

## Welcome to Lismore Tourism News for 2009

This bimonthly newsletter aims to keep you informed of the latest events and opportunities in the local tourism industry.

### Latest Tourism News

#### NEW Lismore, Nimbin & Villages Visitor Guide and TV commercial

Lismore Tourism is excited to announce the release of our new Lismore, Nimbin & Villages Visitor Guide and TV commercial this month. For those operators interested in receiving copies of the new Visitor Guide, please contact Mitch Lowe on **02 6626 0105**.

#### Local Government Tourism Master Classes

Council representatives from across the Northern Rivers were taken on a tour of regional hot spots on Sunday 1 February. The tour was conducted by Southern Cross University (SCU) as part of their Tourism Master Class program which aims to promote the value of tourism to Local Councils. SCU's Associate Professor, Dianne Dredge, believes that with a more collaborative approach to tourism planning that crosses Council boundaries, the tourism industry in this region can defy the economic downturn. "Councils need to understand the nature of tourism and how their activities can impact on and influence the tourism industry in that area", she said.

With our World Heritage rainforests, beautiful beaches and colourful cultural events, our region is certainly well placed to ride out the economic storm and better regional planning will help address key tourism issues. Last year, surveys of Northern Rivers tourism organisations and providers were conducted about their Council's performance. Feedback from these surveys and the Tourism Master Class will be presented by SCU at a Local Government Tourism Conference to be held in Kiama in March.

#### Lismore Alive Project

Thank you to all those businesses who have taken the time to complete the Lismore Alive Business Survey to help identify ways in which we can revitalise our city. Lismore Tourism, in conjunction with Lismore's Economic Development Unit, will be conducting community focus groups with a range of market segments in the coming months, which will help identify what it is that people are looking for in their City Centre. For more information, please contact Council's Business Development Officer, Lois Kelly, on **02 6626 2002**.

#### Events for 2009

Following are a few events and dates to mark in your calendar for 2009:

7 February:	Cinema Under the Stars, Riverside Park, Lismore
28 February:	Titans v Warriors NRL match, Oakes Oval, Lismore
20-22 March:	Australian Vintage Speedway Festival, Lismore Speedway
4-26 April:	Autumn Arts Extravaganza, Nimbin
16 May:	Lismore Gemfest
20 June:	Lismore Lantern Parade
10-12 July:	4WD Caravan and Camping Show
July (date TBC):	Opera at The Channon
24 September:	Lismore Cup
26-27 September:	Nimbin Country Show
12 September:	Blue Moon Ball, Nimbin
20 September:	Big Scrub Rainforest Day, Bangalow Showground (change of venue)
25-27 September:	6th Biannual Masters Games, Lismore
22-25 October:	North Coast National and Sustainable Living Expo, Lismore
13-14 November	Nimbin Fashion Show

### Lismore Visitor Information Centre (VIC) Update

#### Lismore Visitor Numbers

The Lismore VIC has had a busy summer with major events like the 63rd Australian Jazz

Convention and Tropical Fruits New Years Eve Party contributing to record numbers through our doors over the Christmas / New Year period.

In early January, the Claxton Shield National Baseball Competition, the under 14s National Baseball Championships and the Lismore Under 12s Annual Cricket Carnival resulted in a "full house" for many operators—great news considering last year's dismal weather. Lismore's robust events program proves that you don't need a beachside location to enjoy a successful summer!

Following is a snapshot of visitor numbers recorded at the Lismore VIC over the last four months compared to the same period in 07/08:

Oct 07	<b>4594</b>	Oct 08	<b>4135</b>
Nov 07	<b>3655</b>	Nov 08	<b>3516</b>
Dec 07	<b>3928</b>	Dec 08	<b>5580</b>
Jan 08	<b>4161</b>	Jan 09	<b>4878</b>

#### **BookEasy—Christmas and New Year**

Thanks and well done to all accommodation providers for successfully maintaining their property rates and availability over the busy holiday period.

Lismore Tourism staff have already received a number of enquiries and bookings for 2009 so please remember to update your rates and block out any dates that your property is fully booked to avoid double bookings. Should you have any questions, please call VIC staff on **02 6626 0100** for assistance.

#### **Christmas Networking Function**

We had a great turn out to our Christmas networking function held at the Lismore VIC late last year. It is always great to see our regular attendees and welcome some new faces too. Thanks to Mick and Thelma from Gunnawannabe Café, Gallery and Learning Centre for providing such delicious bushfood treats for us to enjoy—yum!

Our networking functions provide the opportunity for you to meet and chat with other tourism and hospitality providers and for the Tourism team to thank our volunteers who greatly contribute to providing a friendly and informative service to our visitors. We have more networking functions and workshops planned for 2009 so we look forward to seeing you there.

