

# BATHURST

IS COOL



# BATHURST'S COOLEST SUMMER

Operator Toolkit 2025/26

Operator Toolkit for Participation in the "Bathurst is Cool" Summer Campaign



## 1.0 INTRODUCTION

Thank you for being part of Bathurst is Cool campaign designed to shine a spotlight on Bathurst as **the cool-climate inland alternative to the coast**, celebrating our region's unique mix of heritage, creativity, food and wine, outdoor adventure and warm country hospitality.

This Operator Toolkit has been created to help your business or event participate easily and effectively in the campaign.

It outlines:

- What the campaign is about
- Key messages and creative direction
- Practical ways your business can get involved
- How to list offers on the **Cool Summer Landing Page**
- How to use campaign assets, hashtags and Canva templates
- Suggestions for creating experiences that align with the campaign themes

This toolkit provides you with **ready-to-use tools**, messaging and imagery to help amplify the Bathurst summer story across your own channels. [Follow this link](#) to watch the recording of the Bathurst is Cool industry launch.

Your participation helps us speak with one voice and ensures visitors see a **consistent, compelling and cool** Bathurst across all touchpoints.





## 2.0 CAMPAIGN BACKGROUND

Bathurst has always had character — now it has attitude. A new wave of chefs, makers, growers and creatives are redefining what regional cool looks like. This campaign taps into this energy and positions Bathurst as:

- **The cool-climate alternative to coastal holidays**
- **A destination where heritage meets hype, paddocks meet playlists and creek swims turn into sundowners**

Bathurst is “creative, subtly gritty and irresistibly real,” with a tone that is confident, warm, a little rebellious and authentically Bathurst.

Our goal is to elevate Bathurst’s identity as one of NSW’s most **unexpected and enjoyable inland summer escapes**.





### 3.0 CAMPAIGN OBJECTIVES

The campaign aims to:

- **Increase awareness and appeal** of Bathurst as a cool, inland summer destination
- **Drive overnight visitation, visitor spend and longer stays** especially post-Christmas and late summer
- **Promote Bathurst as an alternative to crowded coastal holidays**
- **Showcase our unique experience mix** — heritage, food and wine, outdoors, culture, events
- **Support local tourism businesses** through cooperative storytelling and shared assets
- **Provide consistent, destination-aligned messaging** through the Summer Operator Toolkit

Your participation ensures Bathurst speaks with **one confident unified seasonal voice**.





## 4.0 CAMPAIGN MESSAGES

To ensure consistency across your communications, please use these phrases, tones and ideas where appropriate:

### Core Messages

- Bathurst Is Cool — Unexpectedly So.
- Where summer slows down.
- Discover your Cool Side of Summer.
- Cool climate. Cooler people.
- Where heritage meets hype.

### Experience Themes

- **Cool Places to Stay** – designer farm stays, heritage estates, boutique cottages
- **Cool Places to Eat & Drink** – distilleries, vineyards, breweries, laneway dining
- **Cool Places to Explore** – creek swims, forest drives, shady heritage streets
- **Cool Events & Culture** – markets, concerts, operator events and Bathurst 12-Hour

These themes align directly with the campaign pillars and provide a clear framework for your own storytelling. Please refer to the [Bathurst is Cool campaign guidelines](#) for tone of voice and colour palette.



## 5.0 HOW YOUR BUSINESS CAN PARTICIPATE

Participating is simple — and flexible. You can be involved in any of the following ways:

### 1. Create a Bathurst Cool Offer

Offers help convert interest into overnight stays. Ideas include:

- Stay 3, Pay 2 nights
- Family summer bundles
- Morning + evening itinerary packages
- “Cool-Climate Sips” specials
- Free kids’ dessert / activity with meals

**Submit your offer here:**

[www.bathurstregion.com.au/bathurst-is-cool-special-offers](http://www.bathurstregion.com.au/bathurst-is-cool-special-offers)

Please ensure you publish your offer on your own website.

### 2. Feature on the Campaign Landing Page

[www.bathurstregion.com.au/bathurst-is-cool](http://www.bathurstregion.com.au/bathurst-is-cool) will list:

- Featured offers
- Summer experiences

**To be listed, simply:**

1. Submit your Cool Offer through the provided form
2. Ensure your ATDW listing is up to date and you add your special offer
3. Provide one high-quality image (or select an approved campaign image)

### 3. Use the Campaign Assets

You will receive:

- Hero stills
- Social tiles (square, vertical, banner)
- Captions, hashtags and messaging
- Canva templates

Using these assets ensures **consistent destination messaging** and encourages alignment through its templates and logos.

[Follow this link](#) to all campaign assets.

### 4. Amplify on Your Own Channels

Share regularly on:

- Facebook
- Instagram
- YouTube
- TikTok
- Your website
- Email newsletters
- Link Email signature to campaign landing page
- In-venue screens

We will provide recommended posting schedules and content prompts.





## 6.0 SUMMER CAMPAIGN LANDING PAGE

The **Bathurst Cool Summer** page will be the central hub where visitors can:

- View all participating operator offers
- Discover “Cool Places to Stay”
- Explore summer itineraries and trails
- See What’s On in December–February
- Link directly to operator websites & ATDW listings

Each operator who has a unique offer will receive:

- A dedicated listing tile
- Offer summary
- Direct booking link
- Optional feature placement (rotating)

Your involvement helps create a rich, bookable summer marketplace.





## 7.0 CAMPAIGN HASHTAGS

Use these hashtags to align your posts with the wider campaign:

### Primary Hashtags

- #BathurstIsCool
- #VisitBathurst
- #BathurstandBackroads
- #BathurstSummer
- #VisitNSW

### Remember to tag campaign partners for great Reach

- @visitbathurst
- @bathurstandbackroads
- @visitnsw





## 8.0 USING THE CANVA TEMPLATES

### Ready-to-edit Canva templates for:

- Social posts (square + vertical)
- Website banners
- Email signatures

To access please email [marketing@elevatebathurst.com.au](mailto:marketing@elevatebathurst.com.au)

### How to Use Them

1. Click the campaign Canva link
2. Select the template that suits your channel
3. Replace placeholder text with your offer / message
4. Upload your image or choose an approved campaign still
5. Export as PNG or JPG
6. Use across your marketing channels

### We will provide:

- Character limits
- Examples of good copy
- Tips for image placement
- Colour & font guidance



This ensures all operator content remains **on brand, cohesive and professional.**

**Click here** for further campaign guidelines and assets.



## 9.0 EXAMPLE OPERATOR ACTION PLAN

### Campaign Launch: 22 December 2025

- Finalise your Cool Offer
- Upload offer to submission form
- Update your ATDW listing
- Create your social tiles via Canva
- Post your first summer announcement

### Ongoing – December to February

- Share weekly posts using the toolkit
- Encourage visitors to tag your business
- Repost visitor content
- Promote last-minute availability
- Refresh offers if needed for late summer



## 10.0 SUPPORT & CONTACT

For help with offers, assets or participation:

### Bathurst Regional Council – Tourism Team

Industry support, ATDW, offer submissions, landing page listings

*Email:* [Melinda.hadley@bathurst.nsw.gov.au](mailto:Melinda.hadley@bathurst.nsw.gov.au) or [trudey.bailey@bathurst.nsw.gov.au](mailto:trudey.bailey@bathurst.nsw.gov.au)

### Elevate Bathurst

Campaign support, messaging, Canva templates, operator content

*Email:* [marketing@elevatebathurst.com.au](mailto:marketing@elevatebathurst.com.au)





Elevate



Bathurst  
*step beyond*