

News Release

Contact:

Steve Rosa

P: 02 4871 2888 or M: 0429 045 207

E: steve.rosa@wsc.nsw.gov.au

FOR IMMEDIATE RELEASE

10 July 2014

The Southern Highlands Ties the Knot!

The Southern Highlands of NSW is set to become the premier wedding destination in NSW with the launch of **'Wedding Time'** by Mayor Clr Juliet Arkwright at Bradman Oval Bowral on Thursday 10 July.

Clr Arkwright said "Wedding Time is the initiative of Destination Southern Highlands and forms part of its events and marketing strategy to claim ownership of this niche 'matrimonial tourism' sector and position the Southern Highlands wedding industry experiences and products as the perfect venue for the growing weddings market."

Wedding Time will see the inaugural **Southern Highlands Wedding Fair** staged at the iconic Bradman Centre and Oval in Bowral on Saturday 10 January 2015 with an **'Open Day' Wedding Trail** showcasing wedding venues, operators and experiences throughout the Southern Highlands on Sunday 11 January 2015.

Destination Southern Highlands has 'tied the knot' with event specialists Manage My Event to present the unique Wedding Fair and Wedding Trail events. Donna McIntosh, Director of Manage My Event said "the Southern Highlands has traditionally been a strong wedding destination with some beautiful venues and operators supporting this market. It is not uncommon for our major wedding venues to conduct over 50 weddings a year. The Bradman Oval will present a unique backdrop and venue for the regions official Southern Highlands Wedding Fair with approximately 100 exhibitors on hand to convert potential couples and their family and friends to have their next wedding in the Southern Highlands."

Group Manager Destination Southern Highlands, Steve Rosa, is excited to see the introduction of another signature event for the region coming onto its calendar and said "The Wedding industry is a major business both here in the Southern Highlands and across Australia with reports highlighting that the wedding industry generates over \$4.3 billion annually with over 119,000 weddings taking place each year in Australia with an average spend of \$30k. The Southern Highlands is well placed to build on and take advantage of this emerging sector with our destination and industry offering so much to cater for this growing market with our:

- Central HUB location to ¼ of Australia's population of Sydney, Canberra & the Illawarra on our doorstep
- Beautiful backdrops and country landscape

- Over 50 unique wedding venues from Stone Churches, romantic Gardens, Stately homes and hotels, historic Golf Clubs to stunning Wineries

To further support our position as a fast emerging wedding destination is the fact we have a strong group of wedding industry operators from Celebrants, Wedding Planners, Photographers, Florists, Equipment Hire companies, Hair & beauty artists to Vintage clothing. It's all here in the Highlands, a region which radiates romance."

Destination Southern Highlands Group Manger, Steve Rosa, and Manage My Event Director, Donna McIntosh confirmed their Vows of Commitment to the new Wedding Time program of events by signing a Certificate of Partnership at today's launch witnessed by a small gathering of Government, Industry and Media representatives.

ENDS

PHOTO & INTERVIEW OPPORTUNITY

Thursday 10 July 2014 at 11am
 Bradman Center Pavilion
 St Jude Street, Bowral

Wedding Time Launch Event

Mayor Clr Juliet Arkwright to officially launch new Event with a mock wedding also taking place between Steve Rosa (Destination Southern Highlands) & Donna McIntosh (Manage My Event) by Civil Marriage Celebrant Peter Norman

