

## **MEDIA RELEASE**

Our Ref: T15:0032

15 August 2012

Attention: News Editor

### **Spring events set to bloom**

Spring is on the horizon and a host of events are about to bloom in the Great Southern.

Perth dignitaries and celebrities gathered in Kings Park on Tuesday 14 August for the launch of the 2012 Hidden Treasures Bloom Festival, a celebration of wildflowers and all that grows in the Great Southern.

Agricultural Region MLC Mia Davies launched the 2012 festival program, detailing 68 events taking place in September and October from Frankland River to Bremer Bay to Nyabing and most points between.

The 2012 program includes field walks, wildflower displays, open gardens and workshops.

Hidden Treasures Bloom Festival is supported by the Great Southern Development Commission (GSDC) and Tourism Western Australia, along with agency and corporate sponsors and the eight Hidden Treasures local governments: Broomehill-Tambellup, Cranbrook, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup and Woodanilling.

GSDC Board Chairperson Peter Rundle said the 2012 program offered an enticing range of incentives for visitors to take an extended look around the Great Southern.

“Last year’s Bloom Festival pulled together an entertaining and informative array of events and this year is set to follow suit,” Mr Rundle said.

“Visitors and locals can simply enjoy the natural splendour of spring in the Great Southern, indulge in fine regional produce or take in a bit of learning at the same time.

“Workshops and field walks include sessions on sustainable homes, organic gardening and the feng shui of home and garden design.

“This year’s Bloom Festival coincides with Ongerup’s and Nyabing’s centenaries and the towns are welcoming all visitors to their celebrations,” Mr Rundle said.



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Several towns are hosting themed food events, inviting visitors to enjoy a Beer and Beef evening in Borden, Pilsner and Pork luncheon in Cranbrook, bush tucker luncheon in Ongerup and a seafood focus in Flavours of Bremer Bay.

Copies of the Bloom Festival program are available at participating outlets, visitor centres and community resource centres in the Great Southern, or by visiting [www.kojonupvisitors.com](http://www.kojonupvisitors.com).

**Media contact: Bruce Manning, ph. 9842 4888**



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Albany Pyrmont House, 110 Serpentine Road, PO Box 280, Albany WA 6331. Phone: (08) 9842 4888 Fax: (08) 9842 4828 Email: [gfdc@gfdc.wa.gov.au](mailto:gfdc@gfdc.wa.gov.au)  
Katanning 10 Dore Street, PO Box 729, Katanning WA 6317. Phone: (08) 9821 3210 Fax: (08) 9821 3334 Email: [katanning@gfdc.wa.gov.au](mailto:katanning@gfdc.wa.gov.au)  
Web: [www.gfdc.wa.gov.au](http://www.gfdc.wa.gov.au)