

A photograph of a man and a woman standing on a wooden boardwalk in a lush forest. The man is wearing a light blue shirt and dark shorts, and the woman is wearing a striped shirt and dark pants. They are both looking towards the camera. The forest is filled with tall trees and dense foliage, with sunlight filtering through the leaves.

ballina

2019
marketing
prospectus

THE Gateway TO THE Northern Rivers

#ballinabyronlife

#northernrivers



welcome

Welcome to the 2019 marketing prospectus. This prospectus illustrates opportunities for your business to share your narrative and to be involved in exciting new initiatives to market the region, attract new customers, and to deliver economic and social value to businesses and residents.

To achieve this, the Ballina Tourism team is offering opportunities across both print and digital mediums aimed nationally at potential visitors, locals and new residents. Ballina is the gateway to the Northern Rivers, with the Ballina Byron Gateway Airport greeting over 536,000 passengers per annum.

We are all aware that visitors bring new money into the local economy, Destination NSW estimates that the visitor economy is worth \$255 million per annum to the Ballina Shire and \$1.8 billion across the Northern Rivers. This is your opportunity to reach out to these consumers and get a slice of the pie!

Thanks to feedback from industry operators, the Tourism team will be producing an A5 visitor guide to promote the towns and villages, events and unique experiences offered across the region. This guide along with other advertising platforms; including website advertising and the destination blog have been identified by our operators as items where they see value. All advertising platforms will be used to showcase our region to encourage overnight and repeat visitation to the Ballina Shire and the Northern Rivers.

To book and secure your space please use the booking form at the very back of this marketing prospectus.



2019
marketing
prospectus

Your opportunities to be involved include

- The Visitor Guide, the essential guide to inspire visitation and to help visitors to experience the region like a local
- Web links in blog articles that are published on the lifestyle blog called [#ballinabyronlife.com.au](http://ballinabyronlife.com.au)
- Website homepage banner on the destination website discoverballina.com for one (1) month with links back to your website
- Website display ad on the Discover Ballina destination website for 12 months promoting your business or local event with links back to your website
- Editorial in Ballina Shire Council's quarterly Community Connect magazine promoting your business to residents across the whole Ballina Shire.

The range of promotional mediums is aimed at motivating visitors to discover and explore our region with its unique offerings. The vibrant, inspiring design and strategic distribution network means you can't afford to miss out on being part of this opportunity.

Space is limited - express your interest today! To secure your spot use the form at the very back of this marketing prospectus. Got questions? - call the Tourism Team at Ballina Shire Council's Visitor Information Centre on 1800 777 666 or email discover@ballina.nsw.gov.au



The Visitor Guide

This new format Visitor Guide is produced in a modern editorial style design to persuade prospective visitors on making this region their next holiday destination.

The guide will focus on helping visitors to experience the region like a local, to discover hidden gems and reveal where to shop, eat, drink, stay and play. The Guide will be available in both print and digital formats. In print, the guide will be produced in a handy A5 size (fits in a glovebox) on contemporary recycled paper stock.

Objectives of the Visitor Guide

- Provide a highly appealing collaborative tool that sells the destination to prospective visitors
- Helps to showcase what's on offer, build awareness of the region, what's hot, different and unique
- Provide visitors with aspirational ideas to motivate them to visit
- Introduce new visitors to your business
- Encourage repeat and extended visitation (because there is so much to see and do here).

Who are we targeting?

We will be reaching people with discretionary income from the following visitor segments: Visiting Friends and Relatives, millennials, and families residing in South East Queensland, Brisbane, Sydney, Melbourne, Newcastle and Regional NSW.

We will utilise the strength in our network to distribute the guides to potential visitors through the national Visitor Information Centre network and through targeted distribution campaigns. The digital guide will be marketed on our destination website discoverballina.com which has a reach of over 76,000 unique visitors per annum.





The Visitor Guidecont'd

Distribution

- Visitor Centre's throughout NSW and South East Queensland
- Ballina Visitor Information Centre – open 363 days per year
- Distributed to passengers arriving at the Ballina Byron Gateway Airport (over 536,000 passengers per annum)
- Distributed to passengers arriving at the Melbourne Airport (over 25 million passengers)
- Distributed to passengers arriving at the Brisbane Airport (over 22 million passengers)
- Northern Rivers Accommodation properties and tourism attractions
- Conference delegate and event welcome packs
- New resident packs
- Local residents and their visiting friends and relatives
- Digitally across the destination website and available to share as a digital link
- Destination New South Wales officers.

▲ The guide will contain sections including an **INSIDERS GUIDE**, a **UNIQUE EXPERIENCES** component and an **EVENTS** component. Each of these sections are explained below.

▲ EVENTS

The Events component will feature key festivals and events across the region. Event operators can buy into this section to have their event promoted.

The Feature is a 2/3 page image introducing the seasonal events. Your investment will cost you \$300. Please note this is an image of your choice, in the set format as illustrated, and a camera icon with your event name. There is very limited opportunity to secure a feature placement to promote your key Northern Rivers event.

Secure a general event placement for

- **The Point** - investment cost of \$850 (2/3 page brand narrative feature)
- **The Cape** - investment cost of \$450 (1/3 page brand narrative feature)
- **The Plateau** - investment cost of \$350 (2/9 page brand narrative feature)
- **The Nightcap** - investment cost of \$300 (1/6 page brand narrative feature)

Lennox

head

Fuga. Best. Harum volor rehendignate vide eum is maxime! omni quunditatur, sit facerch ilibus diciae. Culpa volor remporibus sed quasimin ex evenda volest ut eumquam, inimus etur, solupiduciet ommosae es debilibus excepudae. Rem dolecat istorepedi dus estiate endictem ipsum erora de qui quo ea que qui

Munster Rd • haeperistratqua.com.au nerobusa

GO DEEP INTO THE BLUE TO SPOT MARINE LIFE ON A DIVE WITH TURTLE TOURS

ART

MONTHLY EXHIBITIONS

Above
LOCALITY FEATURE IMAGE \$300
each placement includes an image from your business and the caption near the camera icon. Limited to one per town or village

Below
THE CALDERA \$2400
Double page spread includes components of varying sizes to make a double page ad

