

Destination Southern Highlands takes home gold!

Council's Destination Southern Highlands team have again shone brightly at the NSW Tourism Awards, taking home the Gold in the coveted *Destination Marketing* category at last night's presentation.

The win is the second in as many years, and also follows on from the team's success earlier in the year at the QANTAS Australian Tourism Awards, which saw the My Southern Highlands campaign win bronze against top tourism campaigns from across the nation.

Council's Manager Tourism and Events Steve Rosa praised the team behind the prestigious award, noting that they faced some tough competition.

"This award is considered one of the highest honours you can receive in the tourism industry and the My Southern Highlands program is now considered the benchmark for Visiting Friends and Relatives sector marketing," he said.

"To take home the gold award two years in a row against such esteemed company is a huge achievement, and a fantastic way to recognise the hard work that goes into promoting the Southern Highlands as the best destination to visit in the state."

The Destination Southern Highlands team won against a strong field of competitors including the *Visit NSW State Forests – Experience a Forest Playground* campaign which won Silver, and *The Legendary Pacific Coast International Marketing Program* which snared bronze.

"The *Destination Marketing* award recognises innovation and the success of the My Southern Highlands program over the past seven years and is a testament to all of the hard work Wingecarribee Shire Council and the local community put in to promote the Southern Highlands," Mr Rosa said.

"Apart from the Destination Southern Highlands staff directly involved with implementing and promoting the campaign, I'd also like to thank our local tourism operators, shop owners and community members who have embraced My Southern Highlands and acted as local tourism ambassadors for our beautiful region."

The Destination Southern Highlands team will now look forward to competing against the best Destination Marketing campaigns in the nation when they represent New South Wales at the National Tourism Awards in Adelaide, April 2015.

For more information about *Destination Southern Highlands* and the *My Southern Highlands* program, visit www.southern-highlands.com.au and www.mysouthernhighlands.net.au or call the team at the Southern Highlands Information Centre on phone 4871 2888.

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RELEASE DATE: 28 November 2014

MEDIA CONTACT:

- Steve Rosa, Group Manager Destination Southern Highlands, 0429 045 207
- Birgitta Elferink, Communications Officer, (02) 4868 0884