

# Press Release

**Contact:**

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**Embargo**

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## TULIP TIME 2010 - A 'GOLDEN' SUCCESS

Chairman of the Tulip Time Committee, Clr. Graham McLaughlin today announced at a presentation of Tulip Time benefactors at the Mittagong RSL Club that the 2010 Golden Jubilee Tulip Time Festival was an outstanding success.

An ambitious program was implemented this year to celebrate 50 years as an iconic community festival. The program received an overall "Gold Star" from everybody involved. The event has generated numerous positive outcomes as highlighted by record levels of visitation and income generation. The flow on effect of the festival contributed to additional business for the region whilst also providing valuable fundraising opportunities for numerous local organizations including this year's official charity Father Chris Riley's Youth Off The Streets. Father Chris Riley was today presented with donations in excess of \$70,000 from supporting organisations such as the Sydney Cycling Club, Wingecarribee Shire Council, Mittagong RSL Club, NAB and Rotary. These funds will be used by YOTS to develop their local Southern Highlands programs of assisting homeless youths through Drug and Alcohol and Sexual Abuse rehabilitation programs.

Tourism Southern Highlands, Executive Manager Tourism and event organiser, Steve Rosa reported "This year, gate entry turnover, visitation and sponsorship were all up on previous years due to the support by the local community and corporate partners. Visitors to Corbett Gardens totalled 36,016 over the 14 day period which is an increase of 63% up approximately 14,000 visitors for the same period last year." Other festival highlights reported by Mr. Rosa:

- Local visitors up 107% with 6422 attending over 2009 with 3101
- Sponsorship support up 73% over 2009
- Increased program funding by Council of \$100k
- Comprehensive advertising and marketing plan
- Record participation of businesses (85) in Shire wide Shop Window Competition
- Record participation in traditional Street Parade
- Introduction of Tulip Barrels in Towns and Villages of the Shire
- Introduction of numerous new events i.e. Rockn'Roll Concert, Lantern Workshops and Parade, Youth Golden Mile Street Race, Emergency Services Challenge, Tulips After Dark, Celebrity Cricket Match, Outdoor Cinema and Fireworks
- Introduction of the 50 Golden Ambassadors

Mr. Rosa added that the success of this year's 50<sup>th</sup> Anniversary of Tulip Time was driven by a well planned and co-ordinated approach to the event. The continuation of an innovative strategy of using a central theme, lots of colour, a national celebrity and a recognisable and local charity all assisted our efforts to elevate the profile of this historic event to national and international status. He said that this year's festival was a real team effort with local government (WSC), tourism industry, business, charities and the community all working together to make this a fun and memorable event.

Clr. Graham McLaughlin said "there are many people and organisations that contributed to this year's successful event but a huge vote of congratulations and thanks must go to the 2010 Tulip Time Festival Committee, the team at Tourism Southern Highlands, local volunteer organisations and sponsors."

Wingecarribee Shire Council Mayor, Ken Halstead also made special mention of the quality of this year's gardens and paid tribute to the Council's Parks and Reserves staff for presenting a special Tulip Time floral display throughout the Shire. "The gardens were the best presented for many years and the 60's theme was a colourful and spectacular presentation. The new initiatives introduced into this year's festival such as the Lantern Parade and 'Tulips After Dark' appeared to be a real hit with everybody" he said.

Organisers admit that this year's record Tulip Time Festival has now set a high benchmark for 2010! The financial performance of this year's festival will not be fully known until after the Tulip Time 'Bulb Dig-Up' is conducted on Saturday 13 November 2010.

Further information can be obtained by contacting Tourism Southern Highlands on 4871 2888, or email to [steve.rosa@wsc.nsw.gov.au](mailto:steve.rosa@wsc.nsw.gov.au)

**Ends**

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**Tulip Time 'Wrap-Up' Presentation and Cheque presentation will be conducted at Mittagong RSL Club Wednesday 3 November at 10am.**  
**Photo opportunities and media interviews available.**

**For Further Details Please Contact Trish Bow At Tourism Southern Highlands on 4871 2888 or email [trish.bow@wsc.nsw.gov.au](mailto:trish.bow@wsc.nsw.gov.au)**