



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

Flagship Tourism Conference for Northern Rivers

Mark the 4th and 5th of June 2009 in your diaries! This is the date set for the inaugural **2009 North Coast Tourism Symposium** presented by Northern Rivers Tourism (NRT). Developed in consultation with the industry, the symposium is designed to assist tourism businesses in a volatile global environment.

This year's theme '*Skilling up to prosper through the Global Financial Crisis*' will focus on providing practical tips and approaches for tourism operators in tough economic downturns. With a line up of excellent guest speakers and industry practitioners, the symposium will provide excellent networking opportunities, business and skills development. Cash in on your slice of the tourism pie and take advantage of the subsidised registration fees in the event's first year.

Where: The Byron at Byron Resort, Byron Bay

When: 4–5 June 2009

What: Key tourism industry operators sharing their lessons and experiences; Practical skills and valuable information to help develop your commercial edge; Excellent networking opportunities with industry peers and stakeholders; and A celebration of the Northern Rivers experience.

This symposium will be the final phase of NRT's Flood Recovery Program. For more information on program content, how to participate and registration fees, contact the Conference Organiser, Renae Denny at RareIndigo Conference Management on renae@rareindigo.com.au

Northern Rivers Tourism (NRT) Cooperative Marketing Program 2009

Northern Rivers Tourism has secured \$151,800 in funding to be used for cooperative marketing programs designed to build demand for visitation to our region, particularly during the low and shoulder seasons when the extra business really makes a difference.

This funding has been secured through the **Regional Tourism Partnership Program**, which is a vehicle for delivering regional outcomes from the New South Wales government's \$40 million tourism strategy over the next three years.

'Rivers of Life' is the umbrella name for a number of campaigns which will utilise existing and new resources to promote our destinations, experiences and events to target domestic and international markets.



The individual campaigns under this umbrella are:

- **Take Me to The Rivers** – building regional identity and promoting anchor destinations, events and experiences;
- **Rainforest Way** – promoting sustainable, nature-based tourism, including camping, and leveraging National Landscapes and regional events where possible;
- **Work, Study, Play** – tapping into the high yielding, long staying international education tourism segment in partnership with our academic institutions;
- **Great Outdoors** – anticipating a resurgence in popularity of the classic Australian holiday experience featuring our holiday and caravan parks;
- **Taste Northern Rivers** – building awareness of Northern Rivers as a foodie destination, tying in the 'slow food' movement, organic produce and regional markets.

More information on how to tap into these opportunities will be available shortly.

New Tourism NSW Board Members

Tourism NSW have appointed four new board members:

- Luisa Pastrello, Head of Membership Travel Services (Australia/NZ), American Express
- Julian Ledger, Chief Executive Officer, YHA NSW Ltd
- Stephen Lewis, General Manager, Four Seasons Hotel Sydney
- Peter Doyle, CEO, 308 Industries

The new Tourism NSW Board members have an ambitious new Tourism Strategy to implement as well as establish new reference groups that focus on three key sectors including Sydney, International and Regional markets.

Lismore Visitor Information Centre (VIC) Update

Lismore VIC Visitor Numbers:

February 2009: 3354

February 2008: 3561

March 2009: 3812

March 2008: 3809

Exhibition Space at VIC

Lismore Tourism has secured funding from the Federal Government's Indigenous Heritage Program to update our 21 year old rainforest replica. Whilst the planning and fit out takes place over the coming months, we'll be utilising the space at the back of the Visitor Centre for some exciting new exhibits. Watch this space!

School Holiday Packs

With the Easter Holidays just around the corner, the Lismore Tourism staff are once again compiling the ever-popular school holiday information packs. 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 holidays to contact VIC staff with the details. We also urge all accommodation operators to contact the Lismore VIC on **02 6626 0100** for copies of the information packs, which can be distributed to families staying in your properties over the holiday period.



Lismore Tourism Events Calendar Goes Online

Lismore Tourism is excited to announce that our monthly Events Calendar has undergone a revamp and is now easily accessed from the Lismore Tourism website. To check out the monthly events held in and around Lismore just go to **www.visitlismore.com.au** once on the home page, click on the Major Events section and you will access the monthly events for the next 12 months. You can even add in your own community event details.

