

Dear Members & Industry contacts

National Publicity and Exposure for the Sapphire Coast region!

The PR strategy implemented by Sapphire Coast Tourism is starting to cut through and provide some fantastic publicity and exposure for the region. Recent and upcoming national media exposure includes:

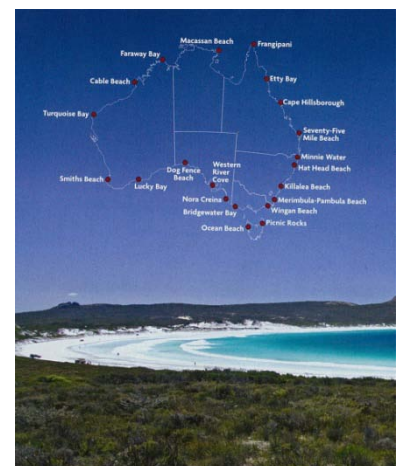
1. Qantas Inflight magazine, January 2011 edition 20 Outstanding Australian Beaches incl. Merimbula-Pambula Beach

- The Australia Way is the Qantas inflight monthly publication
- Complimentary to domestic and international Qantas travelers
- Readership 454,000 (Jan 10-Dec10)
- Core target AB professionals

The January edition included a 7pg feature on 'Outstanding' Australian Beaches. By world standards, the Australian coast has superb beaches (more than 12,000) so to be included in this feature is great recognition for the region.

Entitled 'The Coast is Clear' and written by well respected marine scientist and beach boffin Andrew Short, the 20 beaches "represent some of the best of the best, chosen for their beautiful and natural settings, a little more accessible and generally less developed. Don't just fly over or land near them – these Australian beaches should be explored and enjoyed." Holding its own against other beaches including Lucky Beach & Cable Beach WA, Picnic Rocks & Ocean Beach TAS, and Seventy-Mile Beach QLD, the feature on Merimbula-Pambula Beach read:

Merimbula-Pambula Beach is one of the longest on the south coast. It boasts river mouths at each end and also features two outstanding surf breaks, with both ends of the beach patrolled in the summer. It is backed by two attractive townships and the regional airport. The beach remains in its natural state, receiving waves that wrap into the 6km-wide bay and deliver some of the best beach and bar breaks on the coast. The outstanding Ben Boyd National Park, the largest on the New South Wales coast, forms the southern boundary of the beach.





2. Paddy Pallin eletter, February 2011 edition Adventure Tourism – Tathra Enduro promotion

- Relationship with Paddy Pallin continues
- National adventure-ware retailer with 13 retail stores nationally (every state except NT)
- Alignment of target market – nature based experiences and adventures
- 20,000 members receive Paddy Pallin comms and were informed re. upcoming Tathra Enduro event



Sapphire Coast to host Mountain Bike Marathon

Mountain bike racing is coming to the far south coast of NSW, with the town of Tathra staging an epic marathon off-road cycling event over the weekend of March 26-27.

The Country Energy Tathra MTB Enduro offers a choice of 20, 50 or 100km options, all on trails that capture the best of the Sapphire Coast's beaches, forests and mountains. The race offers a mix of forest roads, double track and secret stashes of single track deep in the heart of the coastal wilderness.

Those tackling the 50km run can expect to climb some 1000m, as they race from the beach to the full height of Dr George Mountain, before plunging back down to the sea. Those opting for the epic 100km – King Nelba – can expect plenty more (2300m of climbing), as they tickle the trigs and ride perilously close to the district's highest point.

The event aims to raise awareness of clean energy solutions in line with the local council's goal of switching to 50 per cent clean energy by 2020. All profits will go towards renewable energy projects, and the development of sustainable mountain bike trails in the area.

Further information, including entry details, is on the event website:

www.mountainbiking.com.au/tathraenduro

Information on accommodation and other activities can be found at www.sapphirecoast.com.au





3. 'Escape with ET' online MEMBERS e-mag
 Issue 3, February 2011
 App Sapphire Coast feature

- Andrew 'ET' Ettingshausen, former football legend & fishing fanatic
- Aspirational celebrity endorsement
- ET activities focus on fishing, boating, camping, 4WD & adventure – strong alignment with Sapphire Coast



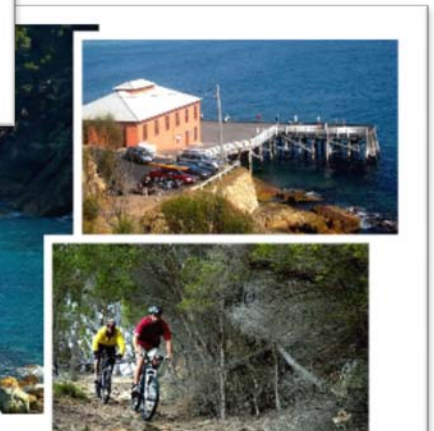
the Sapphire Coast
 Liz Swanton

If you're hankering for a holiday with all that sun, surf and sand car offer, the Sapphire Coast is something special. But if you yearn for a little bit more, be it adventure or tranquility... this is most definitely the spot!

