

» free promotion for your event

The Ballina Visitor Information Centre is a powerful resource to promote your upcoming event to visitors and locals



» Promote your event

The following factsheet outlines the event promotional services available to local event organisers.

» Online events calendar

The Discover Ballina website, **www.discoverballina.com** is the destination website for the Ballina Shire. The website contains comprehensive local information, accommodation booking service, event calendar, links to social media and motivational images. The events calendar contains event details and images on local and regional events.

To arrange for your event to be listed follow the link “submit your event” on **www.discoverballina.com** at the bottom of the page within the Site Map. Staff will approve and upload your event automatically subject to all criteria being met.

» What's on Board

The What's On Board is located in a prominent position in the Ballina Visitor Information Centre. The board is updated daily by staff and displays upcoming events, workshops, exhibitions and weather for visitors and locals through the centre. Please provide centre staff with an A4 poster for the What's On board.

» Promotional collateral

Event promotional collateral such as flyers, brochures and programs can be distributed through the Ballina Visitor Information Centre. As event promotional collateral is produced and delivered to the centre it will be displayed appropriately and promoted by staff.

» Monthly e-newsletter

The Tourism Section produces a monthly industry e-newsletter that is distributed to local tourism operators, Ballina Shire community organisations, local Chambers of Commerce, Destination NSW marketing staff, regional Visitor Information Centres, Tourism Management Group, Ballina Shire Councillors and selected Ballina Shire Council staff. The e-newsletter is distributed on the first Monday of each month and contains articles on tourism news, marketing opportunities and upcoming events.

» Seasonal e-newsletter

The Tourism Section also produces a seasonal visitor e-newsletter that is solely consumer focused. It contains articles on local tourism operators, hot deals and upcoming events. The e-newsletter is distributed to a visitor email database of around 1000 contacts during the first week of the new season (June, September, December, and March).

» Destination NSW

The Australian Tourism Data Warehouse (ATDW) is the database for the Tourism Australia (**www.australia.com**) and Destination NSW (**www.visitnsw.com**) online event calendars. Staff at the Ballina Visitor Information Centre regularly update local events along with destination information including accommodation, attractions, tours and dining information. Events must be aimed at the tourist market.

»» *Event signage*

Council has identified a number of sites throughout the Shire as being suitable for the promotion of community events where signage infrastructure is provided. The signs must promote an upcoming community event that is being held within Ballina Shire. It is the intent that these signs are visually attractive and provided in a uniform manner so that they are easily identified and understood by motorists.

Community event organisers are invited to make an application for hire of this infrastructure, which is free for not for profit community organisations. Fees are incurred for commercial organisations. To make a booking, download an application on Council's website **www.ballina.nsw.gov.au** (access via **Heading - Community & Lifestyle > Events > Community Event Signage**).

»» *Social media*

The Ballina Visitor Information Centre manages two social media pages;

- **www.facebook.com/ballinacoastandhinterland**
- **www.twitter.com/discoverballina**

Local event information is frequently posted to these pages to engage followers and promote Ballina Coast and Hinterland. Event information and images can be posted and shared from these sites just tag us discoverballinacoastandhinterland.

»» *Information required*

You will be required to provide your contact details, the event title, details, location, contact details, the start and end date and times and a jpeg image (max 120KB) with a recommended size of 200px wide x 135px high @ 72dpi.

»» *Further information*

Please contact staff at the Ballina Visitor Information Centre, 6 River Street, Ballina, or phone **1800 777 666** or email balinfo@ballina.nsw.gov.au

»» *Monthly e-newsletter*

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If you have any questions please contact:

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