

# 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.**

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## **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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