



Fleurieu Sun
Victor Harbor and McLaren Vale
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Monday April 25, 2022

MEDIA RELEASE

New dawn on the Fleurieu Peninsula

Fleurieu Peninsula residents will have a new source of local news when the Fleurieu Sun publishes its first edition on Thursday May 12, 2022.

The newspaper will cover news and events throughout South Australia's Fleurieu Peninsula and McLaren Vale wine region.

The weekly newspaper has an office in Victor Harbor and has employed five team members. They are:

- Editor - Michael Simmons
- Journalist - Bryan Littlely
- Journalist - Dani Brown
- Sales Manager - Andrea Ascensio
- Sales Consultant - Rachel Telling
- Sales Consultant - Vacancy

South Australian regional newspaper publisher Andrew Manuel, who spent his formative years living in Victor Harbor, is behind the initiative.

Mr Manuel who owns the Balaklava-based Plains Producer, Two Wells Echo and Eyre Peninsula Advocate, and part-owns The Border Watch, said regional communities deserved strong local newspapers that were invested for the future.

"People need local newspapers more than ever. They keep communities connected and give local people a voice on the issues that matter to them," Mr Manuel said.

"Our family's involvement in country newspapers started right here in Victor Harbor in the 80s."



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“My late father Roger worked for the Victor Harbor Times, then owned by the Milne family.

“Dad and my mum Margaret went on to buy the Plains Producer in dad’s hometown of Balaklava, which I have been publishing since mum retired.

“It’s great as their son to be able to return to Victor to bring a new style of local news to this area.

“We encourage people, especially local community and sporting groups, to send in their news and photos. Our philosophy is – if you provide it, we’ll publish it.

“This is your local newspaper. Together, we will make sure it’s full of local faces, opinions and issues of importance.”

Mr Manuel said the newspaper had an experienced team and start-up financial support from the Newsroom Sustainability and Digital Transformation Fund.

The fund is an initiative of Meta, in partnership with The Walkley Foundation, to support the growth of small rural and regional newsrooms in Australia.

The fund supports innovation and sustainability of small newsrooms doing the essential work of keeping their local communities informed through quality journalism.

The Fleurieu Sun will be available from locations throughout the Fleurieu Peninsula and McLaren Vale. Keep an eye on the newspaper’s [Facebook page](#) and website: www.fleurieusun.com.au.

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To contribute news tips and photos, email editorial@fleurieusun.com.au

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