



Media Release

10 March 2020

TENTERFIELD TRUE WEBSITE CALLING FOR BUSINESS INFORMATION

Tenterfield Shire Council's soon to be launched *Tenterfield True* website, promoting tourism, is requesting all businesses to forward information for their listing.

This website has been developed by the Tourism & Marketing Department and will be used as the key call to action for all marketing activities, including print, radio, TV, social media and online marketing.

The new website is fresh and exciting, with a key focus on imagery, video, itineraries and blog posts.

The site features information on everything there is to do in the Shire; where to eat and drink, where to stay and when to visit. A comprehensive events calendar showcases featured and upcoming events with a dedicated weddings events and functions section to assist visitors and locals to plan their next event in Tenterfield, with maps and itineraries being built around the information provided on the website.

A businesses and services directory has been built into the website to assist visitors and locals needing information on agriculture and farm supplies; banks and insurance; beauty, health, massage and fitness; construction and building; education and training; emergency services; financial and legal; marketing, media and PR; medical services; parks and gardens; pet services; petrol stations; places of worship; public toilets; real estate; supermarkets, butchers and grocers; taxi and bus transport and weddings, events and functions.

All businesses within the Tenterfield Shire have the opportunity to list their business on the new *Tenterfield True* website. To secure your listing today, please send through the following information to c.reid@tenterfield.nsw.gov.au:

- Business Name
- Business summary (1-2 paragraphs)
- Email address
- Phone number
- Business address
- Website URL
- Facebook URL
- Instagram URL
- TripAdvisor URL
- Bookings link
- Opening hours
- Hero image – at least 1 x high resolution image (landscape) for the header & listing image
- Up to 9 x other images to include in image gallery featured on individual business listing
- Link to any video footage you would like included (YouTube or Vimeo)
- Pet Friendly Information (if you are pet friendly)

It is anticipated that the *Tenterfield True* website will be launched at the end of March. If the requested information is not received prior to this time, we cannot guarantee that your business information will feature at the time that the website goes live.

For additional information, please contact Council's Tourism & Marketing Manager, Caitlin Reid, on c.reid@tenterfield.nsw.gov.au or 0459 148 745.

"Council is working hard to ensure that our businesses are promoted widely following the difficulties faced in 2019. This new *Tenterfield True* website is offering all our business owners the opportunity for free advertising and the opportunity to feature in the *Visit Tenterfield* section to encourage visitors back to Tenterfield and ensure our community recovery", said Tenterfield Shire Council Mayor, Peter Petty.

"Our Tourism & Marketing staff need the help of all our business owners to ensure the new Tenterfield True website is launched with the most up to date and exciting information possible", Mayor Petty added.

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