

Media Release - Hon Shelley Payne MLC

Cook Labor Government's Agrifood and Beverage Voucher Program to help Agricultural Region businesses flourish

Tuesday 26th March 2024

- WA businesses to share in \$470,700 in business development vouchers, including Charlari Wines and Odyssey Creek Estate located within the Frankland River wine region of the Agricultural Region.
- Cook Government investing in the future success of WA's agrifood and beverage sector

Odyssey Creek Estate and Charlari Wines located in the Frankland River wine region of the Agricultural Region have been awarded funding through the latest round of the Cook Labor Government's Agrifood and Beverage Voucher Program.

More than \$470,700 was awarded to 69 businesses across WA to grow their operations.

The program assists recipients with access to professional advice across business planning, manufacturing growth, sales and marketing, financial health and environmental sustainability and social responsibility to achieve business success.

Charlari Wines received a \$5,000 Sales and Marketing voucher for a strategic plan and asset development.

Odyssey Creek Estate received a \$5,000 Sales and Marketing voucher for development of a new marketing strategy and action plan.

Since the voucher program began in 2018, more than \$1.39 million has distributed via 286 vouchers to small and medium sized food and beverage businesses, attracting almost 2 million in matching funding.

In this round, the vouchers will help elevate a range of WA value-adding businesses, spanning confectionary, dairy, specialty food, meat, pasta, seafood, baked products, coffee, tea, honey, oat products, meals, herbs and spices, beer, wine, spirits and other beverages.

Comments attributed to Hon Shelley Payne MLC:

"This voucher program opens a world of opportunities for businesses within the Agricultural Region. I look forward to seeing the impact this will have on our communities".

Comments attributed to Agriculture and Food Minister Jackie Jarvis:

"This voucher program has successfully helped hundreds of WA agrifood and beverage businesses to diversify and grow over the past six years."

"Our vision is for a strong economy for all Western Australians and this investment will mean more local processing and manufacturing as well as more local jobs."

Comments attributed to Regional Development Minister Don Punch:

"Interest in this valuable initiative continues to grow year by year, supporting innovative newcomers, as well as established operators, like those in our valuable wine industry, to achieve their business goals."

“This transformational program is helping drive growth and employment throughout the State, supporting regional communities and economies.”

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