

Our Ref: 3.000211
IN19/472206A9
TOR:RG

29 April 2019

Mayor Margaret O'Rourke
Greater Bendigo City Council
PO Box 733
BENDIGO VIC 3552

Dear Mayor O'Rourke

Bendigo and Region City of Gastronomy Application to UNESCO

The Gannawarra Shire supports the Greater Bendigo City Council's initiative to be recognised as a UNESCO Creative City of Gastronomy.


This will position Greater Bendigo as a 'creative, smarter city and region' – highlighting the food culture and innovation as well as the overall creativity. Bendigo is widely known as a very creative and artistic city with many world class facilities such as the Bendigo Art Gallery and Ulumbra Theatre, along with a very strong food and wine culture.

The UNESCO Creative Cities brand is globally recognised and can significantly raise the national and international profile of cities such as Bendigo. Of all the creative categories, Gastronomy offers the most potential to benefit the community and economy through developing and promoting the already thriving food and beverage industries.

While Bendigo has many stand-alone strengths in arts and culture, it is also a very central regional city that services a large international market and a large proportion of the regional market in Victoria. Further international recognition of Bendigo as a creative destination will add significant benefit to visitation at a state and national level. Tourism in Victoria is worth around \$27B annually and the strategic initiatives as proposed by the Greater Bendigo City Council are contributing to such positive growth.

The Gannawarra Shire Council recognises the extensive benefits that the UNESCO Creative City of Gastronomy will provide in the regional, state and national markets.

Yours sincerely



Tom O'Reilly
CHIEF EXECUTIVE OFFICER