

TWEED & COOLANGATTA TOURISM INC
Public Relations Project Report
July 2006 – June 2007

TARGET MEDIA	INITIATIVES	RESULTS
<u>PR COLLATERAL & BACKGROUND INFORMATION:</u>		
General Media Kit	Update of General Media Kit for 2007, incorporating: <ul style="list-style-type: none"> - Facts & Figures - General Overview - Story ideas - Unique accommodation - Calendar of events - Key regional contacts 	Distributed to various broadcast and print media targets throughout the year
Food Media Kit	Compilation of specific Food Media Kit to complement Tweed Tourism's Taste the Tweed project, incorporating: <ul style="list-style-type: none"> - Growers - Winery - Gourmet Producers - Seafood - Chefs/Restaurants - Facts & Figures - Key regional contacts 	Distributed to food/wine focused broadcast and print media throughout the year

TARGET MEDIA	INITIATIVES	RESULTS
Child-Friendly Media Kit	Compilation of specific Child-Friendly Media Kit focusing on family-style activities and attractions	Distributed to family focused broadcast and print media throughout the year
Local Story Angles Media Kit	Compilation of Media Kit incorporating story pitches likely to be of interest to local media, including: <ul style="list-style-type: none"> - Taste the Tweed growers, producers, chef profiles - Artist/gallery angles - People profiles - Calendar of Events 	Distributed to Gold Coast Bulletin (Tweed bureau), Daily News, Tweed Sun, Tweed Weekly, Tweed Link As a result of forwarding information on members to GCBulletin, they published a story on the Sandscript Film Festival. Their Tweed Bureau Chief was also interested in doing a story on another TT member, Morning Clouds, but it didn't eventuate. Daily News also picked up the story idea on Buck Buchanan's Banana Cabana
Events Calendar	Preparation of events calendar for 2007	Distributed progressively to wide range of target media throughout the year. Due to the extensive nature of the media database for this initiative, it is not cost effective for us to follow-up clippings.
Verve Familiarisation 2	<ul style="list-style-type: none"> • Spent a day in the Tweed to catch up with various operators including: Perfectour, Boyd's Bay Houseboats, Tweed Endeavour Cruises, Sea Master Deep Sea Fishing Charters, Reef Fishin' Charters, Santai, Fingal Dive Charters and Harbour Towers ▪ Still have to get down to see Coolangatta Pet Motel who were away on the day of my visit 	Information used to update media kit, and various media approaches throughout the year
Verve Familiarisation 3	<ul style="list-style-type: none"> • Joined Joanne Gurney at a membership meeting with Kirra Dive Manager, Tim • Liaised further with Tim re background information 	We understand Kirra Dive has joined TT and we will use background information to include in future Media Kits and story pitches
Verve Familiarisation 4	<ul style="list-style-type: none"> • Went out on Tweed Whale Watching tour with members, John and Leah van Blanken 	Information used to pitch story ideas to TNSW (for Getaway and The Great Outdoors), Saturday Afternoon and Sydney Weekender TV shows

PRINT MEDIA – DESTINATION FOCUSED:

Courier Mail	<ul style="list-style-type: none"> ▪ Liaised with Phil Hammond; provided information on whale watching operator for a whale watching round-up story he was writing 	<p style="text-align: center;">Courier Mail “Set for a Whale of a Time” <i>Saturday, July 1, 2006</i></p>
Courier Mail	<ul style="list-style-type: none"> ▪ Forwarded Media Kit and famil invitation to travel writer, Phil Hammond ▪ Liaised with operators including Harbour Towers, Whale Watching Adventures, Out n Back Tours (no longer operating) and Numinbah Valley Adventure Trails to secure FOC accommodation and activities ▪ Prepared background information highlighting Valley village drive ▪ Finalised famil itinerary ▪ Operators subsequently invited Phil to do a story on snorkelling with turtles which he also covered 	<p style="text-align: center;">Courier Mail – Front Page “Love is in the Air” <i>Friday, July 14, 2006</i></p> <p style="text-align: center;">Courier Mail – Today section “Whale of a Love Fest” <i>Friday, July 28, 2006 – page 45</i></p> <p style="text-align: center;">Courier Mail – Today section “Blazing Saddles” <i>Friday, July 28, 2006 – page 43</i></p> <p style="text-align: center;">Courier Mail – Today section “Discover the Depths” <i>Friday, December 15, 2006 – page 35</i></p>
Gold Coast Panache Magazine	<ul style="list-style-type: none"> ▪ Forwarded Media Kit and famil invitation to general writer and food writer, Rebekah and James Barnes ▪ Liaised with Outrigger to provide FOC accommodation ▪ Prepared background information highlighting Ilnam Wines, Banora Point Farmers Markets, Valley villages, etc ▪ Finalised famil itinerary 	<p style="text-align: center;">Gold Coast Panache Magazine Tweed Feature <i>July, 2006</i></p> <p>Two of our Tweed stories published in July edition as part of a four-page Tweed feature:</p> <ul style="list-style-type: none"> ▪ Outrigger ▪ General Tweed activities
The Australian	<ul style="list-style-type: none"> ▪ Clippings from famil conducted prior to July 06 	<p style="text-align: center;">The Australian - Indulgence “Catch a crab as you can” <i>July 15 & 16</i></p> <p style="text-align: center;">The Australian - Travel “Change for good”</p>

