



# tourism

*enews from the ballina coast & hinterland*



## January 2012

### What's On for the Tourism Section in 2012

On behalf of the staff at the Ballina Visitor Information Centre - Happy New Year!

It's shaping up to be a very exciting year for Ballina Coast and Hinterland. The opening of the final section of the Ballina Bypass brings new opportunities and projects for our team to continue to develop and promote our fantastic Shire.

Here are some of the new projects we will be working on this year:

- Implementation of the Northern Rivers Visitor Services Strategy
- Australia Day Celebrations
- Volunteer Tourism Ambassador Program at Ballina Byron Gateway Airport
- Ballina Coast and Hinterland Visitor Guide
- Ballina Shire Dining Out Guide
- Interpretive Signage Trail along the Richmond River
- Local Signage Boards
- Seasonal Consumer E-Newsletter
- Attend travel shows in key market areas
- New image library

We wish you all a very prosperous year and look forward to working with you in 2012.

### Locals Rewards Update

The Ballina Shire Locals Rewards campaign continues to promote local businesses to locals and visitors alike. More than 100 Locals Rewards cards have been distributed to visitors through the Ballina Visitor Centre, and more than 22,000 to local households.

The campaign will run until the end of March and participating businesses will be asked to provide their feedback. During April, organisers will look to continue the campaign which may include more promotional activities to promote local businesses and Ballina Coast and Hinterland. To view a list of participating businesses please [click here](#). Make sure you don't miss out on the the Locals Rewards Competition! There are four prize packs up for grabs each containing accommodation, tour or attraction, local cuisine and a local produce hamper. To enter simply log on to [discoverballina.com](http://discoverballina.com), click the 'click here to win' button and tell us in 25 words or less why you love Ballina Coast and Hinterland. Entries close at 5.00pm on Friday 27 January 2012, and winners will be notified on Wednesday 1 February.

### Celebrate Australia Day in Lennox Head

Ballina Shire Council is excited to host the 2012 Australia Day Awards ceremony and celebrations at the Lennox Head Cultural & Community Centre. The awards ceremony, to be held on Thursday 26 January, will form part of the shire's official Australia Day celebrations. The annual awards program is an excellent opportunity to acknowledge the people who make a difference in our community.

The full Australia Day program of activities will include a special Aussie Day market on

### in this issue

- [What's On for the Tourism Section 2012](#)
- [Locals Rewards Update](#)
- [Celebrate Australia Day in Lennox Head](#)
- [New Visitor Services at Gateway](#)
- [Next round of Festival & Events Open](#)
- [NSW Rugby Union Country Championships in Ballina](#)
- [Excellent Customer Service at Ballina Visitor Centre](#)
- [Internship Complete at Ballina Visitor Centre](#)
- [New Ballina Twilight Markets](#)
- [Tourism Australia to Lead Marketing on Quality](#)
- [Enterprise Connect - Funding for Small Business Available](#)
- [Tri State Walkabout 2012](#)

### Diary Notes

#### Waves and Waterways Exhibit

Art and Fine Craft Exhibition and Sale. For Volunteer Marine Rescue, Ballina

**When:** Friday 13 to Sunday 15 January

**Where:** Richmond Room, Regatta Avenue

**Launch:** Friday 13 January from 6pm to 8pm per person

**Contact:** Joan 0427 788 318 or [artshow@vmrballina.com](mailto:artshow@vmrballina.com)

#### Grease - The Musical

A Ballina Players Production

**When:** 13 January - 22 January

**Where:** Ballina Players Theatre, Swift Street

Williams Reserve from 8.00am – 1.00pm. Come on down and wander through over 100 stalls showcasing our wonderful regional produce and specialised Australian products. Leading children's entertainment specialists Byron Bay Kidz Klub will be running kids activities from 9am – 12noon including parachute games, tug o war, skipping and free face painting!

Local one man band Juzzie Smith will be a special live performer, with feel good music that soothes the soul and makes the heart sing. Juzzie will perform between 11am – 1pm.

To find out more about what's happening this Australia Day visit [www.ballinaaustraliaday.com.au](http://www.ballinaaustraliaday.com.au) or contact Holly Archibald, Council's Events & Grants Support Officer on 66861 457.

