

MEDIA RELEASE

MALLACOOTA COMMUNITY BUYS MAIN STREET BUILDING FOR A THRIVING FUTURE

Mallacoota, Victoria [16/4/25] – A bold vision, unwavering determination, and the extraordinary generosity of supporters have turned a dream into reality: The Wilderness Collective has successfully purchased a cornerstone property in the heart of Mallacoota for the benefit of its community.

This milestone marks the beginning of an exciting new chapter— one that champions community-led enterprise, innovation, and long-term economic sustainability for this community on the easternmost tip of Victoria.

Founded by five local women, The Wilderness Collective emerged in the wake of the Black Summer bushfires with a mission to reshape Mallacoota's future. Their vision is to create a thriving, self-sufficient town by fostering entrepreneurial thinking, upskilling locals, and supporting new businesses that generate meaningful and sustainable employment.

"From the outset, we knew this was more than just a building—it's about investing in people, ideas, and a future where Mallacoota flourishes year-round," said Paris Brooke, Executive Officer and co-founder of The Wilderness Collective. "This space will be a catalyst for creativity, opportunity, and enterprise, empowering locals to test and build livelihoods."

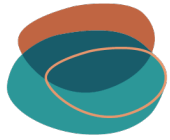
This milestone was made possible by the extraordinary generosity of individuals and organisations who believe in Mallacoota's future. Over the past year, the co-founders ran their own grassroots campaign, rallying support through online donations, a community raffle, private philanthropy, grant funding, and revenue from co-working space sales.

The Collective is working on catalytic long-term change to address complex challenges in the community. Securing a dedicated 'Innovation and Employment Hub' to learn, test, challenge and grow ideas and potential is a key step in that development.

"The Wilderness Collective is about doing things differently for remote and rural communities. We are capturing our impacts as much as possible to establish a relevant model for other small communities to address social and economic revitalisation."

Communities are standing up and forging their own futures. 52% of support for the purchase came from individual local and visiting donors. The Collective raised 18% of the total through its own co-working activities over the past year.

We are immensely grateful to the Jack Brockhoff Foundation, Mallacoota Community Enterprises Ltd (Bendigo Bank), Gippsland Community Foundation, Bendigo Community Enterprise Foundation, and the Mallacoota and District Recovery Association; who provided essential funding to help us reach our target to make this a reality.



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While securing this property is a major victory, the true work now begins. Building economic resilience and security in Mallacoota remains the priority, and the Collective continues to invite individuals, businesses, and philanthropic partners to be part of this transformative journey.

"This is just the beginning. We have proven what's possible when a community comes together with purpose and determination. Now, we invite others to join us in shaping Mallacoota's future through partnerships, programs, and enterprise creation," comments Brooke.

To ensure the success of this new hub, The Wilderness Collective will soon launch a bespoke Microbusiness Program—a crucial initiative for building financial security and unlocking new opportunities.

"We are immensely grateful to every donor, sponsor, and supporter who made this possible. Your belief in Mallacoota, and in women-led community transformation, is changing the game."

Ends.

For interviews and further information: 0487 639 955

To learn more about The Wilderness Collective and how you can support Mallacoota's next chapter, visit wildernesscollective.org.au

Digital assets available at: [Wilderness Collective - digital assets \(approved\)](#)