		<i>August 26 & 27</i>
Sunshine Coast Daily	<ul style="list-style-type: none"> Prepared Tweed Valley famil itinerary for journalist Lisa Kithers organizing partnerships with Wollumbin Palms and Mumbai Day Spa, and including detailed information on the Valley Villages 	Sunshine Coast Daily <i>Revive Weekend Magazine: Pg 28/29</i> "The Inner Cave Man" <i>November 4</i>
Holidays for Couples/ Queensland Homes	<ul style="list-style-type: none"> Forwarded Media Kit and famil invitation Editor initially accepted famil invitation but was subsequently unable to get away from the office Instead, she included the information we had sent her in an article she was doing on Peppers Spa and Resort 	Queensland Homes "Retreat to the Tweed Coast" <i>Spring 2006</i>
Get Up & Go Magazine	<ul style="list-style-type: none"> Forwarded Media Kit and famil invitation Liaised with operators including Virgin Blue, Outrigger, Wollumbin Palms, Tweed Whale Watching, Catch a Crab, Boyds Bay Houseboats and Economy Rental Cars to secure FOC or reduced rate accommodation and activities Designed six-day famil itinerary including background information on Ilnam Wines, Hare Krishna Farm, Tweed Valley villages and art galleries, Tweed Coastal villages, Madura Tea, Tropical Fruitworld, Gelateria Vernazza, and a number of restaurants. Famil undertaken in late October 	Get Up & Go "Tasting the Tweed" <i>Spring 2006</i>
Coast Magazine	<ul style="list-style-type: none"> Liaised with journalist Melissa Ellis after her visit to the Tweed. Provided Tweed Media Kit, producer profiles, chef profiles and adventure story ideas for articles in future issues Liaised with editor Melissa Coates re photos 	Coast Magazine "A Weekend in Tweed Coolangatta" <i>8-page feature</i> <i>Summer 07 Edition</i>
Kerry Heaney – XPTraveller Go Camping Australia Inflight Magazine	<ul style="list-style-type: none"> Forwarded Calendar of Events and Food Media Kit, along with a famil invitation Kerry has expressed interest in doing a two-day weekend food famil, similar to what we did for Liz Johnston Developed rough famil itinerary to give her an idea of what we can do She is happy with our suggestions but is booked up at the moment and will advise her availability in due course 	<i>No result to date. Have diarised for future follow-up</i>
Sunday Mail – Alison Cotes	<ul style="list-style-type: none"> Liaised with journalist, Alison Cotes and Michelle Day from Boyd's Bay Houseboats to organise houseboating famil from February 19-22 for 'Short Breaks' section of Sunday Mail Escape liftout. 	Sunday Mail – Escape Travel "Plain Sailing with Bob the Boatman in Tow" <i>March 11, 2007</i>

	<ul style="list-style-type: none"> • Prepared itinerary with directions, details and contacts 	
<p>News Limited – Liz Johnston</p>	<ul style="list-style-type: none"> • Liaised with freelance travel/food writer, Liz Johnston (Brisbane News, News Limited Sunday newspapers) to organise food-focussed famil itinerary • Developed itinerary involving: <ul style="list-style-type: none"> - Ilnam Wine Estate - Zeta's Coffee - Catch a Crab Cruises - Tropical Fruit World - Banana Cabana - Madura Tea - Signatures Restaurant - Roughies Restaurant & Bar - Sandbar + Grill - Peppers - Harbour Towers - Golden Door Spa - Ivory Hotel • Spoke to all operators to set up appointments, accommodation, meals, car hire, etc. • Famil undertaken January 23-26 	<p>Sunday Mail – Escape Travel “Booming Border Region Keeps It Cool” <i>Pages 12 & 13 - February 18, 2007</i></p> <p>Melbourne Herald Sun – Escape Travel Double-page spread <i>April 14, 2007</i></p> <p>Brisbane News <i>April 16, 2007</i></p> <p>Cairns Post – Cairn’s Eye Travel section “Tweed’s Tasty Twist” <i>May 16-22, 2007 issue</i></p>
<p><u>New Products:</u> Ivory Hotel</p>	<ul style="list-style-type: none"> • Wrote brief profile re Duncan Elliot based on material supplied by Joanne • Liaised with Joanne re approval • Distribution pending 	<p>Courier Mail – Food section Information included in “Beyond City Limits” <i>February 19, 2007</i></p>
<p>Courier Mail – Food Writer, Natasha Mirosh</p>	<ul style="list-style-type: none"> • Forwarded food famil invitation to food writer, Natascha Mirosh • Courier Mail interested in doing a regional cuisine feature and additional one-off stories on producers • Liaised with Natascha re famil itinerary, producers and dates • Forwarded contact details for phone interviews with Border Range Rabbits and Banana Cabana • Final itinerary included Perfectour oyster farm, Ilnam Wine Estate, Zeta's Coffee, Tropical Fruit World, Madura Tea, Mahsuri Restaurant, Signatures Restaurant, Banora Farmers Markets, with accommodation supplied by Outrigger/Mantra • Sources photos of Banora Markets and forwarded to Natascha • Provided additional information on roadside fruit stalls and buying 	<p>Courier Mail – Good Life (front page) “Tweed Tales – Tweed Check” <i>Tuesday March 20, 2007</i></p>

