



The Place To Be

Media release

Geoff Howard MLA, Member for Ballarat East

23rd June 2009

\$25,000 FOR GROWING IN MOORABOOL PROJECT

A project to promote the quality food and wine and related tourism experiences across Moorabool Shire is being supported with a \$25,000 Brumby Government grant announced by Geoff Howard MP, State Member for Ballarat East.

“Moorabool Shire Council is keen to capitalise on the growing food, wine and tourism sector in the municipality as well as the strong visitation growth to the region that has seen the number of visitors to the Shire almost double since 2003,” Mr Howard said.

“In 2008, this growth was estimated by Remplan economic modelling to be worth \$37 million, generating 307 new jobs.

“The *Growing in Moorabool* project will develop the tools required to help the council more successfully promote the quality food and wine product and related tourism experiences available in the shire.

The project involves:

- An audit of the food, wine and tourism products across the region;
- Developing and delivering marketing workshops to identify strategies for targeting key markets;
- Developing of a multimedia kit; and
- Developing of a search engine optimised web-based marketing interface.

Mr Howard said the Brumby Government was supporting the *Growing in Moorabool* project because it would deliver significant economic benefits to the region.

“The project will help increase awareness of Moorabool Shire as a food, wine and tourism destination,” Mr Howard said.

“Developing a high quality multimedia kit will enable participating companies to be ready for market opportunities while use of the kit combined with the website will provide a significant increase in exposure to targeted domestic and international markets.

More visitors to the region will also provide an increased opportunity for conversion to longer stays and a critical base from which other industries can develop.”

Mr Howard said Brumby Government funding for the \$55,000 *Growing in Moorabool* project would be provided to Moorabool Shire Council through Regional Development Victoria’s *Network to Success* program.

“The *Network to Success* program was established to promote greater collaboration among rural and regional producers and processors, and encourage cooperation through marketing, exporting, tourism and industry development activities,” Mr Howard said.

“*Network to Success* is funded under *Moving Forward*, the Victorian Government’s \$502 million action plan to make Provincial Victoria a great place to live, work, invest and raise a family.”

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