

Northern Rivers

**RAIL
TRAIL**

CONNECT

MARKETING GUIDE

Northern Rivers Rail Trail
Connect Marketing Program

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WELCOME

This marketing guide is designed to help you effectively market your products and services in alignment with the Rail Trail.

Whether you're a cafe, restaurant, bike shop, accommodation provider or any other local establishment, this toolkit will equip you with the essential tools to enhance your marketing efforts and increase your visibility among Rail Trail visitors.

We are so happy you have decided to join the Northern Rivers Rail Trail Connect Marketing Program and can't wait to share with you the exciting benefits this will bring you and your business.



MARKETING 101

Marketing your business effectively is key to attracting and engaging potential customers, especially in the context of a thriving Rail Trail. The Rail Trail is a popular destination for locals and tourists alike, offering a unique recreational experience with scenic beauty and a vibrant community atmosphere.

By aligning your marketing efforts with the Rail Trail's identity and harnessing the power of digital platforms, you can amplify your brand visibility, increase foot traffic, and ultimately drive growth for your business.

A strong online presence combined with captivating visuals can significantly enhance your business's appeal to Rail Trail visitors.

Throughout this toolkit, we will cover fundamental marketing basics, including website, leveraging social media platforms, logo and brand rules and optimising imagery.

We will also clearly outline the advantages of participating in the Connect Marketing Program.



CONNECT MARKETING PROGRAM

For anyone serious about getting the best out of their marketing efforts, you can't go past the Connect Marketing Program (CMP). It is the Northern Rivers Rail Trail's official framework to 'connect' commercial and business operations with Rail Trail users and guests through local experiences, products and events that celebrate the values of the Northern Rivers Rail Trail.

By joining this program, you have gained access to additional marketing resources and will receive support and promotion from the Rail Trail itself. It's a two-way street where the Rail Trail will actively promote your businesses within the program.

The CMP is a tiered program offering a range of cooperative marketing opportunities to promote your Rail Trail experience or business direct to locals and visitors. Please check in with the website for an exhaustive reminder of all marketing and promotional benefits that members of the Connect Marketing Program enjoy.



MARKETING CHECKLIST



Now that you are a NRRT Connect Marketing Program member, here is a checklist to help you start to maximise your marketing efforts in association with the Northern Rivers Rail Trail.

We recommend the following:



Display your NRRT Connect decal on your shop front window or NRRT counter card and place the NRRT Connect logo on your website. (See page 7).



Like and follow the NRRT Instagram and Facebook pages, and tag appropriate social media content as relevant to your business and/or location. (see page 9).



Add NRRT information to your business website, including the NRRT logo and information on the Rail Trail relevant to your business location. (See page 11).



Be sure to refer to the NRRT by its full name 'Northern Rivers Rail Trail' on your website to enhance your SEO.



Provide links on your website to the NRRT website and NRRT map.



Sign up for the Succeed in Tweed Business e-newsletter for industry news pertaining to your business as well as the NRRT e-newsletter.

PROMOTING CONNECTION

After being accepted into the Connect Marketing Program you will receive direct access to the appropriate 'Connect' Rail Trail logos and you will be sent a window decal and/or counter card to place at your business.

For further details on correct logo use please refer to the full logo and brand guidelines.



NRRT WEBSITE

The Northern Rivers Rail Trail website provides a mix of inspiration and information to entice users to visit and provide relevant information on townships, including user maps and history. The website is currently managed by Tweed Shire Council.

Providing a link to the official website on your business page will enhance your brand affiliation and assist your SEO which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

The Rail Trail website includes business and attraction listings for those associated with the Connect Marketing Program. This ensures that your business is acknowledged as servicing the Northern Rivers Rail Trail.

www.northernriversrailtrail.com.au

SOCIAL MEDIA

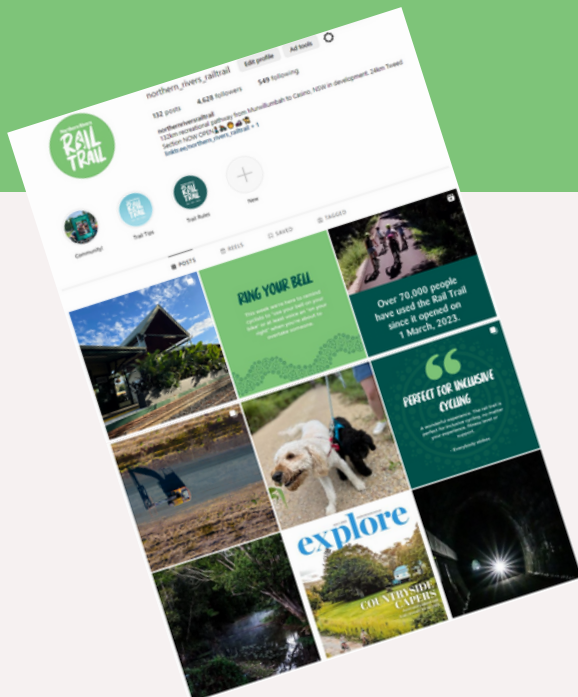
The NRRT digital presence includes NRRT Facebook and Instagram pages, which command a highly engaged audience. The NRRT accounts reached a combined audience of over 10,000 followers (within 3 months of the Rail Trail opening) and are growing month on month.