### **New Visitor Services at Gateway Airport**

The Ballina Visitor Information Centre is now offering Visitor Information Services at the Ballina Byron Gateway Airport. The initiative, which commenced mid December, saw Visitor Centre staff meet and greet jet services from Sydney, Melbourne and Newcastle providing visitors with information about the Ballina Coast & Hinterland, and inspiring them to see and do more in our backyard.

To add to this service, the tourism section has also commissioned promotional footage to be displayed in the arrivals terminal showcasing our lush hinterland and magnificent waterways.

The service is expected to run for the holiday period, with volunteers being recruited to extend this service in 2012. If you'd like more information on this service or to become a volunteer, please contact the Ballina Visitor Information Centre on 1800 777 666 or download an application form [here](#).

### **Next round of Festival & Event Funding Open**

Ballina Shire Council is pleased to announce that applications for the 2012/13 round of funding under the 'Festival and Event Support Program' are now open. The program provides \$50,000 in funding to support festivals and events held within Ballina Shire between July 2012 and June 2013.

The program, in its third year, has provided valuable financial support to 6 major events held in the Ballina Shire. Ballina Shire Council values the importance of local festivals and events that aim to showcase the rich cultural diversity and history of Ballina Shire community and that deliver economic, social and environmental benefits.

Community organisations and non-profit groups planning such festivals are encouraged to apply. Events that were successful in receiving funding in the 2011/12 program were Ballina Coastal Country Music Festival, Ballina Boat and Leisure Show, Ballina Island Paddle Challenge and Alstonville New Years Eve Family Festival.

The Festivals and Events Policy detailing the criteria for selection, and the application form, is available on Council's website [www.ballina.nsw.gov.au](http://www.ballina.nsw.gov.au). Applications close Friday 17 February 2012.

For further information please contact Holly Archibald, Council's Events and Grants Support Officer on 66861 457 or at [hollya@ballina.nsw.gov.au](mailto:hollya@ballina.nsw.gov.au)

### **NSW Rugby Union Country Championships in Ballina**

The Ballina Rugby Union Club has confirmed the club has secured the rights to host the 2012 Under 14 and 15 NSW Rugby Union Country Championship. The event will be

**Contact:** [www.ballinaplayers.com.au](http://www.ballinaplayers.com.au)

### **North Coast Street Machines and Shine**

Street Machines, Hot Rods, Classics and more!

**When:** Sunday 15 January

**Where:** Seagulls Rugby League Club, B

**Contact:** John on 6628 0142

### **Ballads, Bulldust and Bush I**

Features 3 of Australia's best bush poets raising money for Our House

**When:** Sunday 15 January

**Where:** Ballina Seagulls Rugby League

**Cost:** \$15 per person

**Contact:** Wendy on 6686 5462

### **Kids Fishing Workshop**

Kids 8 - 14 years old are invited to come to fish responsibly.

**Where:** Meldrum Park, Ballina

**When:** 16, 17, 18, 19 January from 10am

**Cost:** \$40 per child - bookings essential

**Contact:** Chris on 6626 1381

### **Cinderella At The Disco**

An interactive play for children

**When:** Tuesday 17 January from 10.30am

**Where:** Ballina RSL Club, River Street

**Cost:** \$12 per person

**Contact:** Ballina RSL Club

### **Northern Rivers Community**

This month at the Gallery...

**Beneath the Surface:** images exploring of time and elements on the hulls of boat photographer Mike Greenslade

**Between the Sea and Me:** a mixed media exhibition by Deborah Tinker featuring h

held in May 2012 at Quays Reserve, Kalinga Street, Ballina. It is estimated that up to 1,500 people will travel to Ballina.

Staff at the Ballina Visitor Information Centre have been working with club officials to encourage parents, supporters to attend the event with the players and coaches. Visitor Information packs will be distributed to each player in January promoting the Ballina Coast and Hinterland.

If you're an accommodation provider, keep a look out for increased bookings throughout May and assist us to welcome this great sporting event, and the flow on economic benefits to town.

## Excellent Customer Service at Ballina Visitor Centre

The Ballina Visitor Information Centre conducted half yearly customer satisfaction surveys in November 2011. Over 300 surveys were completed and visitors were interviewed by an independent Southern Cross University PHD student. Here are some of the results you may find interesting...

