



INVITATION TO EVENT ORGANISERS IN THE BELLINGEN, COFFS HARBOUR & NAMBUCCA REGION:

Be part of the *Living Coast Festival* this November 2015

An invitation to all organisers of:

- Festivals
- Exhibitions
- Markets
- Workshops
- Film screenings
- Other community events

**Does your event celebrate the natural environment
and / or encourage sustainable living?**

**If so, register NOW to be part of the inaugural
Living Coast Festival throughout November 2015!**

This festival is an initiative of the Our Living Coast Regional Sustainability Alliance of Bellingen Shire Council, Coffs Harbour City Council and Nambucca Shire Council.

What will your organisation receive?

There are many benefits to having your event in the *Living Coast Festival*:

- ✓ Free marketing and advertising opportunities
- ✓ Support from other event committees and council staff
- ✓ Access to council networks



Your event will receive FREE advertising via our high-impact and broad ranging marketing campaign, including:

- The *Living Coast Festival* program of events and posters distributed across the region;
- Designated event webpage on the Our Living Coast Regional Sustainability hub (www.ourlivingcoast.com.au);
- Advertisements in local newspapers and magazines (Coffs Coast Advocate, Bellingen Courier Sun, Nambucca Guardian, Woolgoolga Advertiser, Coffs Coast Focus and Bellbottom);
- Coffs Coast Marketing promotions, including an event feature page on www.coffsc coast.com.au (reaching approximately 30,000 people per month);
- Direct marketing through e-newsletters, including the Our Living Coast e-newsletter with over 1500 subscribers; and social media posts on the Our Living Coast Facebook page;
- Publicity and media engagement including regular media releases in Coffs Coast local newspapers;
- Website advertisements and news stories on each of the Alliance Council websites (e.g. www.coffsharbour.nsw.gov.au has an average reach of 2,300 unique visits per week).



What is required be part of the *Living Coast Festival*?

We wish to encourage and support event organisers to work towards sustainability by:

- ✓ Reducing the amount of waste produced at your event, by:
 - Serving food and drinks in paper plates & cups, or other biodegradable materials (not plastic or polystyrene);
 - Offering wooden/cornstarch cutlery, or other biodegradable options (not plastic);
 - * For small events, we encourage replacing disposable items with reusable crockery and cutlery.
 - Limiting the number of plastic water bottles sold or given away during the event, by providing alternative water sources (such as portable water refill stations and cups);
 - Offering paper bags or other non-plastic alternatives for product sales.
- ✓ Having at least recycling bin/s at each bin station- having an organics bin at these stations is encouraged;
- ✓ Insisting that balloons are not used, given away or released during events- these can pollute our waterways and ocean and harm our wildlife.



We can assist you to source:

- Local suppliers of non-plastic food & beverage serving items;
- Water refill stations;
- Recycling and organics bins.



We also encourage food vendors to offer the following:

- Local, chemical free and organic foods;
- Sustainably harvested seafood;
- Ethical animal products that have been raised free of cruelty;
- Food produced using sustainable agricultural practices and/or with fair trade certification;
- Healthier alternatives to brand name soft-drinks, such as juice, flavoured water and water.

Our Living Coast Alliance

The Our Living Coast Regional Sustainability Alliance of Bellingen Shire Council, Coffs Harbour City Council and Nambucca Shire Council was established in 2009.

The aim of the alliance is to work together with residents towards a more sustainable region.

Register your interest by 18 September to be part of the *Living Coast Festival*:

- **Bellingen Shire Council:** Sandy Eager ph. 6655 7376 or SEager@bellingen.nsw.gov.au
- **Coffs Harbour City Council:** Erika Van Schellebeck ph. 6648 4668 or evserika@chcc.nsw.gov.au
- **Nambucca Shire Council:** Grant Nelson ph. 6568 0248 or Grant.Nelson@nambucca.nsw.gov.au

