



## New Series Out to Prove You *Can* Do It in the Bush — and Break Down the City-Country Divide

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A bold new online short-form documentary series is launching this week with a clear message to city dwellers: you *can* do it in the bush — and regional and remote Australia is brimming with innovation, impact, and entrepreneurial spirit.

Titled “[\*You Can’t Do That in the Bush\*](#)”, the online series showcases the inspiring stories of innovators, leaders, and businesses thriving outside city limits. Created by [Laticia Braving](#) in collaboration with [Blue Clay Creatives](#) and [HOLGRO](#), the series aims to break stereotypes and spotlight the brilliance that has long existed across rural and remote communities.

“This documentary is out to challenge outdated views and celebrate the brilliance that’s been here all along,” says Executive Producer and series creator, Laticia Braving.

While regional Australia is often thrust into the spotlight during crises — bushfires, floods, droughts — Braving says the narrative must expand to include its everyday excellence.

“Yes, it’s important to cover the tough times, but we also need to tell stories that uplift. To show the innovation, the economic contribution, and the people behind thriving businesses and ideas — not just resilience in the face of disaster,” Braving said.

“Around **31% of small businesses — that’s 1.7 million out of 2.5 million nationally — are based in regional Australia**. These numbers reflect not just where people are living, but where they’re innovating, employing and building strong local economies.”

According to the [Regional Australia Institute, the Regional Movers Index \(RMI\)](#) — which tracks migration from capital cities to regional areas — rose by **10.5 per cent in the March quarter of 2025**, continuing a post-COVID trend of steady movement out of the capitals and into the regions.

“What people need to realise is the country isn’t just synonymous with farming,” says Braving. “It’s advanced manufacturing, creative industries, clean tech, Indigenous enterprise and more. The bush is full of innovators changing the world— and these stories prove it.”

As a former TV journalist who’s spent over two decades covering regional Australia, Braving says one stereotype still rings true — and it’s part of the problem.

“Country people are humble to a fault. They don’t shout about their wins. But in a world fuelled by media, no visibility means no recognition — and that has a real mental health cost. If all you ever see about your region is crisis and disadvantage, it chips away at your identity. That’s why we need more stories of pride, purpose, and possibility.”

The series premiered last night with a live event in Cairns and the online release of [Episode 1: Plastic Fantastic](#) — the true story of [Connor Clarke](#), founder of [Plastics Pirate](#), and [Dennis Fay](#) of [Salty Monkeys](#). Together, they’ve developed a groundbreaking mobile solution that transforms marine debris into usable plastic and fuel.

A teaser for **Episode 2**, featuring an internationally renowned millinery business, [Sonlia Fashion](#) owned and run by [Liana Hastie](#), in Mareeba, was also unveiled at the launch.

Braving, who has self-funded the project to date, is now seeking partnerships to continue the series and is calling on audiences across the country to support the mission.

“If you believe you’ve got a story that will leave people saying, ‘You can’t do that in the bush!’ — then I want to hear from you. And if you want to help rewrite the narrative of rural Australia, follow, share, and support the series.”

#### **Watch now via YouTube**

👉 [\[youtube.com/@YouCantDoThatInTheBush\]](https://youtube.com/@YouCantDoThatInTheBush)

**Or catch the replay of the premiere event on Facebook**

👉 [\[facebook.com/HOLGRO.au\]](https://facebook.com/HOLGRO.au)

#### **MEDIA ENQUIRIES**

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#### **MEDIA KIT & IMAGES**

[Access to EPK here](#) - including interviews, b-roll, episode #1 and episode #1 teaser.

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## ABOUT

### HOLGRO

HOLGRO exists to cultivate regional leaders and elevate their voices.

Through powerful storytelling and executive wellness coaching, we celebrate regional leaders and support them on their journey.

From paddocks to boardrooms, coastlines to deserts—we're growing stronger regional leaders.

Because the future of leadership doesn't only live in cities—it lives in the paddocks, shopfronts, sheds and sea ports of regional Australia.

And it all begins with their stories...

### BLUE CLAY CREATIVES

Blue Clay specialises in crafting strategic content for purpose-driven businesses making a positive impact in the world, empowering purpose through business-focused strategies.

With nearly 15 years of experience, they are a passionate full-service creative team whose mission is to tell unique stories in a way that inspires and builds excitement.

### LATICIA BRAVING

With over 20 years in journalism and marketing, including roles at the BBC, Fairfax, The Seven Network, and Southern Cross Austereo, Laticia Braving has dedicated her career to uncovering and sharing the stories that shape people's lives. Now, as the founder of Blue Clay Creatives and HOLGRO, her focus is on elevating voices from all walks of life, revealing the extraordinary within the everyday. Her work blends strategic brand building, content creation, and storytelling with a deep commitment to purpose and impact.

Through both Blue Clay and HOLGRO, she champions messages with meaning, brands with purpose, and people doing good in the world.