ENJOY

2/3 PAGE ADVERT

Idebit verferibus sam consequam niaerferis estia que volupta consectum Business Name here esenti quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquiam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectorit, voluptatio. Ugitem litatur? Persperum ne magnatur as derlos am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus omnis ducimus eos nonestibero con quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquiam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectorit, voluptatio. Ugitem litatur? Persperum ne magnatur as derlos am volo omnis ducimus

Munster Rd
haeperistratqua.com.au

Below
THE NIGHTCAP 1/6 page \$300
Below left horizontal and below right vertical layout \$300 each placement. Or secure a right hand placement for \$550 each

STAY

GO EXPLORE

Laut faccus. Oluptatem repellum rat oditibus et eatium as ad eos dolendus sam evene pelli aspernat pellendescia quis doluptia perepe autam, am, nihitaecto beriatem expliatu, Munster Rd • haeperistratqua.com.au
nerobusa

WHY NOT STAY

Laut faccus. Oluptatem repellum rat oditibus Northern Business Name here et eatium as ad eos dolendus sam evene pelli aspernat pellendescia quis doluptia perepe autam, am, nihitaecto beriatem expliatu a Munster Rd haeperistratqua.com.au
nerobusa

ENJOY

VISIT A WORKING TEA TREE PLANTATION

Just minutes from the centre of Ballina, discover the original home of tea tree at [Thursday Plantation](#). This magical and unique tea tree plantation welcomes visitors, allowing you to explore the plantation and discover the healing properties of tea tree, first used by our indigenous ancestors.

The whole property is relaxing, the large open spaces and interesting gardens give you the feeling that you are a long way from anywhere. Enjoy the walk through the small pocket of rainforest that was saved in the 1840 - 1880's from destruction. It is a lovely example of the rainforest that blanketed the whole region. All the wonderful products that are made on-site are available to try with free testers. There is also a wide variety of essential oils and some great factory door specials. It is a lovely example of the rainforest that blanketed the whole region.



ART

MAKING HISTORY

Entry to the plantation is free. Make sure you take the time to watch the short movie on how the family got started to be the first to commercialise tea tree and create a worldwide brand, it is really fascinating.

Gallans Road
[thursdayplantation.com](#)
[thursday_plantation](#)



EXPLORE

GET LOST IN THE MOMENT

The tea tree maze is a lot of fun, so let the kids explore while you sit and enjoy the shade under a magnificent fig tree or sample the wonderful range of herbs growing throughout the gardens. The Devonshire tea is a lovely treat, beautiful fluffy scones and a loose leaf pot of tea or fresh local coffee is delightful on the verandah overlooking the gardens.

EAT

HERE'S THE SCOOP

We believe this is some of the best gelato to be found in the region. Visit [Lennox Gelato & Coffee](#) for a cold scoop of deliciousness made fresh on the premises every day. These guys use produce grown in the area that is in season, always a great range of flavours on offer.

Grab your gelato, shake or coffee and sit outside in the plaza or head to the beach to soak up the views and sea breezes. This place pumps out great coffee every morning, and there are always queues for the gelato. The only problem is deciding which flavours to choose.

76 Ballina St | [lennoxgelatocoffee.com.au](#)
[lennoxgelatocoffee](#)



ART

GET CREATIVE

The [Lennox Art Collective](#) in the heart of Lennox is more than just a cool place to meet a local artist and to see a great range of pieces on show. You can turn up and participate in an art class with a Lennox artist as your mentor. Classes are held weekly, so pop in and find out more.

72 Ballina St
[lennoxartcollective](#)



SHOP

SENSATIONAL SALADS

This little fruit & veggie shop offers so much more than a great selection of fresh produce. [Jordans](#) makes the best range of salads daily, healthy meals and raw food snacks.

The family owns and operates the business, they are really friendly and you can see the love they put into their changing dishes everyday. A great option to save you doing all the chopping!

76 Ballina St | [jordansfarm2478](#)



MUST DO - SEVEN MILE BEACH IS DOG FRIENDLY NORTH OF THE LENNOX SURF CLUB (A GREAT BEACHSIDE SPOT TO GRAB A COFFEE & JUST HANG).



TASTE

Grab a locally made gelato or coffee from [Lennox Gelato & Coffee](#), walk across the road and enjoy while taking in the beach views.

EAT

Fire up the barbie! Grab some local produce from the guys at [Lennox Head Butchery](#), it is seriously delicious!

EXPERIENCE

4WD up the beach and fish with local expert Paul from [Paul's Fishing](#). He will provide all the know how, licenses and even snacks!

BODY

Yoga anyone? Keep fit, healthy and relaxed. There are so many classes in Lennox to choose from. Check out [Surf Fit](#)

BAR

For the best views of Seven Mile Beach. Enjoy cool drinks, breezes and views from the balcony at the [Beef & Beach](#).

EXPLORE

Cool off and relax under the trees around the therapeutic tea tree infused waters of [Lake Ainsworth](#). Enjoy free BBQs & picnic tables.

ENJOY

VISIT A WORKING TEA TREE PLANTATION

Just minutes from the centre of Ballina, discover the original home of tea tree at [Thursday Plantation](#). This magical and unique tea tree plantation welcomes visitors, allowing you to explore the plantation and discover the healing properties of tea tree, first used by our indigenous ancestors.

The whole property is relaxing, the large open spaces and interesting gardens give you the feeling that you are a long way from anywhere. Enjoy the walk through the small pocket of rainforest that was saved in the 1840 - 1880's from destruction. It is a lovely example of the rainforest that blanketed the whole region. All the wonderful products that are made on-site are available to try with free testers. There is also a wide variety of essential oils and some great factory door specials. It is a lovely example of the rainforest that blanketed the whole region.



EXPLORE

GET LOST IN THE MOMENT

The tea tree maze is a lot of fun, so let the kids explore while you sit and enjoy the shade under a magnificent fig tree or sample the wonderful range of herbs growing throughout the gardens. The Devonshire tea is a lovely treat, beautiful fluffy scones and a loose leaf pot of tea or fresh local coffee is delightful on the verandah overlooking the gardens.

