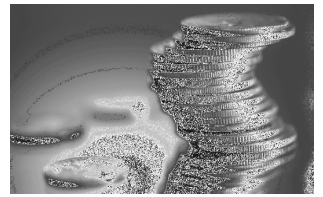
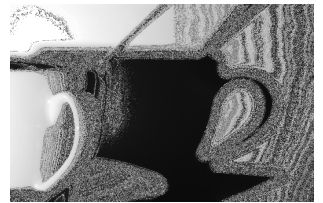


NOWRA CBD PROMOTIONS

retail professionals dining sales



A sub group of Shoalhaven Business Chamber
E info@shoalhavenbusinesschamber.com.au T 4423 3582 F 4421 5152
A Suite 2, 81 North Street, Nowra NSW 2541 PO Box 361 Nowra NSW 2541

THE NOWRA CBD MAGAZINE

The aim - to build pride in the Nowra CBD by getting the word out as to the quality and diversity of businesses in our precinct; this will be achieved with the publication of a quality 'lifestyle' magazine.

Professionals and retailers will be featured, their business and their achievements; verifying the CBD as a complete business and shopping destination.

A copy will go to every household and business in the northern Shoalhaven region—22,000 copies. Additional copies will be distributed to visitor centres, and tourist accommodation sites. The magazine will be of the quality and style to have it on display for customers and clients to browse through.

ADVERTISING IN THE MAGAZINE

Targeted advertising. Over the Christmas period. In a stylish mag. For a bargain price. HELLO! Advertising is being heavily subsidised and is available to CBD businesses only. Costs range from \$330 for a quarter page to \$1320 full page. Nowhere else will you find such rates for such distribution. *There are only limited places; advertising closes 17 October.* Rate kits: www.shoalhavenbusinesschamber.com.au/nowracbd Bookings - Sonya 44233582.

THE MAGAZINE LAUNCH

12 November @ Shoalhaven Entertainment Centre. Invitations to the Cocktail Party will be sent in the coming weeks. The first 150 to reply attend free!

CHRISTMAS FESTIVITIES

LATE NIGHT SHOPPING / CHRISTMAS FESTIVAL

We are planning to close Junction Street in order to host a Christmas Festival/late night shopping event; therefore on this night we ask all businesses to stay open until 9.00pm. We understand some businesses are concerned that street closure limits parking for shoppers. In order to address this, we have planned the event to run from 6pm to 9pm, with street closure from 5pm.

The roving circus performers, kids activities and Santa should create a bustling environment and increase customers in the CBD. Don't hesitate to call if you have any suggestions or comments.

CANCELLATION OF CBD VOUCHER

The CBD voucher scheme is being drawn to a close. After its years in operation it was considered by the Committee to have successfully fulfilled its aim, and fresh new approaches will stimulate renewed interest. The final day for accepting vouchers is Saturday 31

THURSDAY 11 DECEMBER

Businesses are encouraged to feature live music or arrange an art display; contact SBC for artist's contacts. Note: any additional outdoor seating outside would need DA approval from council.

CHRISTMAS WINDOW DISPLAY

Prizes of \$1500, \$1000 and \$500 will be offered to businesses in the CBD for the most enticing display. We are all aware the thousands of people drive to see Christmas lights. Let's encourage the same number of people to drive specifically to Nowra CBD to see a beautiful and extensive display day and night and do business while they are at it.

January. Reimbursements will be given to businesses until Tuesday 31 March. Notices will go in newspapers and at point of distribution.