	seafood from trawlers	
PROBUS publication:	<ul style="list-style-type: none"> • Writing of Mt Warning feature for PROBUS publication being produced in conjunction with annual Rendezvous conference which is being held on the Gold Coast in June/July 07 	<p>PROBUS Magazine 'Mother Nature's Highrise' <i>Full page story – page 17</i> <i>April/May 2007 issue</i></p>
B-Magazine	<ul style="list-style-type: none"> • Forwarded media kit focussing on child friendly activities in the Tweed region on request from B-Magazine journalist who did a famil through Outrigger's PR people. 	<p><i>We understand that the information was included in a story published in B-Magazine's March issue but weren't able to get a clipping</i></p>
Sheridan Rogers, Freelance food & travel writer (TNSW famil)	<ul style="list-style-type: none"> • Provided food media kit and potential story ideas to TNSW • Liaised with Sheridan re food producers • Hosted Sheridan on river boat 'food expo' March 26 • Liaised further with Sheridan re visiting other food producers such as Birds Bay Pearl Farm and Banana Cabana (Unfortunately, she didn't have time to visit those operators as far as I know) 	<p>Sheridan advises that she has written a story on Border Range Rabbits which is coming up in a future issue of RM Williams Outback magazine</p>
News Limited – Liz Johnston	<ul style="list-style-type: none"> • Liaised further with Liz re coming down to do pet motel story • I understand she is currently checking with publications to secure interest 	<p>To follow up</p>
Style Magazine	<ul style="list-style-type: none"> • Responded to request for story angles focusing on food producers by submitting details on: <ul style="list-style-type: none"> - Bangalow Sweet Pork - Border Range Rabbits - Zeta's Coffee - Twyford's Lemon Myrtle Tea • Editor was to contact suitable people directly (she was looking for a fairly specific angle) 	<p>To follow up</p>

TELEVISION MEDIA – DESTINATION FOCUSED:

Channel Nine – Saturday Afternoon	<ul style="list-style-type: none"> ▪ Forwarded Media Kit and story angles ▪ Liaised with producer to prepare additional information on selected story ideas ▪ Organised filming of houseboat story and attended day of filming ▪ Organised filming of Castle on the Hill story 	<p>Stories broadcast as follows:</p> <ul style="list-style-type: none"> ▪ Castle on the Hill – August 5 ▪ Boyds Bay Houseboat – August 19 <p><i>[N.B. Both operators advised that they had had several bookings as a direct result of the stories</i></p>
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		<i>aired on Saturday Afternoon]</i>
Channel Nine – Saturday Afternoon	<ul style="list-style-type: none"> ▪ Liaised with various operators including Midginbil Hill, New Tweed Coast Adventures, Barnstormers, Boyds Bay Houseboats, and Fingal Dive to gather information ▪ Prepared background information on various adventure style story angles and submitted to producer ▪ Liaised with producer re filming of kayaking operated by New Tweed Coast Adventures ▪ New Tweed Coast Adventures story ultimately included Outrigger, Peppers and Casuarina Beach Resort 	<p>Stories broadcast as follows:</p> <ul style="list-style-type: none"> ▪ New Tweed Coast Adventures – Feb 3 ▪ Fingal Dive Charters – March 24 <p><i>[Again, follow-up with Fingal Dive Charters indicated that they had several calls as a direct result of the story aired on Saturday Afternoon]</i></p>
Channel Nine – Saturday Afternoon	<ul style="list-style-type: none"> • Also forwarded through a copy of the Food Media Kit as they now have a travelling chef presenting on the show. Miranda has passed this on to the producers. • Liaised with another presenter who is interested in doing a story on the oyster/pearl farm operation when it starts. Have provided information and will follow-up with him once the operation is open. 	
Channel Seven – Creek to Coast	<ul style="list-style-type: none"> ▪ Forwarded Media Kit and story angles 	<p>Whilst we did not receive a direct response from the producers, the show has been running regular stories from the Tweed region since we sent through the Media Kit:</p> <ul style="list-style-type: none"> ▪ September 9 – Tweed River Bass ▪ December 2 – Hastings Point story ▪ January 27 – Border Ranges Camping ▪ June 30 – Cooking Special - Birds Bay Oyster Farm
Channel Seven Sydney – Sydney Weekender	<ul style="list-style-type: none"> ▪ Pitched story ideas focused on: <ul style="list-style-type: none"> - Tweed Whale Watching - Snorkelling with Turtles (Fingal Dive Charter) - Coolangatta Pet Motel ▪ Producer has indicated interest in all of these stories. Am waiting to hear back re dates for filming in July 	<p>Waiting to hear back from producers re dates for filming</p>
TNSW: Getaway & The Great Outdoors	<ul style="list-style-type: none"> ▪ Forwarded story ideas to TNSW for pitching to Getaway and The Great Outdoors, focused on: <ul style="list-style-type: none"> - Tweed Whale Watching - Snorkelling with Turtles (Fingal Dive Charter) 	<p>Waiting to hear back from TNSW re media opportunities</p>

