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MEDIA RELEASE

SA Wooden Boat Festival brings home the Winner's Award

19 November 2019

The Alexandrina community celebrated on Friday 8 November, when the 2019 SA Wooden Boat Festival received the Winner's Award in the Festivals and Events category at the South Australian Tourism Awards.

Held on 27 and 28 April this year, the festival entertained around 14,000 people with over 140 participating wooden boats seeing the festival reach its capacity three weeks prior to the event.

The award is a prestigious accolade in the tourism industry and signifies a wonderful recognition of the substantial effort that enabled the 2019 Wooden Boat Festival (SAWBF) to come to life.

The event would not have been possible without the dedication of the organising committee and the support of the community, sponsors and volunteers who brought the event together, and remains an exciting instalment on Alexandrina Council's calendar of events in 2021.

Providing longevity and a major role in regional tourism, the event is just one of the incredible tourism initiatives that have contributed to the \$476 million in expenditure (to June 2019) that the Fleurieu has experienced.

Work has already started on the 2021 SAWBF and Council is currently putting the call out for Community Committee Members, with further information available at www.alexandrina.sa.gov.au

Alexandrina Mayor Keith Parkes recognised the significance of the award and the event to the region.

"The South Australian Wooden Boat Festival has a unique character which harnesses the historical, social and cultural identity of our region. It is a fantastic achievement by the festival committee and sponsors, council staff and volunteers, boat owners, exhibitors, local businesses, and the many people who attended the festival, to achieve this admirable award.

"I would also like to acknowledge other award winners in our region - Middleton Beach Huts for Standard Accommodation; Murray River, Lakes and Coorong Tourism Alliance for Destination Marketing, and the Goolwa Visitor Information Centre for being a finalist.

“Council is currently seeking Expressions of Interest from people to join the committee for the 2021 SA Wooden Boat Festival and I would encourage anyone with a keen interest in event planning, boating or community participation to consider getting involved. There are many different ways to contribute,” he said.

The festival is the largest freshwater wooden boat festival in Australia and celebrates the historic river port of Goolwa and its connection to the River Murray, as well as the many boaties who traverse its tributaries.