



MEDIA RELEASE

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Approved by: Chair of Central NSW Joint Organisation, Cr John Medcalf, Mayor of Lachlan Shire Council

Central NSW Discovery Passport

Central NSW tourism managers have been working together over the past few months to create a Central NSW Discovery Passport. This will encourage families to UnEarth the Depth of family friendly tourism experiences in the region. The passport will take on adventures from Oberon through Bathurst to Lake Cargelligo, Orange and down the Lachlan across ten local government areas in Central NSW.

“The Central NSW Discovery Passport encourages families across the region to get out and about and discover what’s in their own back yard”, said Cr John Medcalf, Chair of Central NSW Joint Organisation & Mayor of Lachlan Shire Council.

“There are fifty fabulous fun things to do chosen for their family friendliness. The list is wide and varied and includes dinosaurs, playgrounds, gold panning, camping, sculptures, lookouts, kayaking, caves, fruit picking and museums. It’s amazing what you can find just around the corner in our region. Pick up your Central NSW Discovery Passport, get it stamped as you enjoy the region and win prizes!” said Cr Medcalf.

Cr Medcalf said that this initiative will commence at the beginning of the April 2019 school holidays and will finish at the end of the July 2019 school holidays. This timeframe over two school holiday breaks will provide significant opportunities for families to get out and about across the region.

“The Central NSW Discovery Passport is a fun way to encourage engagement with what the region offers for families that live here or are visiting Central NSW”, added Cr Medcalf.

“There is minimal cost involved in visiting the attractions and venues. We don’t want families to go to any added expense, we are just hoping they enjoy as many attractions across our region as they can. By traveling just 40 minutes down the road you open up a whole other world of things to visit and see!,” encouraged Cr Medcalf.

CALL TO ACTION – The Central NSW Discovery Passport can be collected from the Visitor Information Centres across Central NSW being Bathurst, Blayney, Cabonne, Cowra, Forbes, Lachlan, Oberon, Orange, Parkes & Weddin. Together with the Passport all entrants will be given a list of the Top 50 venues & attractions to visit from across the region with 5 being in each Council area. Entrants will then visit at least 3 out of the 5 venues & attractions listed for each Council area and return to the Visitor Information Centre together with evidence of completion (evidence may be a “selfie” or a receipt of entrance or purchase).



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A coloured sticker on the Passport will be awarded and a token prize handed out to the value of \$5. Entrants are then encouraged to visit a neighbouring Council area, repeat the steps and gain another sticker. Once the entrant has received five different coloured stamps in total they will complete the contact details on the Discovery Passport and submit the Passport at any VIC to go in the draw for the overall Rainbow Prize which will be to the value of \$1,160 (approx.). The Rainbow Prize will be drawn at random and will consist of 2 x nights' accommodation in the region for a family of 4 plus a gift hamper containing regional produce and regional family tourist passes.

Entrants are encouraged to grab their family and friends and upload photos from their adventures to social media using #DiscoveryPassport and #UnearthCentralNSW handles (however this is not a condition of entry to the Rainbow Prize).

The full Terms & Conditions will be on the Central NSW Tourism Facebook page plus available at each participating Visitor Information Centre.

ENDS

For comment please contact Cr John Medcalf 0429 937 248