

ABC Rural

NEW INITIATIVES SPUR SOUTH AUSTRALIANS THROUGH THE DROUGHT.

By Drew Radford

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Rural communities across South Australia have found unique ways to combat years of drought.

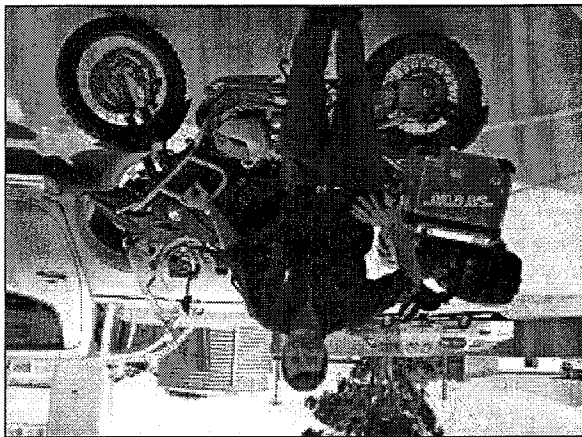
And on South Australia's Eyre Peninsula, they've been doing it tough for a number of seasons.

The community felt that if they were to be serious about a bringing more income to the district, they needed to make a financial commitment.

Drawing from the peninsula's name, they created a value adding business called *Free Eyre*.

To be part of it, producers had to put in \$3,000. Within two weeks they had raised three quarters of a million dollars.

Drew Radford, the Bloke on the Bike, is touring Australia as part of the Say G'day tour and is looking at how communities have been dealing with adversity.



Tim Keynes (Drew Radford)

AUDIO

Learn how the Eyre Peninsula has tackled drought head on
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