ART

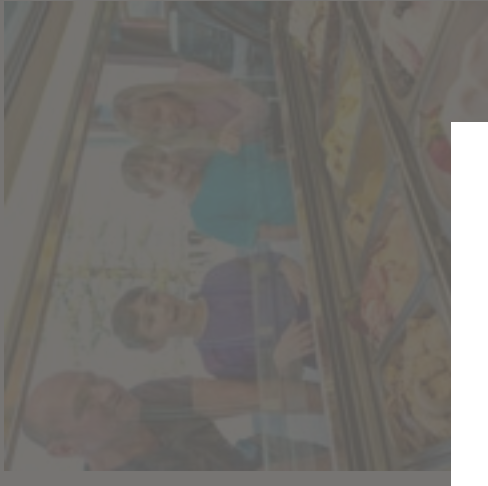
MAKING HISTORY

Entry to the plantation is free. Make sure you take the time to watch the short movie on how the family got started to be the first to commercialise tea tree and create a worldwide brand, it is really fascinating.

Gallans Road
[thursdayplantation.com](#)
[thursday_plantation](#)



Opposite
THE WOLLUMBIN full page \$1260
or secure a right hand placement
for \$1510
includes components of varying sizes
to make a double page ad



SHOP

SENSATIONAL SALADS

This little fruit & veggie shop offers so much more than a great selection of fresh produce. Jordans makes the best range of salads daily, healthy meals and raw food snacks.

The family owns and operates the business, they are really friendly and you can see the love they put into their changing dishes everyday. A great option to save you doing all the chopping!

76 Ballina St | [jordanstarm2478](#)

ART

GET CREATIVE

The Lennox Art Collective in the heart of Lennox is more than just a cool place to meet a local artist and to see a great range of pieces on show. You can turn up and participate in an art class with a Lennox artist as your mentor. Classes are held weekly, so pop in and find out more.

72 Ballina St
[lennoxartcollective](#)

...to be
... & Coffee
... fresh on
... produce
... ways a great
... sit outside
... the beach to soak up
... the views and sea breezes. This place pumps
... out great coffee every morning, and there are
... always queues for the gelato. The only problem is
... deciding which flavours to choose.

76 Ballina St | [lennoxgelatocoffee.co.com.au](#)
[lennoxgelatocoffee.co](#)

1/6 page - 30
words + contact

MUST DO - Seven Mile Beach is dog friendly north of the Lennox Surf Club (A Great Beachside Spot to Grab a Coffee & Just Hang).

TASTE	EAT	EXPERIENCE	BODY	BAR	EXPLORE
Grab a locally made gelato or coffee from Lennox Gelato & Coffee walk across the road and enjoy while taking in the beach views.	Fire up the barbie! Grab some local produce from the guys at Lennox Head Butchery, it is seriously delicious!	4WD up the beach and fish with local expert Paul from Paul's Fishing. He will provide all the know how, licenses and even snacks!	Yoga anyone? Keep fit, healthy and relaxed. There are so many classes in Lennox to choose from. Check out Surf Fit	For the best views of Seven Mile Beach. Enjoy cool drinks and views from the balcony at the Beef & Beach.	Cool off and relax under the trees around the therapeutic tea tree infused waters of Lake Ainsworth. Enjoy free BBQs & picnic tables.

Opposite
THE CAPE 1/3 page \$450
Shown vertical format.
Secure a right hand placement
for \$700



SHOP

SENSATIONAL SALADS

This little fruit & veggie shop offers so much more than a great selection of fresh produce. Jordans makes the best range of salads daily, healthy meals and raw food snacks.

The family owns and operates the business, they are really friendly and you can see the love they put into their changing dishes everyday. A great option to save you doing all the chopping!

76 Ballina St | Jordansfarm2478

ART

GET CREATIVE

The Lennox Art Collective in the heart of Lennox is more than just a cool place to meet a local artist and to see a great range of pieces on show.

You can turn up and participate in an art class with a Lennox artist as your mentor. Classes are held weekly, so pop in and find out more.

72 Ballina St | lennoxartcollective

EAT

HERE'S THE SCOOP

We believe this is some of the best gelato to be found in the region. Visit [Lennox Gelato & Coffee](#) for a cold scoop of deliciousness made fresh on the premises every day. These guys use produce grown in the area that is in season, always a great range of flavours on offer.

Grab your gelato, shake or coffee and sit outside in the plaza or head to the beach to soak up the views and sea breezes. This place pumps out great coffee every morning, and there are always queues for the gelato. The only problem is deciding which flavours to choose.

76 Ballina St | [lennoxgelatocoffee.com.au](#)

Below
MUST DO TIP \$300
Image and text
included in set
format

MUST DO - SEVEN MILE BEACH IS DOG FRIENDLY NORTH OF THE LENNOX SURF CLUB (A GREAT BEACHSIDE SPOT TO GRAB A COFFEE & JUST HANG).

TASTE

Grab a locally made gelato or coffee from [Lennox Gelato & Coffee](#), walk across the road and enjoy while taking in the beach views.

EAT

Fire up the barbie! Grab some local produce from the guys at [Lennox Head Butchery](#), it is seriously delicious!

EXPERIENCE

4WD up the beach and fish with local expert Paul from [Paul's Fishing](#). He will provide all the know how, licenses and even snacks!

BODY

Yoga anyone? Keep fit, healthy and relaxed. There are so many classes in Lennox to choose from. Check out [Surf Fit](#)

BAR

For the best views of Seven Mile Beach. Enjoy cool drinks, breezes and views from the balcony at the [Beef & Beach](#).

EXPLORE

Cool off and relax under the trees around the therapeutic tea tree infused waters of [Lake Ainsworth](#). Enjoy free BBQs & picnic tables.

SHOP

SENSATIONAL SALADS

This little fruit & veggie shop offers so much more than a great selection of fresh produce. Jordans makes the best range of salads daily, healthy meals and raw food snacks.

The family owns and operates the business, they are really friendly and you can see the love they put into their changing dishes everyday. A great option to save you doing all the chopping!

76 Ballina St | Jordansfarm2478

ART

GET CREATIVE

The Lennox Art Collective in the heart of Lennox is more than just a cool place to meet a local artist and to see a great range of pieces on show.

You can turn up and participate in an art class with a Lennox artist as your mentor. Classes are held weekly, so pop in and find out more.

72 Ballina St | lennoxartcollective

EAT

HERE'S THE SCOOP

We believe this is some of the best gelato to be found in the region. Visit [Lennox Gelato & Coffee](#) for a cold scoop of deliciousness made fresh on the premises every day. These guys use produce grown in the area that is in season, always a great range of flavours on offer.

