

# » free promotion for your special event

**The Ballina Visitor Information Centre is a powerful resource to promoting your upcoming event to visitors and locals**



## » Did you know?

Over 60,000 unique users visit the Discover Ballina website per year. By promoting your event on our online events calendar, you are increasing the visibility of your event to locals and visitors alike.

## » Promote your event

The following factsheet outlines the event promotional services available to local event organisers.

## » Information required

You will be required to provide your contact details, the event title, details, location, contact details, the start and end date and times and a jpeg image (max 120KB) with a recommended size of 780px wide x 600px high @ 72dpi. This will have to be uploaded to our online portal before your information can be displayed at the Ballina Visitor Information Centre.

## » Online events calendar

The Discover Ballina website, [www.discoverballina.com](http://www.discoverballina.com) is the destination website for the Ballina Shire. The website contains comprehensive local information, accommodation booking service, an events calendar, links to social media motivational images, plus much more. The events calendar contains event details and images on local and regional events.

To arrange for your event to be listed follow the link "submit your event" on [www.discoverballina.com](http://www.discoverballina.com) at the bottom of the page within the Site Map. Staff will approve and upload your event automatically subject to all criteria being met.

## » What's on Board

The What's On Board is located in a prominent position within the Ballina Visitor Information Centre. The board is updated daily by staff and displays upcoming events, workshops, exhibitions and weather for visitors and locals through the Centre. Please provide Centre staff with an A4

poster for the What's On board and ensure that you have uploaded your event to [www.discoverballina.com](http://www.discoverballina.com)

Guidelines for staff accepting posters for the what's on notice board

- The poster must be in relation to an event or festival. The event must have a set event date and not just be a generic notice. Council has other communication channels for notices, this festival and events board is not used for general community notices.
- Acceptance of a poster over the counter does not necessarily result in display of poster. Details must have been provided via the weblink first.
- Festivals and Special Events in the Ballina Shire are given first priority
- We do not accept information for festivals or events outside of the Northern Rivers region.

## » Promotional collateral

If your event has the appropriate approvals then staff can display promotional collateral for your event such as flyers, brochures and programs through the Ballina Visitor Information Centre. As event promotional collateral is produced and delivered to the Centre it will be displayed appropriately and promoted by staff.

## » Destination NSW

The Australian Tourism Data Warehouse (ATDW) is the database for the Tourism Australia ([www.australia.com](http://www.australia.com)) and Destination NSW ([www.visitnsw.com](http://www.visitnsw.com)) online event calendars. Staff at the Ballina Visitor Information Centre regularly update local events along with destination information including accommodation, attractions, tours and dining information. Events must be aimed at the tourist market and you must have used the 'submit event' on the [discoverballina.com](http://discoverballina.com) website for content to be loaded to the Australian Tourism Data Warehouse.

## »» **Event Signage**

Council has identified a number of sites throughout the Shire as being suitable for the promotion of community events where signage infrastructure is provided. The signs must promote an upcoming community event that is being held within Ballina Shire. It is the intent that these signs are visually attractive and provided in a uniform manner so that they are easily identified and understood by motorists.

Community event organisers are invited to make an application for hire of this infrastructure, which is free for not for profit community organisations. Fees are incurred for commercial organisations. To make a booking, download an application on Council's website [www.ballina.nsw.gov.au](http://www.ballina.nsw.gov.au) (access via **Heading - Community & Lifestyle > Events > Community Event Signage**).

## »» **Social media**

The Ballina Visitor Information Centre manages three social media pages;

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

Local event information is frequently posted to these pages to engage followers and promote Ballina Coast and Hinterland. Event information and images can be posted and shared from these sites just tag us discoverballinacoastandhinterland.

## »» **Festival and Events Support Program**

Ballina Shire Council values the importance of local festivals that aim to showcase the rich cultural diversity and history of our local community, and that deliver economic, social and environmental benefits.

Each year Council invites submissions from the community as part of the annual Operational Plan process. Submissions must be made on Council's application form. A Councillor workshop considers all submissions and recommends to the next Ordinary meeting of Council a distribution of the available funds.

For further information on the funding program please refer to the Festivals and Events – Council Support policy at [ballina.nsw.gov.au](http://ballina.nsw.gov.au).

## »» **Further information**

Council's Events Support Officer, Sandra Jackson processes all applications for events on public land. For enquiries in regards to events contact Sandra Jackson on 02 6686 4444.

»» ***If you have any questions please contact:***

**Visitor Services Officers**  
**Ballina Visitor Information Centre**  
**Phone 02 6686 3484 | Email: [balinfo@ballina.nsw.gov.au](mailto:balinfo@ballina.nsw.gov.au)**

