



Media Release - **Embargoed until 10pm 22 June 2016**

## **Yorke Peninsula celebrates tourism industry accolades!**

Yorke Peninsula tourism operators were recognised at the **2016 Yorke Peninsula Tourism Awards** held at Ardrossan on Wednesday night.

Around 130 people from Yorke Peninsula's tourism industry attended the gala dinner and presentations to celebrate the wins and successes of the local tourism industry. Awards were presented to 11 businesses and individuals judged to be the most outstanding in each category (see full list attached).

Country Getaways Holiday Rentals were inducted into the Hall of Fame after winning the Specialised Tourism Services category three times in a row. Country Getaways Holiday Rentals manages over 177 holiday properties all over Yorke Peninsula, providing visitors with a one-stop-shop for a large variety of accommodation options.

A further 12 entrants who achieved a high standard in their category were recognised with a gold, silver or bronze medal.

Julie Smith won the prestigious Harry Dowling Award for an outstanding contribution to the South Australian regional tourism industry.

Julie has been involved in the tourism industry in the Flinders Ranges for over 30 years. Julie, with her husband Tony firstly operated Angorichina Tourist Village and currently owns and operates Rawnsley Park Station. Julie has been heavily involved in regional tourism over the last two decades, chairing three separate regional tourism bodies during that time, and is currently a Board member of the South Australian Tourism Commission. Julie's exceptional commitment to regional tourism throughout South Australia has been unwavering.

South Australian Tourism Industry Council General Manager Shaun de Bruyn says "It has been inspiring to see the commitment that tourism businesses have given to reviewing their business goals and achievements through the awards process and showcasing their success to industry peers."

"The South Australian Tourism Industry Council provides industry advocacy and business development programs. We have seen some of the Yorke Peninsula's finest tourism businesses rewarded for excellence," Mr de Bruyn says.

Mr de Bruyn adds "Tourism Awards reinforce the important contribution of regional tourism to South Australia and we should all celebrate excellence in our tourism experiences and the Yorke Peninsula as a tourism destination."

Yorke Peninsula Tourism Manager Brooke Liebelt says "This year's awards program attracted a number of new entrants and the standard of entries was high. I congratulate everyone involved. This is a fantastic illustration of the commitment Yorke Peninsula operators have towards this important industry."

"Tourism and the visitor economy is vitally important to South Australia and is a major economic driver for Yorke Peninsula, helping to create business opportunities and most importantly jobs."

Ms Liebelt adds "We hope our winners, medallists and nominees from this year's Yorke Peninsula Tourism Awards consider nominating for the 2016 South Australian Tourism Awards."

## **Special thanks to all of our sponsors who make these awards possible:**

**MAJOR SPONSOR:** Department of Environment, Water and Natural Resources

**PLATINUM SPONSORS:** Yorke Peninsula Council, District Council of the Copper Coast, HWR Media & Communications, Barley Stacks Wines and Wallaroo Shores

**GOLD SPONSORS:** Yorke Peninsula Country Times, Coopers Brewery and SA Life Food & Wine

**BRONZE SPONSORS:** Regional Development Australia Yorke & Mid North; Finsbury Green; Ardrossan Progress Association, Steven Griffiths MP and District Council of Mallala

**PROGRAM PARTNER:** South Australian Tourism Industry Council

The Yorke Peninsula Tourism Awards are judged in accordance with a strict set of rules and criteria, with winners setting benchmarks for the whole industry to aspire to.

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## **Congratulations to the winners who were judged to be the most outstanding in their category:**

### **Tourist Attractions**

Walk the Yorke Leisure Trail, *Ph 08 8832 0000*

### **Festivals and Events**

Kernewek Lowender - Copper Coast Cornish Festival, *Ph 08 8821 4500*

### **Cultural Tourism**

Moonta Mines Railway, *Ph 08 8825 1891*

### **Specialised Tourism Services**

Country Getaways Holiday Rentals, *Ph 08 8832 2623 - Hall of Fame 2012 – 2014 - 2016*

### **Visitor Information Services**

Copper Coast Visitor Information Centre, *Ph 1800 654 991*

### **Fishing Charter, Tour and/or Transport Operators**

Reef Encounters Fishing Charters, *Ph 0407 609 988*

### **Tourism Restaurants, Hotels, Cafes and Catering Services**

Coopers Alehouse Wallaroo, *Ph 08 8823 2488*

### **Caravan and Holiday Parks**

Port Vincent Foreshore Caravan Park, *Ph 08 8853 7073*

### **Standard Accommodation**

cu@wallaroo, *Ph 0421 388 449*

### **Deluxe Accommodation**

Wallaroo Marina Apartments, *Ph 0448 212 066*

### **Harry Dowling Award**

Julie Smith, *Ph 0427 221 577*

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**Congratulations to the medal recipients who achieved a high standard in their category and received a gold, silver or bronze medal:**

Festivals and Events

Balaklava Racing Club - Silver

Yorke Peninsula's Saltwater Classic - Bronze

Cultural Tourism

Aboriginal Cultural Tours - South Australia - Silver

Specialised Tourism Services

Studio Surf - Silver

Barley Stacks Wines - Bronze

Yorke Uncorked – Bronze

Visitor Information Services

Ardrossan Information Outlet - Bronze

Caravan and Holiday Parks

Port Vincent Caravan Park and Seaside Cabins - Gold

Edithburgh Caravan Park - Silver

Ardrossan Caravan Park - Silver

Standard Accommodation

Port Vincent Caravan Park & Seaside Cabins - Silver

Deluxe Accommodation

Yondah Beach House - Gold

**For more information on the Yorke Peninsula Tourism Awards or photos, please contact Brooke Liebelt, Manager Yorke Peninsula Tourism on 0419 187 467.**

