

Rebekah McCaul

Marketing Manager, Alexandrina Cheese Company



REBEKAH McCaul is the current Marketing Manager for Alexandrina Cheese Company, since 2001, which is a family business owned and operated by the McCaul Family who are located in the heart of Mt Jagged on the Fleurieu Peninsula in South Australia.

Rebekah McCaul, is employed on a full time basis with Alexandrina Cheese Company (ACC) as Marketing Manager in three business units; dairy, wholesale and retail. Her role with the business involves planning, developing, implementing and delivering a range of activities in the three business units. It is within the workplace at Alexandrina Cheese Company that Rebekah has been given the opportunity to participate in a range of marketing activities, growing the wholesale business to over 200 customers nationwide and managing the award winning retail team which opens 361 days per year. **Major Contributions to the business include developing Alexandrina Cheese Company's business and marketing strategy and application, successful award submissions, event management, industry representation, public relations and promotion.**

Rebekah is renowned in South Australia for her work brand building and her passion for awakening the retail / tourism team members to strive for best practise. She most enjoys wearing her wet-weather gear in cold, wet and muddy Mt Jagged and spending each morning milking the herd of 85 individually named, gorgeous doe eyed Jersey cows.

In the past, Rebekah has been awarded:

2008/2009 Finalist - Young Business Leaders SA (YBL) Program

Fundraising \$7422.50 for the Royal Society of the Blind.

2008 RIRDC Rural Woman's Award Finalist

Primary Industries and Resources of South Australia/
Government of South Australia.

2004 Australia Day Young Citizen of the Year Award

Alexandrina Council - Goolwa and Districts

2003 Peter Olsen Fellowship for Young Farmers - Finalist

Supported by the Agricultural Bureau of South Australia Inc, and PIRSA.

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