#### **School Holiday Packs**

Lismore Tourism staff are delighted to report that our ever-popular School Holiday Information Packs walked out the door this summer with around 150 packs collected from the front counter of the Lismore VIC. These packs are full of ideas of fun things for kids and families to do and see in and around Lismore during the holidays.

We encourage anyone who may be involved in organising activities or events during the school holiday periods in 2009 to contact VIC staff on **02 6626 0100** with the details. We also urge all accommodation operators to collect copies of the information packs which can be distributed to families staying in your properties throughout the school holidays.

### **Nimbin Visitor Information Centre (VIC) Update**

#### **Nimbin Visitor Numbers**

We've had a huge summer here in Nimbin. Compared to the Christmas and New Year period last year when we experienced heavy rain and flooding, visitors to the Nimbin VIC increased by approximately 100 people per day!

Following is a breakdown of visitor numbers from the 08/09 Christmas and New Year period compared to the same time last year:

Dec 07	<b>5694</b>	Dec 08	<b>7549</b>
Jan 08	<b>6966</b>	Jan 09	<b>8525</b>

### Nimbin Christmas Networking Function

Thanks to all our tourism operators, colleagues and friends who attended the Nimbin VIC's Christmas networking function held at the Nimbin Bowling Club in early December. It was a great opportunity to celebrate the festive season in a relaxed atmosphere while developing links with and amongst the tourism related business community.

### Nimbin Events

Exciting events held over the New Year period included *Hippyfest* held in Mingle Park behind the museum which was a sublime and peaceful evening with wonderful entertainment from talented local musicians.

There have also been several art exhibitions including Leigh Arnold at the Nimbin Regional Gallery and *Myths & Magic* at the Blue Knob Hall.

Extra exciting news is that recycling bins were installed in Nimbin last week! A much improved look for the main street and our culture here in general.

Regular and upcoming events include:

**Rainbow Lane Market:** every Saturday from 8am—11am

**Nimbin Market:** Sunday 15 February, Sunday 15 March & Sunday 29 March

**Sustainable Community Forum:** Saturday 14 & Sunday 15 February (for more info contact Nimbin Neighbourhood Centre)

### Tourism Operators News

#### New Operators—Halls Country Cottages, Numulgi

Lismore Tourism extends a warm welcome to Dawn & Jeff Hall who have recently ventured into the world of accommodation operations with the addition of three self contained cabins on their property in Numulgi. Dawn & Jeff's one and two bedroom cabins operate under the name Hall's Country Cottages which value adds their existing beef cattle run. Dawn and Jeff also operate two school bus runs but decided that the cabins would be a nice way to ease into retirement and still be able to stay on their lovely 130 acre property. Since Jeff collects old tractors and dozers, Dawn advised that there's no chance they'll be moving any time soon. Dawn is Lismore born and bred and Jeff is ALMOST considered a local, having moved here when he was 8! They have two sons and have lived on their Numulgi property for 20 years.

Dawn and Jeff invite you to come and take a look at their new cabins located at 188 Numulgi Rd, just 8kms from Lismore. Give them a call on **02 6628 4101** or **0414 284 101**. We wish them all the very best for their new venture.

#### Tourism Publicity & Media Workshops—hosted by Northern Rivers Tourism

##### **Learn How To Successfully Promote Your Business In The Media**

Publicity and promotion are vital and cost effective tools in building your business. Many businesses cannot afford to employ people or consultants to assist on these fronts, so Northern Rivers Tourism is presenting two workshops to give operators the basic skills to prepare promotional material and deal successfully with the media.

##### **Publicity Workshop—Monday 23 February—1/2 day**

\$99 Premium members/\$129 others

Learn how to:

- Write news releases that will get noticed
- Dispatch to media for targeted results and
- Utilise good photography or photo opportunities
- A handy reference kit will be provided to all participants

##### **Media Skills Workshop—Monday 2 March—full day**

\$235 Premium members/\$295 others

The way to present yourself and your business is vital to creating a good impression in a media interview. This workshop is limited to a small group to allow for hands-on training in media

interview techniques. For more information or to book a place in the workshops please RSVP to NRT: [rsvp@northernriverstourism.com.au](mailto:rsvp@northernriverstourism.com.au)

#### Glassblowing Studio Open in Lismore

After 6 years working away on his own in his South Lismore studio, local glass blower, Alan Ussher, has opened his doors to the public. He welcomes you to come and see him work and check out the beautiful flame worked glass pieces that he has on display.

Alan was born in a little town called Currabubula just south of Tamworth and went to Uni here in Lismore. He was introduced to glass blowing by a friend back in 2000 and then studied under Peter Minson who comes from a long line of glass blowers. Alan loves the versatility of glass and the way in which it can be transformed so quickly. The richness and fullness of colour and how it can be used truly fascinates him and the work is challenging enough to hold his interest. In fact, Alan believes that you could spend more than one lifetime engrossed in this beautiful and ancient art form!