	<ul style="list-style-type: none"> - Coolangatta Pet Motel ▪ Received good positive feedback from TNSW. ▪ They will advise re media opportunities 	
<p>Channel Nine – Saturday Afternoon</p>	<ul style="list-style-type: none"> ▪ Pitched story ideas focused on: <ul style="list-style-type: none"> - Tweed Whale Watching - Catch a Crab Cruises - Coolangatta Pet Motel ▪ No feedback at this stage 	<p>Waiting to hear back from producers</p>

INDUSTRY LIAISON:

<p>TOURISM AUSTRALIA GLOBAL PR CONFERENCE Planning and Preparation</p>	<ul style="list-style-type: none"> • Developed program suggestions for Tourism Australia’s proposed PR famil in March • Met with Jodie to discuss itinerary • Developed final itinerary based on TA specs • Liaised with Donna Norton Lodge re changes and final approval by TA 	<p>Tourism Australia Global PR Conference March 24-27, 2007</p> <p>Attended by 15 Tourism Australia PR representatives from Asia, USA, Canada, Europe and UK, as well as 5 members of TA’s Visiting Journalist program and 2 representatives from Tourism NSW. In addition to accommodation (Peppers) and conferencing facilities (Mantra), program incorporated Tweed coastal and valley experiences involving:</p>
<p>TOURISM AUSTRALIA GLOBAL PR CONFERENCE Execution</p>	<p>Provided assistance to Jodie with:</p> <ul style="list-style-type: none"> • Organising delegate’s activities and spa treatments • Writing and updating Welcome Letters and media kit • Airport pick-ups • Tour hosting from March 24 to 27 	<ul style="list-style-type: none"> ▪ Golden Door Spa ▪ Gold Coast Helicopters ▪ Tropical Fruit World ▪ Harbour Towers ▪ Twin Towns ▪ New Tweed Coast Adventures ▪ Roughies Restaurant ▪ Mahsuri Restaurant ▪ Neptunes Pleasure Pontoons ▪ Fingal Dive Charters ▪ Innam Estate Winery ▪ Ivory Hotel ▪ Tweed Endeavour Cruises ▪ Tumbulgum Hotel ▪ Salt Bar ▪ Tweed Coast Tours & Charters ▪ Rainforest Way ▪ Zeta’s Coffee ▪ Border Range Rabbits ▪ Madura Tea & other food producers

		Almost all accommodation, meals, transport and activities were sourced from operators on an FOC basis
PRE-ATEC FAMIL Escorting	<ul style="list-style-type: none"> Escorted two-day famil from April 15-16, highlighting food attractions to 13 ITOs. 	<p>Australian Tourism Export Council Symposium – ITO FAMILS April 1-16 and April 21-22, 2007</p> <p>Eight 2-day familms involving a total of almost 70 Inbound Tourism Operators (ITOs) were organized and executed, incorporating Tweed coastal and valley operators including:</p> <ul style="list-style-type: none"> ▪ Tweed Coast Tours & Charters ▪ Quality Inns Twin Towns ▪ Santai Resort ▪ Mantra at Salt ▪ Mantra Coolangatta ▪ Peppers Salt Resort & Spa ▪ Byron @ Byron ▪ The Oasis Resort ▪ The Beach Resort Cabarita ▪ Ivory Hotel ▪ Flutterbies Café ▪ Roughies Restaurant ▪ Signatures Restaurant ▪ Bamboo Restaurant ▪ Madura Tea ▪ Tropical Fruit World ▪ Ilnam Wine Estate ▪ Catch a Crab Cruises ▪ Banana Cabana ▪ Tweed Endeavour Cruises ▪ New Govardhana ▪ Explorer Experience ▪ Mountain Bike Tours ▪ New Tweed Coast Adventures ▪ Neptunes Pleasure Pontoons ▪ Inter-Action Exp Learning ▪ Mt Warning NP ▪ Mebbin NP ▪ Tyalgum Hotel ▪ M'bah Regional Art Gallery ▪ Cape Byron Lighthouse ▪ Minyon Falls ▪ Nightcap NP <p>Almost all accommodation, meals, transport and activities were sourced from operators on an FOC basis</p>
POST-ATEC FAMILS Organisation	<ul style="list-style-type: none"> Organised itineraries and arrangements for four two-day familms from April 21-22, highlighting Gourmet, Rainforest Way, Adventure and Sun and Surf experiences to approximately 40 ITOs. 	
POST-ATEC FAMILS Escorting	<ul style="list-style-type: none"> Escorted two-day famil from April 21-22, highlighting food attractions to 13 ITOs 	

