

## **MEDIA RELEASE**

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Attention: News Editor

### **Tourism champion steps down**

Regional tourism champion Di Holly has stepped down from her role as Chair of the Hidden Treasures group after more than 15 years of voluntary service.

Mrs Holly was a driving force behind the formation of the group, and guided it through the development of branding, publications and events.

Great Southern Development Commission (GSDC) Chairman Peter Rundle said Mrs Holly had made a significant contribution to the development of tourism in the Great Southern.

“Over the years the Hidden Treasures brand and reputation has gone from strength to strength and it is contributions from passionate people like Di Holly that have made this possible,” Mr Rundle said.

“Her work in bringing together the communities, businesses and local governments in the Hidden Treasures region has helped to elevate the Great Southern’s reputation as a tourism destination.

“Di filled her role with energy, a great sense of humour and a passion for the region, and she leaves with a solid legacy in place,” Mr Rundle said.

With the support of the GSDC and the engagement of the region’s hinterland shires, Hidden Treasures was established in 2004 to promote the attractions of tourism in the northern and south-eastern parts of the Great Southern.

Mrs Holly played a key role in bringing together eight shires to act collectively on tourism promotions through Hidden Treasures, generating better outcomes than they would have achieved in isolation.

The Hidden Treasures shires are Broomehill-Tambellup, Cranbrook, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup, and Woodanilling.

Hidden Treasures produced tourism toolkits for businesses, touring maps, highway signs and brochures.

In 2011, Hidden Treasures initiated the annual Bloom Festival to celebrate the region’s floral riches. The festival has been supported by the GSDC since its

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inception and the festival program has gone from strength to strength over the past five years.

Shire of Cranbrook delegate Cassandra Hughes has taken up the role of Chair of the Hidden Treasures group.

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