Nimbin Visitor Information Centre (VIC) Update

Despite predicted downturns in tourism within Australia, domestic and international visitors continue to roll through the doors of the Nimbin Visitor Information Centre. In the months of February and March, over 10,000 people stopped by to seek advice on what to see and do, directions and local accommodation information.

Places like the Nimbin Candle Factory, with its water powered dipping system, and the Rainbow Power Company, with its array of alternative energy systems and environmental products, continue to amaze and amuse visitors to the village.

Nimbin Events

Another fun and fabulous night was had by all at last month's Blue Moon Cabaret. True to its name, every blue moon the School of Arts hosts an eclectic and professional program of entertainment that will amaze and inspire. If you missed out last month, don't miss the Blue Moon Ball in September.

Coming up this month is the annual **Autumn Arts Extravaganza** hosted by the Nimbin Artist Gallery. Featuring local artists utilising all mediums, the exhibition highlights the immense wealth of artistic talent based in and around Nimbin. Join the thousands who experience the exhibition each year and take time to vote on your favourite piece. And remember to recommend the Autumn Arts Exhibition to your visitors and friends! The Autumn Arts Extravaganza takes place from Saturday 4 April to Sunday 26 April at the School of Arts in Cullen St. The exhibition is open 7 days from 10am to 4pm.

For more details on what's happening in Nimbin, call the Nimbin Visitor Information Centre on **02 6689 1388**.

Tourism Operators News

Goonellabah Sports and Aquatic Centre NOW OPEN!

The eagerly-anticipated Goonellabah Sports and Aquatic Centre (GSAC) will officially open to the public on Saturday 4 April 2009. The centre has set a new benchmark and standard for health clubs in the Northern Rivers with state-of-the-art facilities and features:

- **Multi-purpose Stadium** – two courts suitable for basketball, netball, volleyball or boxing and seating for 200—1000 people;



- **Aquatic Centre** – huge indoor, heated leisure pools featuring the Blue Thunder waterslide, a mini waterslide into the toddler's pool, learn to swim program and aqua aerobics classes;
- **Fitness Centre** – fitted out with brilliant equipment by Technogym (same company that fitted out the Sydney Olympic Village gyms) including a spin room, cardio theatre (treadmills, bikes, cross-trainers, rowers etc.), free weight area, strength machines and detox infra-red saunas. Personal health assessments and Les Mills Group fitness classes to suit all ages and abilities;
- **Multi-purpose Youth Space** – will host programs such as boxing, judo, hip hop and ballet classes. The space is also suitable for workshops, guest speakers, performances and the retractable wall caters for two events simultaneously;
- **Blue Oasis Café** – offers freshly baked goods, healthy café food and gourmet coffee with 70 tables, 2 outdoor areas and 1 pool-side area. There are also BBQ facilities outside;
- **Goonellabah Meeting Room** – ideal space with AV equipment for either training or meetings for up to 50 people;
- **Creche** – let the kids play under the supervision of fully qualified child care professionals while you workout. Open 9am—12pm Monday to Friday.

The Goonellabah Sports and Aquatic Centre Open Day is on **Saturday 4 April from 10am–7pm** with FREE entry for all! There is a full-day program featuring heaps of fun activities and classes so come and check it out. For more information about the Open Day, swim & gym sessions, opening times and School Holiday activities, please contact GSAC on **02 6625 5370**.

Lismore Lantern Parade – 20–21 June 2009

The fabulous Lismore Lantern Parade takes place on Saturday 20 June 2009 with the theme *A Space for Optimism*. This year's Lantern Parade festivities include a **Big Breakfast** held in town the next morning on Sunday 21 June from 8.30am.

Here's how you can get involved:

Lantern Workshops – commence on Saturday 18 April at 10.30am, then every Saturday up until the parade. Everyone is welcome! Make a new lantern to carry in the parade OR bring in your old lanterns to re-paper and re-decorate. A special **School Holiday Lantern Workshop** will be held on Tuesday 21 April from 10am. Children under 9 yrs must be accompanied by an adult.