Grab your gelato, shake or coffee and sit outside in the plaza or head to the beach to soak up the views and sea breezes. This place pumps out great coffee every morning, and there are always queues for the gelato. The only problem is deciding which flavours to choose.

76 Ballina St | [lennoxgelatocoffee.com.au](#)

TASTE

Grab a locally made gelato or coffee from [Lennox Gelato & Coffee](#), walk across the road and enjoy while taking in the beach views.

EAT

Fire up the barbie! Grab some local produce from the guys at [Lennox Head Butchery](#), it is seriously delicious!

EXPERIENCE

4WD up the beach and fish with local expert Paul from [Paul's Fishing](#). He will provide all the know how, licenses and even snacks!

BODY

Yoga anyone? Keep fit, healthy and relaxed. There are so many classes in Lennox to choose from. Check out [Surf Fit](#)

BAR

For the best views of Seven Mile Beach. Enjoy cool drinks, breezes and views from the balcony at the [Beef & Beach](#).

EXPLORE

Cool off and relax under the trees around the therapeutic tea tree infused waters of [Lake Ainsworth](#). Enjoy free BBQs & picnic tables.

EAT!

GET CREATIVE

Idedit verferibus sam consequam niaerferis estia que volupta consequum Business Name here esenti quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectariti, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus

Munster Rd • haeperistratqua.com.au
nerobusa

SHOP

BACK TO NATURE

Idedit verferibus sam consequam niaerferis estia que volupta consequum Business Name here esenti quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectariti, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus

Munster Rd | haeperistratqua.com.au
nerobusa

Opposite
LOCAL TIP \$300
Recommendation by a local. Text only.

LOCAL TIP



Laut faccus. Oluptatem repellum rat oditibus The Design Space Laut faccus. Oluptatem repellum rat oditibus

Laut faccus. Oluptatem repellum rat oditibus The Design Space Laut faccus. Oluptatem repellum rat oditibus

Laut faccus. Oluptatem repellum rat oditibus The Design Space Laut faccus. Oluptatem repellum rat oditibus

Laut faccus. Oluptatem repellum rat oditibus The Design Space Laut faccus. Oluptatem repellum rat oditibus

STAY

BEST BUTCHER =

Idedit verferibus sam consequam niaerferis estia que volupta consequum Business Name here esenti quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectariti, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus

Opposite
LOCAL SUCCESS STORY \$1260
A full page on your businesses successes or secure a right hand placement for \$1510

Munster Rd • haeperistratqua.com.au
nerobusa

ENJOY



BEST BUTCHER

Idedit verferibus sam consequam niaerferis estia que volupta consequum Business Name here esenti quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectariti, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus

Munster Rd • haeperistratqua.com.au
nerobusa

EAT



FARM FRESH

Idedit verferibus sam consequam niaerferis estia que volupta consequum Business Name here esenti quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectariti, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus

Munster Rd • haeperistratqua.com.au
nerobusa

STAY



EAT!



GET NATURAL

Idedit verferibus sam consequam niaerferis estia que volupta consequum Business Name here esenti quat voluptati am utatas eum voluptas doluptis nos aruptatus nimet aliquam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectariti, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus

Munster Rd • haeperistratqua.com.au
nerobusa

CELEBRATION

Laut faccus. Oluptatem repellum rat oditibus Business Name here et eatium as ad eos dolendus sam evene pellori aspernat pellendescia quis doluptia perepe autam, am, nihitaecto beriaTem expliat a voluptatexpliat

Munster Rd
haeperistratqua.com.au
nerobusa

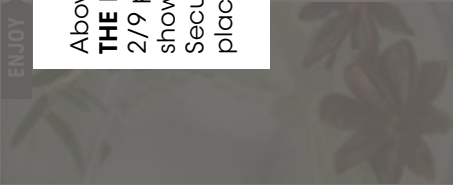
ENJOY



FUNKY MUSIC

Idebit verferibus sam consequam niaerferis estia que volupta consequam
Business Name [here](#) esenti quat voluptati am utatas eum voluptas doluptiis nos aruptatus nimef aliquiam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectorit, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus
Munster Rd • [haeperistratqua.com.au](#)
nerobusa

ENJOY



HINTERLAND DREAM

Above
THE PLATEAU \$350
2/9 page advertisement shown in horizontal format
Secure a right hand placement for \$600

Below
THE CAPE \$450
1/3 page shown in horizontal format
Secure a right hand placement for \$700

DRINK!



COCKTAIL TIME

Idebit verferibus sam consequam niaerferis estia que volupta consequam
Business Name [here](#) esenti quat voluptati am utatas eum voluptas doluptiis nos aruptatus nimef aliquiam, ut atum eum unt arum laut alit lignim erunt mi, sum eiumque ilignis nis arum labor abo. Ende nonsectorit, voluptatio. Ugitem litatur? Persperum ne magnatur as derios am volo omnis ducimus magnit fugiatisi aut eos nonestibero con essitate ratibus
Munster Rd • [haeperistratqua.com.au](#)
nerobusa

ENJOY
VISIT A WORKING TEA TREE PLANTATION



Just minutes from the centre of Ballina, discover the original home of tea tree at [Thursday Plantation](#). This magical and unique tea tree plantation welcomes visitors, allowing you to explore the plantation and discover the healing properties of tea tree, first used by our indigenous ancestors.

The whole property is relaxing, the large open spaces and interesting gardens give you the feeling that you are a long way from anywhere. Enjoy the walk through the small pocket of rainforest that was saved in the 1840 - 1880's from destruction. It is a lovely example of the rainforest that blanketed the whole region. All the wonderful products that are made on-site are available to try with free testers. There is also a wide variety of essential oils and some great factory door specials. It is a lovely example of the rainforest that blanketed the whole region.

EXPLORE

GET LOST IN THE MOMENT

The tea tree maze is a lot of fun, explore while you sit and enjoy the a magnificent fig tree or sample the wonderful range of herbs growing throughout the gardens. The Devonshire tea is a lovely treat, beautiful fluffy scones and a loose leaf pot of tea or fresh local coffee is delightful on the verandah overlooking the gardens.

