



**Welcome to Lismore Tourism News for 2010**

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

**Lismore Visitor Information Centre (VIC) Update**

**Lismore Visitor Numbers**

The Lismore VIC has had a busy summer with school holidays, fine weather and events such as the Tropical Fruits New Years Eve Party contributing to a large influx of visitors through the doors of the Information Centre. Visitor numbers for the months of December and January were down on the previous year, mainly due to the large number of events held last summer such as The Jazz Convention (December), Claxton Shield Baseball match (January) and the Under 14s National Baseball Championships (January).

Following is a snapshot of visitor numbers recorded at the Lismore VIC over the last four months compared to the same period in 08/09:

<b>Oct 08</b>	<b>4135</b>	<b>Oct 09</b>	<b>4342</b>
<b>Nov 08</b>	<b>3516</b>	<b>Nov 09</b>	<b>3776</b>
<b>Dec 08</b>	<b>5580</b> (Jazz Convention)	<b>Dec 09</b>	<b>3810</b>
<b>Jan 09</b>	<b>4878</b> (Claxon & Baseball Champ)	<b>Jan 10</b>	<b>4511</b>

**BookEasy - Christmas and New Year**

Thanks 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 2010 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**

Thanks to those operators who attended our annual Christmas Networking Function held at the Eltham Friendly Inn with delicious catering provided by Kristin and Scott from the Eltham Siding Restaurant. Our networking functions provide the opportunity for you to meet and chat with other tourism and hospitality providers and meet with Tourism staff who represent you and your business throughout the year. We have more networking functions and workshops planned for 2010 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 200 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. This year we also published the School Holiday Information Packs on our website at **www.visitlismore.com.au** to enable families intending to visit the region to plan ahead.

We publish these packs prior to each school holiday so we encourage anyone who may be involved in organising activities or events during the school holiday periods in 2010 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

Another busy summer at Nimbin with over 15,000 visitors seeking information and advice at the Nimbin Visitor Centre during December and January. The sunny weather meant a few less day trippers in January compared to last year, when rain "flooded" us with visitors.

HOT days meant lots of travellers looking for a place to go for a refreshing walk in the rainforest, rest under shady trees and swim in local swimming holes. Renee, Franca and Andrew were all kept busy sharing their local knowledge with our many domestic and international visitors.

Following is a breakdown of visitor numbers from the 09/10 Christmas and New Year period compared to the same time last year:

<b>Dec 08</b>	<b>7549</b>	<b>Dec 09</b>	<b>8129</b>
<b>Jan 09</b>	<b>8525</b>	<b>Jan 10</b>	<b>8505</b>

#### Nimbin Visitor Centre Christmas Function

Our Christmas Networking function at the Nimbin Bowlo was well attended by local tourism colleagues. Although an extremely busy time for all operators we appreciate everyone taking the opportunity to gather together and celebrate another successful year. A fun time was had by all, with scrumptious food supplied by Benny Rabiller for the Nimbin Pre School fundraising campaign. Thanks to Benny and the other parents from the Nimbin Pre School, who are still looking for extra funding for their new building. So if you see a Pre School fundraising event be sure to show your support. Thanks again to those who attended. It's always so nice to catch up face to face. Keep up the good work and we look forward to our continuing positive working relationship in 2010.



**Nimbin Events**

The annual Nimbin Christmas Party was held at the Town Hall and was very well attended by all sections of the local community, and a few backpackers. Thanks to Gail, Nat, Jane and all the folk from the NNIC for a wonderful effort, yummy food and a fun time for all.

Live music has been the centre of New Years Eve & Australia Day celebrations in the village.

Free gigs at Birth & Beyond on New Years Eve and at the Town Hall for Australia Day, drew large crowds of locals and visitors enjoying the opportunity to revel in some live holiday entertainment. Well done to Dave and the gang for "livening up" the village during the festive season.

The first Blue Moon Cabaret for 2010 will be on Saturday 13 March. For those who have not previously experienced this night of music and merriment, mark the calendar for this date. It should not be missed. Tickets always sell quickly, so book early to avoid disappointment, by calling Perceptios Books on **02 6689 1766** or drop into their shop on Cullen Street.

For any further information on Nimbin Events call one of the friendly staff at the Nimbin Visitor Centre on **02 6689 1388**.

