

MEDIA RELEASE

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Fremantle Prison breaks into the Western Australian Tourism Awards Hall of Fame

Fremantle Prison has been inducted into the exclusive Western Australian Tourism Awards Hall of Fame, after winning the Major Tourist Attraction category for the 2006, 2008 and 2009 Western Australian Tourism Awards.

Fremantle Prison also took home the Gold Medal in the Heritage and Cultural Tourism category, and the Silver Medal in the Specialised Tourism Services.

Executive Manager Mr Bevan Beaver said this was a tribute to the hard work and dedication of all involved with the Prison.

“Winning medals in three categories highlights the delivery of an exceptional visitor experience across all areas of our operation,” Mr Beaver said.

“The Heritage and Cultural win was particularly special given we were recently inscribed on the prestigious World Heritage as part of a serial nomination with ten other Australian convict sites.

“The Gift Shop is much more than a souvenir outlet. Its sale of prisoner produced artwork assists in their rehabilitation efforts. And with our obvious focus on heritage, it is wonderful to be recognised as an industry leader in this arena.”

Fremantle Prison was opened to the public in 1992 and now welcomes more than 170,000 visitors through the gates each year. The Prison is managed by the Department of Treasury and Finance and employs over 50 people.

The Prison is now a finalist in the Heritage and Cultural Tourism category of the National Tourism Awards, to be announced in Perth in March 2011.

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