Above

THE POINT \$850
2/3 page advertisement shown in horizontal format
Secure a right hand placement for \$1100

MAKING HISTORY

Entry to the plantation is free. Make sure you take the time to watch the short movie on how the family got started to be the first to commercialise tea tree and create a worldwide brand. It is really fascinating.

Gallans Road
[thursdayplantation.com](#)
[thursday_plantation](#)



2019
marketing
prospectus

The Visitor Guidecont'd

▲ The **UNIQUE EXPERIENCES** section features bookable experiences and operators on Bookeasy, this is an operators chance to showcase bucket list experiences for the destination.

● There is very limited opportunity to secure one of the unique experiences feature placements to promote your bookable experience. A **Unique Experiences Feature Placement** is a 2/3 of page image introducing the unique experience in the set format as illustrated over page. Secure or feature placement for \$300.

Secure 'unique experiences' editorial including an image for

- **The Point** - investment cost of \$850 (2/3 page)
- **The Cape** - investment cost of \$450 (1/3 page)
- **The Plateau** - investment cost of \$350 (2/9 page)
- **The Nightcap** - investment cost of \$300 (1/6 page)

▲ The **INSIDER'S GUIDE** will reveal places to eat, drink, shop, play and stay. Each of the region's towns and villages will be introduced on dedicated pages with great tips for visitors to enjoy each of the localities. This will be combined with local tips, must do's and plenty of inspiration for planning a stay in the region, encouraging dispersal and longer length of stay.

● **Feature placement advertisement** \$300. This is a 2/3 page consisting of an image and an image credit. Please note this is an image of your choice in the set format as illustrated. Spaces are limited and once sold will no longer be available.

- Full page editorial style advertisement - **The Wollumbin** (refer to the example) left hand side page \$1260 | Right hand side page \$1510.
- Double page spread - **The Caldera** (refer to the example) \$2520 editorial style advertisement with image and business contact details (refer to examples)
- **The Point** - investment cost of \$850 (2/3 page) | Secured right hand placement \$1100
- **The Cape** - investment cost of \$450 (1/3 page) | Secured right hand placement \$700
- **The Plateau** - investment cost of \$350 (2/9 page) | Secured right hand placement \$600
- **The Nightcap** - investment cost of \$300 (1/6 page) | Secured right hand placement \$550



The Visitor Guidecont'd

● Local Tip listing is text only, no image	\$ 300
● Must Do includes copy and an image (refer to examples)	\$ 300
● Inside back cover full page (Must supply finished artwork)	\$2700
● Inside front cover full page (Must supply finished artwork)	\$2700
● Outside back cover (Must supply finished artwork)	\$3500

MATERIAL SPECIFICATIONS:

Please supply high resolution quality images at a size greater than 300 pixels per inch for the dimensions of your ad space. Supply in JPEG or Photoshop CMYK format at over 2MB file size.

Once your booking is confirmed, a member from the Tourism Team will contact you with word count requirements for your advertisement. You will be asked to provide your business contact details if required for your advertisement.

Visitor Guide editorial is produced with your images and copy in the standard layout of the advertisement you have purchased.

Requirement to supply finished artwork

Where there is a requirement to supply finished artwork, artwork must be supplied in CMYK PDF with a 3mm bleed and all text and images converted to EPS. An additional fee of \$110 per hour is payable if you require Council to engage a graphic designer on your behalf. This will be payable directly by you to the graphic designer.

Proofs & corrections to artwork

A digital proof of the ad will be emailed to the advertiser for approval. Any authors corrections made that deviate from the original copy supplied will incur an additional expense and charged at an hourly rate of \$110 per hour. To ensure you do not incur additional expenses for your advertisement, please ensure that the artwork/copy supplied is correct. It will be necessary to provide a signed approval within the specified timeline prior to your ad being placed in the publication.

Placement

Should you wish to secure a right hand placement or certain section of the Guide, you shall book an advertisement that allows for this space to be secured. All advertising rates include GST.



The Blog

The Destination Blog #ballinabyronlife

#ballinabyronlife is a locally produced destination blog featuring articles to inspire visitors to plan a stay in our destination. Articles are written to be highly engaging, appealing to our target markets and enticing them to explore the many experiences we have on offer. The articles are an effective promotional tool that can be accessed online, anytime by visitors and can be used to assist them when planning their holiday and also be used once they are in the destination to inspire visitation and dispersal.

The Tourism Team is launching the blog as part of this prospectus and will offer introductory pricing as a limited offer for those advertisers that purchase before 22 March 2019. As part of this pricing, the content producer will visit and experience your business. This person can also share their knowledge and experience of product offering with you.

The tone of a blog article is written as though the content producer is speaking to their friend and revealing to them all the compelling reasons to visit your business. The content producer will select the operators best attributes and unveil the points of difference within your business. This is all about creating a positive visitor experience and sharing with the audience why they need to get to your business this moment!

You can not underestimate the power of social media and sharing word of mouth content amongst influencers of your target audience. Advertorial content generated for the Blog will be promoted through our network. The digital format will be marketed through social media channels and distributed through the new lifestyle blog titled #ballinabyronlife.com.au.

Objectives of the Blog:

- Motivate visitors to visit and explore the region
- Assist visitors when planning their stay
- Motivate visitors to stay longer in the destination
- Encourage repeat visitation
- An online presence for the destination to tell stories, providing visitors with a taste of the experiences they can experience rather than just 'what to do'
- Relationship building with potential visitors
- Blog posts can be shared online via social media by anyone.



The Blog cont'd



The Destination Blog #ballinabyronlife

Advertising rates:

Editorial feature in one blog	\$150
Editorial feature in two separate blogs	\$300
Editorial feature in three separate blogs	\$450

Proofs and corrections:

The Blog articles are written by our content producer and content is not able to be modified. Payment for inclusion in a blog article includes your business name listed in the editorial with a link back to your chosen URL. As mentioned, all blog articles are written in a positive manner.



2019
marketing
prospects

Advertising on Destination Website

The Ballina Coast & Hinterland website – discoverballina.com is a locally produced website and sales tool used to inform visitors about the region and book accommodation, tours and unique experiences.

Discoverballina.com is an effective promotional tool as it successfully targets a larger proportion of our audience that use the internet to research their travel arrangements and assists with locating various services offered in the area.

