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Contact: Tony Duffy

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## VISIT NIMBIN WEBSITE - BUSINESS DIRECTORY COMMUNICATION

Dear Nimbin Business Partner

As an existing business listing on the Visit Nimbin website we are pleased to announce some exciting new developments in the marketing and promotion of Nimbin. As you know, the world as we know it has changed dramatically over the past two years with the impact of flood, fire and major changes as a result of COVID-19.

To get back on track and to move forward together Council will be employing a designated Tourism Officer who will be located at the self-funded Visitor Information Centre at the Bush Theatre. Council will be working with the Chamber on tourism planning and promotion and target markets, including the content and imagery on the Visit Nimbin website.

As part of this work Council has partnered with the Chamber of Commerce and the Nimbin Community Centre to provide a comprehensive online community, business and tourism experience. This partnership will enable access to the website development that has been built through the Visit Nimbin website to avoid duplication, create efficiencies and economies of scale, reduce costs to the community and most importantly improve the experience for the community and visitors to the area.

To bring the Nimbin business community together and consolidate businesses who wish to be registered, businesses should contact the Nimbin Chamber of Commerce to update their business information or register.

Outlined below are responses to some questions you may have and if you have any other issues or concerns, please feel free to reach out to the Nimbin Chamber of Commerce via [chamber@nimbinaustralia.com.au](mailto:chamber@nimbinaustralia.com.au) should you wish to discuss the Visit Nimbin website further.

Kind regards

Tony Duffy  
Manager Liveable and Active Communities  
Lismore City Council

## RESPONSE TO POSSIBLE QUESTIONS...

### **What is the Visit Nimbin Website?**

The Visit Nimbin website attracts 31,000 unique visitors to the site annually.

The website is appealing, accessible and easy to navigate and provides high quality information about the area, including the opportunity for visitors to book their stay online. Promotion of the website is feature on all advertising and promotional material produced by Council and will be the call to action for all tourism campaigns.

The Visit Nimbin website features things to see and do, where to eat, stay and play. By having your business featured in the directory provides an opportunity to have your business promoted on the various pages throughout the site.

Visit the website here: [visitnimbin.com.au](http://visitnimbin.com.au).

### **What is a Business Listing?**

A business listing includes the business name and contact details, including links to your own website and social media accounts, a brief description (up to 250 words) and up to four images. For accommodation providers, visitors will also be able to book your product online if you are registered on the 'Wotif' reservation system.

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### **Is my business listed on the Business Directory?**

Not sure if your business is listed on the business directory on the Visit Nimbin website? Check the [business directory](#) and search for your business. If you didn't create the business listing and you would like to update, we can help. Simply email below address and advise us of your business and we will contact you to re-set your email and password.

Email [chamber@nimbinaustralia.com.au](mailto:chamber@nimbinaustralia.com.au)

### **How do I edit my business listing?**

If your business is listed on the website, you can edit your member profile by selecting the member login at the bottom of your business listing page. If this is the first time you have edited your profile and you have forgotten your password, simply add your email address and click on the 'recover your password' link to update. If you are unable to access your business listing contact us below.

Email [chamber@nimbinaustralia.com.au](mailto:chamber@nimbinaustralia.com.au)

### **How can I add my business to the directory?**

To add your business simply complete the details in the form link below and submit. Your listing will be reviewed, and we will get back to you within three-five business working days. Before you add your business make sure it's not already listed in the [local directory](#).

### **What do I do if I don't update my business listing?**

If your business has not been updated by 30 September 2021 your listing will be deactivated.

### **How do I become a member of the Chamber?**

To find out about the benefits of becoming a member and to register as a member visit [www.nimbinaustralia.com.au](http://www.nimbinaustralia.com.au) or contact the Chamber at [chamber@nimbinaustralia.com.au](mailto:chamber@nimbinaustralia.com.au)

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