

## New Marketing Campaign to Promote the Shire



Theresa and Craig Robinson from BumNuts Australia are among the business owners featured in the CBRJO's new Regional Promotion Campaign.

A new, online marketing campaign has been launched to attract more people to live, work and invest in the Upper Lachlan Shire.

Part of the Canberra Region Joint Organisation's (CBRJO's) \$100,000 Regional Promotion Campaign, it features local business owners from across the Canberra region on their reasons for choosing to live and do business here.

Three videos, case studies and high quality images have been produced for the Upper Lachlan, showcasing BumNuts Australia, Lindner Quality Socks and Collector Wines.

Upper Lachlan Shire Council's Acting General Manager Andrew Croke said the Campaign was jointly funded by the NSW Government's Regional Growth Fund and CBRJO Member Councils, with Upper Lachlan Shire Council contributing \$5,000 to the project.

"Threesides Marketing will promote the content via a Google AdWords video campaign on YouTube and via local regional media. It will also be published on the Canberra Region website," Mr Croke said.

"Upper Lachlan Shire Council will also use the content in ongoing economic development and tourism campaigns.

"Anyone who lives in the Shire knows what a wonderful place it is. We hope the campaign will encourage more people to move to, and invest in our local community."

To view the videos, please visit Council's Facebook page.