

MEDIA RELEASE

“Sir Don” and natural beauty highlight the Highlands

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Imagery of the iconic Bradman Museum and famous Tulip Time festival headline a new tourism and business investment strategy for the Southern Highlands, NSW Minister for Regional Development Phil Costa said today.

Mr Costa launched Wingecarribee Shire Council’s new tourism and marketing tools, which includes a promotional DVD and photo library, in Bowral today.

The NSW Government provided \$30,000 towards the production costs of the new materials.

“Attracting visitors and investors to the Southern Highlands benefits the whole community, providing an important economic boost and helping to create local jobs,” said Mr Costa.

“High quality promotional material is vital for a destination to promote itself to potential visitors and business investors.

“The Southern Highlands is a great place visit, live and work.

“Top images of the local area were captured late last year to better sell the region as part of this new campaign.

“The Bradman Museum and Tulip Time are a great introduction to the many other features of the Southern Highlands which include nature and heritage walks, food and wine tours, boutique shopping and golf,” he said.

Mr Costa said that household brands already established in the Southern Highlands would also be used to help attract new business investment as part of the campaign.

“Companies like Dux Hot Water will feature in the promotional material, as well as a new industrial area between Moss Vale and Berrima known as the Enterprise Zone,” said Mr Costa.

“Not only is Southern Highlands a place of great beauty, it is also a place to do business with excellent opportunities for new investment,” he added.

Copies of the DVDs will be available for sale from Tourism Southern Highlands and Wingecarribee Shire Council. They’ll also be used at trade shows, exhibitions and in other promotional activities to encourage both visitors and business investors to explore to the Southern Highlands.