POST-ATE FAMIL Escorting	<ul style="list-style-type: none"> Escorted Taiwanese wholesalers on full day tour of the Tweed, incorporating: <ul style="list-style-type: none"> Catch a Crab Cruise Tropical Fruit World Mt Warning 	<p style="text-align: center;">Australian Tourism Exchange Post Famil May 31, 2007</p> <p>Escorted representatives from Joyful Travel's Korean and New Zealand offices to:</p> <ul style="list-style-type: none"> Catch a Crab Cruise Tropical Fruit World Mt Warning National Park
TNSW FIT Famil RTO Template	<ul style="list-style-type: none"> Completed required information and descriptives 	
Tourism NSW – Essentially Food Magazine (New Zealand)	<ul style="list-style-type: none"> Liased with Tourism NSW re requirements for this journalist famil Liased with Sandbar + Grill, Roughies and Outrigger to secure FOC accommodation and meals for this famil Finalised famil itinerary, including background information on Tweed Coastal villages, Banora Point Farmers Markets, and Ilnam Wines Famil ultimately cancelled due to the journalist having a heart attack 	<p>No result – famil cancelled</p>
Tourism NSW – Taste the Tweed	<ul style="list-style-type: none"> Copy of Taste the Tweed release forwarded to Melanie Horner for inclusion in TNSW famil programs 	

LOCAL MEDIA – TACTIC FOCUSED:

Signing of Tactic agreement	<ul style="list-style-type: none"> Interviewed Terry Watson re details Liased with Council re approvals Wrote and distributed press release and photo opportunity to local newspapers, radio stations and television news 	<p>Story covered via newspaper articles, television news items and radio interviews as follows:</p> <ul style="list-style-type: none"> Radio Hot Tomato NBN Gold Coast News Daily News Gold Coast Bulletin ABC North Coast Radio
Tweed Finalists in Gardener of the Year Competition	<ul style="list-style-type: none"> Distributed story opportunity highlighting the two Tweed finalists in Gardening Australia's Gardener of the Year competition to all local and regional newspapers, TV stations and radio stations 	<p>Feedback received from Gold Coast Bulletin but not sure if they actually ran something</p>

New Signage at Mt Warning	<ul style="list-style-type: none"> • Prepared media release highlighting TACTIC's position on future of bushwalking at Mt Warning National Park • Liaised with NPWS re approvals ▪ Distributed media release to local, regional and special interest media 	<p>Story picked up by newspapers and radio stations as follows:</p> <ul style="list-style-type: none"> ▪ Gold Coast Bulletin – Interviewed NPWS ▪ ABC 91.7 – Interviewed Terry Watson ▪ Hot Tomato – News item ▪ Gold FM – News item ▪ SEA-FM – News item
Italian & Japanese famils	<ul style="list-style-type: none"> • Prepared photo opportunity and press release highlighting travel industry famils from Italy and Japan • Distributed to all local TV, radio and print media 	<p>Photo opportunity attended by:</p> <ul style="list-style-type: none"> ▪ Gold Coast Bulletin
Knife Sharpening Course	<ul style="list-style-type: none"> • Prepared photo opportunity, brief press release and Community Notice highlighting course for Taste the Tweed • Distributed photo opp and press release to the Daily News and GC Bulletin (too late for the weeklies) • Distributed Community Notice to key journalists at all local/regional radio stations • Posted Community Notice onto all local/regional radio station websites • Followed up with Daily News and GC Bulletin 	<p>Story picked up as follows:</p> <ul style="list-style-type: none"> ▪ ABC Radio – Interviewed Milt the Butcher for their morning show on Tuesday, November 21 <p><i>Daily News and GC Bulletin were both keen to do the photo opp when I followed them up but neither of them came back to me with confirmed times.</i></p>
Presentation of TTT Certificates	<ul style="list-style-type: none"> • Prepared photo opportunity re presentation of certificates to Kingscliff TAFE students who assisted with Stefano Manfredi's Master Cooking Class • Distributed photo opp to Gold Coast Bulletin (Tweed), Daily News, Tweed Sun, NBN Gold Coast News, Prime TV Lismore • Followed up all media and received positive response but no-one turned up on the day • Distributed photos taken by Joanne/Ziggy and a short release to all media 	<p>Response from media as follows:</p> <ul style="list-style-type: none"> • Daily News advised they would send a journalist and photographer • Tweed Sun advised they would send a journalist or photographer • GC Bulletin were not able to cover it • NBN were interested but could not give a definite answer • Prime TV said 'possibly' but again, could not give a definite answer • Tweed Weekly advised they would run the story and photos we sent them in their Murwillumbah issue
Opening of Tweed VIC	<ul style="list-style-type: none"> • Wrote media release & photo opp • Liaised with Tweed Tourism and Twin Towns for approvals • Distributed to all local media • Followed up with media 	<p>Story picked up as follows:</p> <ul style="list-style-type: none"> ▪ Prime News - Thursday, 21st December 2006

