

## Free Event Promotion Service Ballina Visitor Information Centre

The Ballina Visitor Information Centre is coordinated by Councils Tourism Section and is a powerful resource to promote your upcoming event to visitors and locals. The following factsheet outlines the event promotional services available free of charge to local event organisers.



The team and the Ballina Visitor Information Centre can promote your event through the following channels.

**1. Discover Ballina online events calendar – [discoverballina.com](http://discoverballina.com)**

The Discover Ballina website is the destination website for the Ballina Shire. It is maintained and updated by staff at the Ballina Visitor Information Centre. The website contains comprehensive local information, accommodation booking service, event calendar, links to social media and motivational images. The events calendar is frequently updated by staff at the Ballina Visitor Information Centre and contains event details and image on local and regional events.

**2. What's On Board at the Ballina Visitor Information Centre**

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 updates for visitors and locals through the centre. The board is very popular with visitors and is a strong promotional tool.

**3. Display of marketing collateral at the Ballina Visitor Information Centre**

Event promotional collateral such as flyers, brochures and programs can be distributed through the Ballina Visitor Information Centre. Posters may be displayed on the What's On Board and flyers placed on the newspaper stand or on the front counter. As event promotional collateral is produced and delivered to the centre it will be displayed appropriately and promoted by staff.

**4. Inclusion in weekly interview on Saturdays mornings with Paradise FM**

The Visitor Services Officer undertakes a weekly radio interview each Saturday morning on the local Ballina community radio station - Paradise FM. The interview runs for approximately four minutes and covers events for that specific weekend. The segment is very popular with Ballina Shire locals and visitors.

**5. Inclusion in monthly e-newsletter distributed to tourism industry stakeholders**

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, members of the Tourism Management Group, Ballina Shire Councillors and appropriate 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.

**6. Inclusion in seasonal e-newsletter distributed to visitor database**

The Tourism Section also produces a seasonal visitor e-newsletter that is purely 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, March).

**7. Inclusion in Destination NSW online events calendar**

The Australian Tourism Data Warehouse (ATDW) is the database for the Tourism Australia ([www.australia.com](http://www.australia.com)) and Destination NSW ([www.visitnsw.com](http://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.

## 8. Promotion through Social Media (Facebook and Twitter)

The Ballina Visitor Information Centre manages two social media pages;

- [www.facebook.com/ballinacoastandhinterland](http://www.facebook.com/ballinacoastandhinterland)
- [www.twitter.com/discoverballina](http://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.



## 9. Supply of Ballina Coast and Hinterland marketing collateral for destination development

The Ballina Visitor Information Centre can supply Ballina Coast and Hinterland Visitor Guides, Dining Guides, maps, in-house brochures and Ballina bookmarks free of charge for event promotion and destination development. The Ballina Coast and Hinterland Visitor Guide is the key promotional tool for the Ballina Shire and is the perfect addition to welcome packs or delegate satchels. These items can be collected from the Ballina Visitor Information Centre, 6 River Street, Ballina between 9am to 5pm 7 days a week.

### Information required:

To promote your upcoming event through the Ballina Visitor Information Centre, please email the following items to [balinfo@ballina.nsw.gov.au](mailto:balinfo@ballina.nsw.gov.au)

Name of event	Date
Location	Contact details
Description of the event	One event image

### 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](mailto:balinfo@ballina.nsw.gov.au)