Alan's studio is located at Silver Cloud Studios (in the old chocolate factory) at 14 Foleys Rd, South Lismore (look for the red door) and is open weekdays from midday. Or you can see him in action at the Lismore Car Boot Market on the 1st and 3rd Sundays of the month. For more details, call Alan on **0439 468 983** or visit [www.alanussher.com](http://www.alanussher.com)

#### Lismore Café Exhibitions

Lismore Café Exhibitions is a project run by Lismore Tourism in conjunction with Armistead's Gallery and members of Lismore's Café and Culture Trail. The project showcases the works of talented local artists in participating cafés throughout the CBD.

The following exhibitions commence in early February for eight weeks:

<b>Caddies Coffee</b>	Georgie Gough (Feb) - Belinda Roelvink (March)
<b>Henry's Bakery</b>	Shaun Murphy
<b>Luv a Coffee</b>	Jane and Yvonne Fenech
<b>The Chocolate Bar</b>	Lesley Cordery
<b>Sweet Pea</b>	Joel Hamilton
<b>The Left Bank</b>	Located next to the Lismore Regional Gallery
<b>Invercauld House</b>	Jane Hurley

#### Lismore Regional Gallery Exhibitions

##### 23 Jan-7 March **Archibald Prize—Lismore Regional Gallery**

Lismore Regional Gallery will be the final tour venue for the Archibald Prize. First awarded in 1921, the Archibald is one of this country's oldest and most prestigious art awards. From its outset, the Archibald Prize has aroused controversy while chronicling the changing face of Australian society. Numerous legal battles and much debate have focused on the evolving definitions of portraiture. Gallery hours: Tuesday—Saturday: 10am—4pm; Thursday: 10am—6pm. FREE admission. For further details contact **02 6622 2209** or visit [www.lismoregallery.org](http://www.lismoregallery.org)

##### 23 Jan-7 March **Where Are We All Going In Such A Hurry?, Geraldine Bigelow—Lismore Regional Gallery: Lismore Contemporary**

Bigelow's work uses animal remains and provides both a mantle for a wasted life and a stage for a new one. Gallery hours: Tuesday—Saturday: 10am—4pm; Thursday: 10am—6pm. FREE admission. For further details contact **02 6622 2209** or visit [www.lismoregallery.org](http://www.lismoregallery.org)

##### 13 Mar-25 April **Tracey Moffatt Exhibition—Lismore Regional Gallery**

This exhibition consists of works from Tracey Moffatt's First Jobs series Adventure series, Under the Sign of Scorpio, Backyard series, Invocations,



Guapa (Goodlooking), Up In The Sky, Beauties, Something More and the video collaborations with Gary Hillberg; Love, Lip, Doomed and Revolution. Moffatt's work is about role-playing, and its effects on identity and autobiography. She is immersed in the popular culture of everyday image-making; magazines, television, movies and comic strips, and knows that we all play roles in most of our lives.

Gallery hours: Tuesday—Saturday: 10am—4pm; Thursday: 10am—6pm. FREE admission. For further details contact **02 6622 2209** or visit **[www.lismoregallery.org](http://www.lismoregallery.org)**

**March 2009**

**The Olley Shop—Lismore Regional Gallery**

Lismore Regional Gallery is opening The Olley Shop; a place of unique and interesting, strange and bizarre creative objects. The shop will stock only works by designers and artists from the Northern Rivers. The Olley Shop will stock amazing things and creative stuff, both functional and not. For further details please contact **02 6622 2209** or visit **[www.lismoregallery.org](http://www.lismoregallery.org)**

**2009-2010**

**The Lismore Italians Public Art Project—Lismore Regional Gallery**

The Lismore Italians Public Art Project is a joint initiative between Lismore Regional Gallery and the Lismore Italian community. Over the next few years the gallery will consult with the local Italian community to document the history, diversity and creativity that the Italian community have brought to Lismore. Once documented, an artist will work with the community to create a public artwork next to the soon-to-be built Margaret Olley Art Centre. The Olley Art Centre and the Italian public artwork will be located at the old Lismore High School site, Keen Street, Lismore. Throughout the year the Lismore Italian community will be coordinating various fundraising events. This project is the first of several community public art projects that will take place as part of the opening of the new Margaret Olley Art Centre. Other initiatives will be announced early 2010. For further details please contact **02 6622 2209** or visit **[www.lismoregallery.org](http://www.lismoregallery.org)**

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Contact the Lismore Visitor Information Centre on 1300 369 795 or email **[tourism@lismore.nsw.gov.au](mailto:tourism@lismore.nsw.gov.au)**



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