

## ZOE BETTISON MP

### Shadow Minister for Trade, Tourism and Investment

Saturday 29 June 2019

#### **End of an era, as Brand SA closes its door**

As of today, Brand South Australia no longer exists – in a huge blow to thousands of South Australian businesses.

Brand SA - responsible for marketing the state through successful programs such as 'I Choose SA' using the 'door to South Australia' logo - has officially shut its doors.

The Marshall Liberal Government cut \$1.6 million from the organisation last month, leaving it no choice but to shut down. The 16 people employed by Brand SA have lost their jobs but the economic hit from this cut will be far reaching.

Brand SA boasted a membership of more than 4,600 businesses, with well-known South Australian small companies not only putting their name to the program but flourishing under its promotion and support.

Among its members were: Haighs, Penfolds, Foodland, Bickfords, Carclew, Charlesworth, Nippy's, Pirate Life, Robern Menz, Beerenberg, Thomas Foods, and Yalumba.

#### **Quotes attributable to Shadow Minister for Trade, Tourism and Investment Zoe Bettison**

This really is the end of an era for our state.

Cutting all funding for Brand SA is clearly the wrong call – it hurts South Australian businesses, it hurts South Australian workers and ultimately it hurts South Australian shoppers.

Brand South Australia has been a strong contributor to the State's economy and reputation for years. South Australians are rightly proud of our homegrown produce, products and services.

Premier Steven Marshall was quick to axe Brand SA, but not so quick with an alternative strategy.

It leaves a gap, and South Australians will suffer as a result.

**Adam Todd 0423 970 839**