

# Media Release

31 January 2024



## The Top of the Yorke Needs You!

The tourism landscape at the Top of the Yorke is more vibrant than ever, following a string of significant achievements that highlight the region's growing prominence.

Port Broughton, fresh off winning the 2023 SA Tiny Tourism Town Award, has now been shortlisted as a finalist in the Grey Nomad Awards. This nomination in the 2023 Best Grey Nomad Friendly Town category recognises Port Broughton's dedication to creating an outstanding experience for visitors aged over 50, as adjudged by national tourism leaders.

In another exciting development, the Bute "Beaut" silo art has been announced as a finalist for the second year in a row in the Australian Street Art Awards, further cementing the region's reputation as a hub of artistic and cultural significance.

With increasing visitor interest in the Top of the Yorke, the demand for passionate volunteers at the Port Broughton Visitor Information Outlet (VIO) is growing. Council is keen to ensure that the VIO operates from Monday to Friday, 9:30am to 3:30pm, and on Saturday mornings. Volunteers are needed for three-hour shifts, which can be arranged weekly or fortnightly.

This opportunity allows volunteers to engage with visitors, sharing local insights and stories, and promoting the unique beauty of the Top of the Yorke. It's a chance to team up with a friend, enjoy social interaction, and contribute to the community in a meaningful way. Prior experience is not required, as training will be provided. The VIO, situated in the Port Broughton Town Hall, is a key contact point for visitors to the region.

Barunga West Mayor Leonie Kerley said volunteers were crucial to the region's tourism success.

"There has never been a better time to get involved in tourism at the Top of the Yorke as the region continues to shine on the national stage," Mayor Kerley said. "The recognition of Port Broughton and the Bute Silo Art nationally is a source of immense pride for our community. Port Broughton's seaside setting and welcoming atmosphere, coupled with the artistic brilliance of the Bute Silo Art, created by Scott Nagy and Janne Birkner, are key attractions in our region.

"We call on community members to be part of this exciting phase in our region's story. Volunteer with us and help showcase the best of the Top of the Yorke to the world."

**To find out more, call Council on: (08) 8635 2107 or email: [barunga@barungawest.sa.gov.au](mailto:barunga@barungawest.sa.gov.au)**