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STRICTLY EMBARGOED Saturday, 28 February 2009

### SA SUCCESS AT NATIONAL TOURISM AWARDS

South Australia has taken out three national awards at the *2008 Qantas Australian Tourism Awards* in Melbourne last night. The winners are:

- **2008 Clipsal 500 Adelaide** was named Australia's best major festival & event
- **Adelaide Convention Centre** was named Australia's best meetings & business tourism venue
- **Narnu Farm** was named Australia's best standard accommodation

The Clipsal 500 Adelaide, which is celebrating its second consecutive national win, triumphed over other top name events from around the country, including 2008 Australian Surf Life Saving Championships (WA), the Melbourne Food & Wine Festival, and the Sydney Royal Easter Show.

The Adelaide Convention Centre and Hindmarsh Island's Narnu Farm also beat tough competition from across the country in their respective categories.

South Australia also received a commendation from the national judging panel, with **Cleland Wildlife Park** commended for its entry in the Tourist Attraction category.

Tourism Minister Jane Lomax-Smith says the Australian Tourism Awards play an important role in recognising and promoting excellence in the tourism industry.

"To be a finalist at the national level, entrants must first win a State tourism award in the same category, so our local entrants were up against some very strong competitors from around Australia," she says.

"This is an excellent result for the State and our winners should be very proud of their achievements. These wins will not only raise South Australia's profile in the Australian tourism industry but also sets a benchmark for best practice."

Former owners of Wilpena Pound Resort, Lynette and Keith Rasheed, who pioneered the beginnings of tourism in the Flinders Ranges and Outback South Australia, were also acknowledged among their peers for their outstanding contribution to tourism.

The awards were announced at a gala presentation and dinner in Melbourne last night, attended by Australia's key tourism operators and industry leaders.

Details of winners are attached to this media release.

### **2008 Clipsal 500 Adelaide (Major Festivals & Events)**

The Clipsal 500 Adelaide is a four-day event, combining Australia's largest motor sport festival with a diverse range of quality entertainment to create an enormous party atmosphere across the city. The action-packed event is a round of the V8 Supercar Championship Series and is held on Adelaide's world-renowned 3.2km city street circuit. In 2008 the Clipsal 500 Adelaide celebrated its tenth birthday with a 'Party to the Power of 10', setting another sport attendance record of 291,000.

Contact: Jason Allen on 0428 736 003 or visit [www.clipsal500.com.au](http://www.clipsal500.com.au)

### **Adelaide Convention Centre (Meetings & Business Tourism)**

As a city icon, the Adelaide Convention Centre sits on the River Torrens with the dramatic views of the parklands. The Centre was the first purpose-built conference and convention centre in Australia, and for more than two decades has been hosting local, national and international events. With panache and a meticulous attention to detail, the Adelaide Convention Centre has built a strong reputation for quality service and impressive stage designs.

Contact: Alec Gilbert on 0448 761 746 or visit [www.adelaidecc.com.au](http://www.adelaidecc.com.au)

### **Narnu Farm (Standard Accommodation)**

Narnu Farm provides visitors with a rural holiday experience on Hindmarsh Island, with a focus on horse riding and the farming way of life. The managers strive to attract more families and school children to learn about the animals, and experience the magic of Narnu. The property has seven self-contained cottages as well as a unique bunkhouse dating from 1878, which can accommodate groups of up to 100 guests, making it the ideal holiday destination for families or school groups.

Contact: Joel Hirsch on 0437 066 142 or visit [www.narnufarm.com.au](http://www.narnufarm.com.au)

### **Cleland Wildlife Park (Tourist Attraction) – commendation**

Contact: Cleland Wildlife Park on (08) 8339 2444 or visit [www.clelandwildlifepark.sa.gov.au](http://www.clelandwildlifepark.sa.gov.au)