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NSW Government grant puts Woolgoolga whales on the map

A Rees Government grant of \$15,000 has helped put Woolgoolga's whales on the map, NSW Minister for Regional Development, Phil Costa announced today.

Minister Costa said the funding awarded to the Woolgoolga and Northern Beaches Chamber of Commerce would help boost the local whale watching tourism market.

"Thousands of travellers on the Pacific Highway drive past Woolgoolga every day without stopping to visit the town," Mr Costa said.

"This \$15,000 grant will help the Woolgoolga and Northern Beaches Chamber of Commerce to install roadside billboards, along with TV and radio advertising to showcase the regions spectacular whale watching attractions.

"These billboards are an eye-catching way to attract more visitors to the region, and encourage them drop in and see some of the beautiful natural attractions.

"It will provide a valuable economic boost to the region, stimulate local business, and support new job opportunities."

NSW Minister for Tourism, Jodi McKay said the advertising campaign was an innovative way to attract new tourists to the area.

"The Woolgoolga and Northern Beaches Chamber of Commerce's 'Whale-Watch Headland' campaign is a perfect example of how local tourism precincts can attract new visitors simply by promoting their already existing great attractions," Ms McKay said.

"This unique TV and radio advertising campaign features the iconic voice of actor Jack Thompson, and we were happy to provide dollar-for-dollar funding to promote the region as a desirable tourist attraction."

President of the Woolgoolga and Northern Beaches Chamber of Commerce, Greg Ray welcomed the funding.

"The funding is a great helping hand for Woolgoolga and Northern Beaches Chamber of Commerce, and has enabled us to undertake televisions and radio advertising that we might not have otherwise afforded," Mr Ray said.

"The State Government has provided us with outstanding financial support - there has been a real cooperative approach from the NSW Government in providing assistance to small regions like us.

"Over a number of years, the NSW Government has provided financial support to help initiate and sustain the town's annual Curryfest, which is a wonderful celebration of Woolgoolga's Sikh community and the cultural and economic contribution it has made to the district.

"That festival is now one of the most authentic and colourful events on the Mid North Coast," added Mr Ray.