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PRESS RELEASE:



PO Box 27, Millicent SA 5280
www.wattlerange.sa.gov.au

Food, Wine, Tourism & Agriculture Collaborative Receives State Government Support.

Following a competitive application process, the Wattle Range Council received notification it was successful in securing \$80,000 to promote and develop the region's food, wine, tourism and agriculture industries. Whilst the funding will be received and administered by Council, the project is an industry-led initiative for the benefit of the whole Limestone Coast region.

The project, called The Limestone Coast Collaborative, will see marketers and producers work together to:

- develop a regional brand;
- increase awareness of the Limestone coast across tourist and consumer markets; and
- build the capacity of local food, wine, tourism and agriculture businesses so they are better prepared to take advantage of 'buy local' consumption and visitation trends.

The Collaborative, chaired by local viticulturist Daniel Newson, is currently represented by a small group of enthusiastic organisations and individuals who have an interest in promoting the region. This group has worked hard to secure funds on behalf of the abovementioned industries and is now preparing to engage with a wider audience.

"We look forward to expanding our networks to communicate with as many food, wine, tourism and agriculture businesses in the region as possible. If you want to be involved or keep informed of developments please register your details on the website: www.thelimestonecoast.com.au".

"Our ultimate aim through the Collaborative project is to create a regional brand, marketing and development program that will rival other Australian regions."

"Most people are familiar with the Barossa brand and the Eyre Peninsula is also gaining some ground in the marketplace. We believe the Limestone Coast as a food, wine and tourist destination is just as good, if not better. This funding will go a long way to helping the Limestone Coast realise its potential". Mr Newson added.

On receiving notification of the funding, Wattle Range Council CEO Mr Peter Harriott, congratulated the group on achieving the milestone and reiterated Council's support for the project. **"Council is proud to be associated with The Collaborative and looks forward to providing governance support to enable the group to get on with the important business of developing and promoting the whole Limestone Coast region. On behalf of Council I would like to thank the South Australian Government and Regional Development Australia Limestone Coast for helping The Collaborative bring the project to fruition".**

For further information please contact:
Daniel Newson, Chair, The Limestone Coast Collaborative – 0427 850 022

www.thelimestonecoast.com.au

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