



We write to you in regards to the creation of a not-for-profit Destination Marketing function for the Bathurst Region.

Speaking with industry leaders, locals, other business owners, and ambassadors for Project Elevate; We believe tourism in the Bathurst Region will boom under the proposed model. Other towns and regions who use this model have had great success. If we do not modernise we risk being left behind.

Reckless Brewing Co. has been in operation in Bathurst for just over 18 months, already employs over 40 local staff and has quickly become the largest majority women owned brewery in Australia. We have invested heavily in equipment, space, staff and more with the expectation that Bathurst and its surrounds tourism will grow and expand. We believe the most practical way to realise these expectations is a new model.

We encourage you to take advantage of this opportunity to accelerate Bathurst's growth and let our industries flourish. Let's not get left behind!

Cheers,  
Jarrod Moore, Grace Fowler, Alice Wilson  
Reckless Brewing Co. Founders

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