- 96% of visitors use Visitor Information Centre when travelling
- 32% of visitors use the internet to plan their holiday
- 99% of visitors were either very satisfied or satisfied with the quality of service at the Ballina Visitor Information Centre
- 37% of visitors were very satisfied, 58% satisfied with their visit to Ballina Coast and Hinterland
- 63% were overnight visitors, 37% were day visitors
- 64% were Australian, 22% from Europe, 11% from United Kingdom, 2% from New Zealand

Surveys are complete every six months, in one off-peak and one peak season. The results are reported to Council as one of the service delivery targets for the Tourism section.

## Internship Complete at Ballina Visitor Centre

Catherine Xu, an international tourism student from Southern Cross University will complete her internship at Ballina Visitor Information Centre this week. Catherine has been a wonderful addition to our team for the past 5 months and we take this opportunity to wish her well completing her Masters in Tourism Marketing in 2012.

The Ballina Visitor Information Centre has a strong relationship with the School of Tourism and Hospitality Management at Southern Cross University and will once again offer internship positions to third year tourism students this year.

## New Ballina Twilight Markets

The new Ballina Twilight Market is proving popular with locals and visitors after two successful markets. The markets are held every Thursday evening from 4pm to 8pm at Fawcett Park along Fawcett Street, Ballina during daylight savings.

The market offers produce from local farmers, fishermen and processors along with musicians and guest artists. The market is supported by Ballina Shire Council and is a fund raising initiative for the Westpac Life Saver Rescue Helicopter.

## Tourism Australia to Lead Marketing Push on Quality

Tourism Australia will help lead the marketing push on quality tourism products with a new initiative involving TripAdvisor to better market T-QUAL Accredited Australian tourism operators. A new TripAdvisor micro site will feature Australian tourism product

surfboard tables

**This one is for Annie:** recent limestone ceramic sculptures by sculptor David Sh

**Wetlands: your water, our passion:** a of prize winning artworks from the Wetla Australia National Art and Photography Competition 2008 – 2011

**When:** Wednesday 11 January to Sunday February

**Where:** 44 Cherry Street, Ballina

**Contact:** 6681 6167

carrying the national symbol of accreditation – the T-QUAL Tick.

The T-QUAL Tick will be promoted to consumers and industry on a 'T-QUAL Tick Tour' in early 2012, hosted by renowned chef Matt Moran. 'The initiative with TripAdvisor will increase awareness of Australia's quality tourism products. The TripAdvisor site is visited by 44 million consumers globally so it makes sense to use this platform to highlight Australia's quality tourism experiences at the point where people are researching and making their holiday plans,' said Andrew McEvoy, Managing Director, Tourism Australia.

For further information please click [here](#).

*Source: Tourism Australia*

## **Enterprise Connect - Funding for Tourism Available**

Enterprise Connect is a \$50 million annual Australian Government program that provides support to eligible Australian small and medium-sized businesses.

Enterprise Connect's National Tourism Industry Network is a specialist national group bringing together Business Advisers with expertise to help Australian businesses in the tourism sector. It is targeted at improving operations, productivity, competitiveness and sustainability by providing business advice, development services and industry linkages. Tourism accommodation providers, tourist attractions, tour operators, travel agencies and businesses offering local food and beverage tasting experiences are eligible to apply for Enterprise Connect services.

Enterprise Connect clients are provided with access to matched funding of up to \$20,000 to assist with the implementation of growth and improvement projects within their businesses. Specific eligibility criteria exists.

For more information or to express an interest please contact Nathan McGrath on 0417 277 367 or [nathan.mcgrath@nswbc.com.au](mailto:nathan.mcgrath@nswbc.com.au)

*Source: Enterprise Connect*

## **Tri State Walkabout 2012**

New Zealand is the Northern Rivers Region's third largest international source market, accounting for over 20,000 visitors per year. If you have identified the New Zealand market as being important to your business we encourage you to consider attending the Tri State Walkabout. Approximately 130 retail, wholesale and corporate travel agents from throughout New Zealand will attend the event over a 3-day period, from Friday 18th May – Sunday 20th May.

For more information about the event please visit the [official website](#).

*Source: Northern Rivers Tourism*



Ballina Shire Council Tourism  
[balinfo@ballina.nsw.gov.au](mailto:balinfo@ballina.nsw.gov.au)

This email was sent to: [katieh@ballina.nsw](mailto:katieh@ballina.nsw)  
Click here to [instantly unsubscribe](#).