	<ul style="list-style-type: none"> • Attended photo opp 	
Opening of Kingscliff VIC	<ul style="list-style-type: none"> • Wrote media release & photo opp • Liaised with Tweed Tourism, Tweed Shire Council and Neville Newell's office for approvals • Distributed to all local media • Followed up with media • Attended opening 	<p>Story picked up as follows:</p> <ul style="list-style-type: none"> ▪ Daily News - Saturday, 16th December 2006 - Page 4: "Pushing Tourism"
Release of Tweed VIC plans	<ul style="list-style-type: none"> • Wrote media release & photo opp • Liaised with Tweed Tourism, Tweed Shire Council and Neville Newell's office for approvals • Distributed to all local media • Followed up with media 	
Andy Reimanis (Artist)	<ul style="list-style-type: none"> • Interviewed Andy and prepared profile • Distributed to regional magazines and newspapers • Forwarded images to Coast magazine journalist on request • Liaised with Amanda Sproule from the Northern Star to tee up phone interview with Andy • Forwarded images of Andy to Northern Star editor 	<p>Story picked up as follows:</p> <ul style="list-style-type: none"> • Northern Star – Saturday, February 3-4, page 37: "Man on a mission" <p><i>Coast Magazine journalist was going to run the story idea past her editor but, after following up several times, we didn't hear anything further</i></p>
Taste the Tweed Project Launch	<ul style="list-style-type: none"> • Rewrote Taste the Tweed press release • Distributed to all local media • Followed up with media and arranged photo shoot with Daily News and Tweed Sun • Attended photo shoot and took images for distribution to other media • Forwarded image to Melissa Coates from Coast Living magazine on request • Liaised with John Pickford from Tweed Weekly who is also speaking to individual operators to develop a 'foodie' destination article. Also forwarded John a food media kit to provide inspiration for future stories. • Liaised with Brian Mossop from the Gold Coast Bulletin who agreed to include the information in his weekly food column • Organised photo opp with Belinda Lavis from the Tweed Sun, scheduled for February 14 	<p>Story picked up as follows:</p> <ul style="list-style-type: none"> ▪ Daily News - Saturday, 20th January 2007 - Page 8: "Food Producers invited to get on the Taste trail" ▪ Tweed Link - 23rd January 2007 - Page 6: "Tweed Visitors Eat Local Food" ▪ Tweed Weekly - 28th Jan – 3rd Feb 2007, Page 3: "Tweed picked as 'foodie' destination" ▪ Gold Coast Bulletin ▪ Tweed Sun ▪ Coast Living
Tweed Tourism Name	<ul style="list-style-type: none"> • Prepared brief press release re official name change 	

Change	<ul style="list-style-type: none"> • Liaised with Terry Watson for approval • Distributed to all local newspapers (including Tweed Link) and radio stations 	
Eat Me Wild Bush Tucker Tasting	<ul style="list-style-type: none"> • Forwarded invitation to Feb 2 bush tucker tasting to local print and TV media • Liaised with Daily News journalist who attended function with photographer • Liaised with John Pickford from Tweed Weekly who was interested in interviewing Phil. • Brian Mossop from the GC Bulletin wanted further details to include in his column if the operator had a retail outlet • Interviewed Phil Tiesl but I really can't see any value for Tweed Tourism in further PR here as he doesn't have an outlet in the region. 	<p>Story picked up as follows:</p> <ul style="list-style-type: none"> ▪ Daily News – Journalist and photographer attended event
Bernie Simpson Retirement	<ul style="list-style-type: none"> • Forwarded story idea on Bernie Simpson's retirement from Tweed Tourism to local print media, including Daily News, Gold Coast Mail, Gold Coast Bulletin (Tweed/COS), Gold Coast Sun (Tweed/COS), Tweed Weekly, Tweed Link • Liaised with Maria Lewis from the Gold Coast Bulletin who was going to do an interview and photo with Bernie. Have followed up with her but haven't been able to find out if it went ahead at this stage. • Liaised with Sandra Percy from the Tweed Weekly who is also working on a story with Bernie 	
Tweed Tourism Stats	<ul style="list-style-type: none"> • Prepared local press release highlighting increase in visitation to Tweed region • Distributed to all local print and radio media • Gold Coast Bulletin and Daily News contacted Terry Watson for further information 	<p>Story picked up as follows:</p> <ul style="list-style-type: none"> ▪ Daily News - Saturday 3rd March 2007 - Page 5: "Visitors increasing by 27 per cent a year" ▪ Gold Coast Weekend Bulletin - 3rd & 4th March 2007 - Page 18: "Tweed a magic spell for visitors" • ABC North Coast - Terry Watson interviewed for News item and their afternoon show (5 mins aired) ▪ Salt Village E-Magazine - Item published in April issue
General –	<ul style="list-style-type: none"> • Met with Caroline James, Tweed Bureau Chief for the Gold Coast 	-