Market DeLight – expressions of interest are now being taken for market stalls which will once again be set up in Carrington St before and after the parade on Saturday 20 June AND the Big Breakfast (regional cuisine stalls only please) on Sunday 21 June.

Community Lanterns – if your community group would like to participate in the parade or your business would like to sponsor a community group, please contact LightnUp on **02 6622 6333**.

For more details on the Lismore Lantern Parade, call **02 6622 6333** or email: festival@nrg.com.au The new website will be up soon.

New owners for Dragonfly Café

After 5 years slogging it out in the kitchen at Dragonfly, Mike and Brian have decided to pack up their utensils and travel overseas for 9 months through SE Asia, Europe and Brazil. SO jealous! The business has been sold to Brian's brother Shane Finlayson and his fiancé Lisa, both originally from Perth. We're relieved to say that since the business is still in the family with Shane still cooking up a storm in the kitchen, Dragonfly's amazing Portugese tarts live on!! In fact, Shane and Lisa want to assure their loyal customers that despite the current repainting and minor renovations taking place at Dragonfly, it's pretty much business as usual. They do have a few plans on the boil for the future but we'll leave them for another newsletter. Welcome to Shane and Lisa and we wish you both the best of luck for your new business venture.

Welcome Imogen's Farm!

A new farmstay and winery has commenced operation in Whian Whian, close to beautiful Rocky Creek Dam. *Imogen's Farm* farmstay is run by Nathan Kesteven and Jessica Lowe (with their three little "helpers" Innes, Ziggy and Felix) and the winery and vineyard is operated by Nathan's parents Douglas and Christine Kesteven, formerly of The Deli in Byron. They make wines from the chambourchin grapes grown on the property and from other traditional grape varieties that they buy in such and merlot and shiraz. Wine-tasting is available for farmstay guests or by appointment only. *Imogen's Farm* wines are sold direct to the public at The Channon markets, Paupiette's and Mayfields restaurants, The Channon Tavern and the Dunoon General Store. For more information about the winery, contact Douglas and Christine on **02 6689 5839**.

The farmstay comprises two secluded cabins overlooking a rainforest grove, a fully-equipped commercial kitchen for guests to share, a wine-tasting room and a renovated 'piggery' perfect for parties, yoga or just relaxing on a hot day. Families and pets (by arrangement) are welcome. Nathan and Jessica are in the process of gaining eco-tourism certification for the farmstay and so guests are provided with local and/or organic products whenever possible, including organic cotton sheets and towels. Nathan and Jessica invite you to come and take a wander around the property at *Imogen's Farm* which has pockets of rainforest and wildlife, native timber plantations, cattle, a vineyard and a winery. Contact Nathan and Jessica on **02 6689 5672** or visit **www.imogensfarm.com**

Welcome Nathan, Jessica, Douglas, Christine and little "helpers"!
We wish you all the very best!

Gunnawannabe Café, Gallery & Learning Centre Goes National!

GunnaWannaBe, Lismore's own aboriginal café, gallery and learning centre in Union Street, South Lismore, has been included in Tourism Australia's National Indigenous Tourism Product Manual which showcases key aboriginal products and experiences across Australia. Congratulations Mick and Thelma! The manual is due to be released this month and will be available for download from Tourism Australia and Tourism NSW's websites. Stay tuned for details.

Rosebank Store Reopens

Lismore Tourism staff are excited to hear that the community of Rosebank has taken over their local shop and will run the business as a co-operative. The group has taken on a 12 month lease with the option of extending to another year and are in the process of fine tuning the business plan and registering the co-op. There are plans to re-open the Green Frog Café with cakes and curries available during the day and a restaurant at night. They also aim to have more local and organic produce stocked in the store. We wish them all the best with this new venture.

New Art Gallery – Effie's Heart

Effie's Heart in North Lismore opened with a big bang on the auspicious date of Friday 13 February with over 100 people visiting within 3 hours of opening! Originally from Greece, Effie grew up in Perth where she studied Art at Perth TAFE, travelled around Australia, exhibited, performed and took on many community art projects. She settled in the Blue Mountains for 9 years where she created many public and commissioned works and graduated with a Bachelor of Visual Arts from the University of Western Sydney. Effie is now proud to call Lismore home.

