

## **MEDIA RELEASE**

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Attention: News Editor

### **Food horizons expand**

Great Southern producers recently explored innovative ways to grow the region's food economy at a design thinking workshop initiated by the Great Southern Development Commission (GSDC).

The GSDC presented the event in partnership with the Albany Chamber of Commerce and Industry.

Workshop facilitator Jim Wyatt, of Innovation Central Perth (ICP) at Curtin University, led the participants through a design challenge focused on creating new opportunities in the food economy.

Mr Wyatt said the workshop served two purposes: to demonstrate the value of a design thinking approach for developing an innovation culture, and to generate real solutions and opportunities relevant to the Great Southern economy.

"ICP will follow up with the GSDC to investigate how to take one or more of the opportunities forward," Mr Wyatt said.

GSDC Chief Executive Officer Bruce Manning said new ways of thinking about growing the food economy could bring significant benefits to the region.

"Primary production is the core strength of the Great Southern economy," Mr Manning said.

"We already have some marvellous food and beverage processors adding value to our produce.

"However, we also know there is a great deal more that we can do to meet the demand of domestic and overseas consumers.

"Learning about innovative ways to address this kind of issue will be valuable across other fields of interest for the GSDC," Mr Manning said.

Mr Wyatt said opportunities identified through the workshop would require local commitment to progress further.



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“ICP will support the GSDC and local stakeholders to take opportunities to the next stage, which would be a limited proof of concept,” Mr Wyatt said.

“We will continue to work with the GSDC to help develop and grow local innovation skills and expertise to drive ongoing activities of this type across the region.

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