

MEDIA RELEASE

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Attention: News Editor

Spring into events opportunity

A new tourism drawcard is set to bloom in spring this year, when hidden treasures of the Great Southern will be revealed.

The Hidden Treasures of the Great Southern Spring Flower Festival, supported by \$80,000 of funding from Tourism WA through the Great Southern Development Commission (GSDC), will be held in September and October to highlight botanical diversity and tourist attractions in the northern shires of the region.

Hidden Treasures of the Great Southern will coordinate the Spring Flower Festival, taking in and expanding on existing wildflower shows and other events in the eight shires of the Hidden Treasures group: Broomehill-Tambellup, Cranbrook, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup and Woodanilling.

GSDC Chief Executive Officer Bruce Manning said the region's northern shires had been seriously affected by last year's dry winter and spring, and would welcome the opportunity to use transition funding to grow new attractions.

"The Great Southern is renowned for its botanical diversity," Mr Manning said.

"Bringing together a wide range of exhibitions, tours and attractions under a single festival banner with a central coordinator will build the capacity of the Hidden Treasures group and of the communities involved.

"Existing events will receive a welcome boost in promotion and marketing, and new tourism opportunities will be created," Mr Manning said.

The Spring Flower Festival will include wildflower and art exhibitions, tours, open gardens and outdoor entertainment at a number of locations in the districts covered by the Hidden Treasures group.

Event organisers in the eight shires are invited to contact the Hidden Treasures group to discuss inclusion in the program of events.

Expressions of interest for inclusion in the program close on Sunday 3 July.



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The Hidden Treasures group can be contacted via its website at www.hiddentreasures.com.au or through event coordinator Karen Birdseye on 9842 8434 or 0417 235 324.

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