

## **MEDIA RELEASE**

### **LOCAL WOMAN NAMED YOUNG TOURISM PROFESSIONAL OF THE YEAR**

Local woman Michelle Reynolds, from Willow Springs Station in the Flinders Ranges has been awarded The Australian Regional Tourism Network (ARTN) Young Tourism Professional of the Year Award for 2016.

Ms Reynolds was the recipient of this award at the ARTN Convention held in Roma, Queensland this week.

This award automatically gives Ms Reynolds a place on the national ARTN Board for 2017.

Ms Reynolds was up against four other young tourism professionals and had to present on The Future of Regional Tourism Come 2030 and took a different spin on her presentation.

Claire Wiseman, CEO of Regional Development Australia Far North said “Michelle approached the presentation from a different point of view to others in that she took the review panel on a journey of her family holidays from what they were like for her as a child through to what they may be like in the future. It was a practical and personal presentation which obviously stood out from the others.”

Ms Reynolds currently assists her parents run Willow Springs Station and is the 4<sup>th</sup> generation of her family working on the station and tourism enterprise.

Ms Reynold is active in the Flinders Ranges and Outback region tourism community and is currently Secretary of the Flinders Ranges Tourism Operators Association and also works part time at Wilpena Pound Resort and the Blinman Underground Mine Tours.

“Not all businesses in the region have succession planning in place and for Michelle’s parents, Carmel and Brendan Reynolds, it is wonderful to have a child like Michelle not only willing to just take on the family business, but to further herself in the pastoral tourism industry. We wish Michelle all the best for her future and were glad to be able to assist Michelle in preparation of her presentation and will continue to assist her in her journey forward.” Ms Wiseman said.

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