- The Victorian Government has invested \$15 million over the past four years in key initiatives that led to tripling the size of the Victoria AgTech ecosystem including the:
  - AgTech Founder Program
  - AgTech Grant Program
  - Hugh Victor McKay (sidecar) Fund
  - AgTech Investor Education Program
  - CivVic Labs Challenge.
- Invest Victoria’s Equity Investment Attraction Fund - a \$20 million fund targeted at early stage Australian and international innovative companies with high growth potential to establish their operations in Victoria.
- Breakthrough Victoria support international and domestic companies to invest, establish and grow in Victoria.

## Collaboration Opportunities

- Agriculture Victoria is ready to provide connections to Victoria’s farming groups and commercial companies to pilot and trial AgTech innovations and new technologies.

## Research, Specialised Facilities, and Innovation Hubs

Agriculture Victoria’s AgriBio and SmartFarms support active engagement in multi-disciplinary research and innovation.



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## Why Victoria

Victoria’s thriving agriculture industry and supportive investment environment make it a great place to build and scale Agrifood businesses. Please contact [Agriculture Victoria](#) to discuss your company’s proposal.

[Invest Victoria](#), the State’s investment promotion agency, is ready to help businesses invest in the state. Our market-focused teams will use their expertise and deep connections to support your market entry and business expansion aims.

## Key Contacts and Organisations

### Profiles of Key Representatives

**1. Name:** Stephen Baud  
**Title/Role** Program Manager AgTech Investment and Sector Development  
**Organisation** Agriculture Victoria  
**Expertise** AgTech, industry development, international trade and investment.  
**Contact Info** [stephen.baud@agriculture.vic.gov.au](mailto:stephen.baud@agriculture.vic.gov.au)

**2. Name:** Rebecca Bailey  
**Title/Role** Director, Investment - Innovation and Partnerships  
**Organisation** Invest Victoria  
**Expertise** Economic Development, Partnerships with Victoria’s universities and knowledge institutes, and investment attraction.  
**Contact Info** [rebecca.bailey@invest.vic.gov.au](mailto:rebecca.bailey@invest.vic.gov.au)

Orchard Agrivoltaics used by Agriculture Victoria to protect produce from extreme heat events, widening their on-farm uses.

## Highlighted Organisations, Facilities, Programs, and Innovation Hubs.

- [Agriculture Victoria](#)
- [Invest Victoria](#)
- [LaunchVic](#)
- [Breakthrough Victoria](#)
- [The University of Melbourne](#)
- [La Trobe University](#)
- [Monash University](#)
- [RMIT University](#)
- [Deakin University](#)
- [Australian Agritech Association](#)
- [Riverine Plains Inc](#)
- [Dairy Australia](#)
- [Victoria Drought](#)
- [Resilience Adoption & Innovation Hub](#)
- [Meat & Livestock Australia](#)
- [Grains Research & Development Corporation](#)
- [Hort Innovation](#)
- [Food Agility CRC](#)
- [Victoria Fruits Growers Association](#)
- [Food & Fibre Gippsland](#)
- [Mallee Regional Innovation Centre](#)
- [Medicinal Cannabis Industry Australia](#)



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