Grab a map of the Princes Highway between Melbourne and Sydney and stick a pin halfway along the line. Now look closer. Chances are the pinpoint has landed on a town called Eden, or Merimbula, or Tathra. Then again, it could be Slope or Colerago. Doon's reuter. They're all part of the Sapphire Coast, the section of the far south coast of NSW that runs from the famous game fishing grounds of Bermagui to the wilder seas of the Victorian border.

Too far from the big cities (aside from Canberra) to be a weekend destination – unless you fly in – the Sapphire Coast is a place that needs time to be fully explored, but it will be worth the investment, if it is beaches you are after, then there are plenty on offer with easy access from the coastal towns, or perhaps after a longer drive through one of the many national parks that stretch along the coast. There is such a selection to choose from, it is easy to find yourself in a spot where yours are the only footprints.

If catching walrus or beach fishing is not part of your plan, there are other options to choose from, where your activities can be done in calmer waters. While this region is known as the land of the three mountains, thanks to the peaks that stand sentinel along its borders, it's also dotted with wonderful lakes and rivers that offer a range of possibilities such as kayaking and canoeing or just a gentle swim or paddle for the little ones, or harbours small and large for access to the open sea for fishing and diving.



This whole area is part of Australia's coastal wilderness, an area with ecosystems so precious that part of it has been named a World Biosphere Reserve by UNESCO. It has also been listed by Tourism Australia as one of the country's 19 'National Landscapes' because of its natural beauty and rich wildlife. While some parts are only accessible to the experienced bushwalker, there are plenty of areas that are easier to reach.

Check out the magical beaches of Minosa Rocks National Park, or visit Green Cape Lighthouse at Ben Boyd National Park. You can stay in the lighthouse keepers' cottages, walk all or part of the Light to Light Walk and shiver in horror as you gaze at the rocks below, where Saint Mary MacKillop's rooster died in a shipwreck.

Of course, wildlife isn't just land based. This area is part of the 'humpback highway', the north-south migration path. In fact, it's humpback HQ. Because this is where the Southern Ocean current meets the East Australian current from the Coral Sea, the meeting of the waters seals the whale food (krill) to the surface and the giants stop to feed before heading to Antarctica for the summer.

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Hop on one of the local whale cruises to find out more about these incredible mammals and then stop into Eden's Killer Whale Museum to learn about the history of whaling

in these waters. It's an unbelievable story of how killer whales helped men to hunt for other whales – but it's a true story! There's no more whale catching to be done, but there are plenty of other species on offer to the keen angler – and plenty of places to catch them. Whether you like to fish from the rocks, the beach, a wharf or the open sea, you are well catered for – and there are some great local fishing clubs with members who will be happy to point you in the right direction.

Prefer not to catch your own? There's always great local seafood on offer, including prawns and oysters that win awards at the top foodie shows, so don't go home without a taste test! If you're travelling with children who are captivated by critters, make sure you're in the area during the school holidays.

The Marine Discovery Centre at Eden offers regular workshops aimed at its mystifying underwater creatures call (02) 6486 1888 or www.sapphirecoastdiscovery.com.au to find out more.

The National Parks and Wildlife Service has a discovery walks, talks and tours programme, book your adventure by calling 1300 361 606.

You can find details on accommodation around the Sapphire Coast region as well as more information on a range of activities by visiting www.sapphirecoast.com.au or calling toll free on 1800 150 457.



4. Sapphire Coast Media Famil 19-22 February 2011

Freelancer writer Ben Stubbs has been commissioned by Sydney Morning Herald (SMH) to write a number of different stories on the Sapphire Coast, including an exploration of Eden, looking at its whaling heritage and history including the killer Whale Museum and the whale watching of the present, as well as some adventure focused stories including the Light to Light Walk and an adventure weekend down in Nadgee.

There are many broad benefits of working with a freelance writer since a freelance writer earns their income by having their travel stories published. So additional opportunities or articles on the Sapphire Coast may well result as part of this media visit and development of a relationship with Ben.

Thank you to all of the Eden businesses who worked with SCT to co-ordinate this media visit.

Special thanks goes to:

- Cat Balou Cruises
- Eden Killer Wgale Museum
- Eden VIC
- NP&WS
- Sapphire Coast Marine Discovery Centre
- Snug Cove B&B
- The Seahorse Inn

SCT will keep you all informed as to when these commissioned stories and any additional articles will be published in the media.

Kindest regards
The SCT Team