



For immediate release, 4 November 2016

Limestone Coast Regional Brand Launch, 9 December

The Limestone Coast Collaborative is putting a call out to producers and tourism service providers who want to be the first to discover the new Limestone Coast regional brand. The Collaborative will launch the long awaited Limestone Coast regional brand on Friday 9 December from 4.00pm to 6.00pm at The Main Corner – City Hall Reception, Mount Gambier.

Find out how you can use the brand and play your part to drive the future promotion of our world class food, wine, tourism and agriculture. The launch of the Limestone Coast regional brand will unearth the story of the Limestone Coast.

“We encourage everyone with a passion for the Limestone Coast to attend the regional brand launch and to get involved in telling the region’s story to the world” Collaborative Project Officer, Kaye Best said.

Following the launch on 9 December, the brand will be available, at no charge, for use by businesses and organisations that have a substantial presence in or connection to the Limestone Coast.

This will be the culmination of a two-year project undertaken by the Limestone Coast Collaborative to develop a sustainable regional brand to help drive the future of our region’s world class food, wine, tourism and agriculture.

“Uniting under one regional banner will assist in raising the profile of the Limestone Coast and all that it has to offer in terms of production and tourism. This will increase awareness, demand for produce and local experiences, job opportunities and economic benefit for the region,” said Regional Development Minister Geoff Brock when awarding the LCC a \$80,000 State Government grant through the Regional Development Fund in 2014.

Extensive consultation was undertaken throughout 2015 to gather thoughts and ideas on the future direction of the region and how to tell our region’s story and increase visitation. This included a very successful Regional Branding Forum attended by 70 people at Lucindale in March 2015.

Also during 2015, feedback was sought via a Producers Survey and Visitors Survey. The Producers survey had 80 respondents covering Primary Producers in livestock, horticulture, food and wine as well as Service Providers in hospitality, accommodation, retail and tourism.

The Visitors Survey involved 171 responses from visitors to the network of Visitor Information Centres in the region.



Throughout 2016, the design and associated tagline for the brand was developed and refined based on the feedback gained during a series of business development workshops in 2015

The Limestone Coast Collaborative is a group of enthusiastic organisations and individuals who came together to help shape our region's future image. The Collaborative aims to raise the profile of the Limestone Coast region through the development, promotion and integration of the food, wine, tourism and agricultural sectors.

For more information on the Collaborative and to register your attendance at the Regional Branding Forum visit www.thelimestonecoast.com.au

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