**Latest Tourism News**

**Organising an Event in 2010? Let us Know!**

You can add your event details to the Lismore Tourism online events Calendar by visiting [www.visitlismore.com.au](http://www.visitlismore.com.au) or email the details to [tourism@lismore.nsw.gov.au](mailto:tourism@lismore.nsw.gov.au)

**Events for 2010**

Following are a few events and dates to mark in your calendar for 2010:

- 5 Feb: NORPA Season Launch, City Hall, Lismore
- Feb & Mar: NORPA Summer Popcorn Films
- 12 Feb: Cinema Under the Stars, Riverside Park, Lismore (Ice Age 3)
- 12-14 Feb: U23 State Baseball Titles
- 13-14 Feb: Under 16 & Under 19 (boys & girls) & the Senior Women Softball Divisional Championships
- 9-10 Mar: NSW Combined Catholic Colleges Baseball Tournament
- 13 Mar: Blue Moon Cabaret, Nimbin
- 20-21 Mar: Northern Region Junior Basketball Round Finals
- 27 Mar-18 Apr: Autumn Arts Extravaganza, Nimbin
- 8-9 May: NSW Country Rugby Union Championships
- 15-16 May: Lismore Gemfest
- 22 May-1 Jun: Casino Beef Week
- 17-19 Jun: Primex, Casino
- 26 Jun: Lismore Lantern Parade
- 27-30 Jun: Marist Netball Tournament
- 2-4 Jul: FNC Hockey Inc is Hosting NSW Under 13 half State Championships



9-11 Jul:	4WD Caravan and Camping Show
25 Jul:	Opera at The Channon
31 Jul-1 Aug:	Performance Poetry World Cup, Nimbin
6-8 Aug:	Bentley Art Prize
15-21 Aug:	Northern Rivers Vintage & Veteran Car Club 6 Day Hub Rally
5 Sept:	Big Scrub Rainforest Day, Alstonville Showground
11 Sep:	Blue Moon Ball, Nimbin
23 Sep:	Lismore Cup
24-26 Sept:	Weave & Mend Festival, Nimbin
25-26 Sep:	Nimbin Country Show
25 Sep-10 Oct:	Spring Arts Festival, Nimbin
21-23 Oct:	North Coast National (Lismore Show), Lismore
29-31 Oct:	Nimbin Independent Film Festival
7 Nov:	Blue Moon Cabaret, Nimbin
19-20 Nov:	Nimbin Fashion Show
29 Dec-1 Jan:	Tropical Fruits Festival

For more event details please visit the Lismore Tourism Website at **[www.visitlismore.com.au](http://www.visitlismore.com.au)** where you can access the online events calendar from the home page, just click on the picture of the lantern icon!

#### **NORPA Season Launch**

NORPA encourages tourism colleagues to come and be part of the 2010 Season launch for the NORPA calendar of events. This year's season will be a mix of powerful new theatre, devastatingly funny comedy, brilliant and innovative dance, poignant texts and wonderfully directed works from across Australia and the world. The launch is a sneak preview into the year ahead. It is also a great chance for those who enjoy live performance to show their support for arts and culture in the region. Join Lismore's Mayor, Jenny Dowell, SCU's Vice Chancellor Professor Peter Lee and the NORPA team to celebrate what is happening in 2010. The launch will start at 6.30pm at The Lismore City Hall. Please email **[rsvp@norpa.org.au](mailto:rsvp@norpa.org.au)** if you would like to attend. If you are not able to attend email your postal address to **[info@norpa.org.au](mailto:info@norpa.org.au)** to receive a 2010 Season Brochure. The Lismore Tourism Team will also post all of the 2010 Season events on the Lismore Tourism online Events Calendar at **[www.visitlismore.com.au](http://www.visitlismore.com.au)**



## Tourism Operators News

### Tourism Opportunities

#### Free Practical Workshop - How to Grow Through Digital Marketing

**A practical hands-on 3 hour workshop designed to give you the online skills you need to succeed in the world of digital marketing.**

- The workshop is designed to give micro business operators the practical online skills and knowledge to use in their businesses immediately.
- It covers topics including: e-mail marketing, viral marketing, social media, blogs, SMS and Personalised URLs (known as PURLs). Participants will examine online demonstrations of digital tracking and reporting tools as well as dozens of local and international case studies.

