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26 April 2024

Lorelle Warren
Bellarine Distillery
[REDACTED]

Dear Lorelle,

Re: Letter of Support – Bellarine Distillery

Tourism Greater Geelong and The Bellarine is a Regional Tourism Organisation representing more than 900 businesses in our local visitor economy.

The tourism sector and indeed our region is incredibly lucky to have Bellarine Distillery and The Whiskery brands as part of our destination offer. Tourism is a collaborative industry, with each business relying on the others around it for success.

Your phenomenal product – both what's inside the bottle and what you deliver on-site at the venue – is one of the signature experiences of the Bellarine Taste Trail, a program that highlights makers and growers to encourage visitation, dispersal and yield. The quality of the tourism experience is underpinned by the quality of the goods, and we're pleased to see fans of your beverages quickly become fans of The Bellarine region too.

Agri-tourism is a significant opportunity for this region. Visitors want a genuine sense of place with what they consume while travelling; it's as much a part of tourism as accommodation or transport. The characters we have here making, growing, crafting all manner of deliciousness in a glorious coastal environment is unique. They should be supported to ensure they continue to invest in our sector and community.

I understand all elements of the business are important for the ongoing sustainability of your operation, and I'm very aware that the tourism experience is one of the beneficiaries of your product sales. Likewise, local procurement and employment all comes together in a small business in a regional area for the good of the whole area.

Lorelle, we're grateful to have you, Russ, and your team as passionate members of our tourism industry and I'm glad you've always seen the value of working in partnership with like-minded operators. Yours is a distinct product made with pride and it tells an incredible Bellarine story. Thank you for sharing it.

Yours sincerely,

[REDACTED]

Tracy Carter
Executive Director

PLATINUM PARTNER