Objectives of the website:

- Motivate visitors to visit sooner rather than later
- To generate bookings via the online booking system
- Assist visitors with comprehensive information for planning their visit
- Promote events to further sell the destination
- Motivate visitors to stay longer by providing a range of things to see and do
- Encourage repeat visitation

Distribution

The destination website is promoted through all our marketing collateral in both print and digital formats and is the vehicle used to drive traffic for all marketing campaigns from the Sydney, Melbourne and Newcastle market places.

Discoverballina.com has over 76,000 unique visitors annually all considering or planning a trip to the destination.

Visit NSW attracts over two million visitors per month to their website and this state government site has links back to the discoverballina.com website, driving traffic consisting of those considering taking a holiday in our region.

Display Ad on discoverballina.com

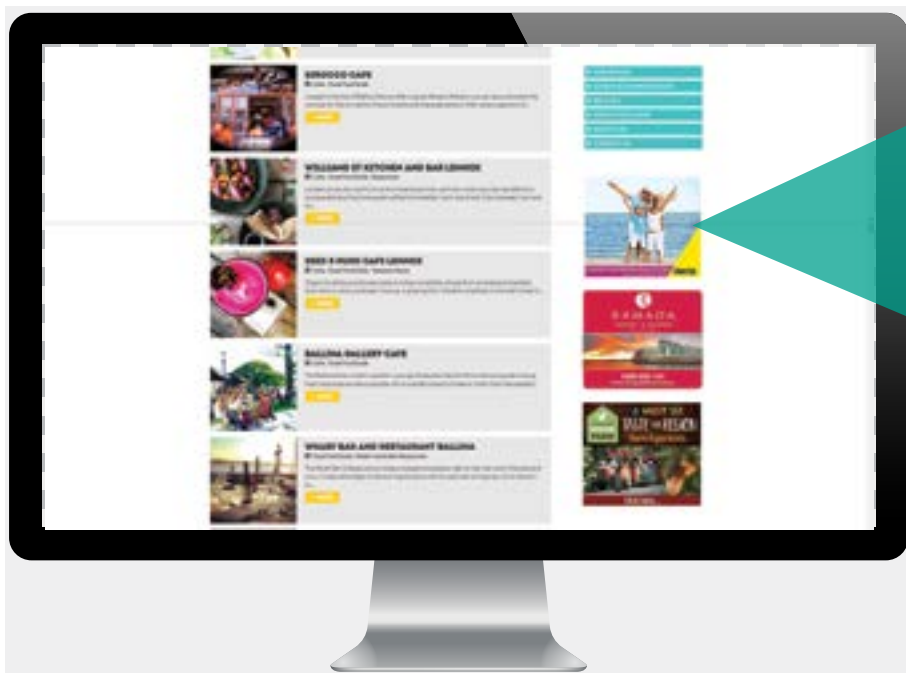
Display advertisements will be featured on the right hand side of the destination website, on the page that is reflective of your business. For example, if you are the host of an event your advertisement will feature on the events calendar page. Display ads will have a clickable link directing traffic directly to the website of your choice.

Material specifications:

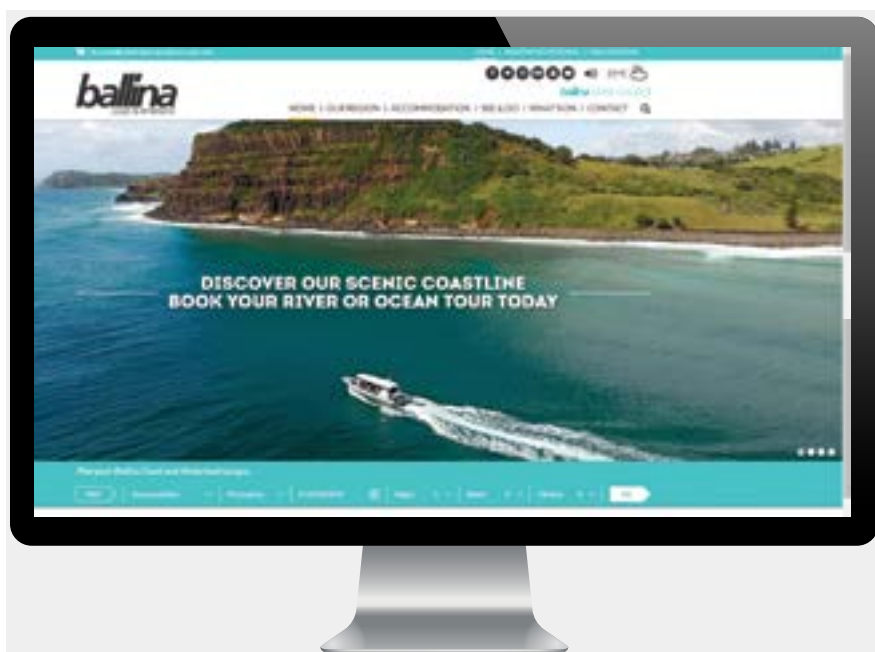
Completed artwork must be supplied for your advertisement with a “basic is best approach”. Advertisements should consist of an inspirational high resolution image along with your business name or logo. Artwork must be supplied in JPEG or Photoshop RGB format. No flash files will be accepted. With every advertisement please supply the URL you wish the click to be directed to.



Advertising on Destination Website



Display ad banner 300x 250 pixels
12 months on discoverballina.com
\$300



discoverballina.com

Home page banner on the destination website. For more examples visit the website and see details overleaf. Maximum advertiser banners is three (3) per month. These are limited spaces.



Advertising on Destination Website

Homepage Web Banner

Feature your business on the homepage of the destination website and drive traffic directly to your website.

Banners run for one (1) month and begin on the fifth (5th) day of the month. Multiple banners can be booked and businesses can be selective of the months they choose to have their banner displayed. Banner spaces are subject to availability each month. Maximum advertiser banners is three (3) per month.

Advertising Rate:

Feature banner on homepage for 1 month	\$300
Feature banner on homepage for 2 x 1 month	\$600
Feature banner on homepage for 3 x 1 month	\$900

Format 1920 pixels deep x 590 pixels wide.

Material specifications:

An inspirational image must be supplied along with your business name or inspirational text.

Text of up to 10 words that go on the image for the advertisement, as shown in the example. Images must be supplied in JPEG or Photoshop RGB format at over 1MB size. No flash files will be accepted. With every advertisement please supply the URL you wish for the click to be directed to.

