

MEDIA RELEASE

Thursday 26 March

Media Release – Collective to plan for economic recovery

A number of concerned business and community leaders are partnering with Mildura Regional Development to establish an economic recovery advisory collective in the Mildura region, to consider and combat the economic implications of the COVID-19 crisis.

“In times of crises there is a critical need for leadership. Currently Councils, health professionals and the essential services are at the front line of the emergency response. Our communities will need support for economic recovery, reconstitution and reinvention in the foreseeable future that is adaptive to the changing situation in the longer term” said CEO of Mildura Regional Development Brett Millington.

Mildura Rural City Council and its surrounding neighbours in Wentworth and Swan Hill are key cogs in preserving Australia’s major food bowl. “It is essential that the supply chain of produce to major cities is uninterrupted and as a collective, we must do all we can to protect our industries, rise to each challenge with innovation and resourcefulness.”

“Mildura is a significant regional city that is resource rich in men and women who are achievers; successful in business with creative minds. The role of the Collective will be to act as a think tank for formulating economic initiatives for consideration by the community and all levels of Government to aid the regional economy.”

“The economy of our region, like all of Australia, is in a state of uncertainty. Identifying opportunities to recover or reinvent economic activity locally and reconstitute our Tourism offerings will be critical to our region’s future prosperity.”

A number of prominent local business identities and CEO’s had expressed their support for the idea and formulation of the collective.

Ends.

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