Effie feels most at home in her gallery/studio where she works Tuesday to Friday from 10am to 6pm with her loyal dog by her side. She creates water colours, printed garments such as bags and aprons, hand painted and hand made furniture and every Friday she runs tile and mosaic workshops. You can't miss *Effie's Heart* as you drive down Terania Street, North Lismore. Look out for the mermaid wall painting and flags floating in the breeze right opposite Rainbow Wholefoods. For enquiries call Effie on **0407 178 671** or check out the website www.freewebs.com/effiesheart

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:

Caddies Coffee – April: C₈H₁₀N₄O₂, May: Christian O'Brien

Henry's Bakery – Paul Griffin Art Group

Luv a Coffee – Miriam Fraser

The Chocolate Bar – Natalie Barovsky

Sweet Pea – Yagia Gentle

The Left Bank – Located next to the Lismore Regional Gallery

Invercauld House – Jane Hurley





Lismore Regional Gallery Exhibitions

The following exhibitions are on at the Lismore Regional Gallery in April and May:

13 March–25 April Tracey Moffatt

Tracey Moffatt is internationally recognised as one of Australia's most dynamic filmmaker/photographers. Her works have an intense emotional and intellectual impact but are always inflected with a sense of humour. Moffatt's images, video and cultural references are a means by which she seduces the audience, not to lecture them with a strict definitive message. She says, "I'm not concerned with capturing reality, I'm concerned with creating it myself". And what is this constructed reality? "My fantasy is in my strange brain – I can sit still and go places you'd never dream of!".

In Galleries 1, 2, 3, Screen Gallery & Lismore Contemporary

1 May–27 June LRG Collection Show

The LRG Collection Show showcases some of the highlights from Lismore Regional Gallery's permanent collection, from the first work donated to the collection in 1952, Britain's Heritage, 1947, by Arthur James Wetherall Burgess, to donations in 2009. The exhibition maps the collection history through works by Margaret Olley, Edward Herbert Badham, Jon Molvig, Albert Namatjira, Kevin Connor, Colin Lanceley, John Perceval, Tony Tuckson, Charles Blackman, George Foxhill, Tim Storrier, James Guppy, Digby Moran, Adrian Wiszniewski, Lindy Lee and Scott Redford.

In Galleries 1, 2, 3 and the Screen Gallery

Gallery hours: Tuesday–Saturday: 10am–4pm;
 Thursday: 10am–6pm.

FREE admission. For further details contact **02 6622 2209** or visit **www.lismoregallery.org**

NORPA School Holiday Theatre Workshops

NORPA presents two, four and five day programs for all ages. All facets of performance are explored from theatre design to acting, improvisation to working in front of a camera.

Theatre Design Workshop – open to all ages by application. Limited spaces.

Date: 18–19 April

Time: 10am to 4pm

Cost: \$65

This two day master class in stage design is a practical guide to your wildest imagination - creating set and costume design for the theatre. Led by an experienced stage designer this is a great opportunity for all visual artists of all descriptions who want to translate their skills into the theatre.

Push! – open to ages 15–19 years

Date: 20–24 April

Time: 10am to 4pm

Cost: \$190

Pushing your creative ideas to the next level. Classes in improvisation, character and acting for camera come together to build confidence to realise your ideas for theatre and film. This is a dynamic acting class for young people interested in developing skills in performance

**Jumping In!** – open to ages 12–14 years

Date: 20–24 April

Time: 10am to 4pm

Cost: \$190

This week is about jumping in and making a splash - with the skills to perform. This course looks at creating characters, improvisation and play-building. The workshop aims to inspire and build teamwork while learning new skills in acting in physical and fun ways.

Acting Big – open to ages 8–12 years

Date: 20–23 April

Time: 10am to 4pm

Cost: \$165

Imaginations are let loose in a big way in this fantastic week for young people. Through games and stories the imagination is let loose to create performances by young people.

Want to subscribe or unsubscribe to this newsletter?**Want to include a newsletter article?****Do you have any suggestions or customer feedback?**

Contact the Lismore Visitor Information Centre on **1300 369 795** or email

tourism@lismore.nsw.gov.au

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1300 369 795 www.visitlismore.com.au