ADVOCACY PRIORITIES

Wangaratta-Whitfield Road Upgrade

Wangaratta-Whitfield Road is the gateway to the King Valley, supporting residents, primary producers, cyclists and visitors.

The road is too narrow, in poor condition and no longer meets the needs of the thousands of local, agricultural and tourism vehicles that use it every day. Visitation is expected to double over the next decade, and its current state presents growing safety risks and limit the region's economic potential.

An upgrade would create a safer, more reliable corridor that supports the Prosecco Road initiative and strengthens the King Valley's position as one of Victoria's most distinctive regional destinations.

The project would upgrade the full 40km corridor from Oxley to Whitfield, delivered in two sections: 18km from Oxley to Moyhu and 22km from Moyhu to Whitfield. Works include road widening, shoulder improvements, treatment of blind spots, targeted resealing, barriers, tactile indicators and signage to bring the corridor to the standard required for a major arterial road.

Beyond the immediate economic boost from construction, the investment would help unlock long-term growth for the King Valley and wider region. The overall Prosecco Road initiative projects an increase of economic output by $101 million, up to $369 million, and creation of up to 467 additional roles across the visitor economy, once completed.



Estimated Construction Cost	$30m

Total length of upgraded roads	40km

What will it achieve?

The project will significantly improve the quality and safety of the road for locals, tourism, commercial operators such as agriculture and viticulture. It will also provide a safe link to the King Valley for cyclists.

With an estimated $30M in construction cost, this will generate approximately 54 jobs during construction. In addition, indirect, supply chain and flow-on consumption effects are projected to contribute a further $28.2 million to the local economy *(Remplan).*

How much will it cost?

An estimated $30M depending on scope of works.

Who will be our funding partners?

This road is Department of Transport and Planning (DTP) managed. Both State and Federal Government funding will be crucial to these works through the provision of long-term funding programs.

Widening shoulders and improvements to blind spots



Provide a safe link to the Upper King Valley for on road cyclists



Resealing the road in several sections



Improve the quality and safety of the road for locals, tourists, agriculture and viticulture



It is expected this project will create

54 Construction Jobs	**467** Jobs to the Visitor Economy as part of the Prosecco Road initiative

It is estimated this project will add

$28m to the local economy during construction	Increasing economic output by **$101m** as part of the Prosecco Road initiative