Gold Coast Bulletin	Bulletin <ul style="list-style-type: none"> Prepared a media kit of story ideas, focusing on local tourism operators and identities as a resource for future stories 	
Taste the Tweed Information Night	<ul style="list-style-type: none"> Prepared Community Service Announcement re Taste the Tweed Information Night coming up on April 4 Liaised with Joanne Gurney re approvals Forwarded press release to all local print and radio media 	Results as follows: <ul style="list-style-type: none"> Gold Coast Bulletin Tweed Bureau Chief indicated that they would run the CSA Gold Coast Mail Editor indicated that they would run the CSA
Tweed Tourism Targets International Markets	<ul style="list-style-type: none"> Prepared local press release highlighting the famils carried out by Tweed Tourism through ATEC and ATE to target the international market Distributed to all local print and radio media Follow-up in progress 	Follow-up in progress
Tweed Food Producer – Buck Buchanan	<ul style="list-style-type: none"> Liaised with Amy Watson from the Daily News who was interested in doing a story on Buck Buchanan after going through the Media Kit we sent her. Provided all necessary details for her to get in touch with Buck but have not be able to determine if anything actually eventuated out of this initiative 	Follow-up in progress

TASTE THE TWEED – A FOOD WRITERS' FEAST

Public Relations planning	<ul style="list-style-type: none"> Met with Joanne and Angela, and developed PR schedule and publicity concepts for lead-in promotions 	
Press Release: General Event Overview	<ul style="list-style-type: none"> Researched and wrote press release giving general overview of event Prepared shorter event announcement Liaised with Tactic and chefs to secure images Distributed to extensive database including national magazines, regional newspapers, metropolitan newspapers, suburban newspapers, freelance journalists, Tourism authorities, relevant associations, key local operators, etc 	Due to the extensive nature of the distribution database for most releases, we were unable to follow up all publications for clippings. The following feedback represents only those that we are aware of: <ul style="list-style-type: none"> QWeekend/Courier Mail were interested in running profile story on Belinda Jeffrey and we put them in touch but apparently this didn't eventuate. Gold Coast Panache – July issue Daily News ran several stories
Website copy	<ul style="list-style-type: none"> Rewrote program to suit web and media format 	
Brochure copy	<ul style="list-style-type: none"> Wrote copy for three-fold DL brochure 	

Flyer copy	<ul style="list-style-type: none"> Wrote copy and designed layout for print and email flyer 	<ul style="list-style-type: none"> Sunshine Coast Daily indicated that they would run something for us
Press Release: Stefano Manfredi Masterclass	<ul style="list-style-type: none"> Wrote press release focusing on Stefano Manfredi Masterclass Distributed to all regional newspapers, metropolitan newspapers, radio stations and TV news 	<ul style="list-style-type: none"> Travel Editor from Fairfax Community Newspapers (Sydney) was interested in attending the event. This didn't eventuate due to the revised program.
Interview Opportunity: Celebrity Chefs	<ul style="list-style-type: none"> Prepared profiles of all visiting Celebrity Chefs Distributed to all regional and Brisbane metropolitan radio stations 	<ul style="list-style-type: none"> Australian Regional Foodguide website included a listing for us
Event Announcement TV: General Event Overview	<ul style="list-style-type: none"> Prepared event announcement suitable for TV format Distributed to all regional travel/lifestyle programs and national food programs 	<ul style="list-style-type: none"> XPT (rail) Magazine include it in their Auust/September issue Food Media Club will circulated information to members via newsletter
Interview Opportunity: Producers	<ul style="list-style-type: none"> Prepared profiles of all participating cuisine supplies Distributed to all regional and Brisbane metropolitan radio stations 	<ul style="list-style-type: none"> Gold Coast Sun ran several stories Tweed Sun ran several stories
Media Preview: Tweed's Iron Chefs Cook-Off	<ul style="list-style-type: none"> Developed concept for media preview cook-off Prepared running order and speech notes Liased with MC re schedule of events Prepared release focusing on revised event program and highlighting Degustation Dinners Prepared photo opportunity; distributed to all regional newspaper, radio and TV media; followed up with all media Prepared profiles of three participating chefs Developed media kit comprising press release, producer and chef profiles, and degustation menus Distributed post event release and images to media that could not attend 	<ul style="list-style-type: none"> Gold Coast Bulletin ran everything we gave them with stories appearing almost on a weekly basis Twin Towns to published release and photo in their newsletter Voyeur (Virgin Blue) Inflight Magazine included listing in September issue The Food Channel was interested in filming the event (this didn't eventuate). They also ran a link to the TTT website from their website Queensland Writers Centre included listing in their August mail-out to members Ray Group included a listing in their August and September newsletters Outrigger included a listing in their newsletter Northern Star published Stefano Manfredi release
Degustation Dinners	<ul style="list-style-type: none"> Liased with various media to secure journalists for degustation dinner at Sandbar + Grill 	<ul style="list-style-type: none"> Courier Mail published general event and Stefano Manfredi releases Tweed Link published general event release NBN News coverage of media preview Radio ABC 91.7 – on-air interviews with Peter Scott and Community Noticeboard ABC North Coast – producer interviews and on-air discussion with Zeta Grealy

