

BO:AW

24 April 2019

Councillor Margaret O'Rourke  
City of Greater Bendigo  
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Dear Cr O'Rourke,

***Re: City of Greater Bendigo's Application to be admitted to the UNESCO Creative City Network in the category of Gastronomy***

On behalf of Campaspe Shire Council, I wish to confirm that we fully support the City of Greater Bendigo's application to the UNESCO Creative City Network - Gastronomy and are pleased to be included within the nominated region.

Campaspe Shire Council boasts a wide variety of food and wine experiences, local producers, events and manufacturers that embrace gastronomy.

Council acknowledges that the application will feature four key themes or pillars, these being;

- Recognition of our Indigenous heritage and living culture;
- Creativity, innovation and diversity;
- Health and wellbeing;
- Sustainability.

These themes align with the 2017-2021 Campaspe Shire Council plan and vision ensuring that Campaspe is strong, supportive, vibrant and sustainable.

Bounded by the Murray River in the north, Mount Camel Wine region in the south, the Goulburn Valley Food Bowl in the east and dairy in the heart, Campaspe's geographic footprint enables our region to offer a diverse range of produce.

International manufacturers such as Nestle, Kagome, Fonterra and Simplot have factories in Campaspe. Testament to the significance of our agricultural base.

Campaspe's history is evident in the buildings, events and lifestyle of today, keeping alive the stories of pioneer settlement, agriculture development, gold mining and how river transport helped open up the interior of Australia to the international export trade.

The Yorta Yorta, Dja Dja Wurrung and Taungurung people are the traditional owners of the land. The local indigenous population is proportionally high and this is reflected in the arts and culture on offer locally. There is an annual Koori Arts and Craft Market featuring bush tucker which is always well attended. The old Echuca Court House in the historic Port precinct is owned by the local Indigenous people and they have plans to turn it into a gallery and café.

Investment in our region continues to grow, examples include the new purpose built Echuca Distillery and The Strawberry Pick.

Locally and globally, the food industry has evolved to suit new tastebuds. The Camel Milk Company in Kyabram produces milk for supply domestically and internationally and has a range of body products such as soaps, moisturisers etc. The Camel Milk Company's products have been featured on the Australian television cooking show, Masterchef and are a popular addition to local restaurant menus.

Events play a vital role in the celebration of our food and wine offering, bringing together visitors and locals alike. Festivals celebrating our local product are paramount in cementing our region as a food and wine destination. Echuca plays host to Flavours on the Wharf, Pop and Pour Festival and a number of satellite Melbourne Food and Wine Festival events.

Campaspe are working together with the Murray Regional Tourism Board and all of the other Shires along the Murray River, from Albury to Mildura on a farm to plate program. The program is designed to boost awareness of the region's food and wine related products and experiences and uptake of the same. It also aims to improve the quality, authenticity and availability of offerings to visitors and locals.

Campaspe Shire offer free bike hire in the Port of Echuca with the aim of encouraging visitors to get out and explore the region and discover local producers in close proximity. Many of the users will purchase some produce and then cycle to a scenic spot and enjoy a picnic overlooking the Murray River.

Astrid O'Farrell our Investment Attraction Manager will be your contact regarding this initiative. Astrid can be contacted on 03 5481 2822 or [a.ofarrell@campaspe.vic.gov.au](mailto:a.ofarrell@campaspe.vic.gov.au).

Yours faithfully



**Cr ADRIAN WESTON  
MAYOR**