



THE NIMBIN GOOD TIMES

15 years on and still FREE

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Brand new marketing strategy for Nimbin

What's in a name?

Though many may think of the word 'Nimbin' with negative connotations, Lismore Tourism is well aware of the strong international recognition the name, and is re-structuring its tourism strategy to take advantage of it.

With a new name, Lismore-Nimbin Tourism is hoping to integrate its tourism services to put Lismore on the radar, as Ballina attempted to do with the naming of its 'Byron-Ballina Gateway' airport.

At the Nimbin launch of the re-branding initiative, Mayor Jenny Dowell said, "Nimbin gets 140,000 visitors a year, with now lots more people coming to use the skatepark, and if we can get more of them to stop in Lismore on the way through, that will be a good thing."

Tourism Services Coordinator Mitch Lowe said, "Nimbin is at the fore as an iconic tourist destination, while Lismore is the regional hub for business, sporting, cultural and recreational activities."

The re-branding has



Agatha and Cedric model the range of T-shirts, caps and water bottles bearing the new Nimbin branding. There are calico bags and stickers, too.

come with new logos and slogans for both Nimbin and Lismore.

Lismore is now the 'Heart of the Northern Rivers', (with the same heart) because "Rainbow Region did not have a strong business appeal," according to Mitch Lowe.

Nimbin now has a complementary logo with a peace sign, and the slogan 'More than you can imagine', which according to Nimbin

Visitor Information Centre coordinator Andrew Walker, is meant to suggest "the wealth of things to see and do around the Nimbin valley."

Nimbin Chamber of Commerce President Peter Wise was pleased with the new badge, which has been years in preparation and cost \$5000 to develop.

"It's a great thing for Nimbin," he said, "and I hope it's good for Lismore, too."



Back for more: Last year's joint winners, Tug Dumbly and Elizabeth Routledge

Nimbin well-versed, again...

The ninth Nimbin Performance Poetry World Cup is gearing up for another exciting weekend of Performance Poetry this weekend.

The event kicks off on Saturday 6th August, with the heats all day in the Town Hall from 11am. Performers who make it through to the semi-finals return on Sunday 7th from noon, to vie for a place in the Grand Final.

The Veranda Cafe will be open all weekend for light lunch, cakes, tea and coffee.

Poets have eight minutes to impress the judges and the audience with their original work, and to grab a piece of the \$5000 in prize money.

For those attending the Grand Final on Sunday evening, a special treat awaits, as last year's winners, Elizabeth Routledge and Tug Dumbly, will both be returning to judge the final

and to perform new works.

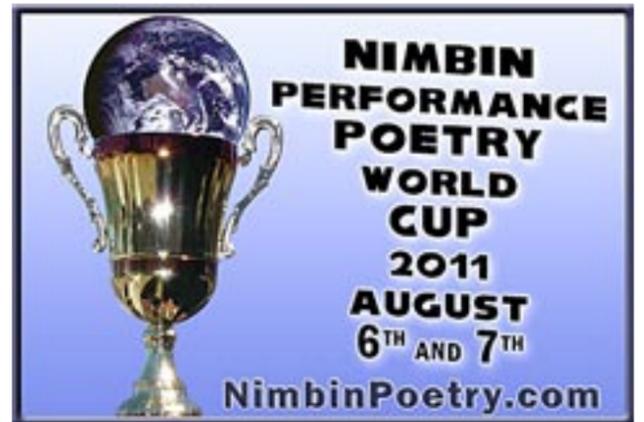
It's a weekend dedicated to the spoken word, with poets travelling from all over Australia to perform.

"It's a rare opportunity for poets, who usually work alone, to gather together, support each other and affirm the value of 'having a go' and getting their work out there and heard," said Gail M Clarke, co-ordinator of the

event.

The heats and semi-finals are free events (gold coin donation always accepted) with Grand Final tickets costing \$15/\$10 for the evening's entertainment.

The crew from Tuntable Falls School will be serving a delicious array of food, cakes and drinks on the evening from 6pm. The main event starts at 7pm.



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