The accounts share critical Rail Trail news and notifications, key communication about what is on, and educational and inspirational content managed by Tweed Shire Council (TSC).

To make the best use of these social media accounts, following, liking and sharing posts through your business social media pages will provide an association with the NRRT brand and will help to grow your audience, reach and SEO.

When posting images related to the NRRT on Instagram, be sure to tag both @northernriversrailtrail and use the official hashtags #northernriversrailtrail.

To be featured on the official Rail Trail social media pages you need to be part of the Connect Marketing Program. Any additional posts of complementary products, services and experiences aligned to the Rail Trail are at the discretion of NRRT and TSC.



IMAGERY

For businesses in the NRRT Connect Marketing Program there is an image library you may use free of charge.

These images are for you to use on your digital platforms for promotional purposes.

You may use these to create your own social media posts mentioning the NRRT and on your website when referencing the NRRT.

We like to remind businesses that it is important to make sure you still take your own photos to ensure a varied mix of seasonal images in your marketing efforts.

[Image Library](#)

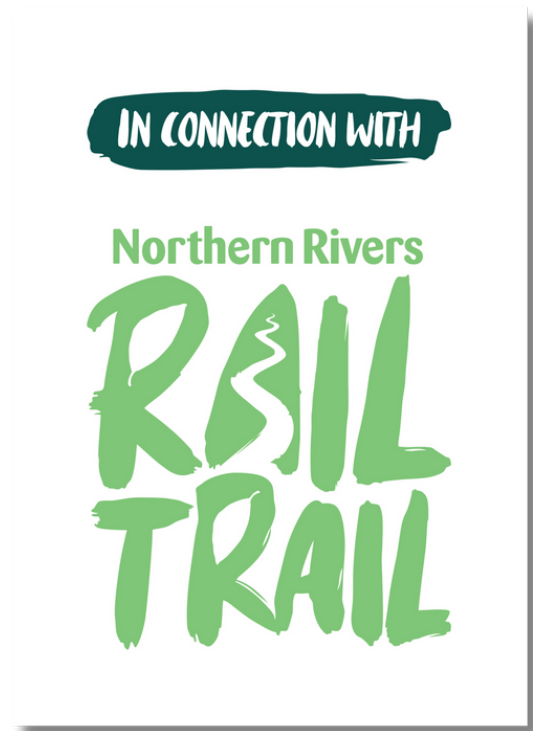
LOGO USE

Official use and promotion using the NRRT logo is a right reserved for those participating in the NRRT Connect Marketing Program.

For businesses in the program, we have developed a unique Rail Trail logo that promotes your business in connection with the NRRT.

Please use this logo in your designs of any materials you are producing.

For full access and terms of use and approvals please refer to the brand guidelines.



Email all approvals to:
marketing@northernriversrailtrail.com.au
SUBJECT: NRRT brand approvals

OTHER IDEAS

If you are part of the NRRT Connect Marketing program and looking for additional ways to enhance the connection between your business and Rail Trail visitors, some ideas include:

- Offering the provision of bike pumps and tools
- Building bike stands, storage and wash areas
- Bike safe storage with accommodation providers
- Installing bike racks
- Diversifying business offering to include cycling and outdoor related products
- Discounts for Rail Trail visitors

To further the connection between the NRRT and your business, your website and other marketing communications should include mention of the NRRT and complementary attractions nearby.

This information should include how to locate your business from the Rail Trail, your cycling facilities (such as bike racks), an overview of the Rail Trail and how to incorporate your business into a trip (i.e. perfect place to stop for lunch) and nearby features. This may be done through a NRRT tab on your business's home page or similar.

The NRRT brand may only be used in conjunction with your business if you are part of the Connect Marketing Program. Use of the NRRT logo is also encouraged to reinforce brand awareness in this instance.

Use of imagery depicting Rail Trail users at your business along with hero images of the Rail Trail will assist in this connection. This includes posting on your business social media platforms in addition to sharing relevant NRRT posts. The following 'about the Rail Trail' information can be used in full or as excerpts on your website and social media platforms where appropriate.

ABOUT THE TRAIL

Northern Rivers Rail Trail

Located on the New South Wales Far North Coast, the Northern Rivers Rail Trail is in the heart of a thriving region that offers visitors a kaleidoscope of activities. The main start of the Rail Trail at Murwillumbah is 36 km from Gold Coast Airport and 74 km from Ballina airport, with daily flights from all capital cities.

Starting at the heritage-listed Murwillumbah Railway Station, the open 24km Tweed section of the Rail Trail meanders gently southwards through the Tweed Valley, connecting the villages of the Tweed Valley through the rolling hills and spectacular scenery of the region.