#### Lismore - Wednesday 24 February 2010

Invercauld House Conference & Function Centre  
161 Invercauld Road, Goonellabah  
7.45am registration  
8.00am - 11.00am Workshop

#### Tweed Heads—Tuesday 23 February 2010

At Peppers Salt resort, Bells Boulevard, Kingscliff  
8.45am Registration  
9.00am - 12.00pm Workshop

Places are limited and registration is essential. Cost is FREE to business owners. To register please visit [www.smallbiz.nsw.gov.au/events](http://www.smallbiz.nsw.gov.au/events). For further information contact Katy Gompes, Project Manager, Home Based Business Industry & Investment NSW (02) 9338 6611 or email: [katy.gompes@business.nsw.gov.au](mailto:katy.gompes@business.nsw.gov.au)

### New Operators

#### Marina Cavalieri Textile Studio At New Premises

Sometimes you find a hidden place which will surprise you. Marina Cavalieri's studio is such a place. It is full of her own designs on beautifully hand printed fabrics and home furnishings. Marina can also produce custom made products and small individual prints. If you would like to learn how to screen print, Marina also offers studio- based workshops. The new textile studio opens its doors to the public from 8 February. It is in the renovated Chocolate factory, on Foleys Road (off Three Chains Road) in South Lismore. Marina's studio is generally open on trading hours Monday to Friday, though arranging an appointment is recommended, as Marina may be unavailable sometimes, because of external business commitments. / Phone **02 6622 2646** / **contact@cavaliertextiledesign.com** / [www.ecogoesdeco.com](http://www.ecogoesdeco.com) / [www.cavaliertextiledesign.com](http://www.cavaliertextiledesign.com)

#### Eltham on the move

Kristin Bass and Scott Walters are handing over the restaurant at the Eltham Friendly Inn to publicans Lucy & Toby Black. Kristin and Scott will still be operating Mayfields at

### 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 continue in February:

<b>Caddies Coffee</b>	<b>Margaret Wyatt</b>
<b>Henry's Bakery</b>	<b>Leah Bryce</b>
<b>Luv a Coffee</b>	<b>Meg Neilsen &amp; Glenda Gilmour</b>
<b>Sweet Pea</b>	<b>Deb Rogers</b>
<b>The Left Bank</b>	<b>Located next to the Lismore Regional Gallery</b>

For further information contact the Lismore Visitor Information Centre on **02 6626 0105**.



### Lismore Regional Gallery Exhibitions

#### Upcoming Exhibitions

#### **Art out of water: the fish of art**

19 February to 17 April 2010

Lismore Regional Gallery 1, 2, 3

Living in a nation surrounded by water, it is little wonder many Australian artists take inspiration from life in the sea or water. This exhibition presents a diverse range of paintings, photographs and sculpture relating to fish and fishing. Themes include references to leisure and lifestyle, and through the strong group of Aboriginal and Torres Strait Islander works in the exhibition, the importance of fishing as an activity and ceremonial practice. The show includes works by Doug Archibald, Narelle Autio, John Davis, Craig Koomeeta, Margaret Preston and Anne Zahalka among others.

A Lake Macquarie Art Gallery project curated by Brett Adlington & Meryl Ryan.



**Tiffany Sassafrass**

**Dear Dad, Memories of You**

19 February to 18 April 2010

NORCO and 24:7 Art Spaces

Two installations by Tiffany Sassafrass made from items kept by the artist's father during his life. By his invitation, Sassafrass remembers and honours her father.

Tiffany writes, 'before my dad died last October her father asked her to make an artwork using his belongings. I have started by sewing up some of his paperwork and sorting through his things. This process is a healing journey for me and is unlocking memories from my childhood. Memories of my father'.

**Opportunities**

**The Northern Rivers Portrait Prize 2010**

**Call for Entries**

The Northern Rivers Portrait Prize is a painting and drawing prize open to artists whose artwork depicts a person from the Northern Rivers that the artist believes to be of value to the community. The prize is a tribute to local community members, while fostering the wealth of talent among artists in the region by providing an opportunity to exhibit publicly and create new works. The Northern Rivers Portrait Prize is presented by Lismore Regional Gallery in partnership with The Northern Rivers Echo and Walters Solicitors.

**The Northern Rivers Portrait Prize includes three awards:**

The \$7,500 Northern Rivers Echo and Walters Solicitors Overall Winner (Acquisitive Award)

The \$1,000 Andrew and Jeni Binns Emerging Artist Award.

\$500 Lismore Regional Gallery Peoples' Choice Award.

Entry forms are currently available from Lismore Regional Gallery, online at **www.**

**lismoregallery.org** or at selected galleries, cafes, and shops in the Northern Rivers.

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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)**

**Lismore Tourism, Cnr Ballina Road & Molesworth Street, Lismore NSW 2480**

**1300 369 795 [www.visitlismore.com.au](http://www.visitlismore.com.au)**