



MEDIA RELEASE

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Rejuvenating the Huon Valley brand

When people think of the Huon Valley they immediately think of the region's unique and beautiful natural attributes as well as our amazing produce and experiences.

Maintaining a strong, recognisable brand is a valuable way of promoting our region and all it has to offer which is why Council is moving to strengthen the Huon Valley Brand with a clear and targeted framework.

This week Council has approved the next step in creating a truly unique brand structure including:

- Clear quality control criteria for any product, producer or service that intends to benefit from the brand
- A regular monitoring process to make sure quality controls are being maintained
- A marketing strategy aimed at promoting the Huon Valley Brand to investment, development, visitation and migration
- A governance model to oversee the future progress of the brand
- Development of a regional prospectus to promote the brand

Mayor Bec Enders said years of work had gone into making the Huon Valley what it is today.

"We are providing a framework that will allow our community to benefit from all that makes the Huon Valley a wonderful place to live, work and do business," Cr Enders said.

"This structure will also make sure that our brand stays strong and can't be eroded."

"This is a tourism brand as well as marketing avenue for all products and services that come from the region."

Council will continue to consult and engage with stakeholders as we transition our support from the Southern Trove to solely focus on the Huon Valley Brand.

For more information: Mayor Bec Enders (03) 6264 0300

Communications & Media Officer

Huon Valley Council

communications@huonvalley.tas.gov.au