The Tweed section features 26 bridges and 2 tunnels, including the 500m Burringbar Range tunnel which features micro-bats and glow worms. It is the first completed stage of the Northern Rivers Rail Trail, which will eventually stretch 132 km to Casino, traversing through Byron, Lismore and Richmond Valley.

The Tweed

Boasting 37 km of pristine coastline, verdant wetlands and forests, expansive pastoral and farmland, and the entire Tweed River basin, Tweed is a nature lover's paradise. The mountainous regions of the area contain 3 of Australia's World Heritage-listed national parks, adding to the region's natural charm. It is a truly stunning region that showcases the first rays of sunshine to touch the Australian continent, centered around the breathtaking Wollumbin / Mount Warning.

Tweed is situated in one of the world's largest natural erosion calderas, making it a truly unique destination. The area is renowned for its rich biodiversity, which is the highest in New South Wales, making it an internationally significant environment that's perfect for exploration and discovery.

Murwillumbah

In the local Bundjalung dialect, Murwillumbah is thought to mean the place of the bleeding big nose.

In the 1880s, Tumbulgum was the principal town in the Tweed Valley with an active commercial sector. After the rail line to Lismore opened in 1894, followed by the Murwillumbah Bridge in 1901, Murwillumbah became the major centre on the Tweed.

Today over 9,000 people call Murwillumbah home and enjoy its art deco architecture, the vibrant arts community, cafes, restaurants, and boutique shops. Murwillumbah remains the centre for dairying, sugarcane and banana growing.

Murwillumbah is also home to the [Tweed Regional Museum](#) in town, and [Tweed Regional Gallery & Margaret Olley Art Centre](#) which you can travel to via the rail trail.

Dunbible

Dunbible means the black apple tree in the local Bundjalung dialect. In the late 1880s, the area was home to a very small community, predominantly farmland for dairy, pigs and cattle.

Dunbible was quite isolated, and before the railway, travel was done on horseback. The railway brought prosperous new opportunities to the area, particularly in agriculture. Cream gathered from cows in Dunbible in the morning could now arrive at the NORCO butter factory in Murwillumbah in the blink of an eye.

Today there are almost 400 community members of Dunbible and the small town features the beautiful heritage Dunbible Creek Bridge.

ABOUT THE TRAIL

Stokers Siding

When the railway was constructed in 1894, Stokers Siding was known as part of Dunbible Creek. In 1903 it was renamed Stokers Siding after local landholder Joseph Stokers.

The once predominant farmland has evolved and Stokers Siding is now home to over 600 people and boasts a thriving arts community.

Stokers village has a number of popular attractions including the Community Printmakers Murwillumbah. Housed in the historic Stokers Siding Pottery Buidling, the community organisation is a working print studio with art gallery. The General Store/Post Office with a verandah tearoom is located in the old railway station.

The village also has a vibrant public school and is known to host regular events at the community hall known as the Stokers Siding Dunbible Memorial Hall.

Burringbar

Burringbar is thought to mean the place of the non-returning fighting boomerang in the local Bundjalung dialect.

John Ewing purchased the land that is now Burringbar Village in 1888 and erected the first built structure just off the main street.

Burringbar became an overnight stay for Cobb & Co coaches, bringing mail, newspapers, and supplies from Murwillumbah and Brunswick Heads. With the railway and road development, the village became a thriving district centre and is now home to over 1,100 people.

Burringbar still retains its small village charm and is a great stop-off point with a general store and craft, along with roadside fruit stalls. A pretty park with a historic monument marks the centre of the town.

The Burringbar Range tunnel connects the villages of Stokers Siding and Burringbar. The tunnel closed to rail services in 2004 and since this time, bats and glow worms have claimed their habitat inside.

Mooball

Mooball (pronounced Mow-ball) is thought to mean big swamp, big lake, or the cane of a lawyer vine in the local Bundjalung dialect.

After European settlement, the town grew into a small farming community and now has over 190 residents. The town features the original 1930s pub and post office buildings. Mooball is a great place to stop for a coffee to rest and recharge.

You can't move through town without missing the black and white cow prints painted on the electricity poles throughout the village.

Crabbes Creek

Crabbes Creek runs from Yelgun ridge down to Wooyung. This is a very significant area for local Bundjalung who acknowledge it as the pathway of the sun. It is where the Ancestral beings created some of the first ceremonies for all of the Bundjalung.

Crabbes Creek got its name after landholder Robert Crabbe, in the late 1800s. Before this, the local area was known as "Pimble" by the local Aboriginal people of the Moorung Moobar Clan of the Bundjalung Nation.

Sand mining, cane and dairy farming, and growing bananas were common at Crabbes Creek. The area has the distinction of having the first Macedonian Orthodox Church in Australia, built in 1949, which is still standing and is now the community hall.


Today Crabbes Creek is home to almost 300 people who form a vibrant community.

CONTACT US



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