		<ul style="list-style-type: none"> ▪ Hot Tomato – cookbook giveaway and Community Noticeboard ▪ 4BC – cookbook giveaway and Community Noticeboard ▪ Radio 97 – Community Noticeboard ▪ Sea-FM – Community Noticeboard ▪ Gold FM – Community Noticeboard ▪ Family Radio 96.Five – Community Notices ▪ B105FM – Community Notices ▪ Radio National – Community Notices ▪ 4BH – Community Notices ▪ 2NCR – Big Backyard ▪ Huey's Cooking Adventures – website listing <p>Images forwarded on request to:</p> <ul style="list-style-type: none"> ▪ The Local Newsletters ▪ 50-Something/National Seniors ▪ Hospitality Magazine ▪ Jetstar Inflight Magazine ▪ About Seniors website
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ADDITIONAL PR SUPPORT

Tactic Agreement: Letter to the Editor	<ul style="list-style-type: none"> ▪ Rewrote Gary Matthews' Letter to the Editor concerning the signing of the new Gold Coast City Council/Tactic agreement 	
Ray Group Meeting	<ul style="list-style-type: none"> ▪ Met with Jackie Chapman (Ray Group), Jeremy Scott (Pro Media) and Jodie Evans to discuss how we can assist and complement concurrent PR activities being initiated on behalf of the New Tweed Coast group 	
New Tweed Coast PR	<ul style="list-style-type: none"> • Reviewed Pro Media's list of famil targets and added potential activity options to increase exposure to Tweed operators and the region as a whole • Prepared a selection of one-day famil itinerary options that Pro Media could incorporate into their longer familis • Also made phone contact with other PR consultancies working for various Tweed Coast clients to advise them that we are available to assist with getting journalists out into the region or to provide background material. Forwarded one-day famil itinerary options 	

	and media kit to: <ul style="list-style-type: none"> - Brenton Gibbs, Crook Publicity (Peppers) - Jason Oxenbridge, Media Hunt (Harbour Towers) - Corina Ammann, PR Gallery (Outrigger) - Annalisa, Louise Carroll Publicity (Golden Door Spa) 	
Pro-Media	Later in the year and following a meeting Jodie had with Pro-Media: <ul style="list-style-type: none"> • Forwarded food media kit and a number of famil extension suggestions to Sarah Nicole Pinkerton at Pro Media • Attempted to set up meeting with Sarah Nicole and myself but Sarah never got back to me with a time (and so I gave up!!). 	
Byron & Beyond	<ul style="list-style-type: none"> • Supplied generic Tweed copy for Byron & Beyond brochure 	
Peppers Salt Resort: James Shrimpton	<ul style="list-style-type: none"> • Escorted Peppers visiting journalist James Shrimpton (AAP) to Tumbulgum Hotel and art galleries, Escape Gallery, Uki Buttery and Castle on the Hill B&B 	
International Overview	<ul style="list-style-type: none"> • Writing of regional overview for international markets 	
Tweed Tourism Network Night (February)	<ul style="list-style-type: none"> • Attended February networking night and gave members brief overview of PR program • Spoke to several members re potential PR angles • Forwarded story ideas on Morning Cloud and Sandscript film competition to the Gold Coast Bulletin who have indicated that they are interested in following up these leads 	
Jason's Explore	<ul style="list-style-type: none"> • Prepared copy for Jason's Explore May web edition • Liaised with editor re requirements • Forwarded approved copy and images 	<p style="text-align: center;">Available to view at: http://www.jasons.com/004469,,,,,PG,1,0.mel</p>
Tweed Tourism/Chamber of Commerce Breakfast (June)	<ul style="list-style-type: none"> • Prepared talk and slide presentation highlighting external PR initiatives for the Tweed over the past 18 months • Presented presentation at June Tweed Tourism/Chamber of Commerce Breakfast at Twin Towns • Followed up with various operators who approached us on the day 	