



KYOGLÉ COUNCIL

M E D I A R E L E A S E

Date: 27 February 2017

"A landmark booklet for Kyogle...a reflection of Kyogle's emerging soul, character and opportunity."

That's how Kyogle Council Deputy Mayor Cr John Burley described the Kyogle Culture booklet which was officially launched yesterday at Back to Business Week event.

The booklet was first published in hardcopy in December 2016 and is now available as an online version.

Council's Director of Planning and Environment Manfred Boldy said the Kyogle Culture booklet was the product of a collaboration between local like-minded businesses who wanted to advertise and celebrate the diverse arts and produce available from the local area.

"Quality, lifestyle, culture and real people are at the heart of the booklet's presentation," Mr Boldy said.

"Council immediately saw the opportunity that the booklet could provide in promoting the area and to help further consolidate community pride and activate greater business activity.

"As a Council, you can produce any number of policies but none will have the same effect as when a community led and owned idea is able to be crafted and driven forward.

"Business owner and artist Susie Marcroft, who has been the driving force behind the publication, and her other business collaborators should be commended for their efforts and for their dedication and commitment towards the local area."

The launch was attended by the Member for Lismore, Thomas George MP, Craig Jenkins of the NSW Department of Industry, Kyogle Council Councillors John Burley and Maggie May, Council officials and local businesses representatives.

The launch itself was held in one of small businesses that feature in the booklet – Gateway Fine Foods -- and was intended to highlight the different ways that collaboration can help strengthen business opportunities and increase local jobs.

The booklet was well received by the other business people invited to attend.

The Kyogle Culture philosophy of ‘cooperation rather than competition’ now features on a YouTube video (<https://www.youtube.com/watch?v=z4tIm7Q07QA>) which also highlights some of the products and characters featured in the booklet. The booklet will be available to download from the Kyogle Chamber of Commerce webpage with other links supported through the Kyogle Council webpage.

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