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2008 MELBOURNE AWARDS WINNERS ANNOUNCED

Individual Division Category - Fiona Sweetman for contribution to profile

Fiona Sweetman, Director of Hidden Secrets Tours picked up the prestigious award for her outstanding individual contribution to improving the economic success, social health and environmental sustainability within the Melbourne community.

Fiona was selected by a panel of independent judges, consisting of a wide range of Melbourne's business and community leaders at an awards ceremony at the Town Hall, hosted by Lord Mayor John So.

As well as being a prominent face of the tourism business, Fiona has worked extensively to showcase the City of Melbourne to town planning conventions and publicly speaking at various tourism marketing events.

Fiona has been determinedly working to showcase Melbourne's unique capacity to support local designers and small businesses through her positions on the Founding committee of The Lord Mayors Small Business Proprietors commendation's and the Australian Retailers Association of Victoria where she sits as a judge for their Retail innovation awards.

Fiona's award is a result of years of personal vision, perseverance, pure passion, enthusiasm and a great deal of hard work that has enhanced the reputation of Melbourne by providing locals and visitors with deeper insight into the heart and soul of what makes the city unique.

Through Hidden Secrets Tours, Fiona showcases the hidden laneways, quirky galleries, historical sites, shopping destinations and iconic architecture of Melbourne to local, national and international visitors.

If you would like more information on this topic, or to schedule an interview with Fiona Sweetman, please contact Anil Patel on 0448 693272 or email Anil at anil.patel@synchra.com.au