

CAMDEN COUNCIL

Media Release



20 September 2016

Seven's Spotlight to Shine on Camden

Camden is hitting the small screen this October, with opportunities for people across Australia to become acquainted with the town's unique offerings.

A segment on the newly improved Town Centre will be filmed on 29 September for the Seven Network's iconic travel program, *Sydney Weekender*.

Mayor of Camden, Councillor Lara Symkowiak, said it is one of Council's priorities to support investment and economic growth in Camden.

"For more than two decades, *Sydney Weekender* has entertained and informed viewers about the best destinations in NSW."

"A segment in Camden is the perfect follow up to the recent adoption of Council's first ever Camden-specific Destination Management Plan."

"Marketing and promoting Camden Town Centre as a tourism hub is one of the Plan's key focus areas, and maximising these kinds of opportunities helps to accelerate overall growth in number of visitors, visitor spend and visitor stay time for the LGA."

"Council thanks *Sydney Weekender* guest host, Beck Stevens, and the production crew for choosing to shine the spotlight on Camden this spring."

"The community can look forward to economically benefitting from such exposure. Camden is home to one of the last remaining heritage centres in the state, making it a truly unique destination."

Camden LGA destinations have appeared on the program before. In 2013, Camden Council and Campbelltown City Council organised and sponsored an entire episode dedicated to the Macarthur region, which returned \$559,000 worth of advertising value.

Two segments also aired in 2014, including the Macarthur Centre for Sustainable Living and horse riding at the Sydney Trail Riding Centre.

Sydney Weekender airs on the Seven Network (Sydney) and PRIME7 (NSW/ACT) each Sunday from 5:30pm. The upcoming segment on Camden Town Centre will feature on the episode scheduled for 23 October 2016.

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Camden will receive national exposure the following Saturday during a repeat on 7TWO.

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