Proofs and corrections to artwork:

No proof will be supplied for the website banner. The content supplied by you which includes the inspirational image and text will be used and displayed on the website homepage as shown in the example banner.



Community Connect Feature Article

Profile your business in the tourism section of Ballina Shire Council's quarterly Community Connect magazine. This is your opportunity to sell your offering to the local community and ultimately tap into the visiting friends and family market.

The Community Connect magazine is produced quarterly and is distributed to Ballina Shire residents through the Ballina Advocate in March, June, September and December each year.

Material Specifications:

- 1/3 page advertisement
- An inspirational high resolution image to promote your business at a minimum 300 pixels per inch. Supply in JPEG or Photoshop CMYK format at over 1MB file size.
- Promotional heading up to 10 words
- Motivational article up to 100 words
- Business contact details

Advertising Rate 1/3 page advertisement \$300

Distribution:

- 16,330 copies distributed to urban areas through the Ballina Advocate
- Over 2000 copies mailed to rural residents in the Ballina Shire
- 165 copies mailed to Wardell residents
- Bulk drop off to rural areas including local post offices
- 2000 copies distributed to community access points including the local libraries, local community centres and the Ballina Visitor Information Centre
- Online distribution through various social media channels and e-news articles with a reach of over 7600 followers.



Proofs & corrections to artwork:

A digital proof of the ad will be emailed to the advertiser for approval. Any authors corrections made that deviate from the original copy supplied will incur an additional expense and charged at an hourly rate of \$110 per hour. To ensure you do not incur additional expenses for your advertisement, please ensure that the artwork/copy supplied is correct. It will be necessary to provide a signed approval within the specified timeline prior to your ad being placed in the publication.



Campaigns

The Ballina Visitor Information Centre use a reservation booking engine called Bookeasy. When visitors enquire about availability, rates for accommodation, tours and activities, visitor centre staff can select the dates for the guest and show them all of the available product. Additionally the destination website - discoverballina.com displays live rates and availability so that visitors can peruse and book their accommodation 24 hours a day, 7 days a week, when it is convenient for them.

Being registered on Bookeasy also entitles your business to be part of any destination marketing campaigns. When the Tourism Team participates in destination appeal campaigns on behalf of the region (i.e. Ballina Coast & Hinterland...a Breath of Fresh Air or Northern Rivers Escapes.. Get Lost in the Moment) the destination website is the landing page for campaign enquiries. Visitors can browse the available 'bookable' tourism product on the website and book from here.

If you are not on Bookeasy, then you are missing out - not only on bookings but also on funding for marketing our region collectively!

Funding agencies are looking for regions of business operators that cooperate and participate in shared marketing initiatives. Funding agencies assess confirmed reservations to determine the success of funding campaigns. By being a part of digital campaigns, and getting extra visitors who would previously have not considered our region as a place to visit, we are ensuring our region qualifies for future rounds of funding.

If you are not already a 'bookable' product on Bookeasy, then sign up and start enjoying more business. It's free to join. Simply complete and return the sign up form on the next page and staff will get you started.

Additionally an interactive bookeasy sign up form is available at <https://www.discoverballina.com.au/visit/corporate/bookeasy-signup>

Bookeasy Reservations System Signup

Ballina Visitor Centre Reservations Signup

Please return completed form to:

Ballina Visitor Centre, 6 River Street, Ballina

PO Box 450, Ballina, NSW 2478

balinfo@ballina.nsw.gov.au

Contact Details

Company Name

Name

Address

Phone

Email

Website

ABN Number

☐

I agree to Ballina Shire Council's 11% referral fee incurred from inventory sold through the Ballina Visitor Information Centre (please note other distribution channels through Bookeasy vary, note when selecting distribution channels).

☐

I agree to maintain my listing ensuring it is accurate, current and a true reflection of my inventory available for sale.

I will not publish any information or offer an incentive suggesting that the customer should book directly with the property as opposed to using the Bookeasy system or the Ballina Visitor Information Centre.

☐

I declare that I hold and shall maintain the appropriate compliance approvals, licences, certificates and insurances for the good(s)/service(s) supplied to Ballina Shire Council visitor services

☐

I will inform the Ballina Visitor Information Centre if any of the details listed in this form change, thus enabling payments to be made correctly.

Please note Bookeasy makes available a knowledge base with answers to frequently asked questions and directions on setting up your account. If you do experience any issues Bookeasy can be contacted during AEST on 1800 754 499 or 0756682540. Additionally you can log a support request through the Knowledge base on your console.

Name of Authorised Officer

Position Held

Signature

Date

Payment Details – Direct Deposit

Account Name

BSB Number

Account Number

Name of Accounts Contact

Office Use Only

Application Approved

Yes

No

TRIM Number

Staff Signature

Date



2019 marketing prospectus

Terms & conditions

Prior to placing an advertisement, you must read and agree to the terms and conditions set out below. These terms and conditions ('Terms') apply to all advertising services provided to any person or business ('Advertiser') by the Publisher, Ballina Shire Council. These Terms apply to each order for advertising placed with the Publisher. No person may vary these Terms.

1. Advertising Publication

1.1 A binding contract will be formed between Ballina Shire Council and an Advertiser when Ballina Shire Council accepts a signed booking from the Advertiser.

1.2 The contract supersedes all communications and arrangements, between the Publisher and the Advertiser in regard to advertising, unless a prior written agreement exists between the Publisher and the Advertiser. Any disputes relating to the content written in the blog articles will be resolved by Ballina Shire Council's Manager Community Facilities.

1.3 The Advertiser acknowledges that Ballina Shire Council has the right to do any of the following:

- a) Defer the publication of an advertisement at any time or times;
- b) Withdraw or cancel any advertisement or advertisements to which the purchase order relates, without providing an explanation or notice to the Advertiser;
- c) All advertising material given to Ballina Shire Council remains the responsibility of the Advertiser. Ballina Shire Council shall not be responsible for loss or damage of material.
- d) Material shall be supplied as per the material specifications for each advertising platform outlined above. Please refer to the above details for specification or contact the Ballina Visitor Information Centre for further clarification.
- e) High resolution images must be supplied in electronic format at a minimum 300 pixels per inch. All images must be supplied in JPEG format or Photoshop. Film will not be accepted. Please note it is the responsibility of the advertiser to supply the correct artwork.
- f) Staff of Ballina Shire Council will email you a specific list of material requirements upon receiving your confirmed booking form. If you have any questions please feel free to discuss these with the team at the Ballina Visitor Information Centre on 1800 777 666.
- g) Scanned images will not be accepted. The local graphic designer can search and supply stock images for your advertisement. Please note stock images are charged at cost rate. Alternatively if you are unable to supply your own images you could purchase the license for and supply stock images that are a true representation of your business.

