



Saturday,  
10 July 2010



Friday – Sunday  
20-22 August 2010



Saturday,  
25 Sept 2010



Saturday,  
26 Sept 2010



Saturday,  
30th October 2010

Dear potential sponsor,

## Be part of the festivities in 2010!

The Myall Coast Chamber of Commerce and Tourism, Inc has a 2010 events calendar filled with five separate events: all our events are vehicles through which the local community stimulates off-season exposure, profiling the area as a popular year round holiday destination. Allow me to briefly tell you about each of our exciting events:



### Celebrating NAIDOC Week

In conjunction with the Karuah Aboriginal Lands Council the NAIDOC events team will be co-ordinating a program designed to celebrate the indigenous heritage of Hawks Nest and Tea Gardens. Although our program is still in the early planning stages we hope to include such activities as: aboriginal bark painting, indigenous dancing, face-painting, historical lessons incorporating written work and aboriginal art work etc.

The **Hawks Nest Wild Side Festival** continues to be a weekend jam-packed with fun activities for every member of the community. In 2010 this festival will not only improve and expand on last year, our program will be expanded building a consortium of activities that capitalise on the plethora of natural resources we are privileged to enjoy in Hawks Nest.

- Walk on the Wild Side
- Talks on the Wild Side
- Feast on the Wild Side
- Fly on the Wild Side
- Photography on the Wild Side



- Golf on the Wild Side
- Kids' Paint on the Wild Side
- Shop on the Wild Side
- Dance on the Wild Side

We are planning to introduce three exciting new events into the Wild Side Festival program. The first is a **Little Miss, Miss and Madam Wild Flower hat competition** where entrants use their imagination to create a wildflower hat and outfit. Entrants will be judged on their creativity, ability to raise money for the Koala Environmental Group and their knowledge about their chosen wildflower.

The second is the **Amazing Wild Side Race**. Four teams of four members will compete in a clue and activity based race. Entrants will need to use all their skills to complete the course in an effort to win some great prizes. Three age brackets will be accommodated.



In an effort to expand and focus on the health related activities that Hawks Nest and Tea Gardens offers, we are allowing the **Yacaaba Dash** and **Ride on the Wild Side of the Myall** its own weekend. We will also be seeking funding through NSW Bike Week for the Ride on the Wild Side of the Myall.



The **Yacaaba dash** as been a dream of the Surf Club and Running Club for a number of years. We plan to run this fun run from the Hawks Nest Surf Life Saving Club to the base of Yacaaba, across to Jimmy's Beach and then returning to the Surf Club. We will be inviting a number of stallholders who offer health related services such as massage, mental health, health bars, fitness, alternative therapies to display their goods and services.

Our popular Ride on the Wild Side of the Myall will also continue in 2010 in conjunction with the Myall Coast Cycling Task Force. Although we are totally dependant upon the RTA's funding for this event we are hoping to continue promoting the health benefits of cycling through three graded rides encouraging families, intermediate riders and enthusiasts the challenge to get out and about on their bikes.



After a hugely successful **Myall River Festival** in 2009, this year's festival can only get bigger and better. The Myall River Festival is renowned as a celebration of the magnificent waterfront of Tea Gardens. In line with last year's festival a swarm of activities for all ages are already being planned. This year we would like, to include an additional stage located near Anzac Park. This will allow us to spread the entertainment through the entire festival area and assist the crowds to disperse evenly. Of course, this new expansion of the festival will only be possible should adequate support be gained by local business sponsorship.

Here are some the events that will continue to be featured at the 2010 Myall River Festival:

- FAME Art Exhibition
- Water Raft Workshop
- Fire displays
- 150 stalls & markets
- Fire display
- 3 different FREE children's activities
- Painting on the Myall
- Live Music by local artists and guest bands
- Dance entertainment
- All community groups having some stage presence

While still on the drawing board we are very keen to include an evening activity for families in the Hawks Nest location. A number of suggestions have been made and we are present looking into each option to see which is most feasible.

## What our events bring to the region?

The past years have confirmed the significant contribution our festivals and events bring to exposing our region.

- The day of the festival continues to bring an enormous increase in trade for our local businesses. As the Myall River Festival is well established in the local calendar, the two shoulder days also generate increased bookings as many people make bookings to coincide with our festival time, year after year.
- Our 2009 festival incorporated 130 stalls more than any other year;
- Attendance at the Myall River Festival has developed from approximately 1200 people in the first year to over 7000 people in its sixth year.

Even from its early beginnings of 'walks and talks in Hawks Nest', the **Wild Side Festival** quickly gained momentum encouraging us to grow the Wild Side Festival to even greater strengths. Although the whether during the 2009 was a deterrent we continued to see strong attendance:

- Market and stallholders were encouraged by the number of attendees despite the whether.
- The environmental component of the festival encompassing guided tours, seminars and workshops, appealing to nature lovers, bird watchers and tourists, reported more than 80 participants per guided walk with encouraging numbers attending the seminars.
- Local businesses reported a surge in revenue during the festival weekend, with restaurants enjoying an increase in table bookings. Real Estate agencies also benefited from customers increasing their accommodation bookings to cover the entire weekend. Some customers even booked a year in advance for next year's festival!
- The community feedback was enthusiastic. Locals and festival participants alike received the variety of events as a welcome sign of a growing trend of the popularity of Hawks Nest as a fascinating holiday destination.
- The Wild Side Festival is the primary revenue generating vehicle for the Hawks Nest community. The visitors at last year's festival produced expenditure at over \$754,000. This is an outstanding achievement for a community with a population bordering on 2500.

## How do the two festivals strengthen your business?

- **Broader corporate exposure:** both the Myall River Festival and the Walk and Ride on Wild Side Festival are like no other in that they attract more than 75% of its participants from outside the region - we're drawing visitors, your immediate customers, that would otherwise not frequent the area!
- **Aggressively drive sales:** With a combined visitation of more than 8550 during the Festival season, the majority of visitors stay the entire weekend. This means a huge influx of new visitors will be seen in our towns from July to October, ordinarily our quiet season.
- **Enhance brand awareness:** As a valued sponsor of one of our events your organisation will be represented according to the sponsorship package that you choose.
- **Increase website visibility and traffic:** Our website statistics revealed for such events the number of "hits" recorded in the six week marketing period leading up to each event more than doubled, as did the number of unique visitors. Your logo on our websites act as direct links to your organisation which equals increased web traffic to your business.
- **Recognition of your role as a local community contributor:** More than any other promotional vehicle, the opportunity to be the face of the festivals consolidates your corporate image as a local community supporter of the Myall Coast.
- **Secure business and consumer relations:** In today's competitive environment, customers are eager for their money to contribute to the development and progress of the local community. Your presence at the festivals reinforces your profile as a stable, reliable corporate body.

If there is a specific way in which you'd like to contribute to our 2010 events please do not hesitate to contact me on 0439 529 045 or email me directly at myallcoastchambers@gmail.com.

Regards,

*Melinda McMahon*

Special Events Co-ordinator  
Myall Coast Chamber of Commerce & Tourism