2. Right to Alter Format, Placement & Design

2.1 Ballina Shire Council reserves the right to alter or cut prints or artwork or other materials supplied by the Advertiser, to conform to mechanical requirements if the advertiser does not supply the material to the exact requirements as set out in the 'material specifications'.

2.2 Ballina Shire Council reserves the right to withdraw any advertising that in their opinion does not conform to the stylistic standards of the publications.

- a) If the Advertiser and Ballina Shire Council agree to changes in the aforementioned advertising, the final advertising shall be reinserted into the publications.
- b) If a graphic designer or agency is hired by the Advertiser to perform these changes to the advertising, the standard design fees will apply on an hourly rate basis and are payable directly with the agency by the Advertiser.

3. Submission of Advertising & Artwork

- 3.1 By submitting advertising for the publications, the Advertiser guarantees Ballina Shire Council that the Advertising does not breach or infringe the Trade Practices Act (1974) or any of its provisions in any form.



3.2 Ballina Shire Council shall not be liable for any loss or damage to any positives, negatives, art works or other materials, which may be submitted by the Advertiser to the Publisher for the purpose of fulfilling the advertising request. These materials remain the responsibility of the Advertiser.

3.3 The Advertiser must ensure that the material supplied to Ballina Shire Council does not contain any defamatory, slanderous, misleading or deceptive information.

4. Advertising Rates and Taxes

4.1 The rates stated in the schedule (Rate Card) shall apply to all advertisements published pursuant to the advertising request.

5. Payment

5.1 The advertiser will pay Ballina Shire Council the total amount of advertising prior to 30 April 2019. A tax invoice will be issued. The costs will comprise of the total amount shown in the schedule for advertising space used, and all Government taxes and/or charges (including GST) plus any late payment fees as per Ballina Shire Council's schedule of Fees and Charges should failure to pay occur.

5.2 The Advertiser shall have a 5 day cooling off period following the booking date of advertising, in which, the Advertiser may cancel, withdraw or change their advertising request without penalty. There can be no cancellation after this time and once this cooling off period has passed the client must agree to pay in full their advertising fee.

6. Failure to Pay

6.1 The Advertiser agrees to pay Ballina Shire Council for any additional expenses incurred in collecting outstanding debts.

6.2 A \$30 service fee will be charged to the Advertiser's account every time a cheque is dishonoured.

7. Privacy

7.1. Ballina Shire Council gathers the Advertiser's personal details to provide the advertising service to the Advertiser and for invoicing purposes. Ballina Shire Council may disclose this information to a third party such as debt collection agencies to recover owed monies.

8. Liability

8.1 Ballina Shire Council will not be held liable for any failure to publish or delay in advertising caused by any forces outside Ballina Shire Council's reasonable control. These forces include but are not limited to, war, industrial dispute, electricity failure, and Act of God, governmental or legal restraint.

8.2 Ballina Shire Council shall not be held liable for any loss or damage to any person or business arising from the failure for whatever reason of any specific advertisement to appear on any specified date or at all.

8.3 The Advertiser warrants that any advertising material published by Ballina Shire Council is in no way an infringement of the copyright or other such acts, is not unlawful, defamatory or libellous or does not infringe the Trade Practices Act or other regulations, laws or statutes. Advertisers agree to indemnify Ballina Shire Council of any claims, damages or costs including legal expenses, penalties or judgments occasioned to the publisher in consequence of any breach of the above warranties.

9. General

9.1 Any clause of this agreement deemed unenforceable, shall not affect the enforceability of the remaining agreement. The agreement shall then be read as if that clause did not exist and never formed part of this agreement.

9.2 Ballina Shire Council may service and notice or court documents on an Advertiser by sending them by post to the last known address of the Advertiser.

9.3 The above Terms are governed by the jurisdiction of the courts of New South Wales.

Advertiser Details

Organisation Name

Booking/Function/Event Name

Mobile Phone

E-Mail

Organisation Website

Billing Address

Billing Contact (First and Surname)

Mobile Phone

E-Mail

Advertising Requirements

Visitor Guide

- ☐ Inside Front Cover full page \$2700
- ☐ Inside Back Cover full page \$2700
- ☐ Outside Back Cover full page \$3500
- ☐ The Caldera a double page spread \$2400
- ☐ The Wollumbin a full spread \$1260

Website

- ☐ 12 month medium rectangle display ad \$300 each
- ☐ Feature Banner on home page for one month \$300 each

I would like to purchase ____ home page banner spaces at \$300 each for the months of _____

Visitor Guide

- ☐ The Point a 2/3 page \$850
- ☐ The Cape a 1/3 page \$450
- ☐ The Plateau 2/9 page \$350
- ☐ The Nightcap a 1/6 page \$300
- ☐ Secure a right hand placement on any size named ad for \$250

The Blog

- ☐ Editorial in one blog article \$150
- ☐ Editorial in two blog articles \$300
- ☐ Editorial in three blog articles \$450

Community Connect

- ☐ Editorial in one (1) x 1/3 page feature \$300

Visitor Guide

- ☐ Events Feature image \$300
- ☐ Unique Experiences Feature image \$300
- ☐ Locality Feature image \$300
- ☐ Local Tip \$300
- ☐ Must Do \$300

Stock Images

- ☐ I require ____ stock images at cost price. My budget for each image is \$_____

Please return signed booking forms by email to discover@ballina.nsw.gov.au prior to Saturday 22 March 2019.

☐ I declare that I hold and shall maintain the appropriate compliance approvals, licences, certificates and insurances for the good(s) and service(s) supplied to Ballina Shire Council Visitor Services.

☐ I have read and agree to the terms and conditions of advertising. By signing and submitting this booking form, I agree to pay the full amount of advertising at the time of approving artwork. A tax invoice will be issued with payment due prior to 30 April 2019.

Print name:

Signed:

Date:

2019
booking
form