

CONTACTS:

Marketing and Promotions

Local Media

The following contact details and links can be used help promote your event locally. All of the media contacts listed below have either a local (Alpine Shire) or regional (North East Victoria and Southern Riverina) audience. You can use these contacts to send media releases (both pre- and post-event), arrange advertising or request free or discounted advertising through a sponsorship deal. Remember to use the social media pages for these contacts as well to increase your reach.

Print (A-Z)

The Border Mail	
Location	Albury/Wodonga
Phone	02 6024 0555
Email	newsroom@bordermail.com.au
Website	www.bordermail.com.au
Facebook	www.facebook.com/bordermail/

Essentials Magazine	
Location	Benalla
Phone	0419 006 391
Email	jamie@essentialsmagazine.com.au
Website	www.essentialsmagazine.com.au/
Facebook	www.facebook.com/essentialsmag/

North By North East Magazine	
Location	Merton
Phone	03 5778 9583
Email	admin@northbynortheast.com.au
Website	www.northbynortheast.com.au
Facebook	www.facebook.com/NNEMagazine/

North East Media (Alpine Observer & Myrtleford Times)	
Location	Myrtleford
Phone	03 5752 1058 (general)
Email	edit.timesobserver@nemedial.com.au

North East Media (Alpine Observer & Myrtleford Times)	
Website	www.alpineobserver.com.au www.myrtlefordtimes.com.au
Facebook	www.facebook.com/The-Alpine-Observer-616607085065878/ www.facebook.com/Myrtleford-Times-657491140964343/

The Weekly Times (Country Living section)	
Location	Albury
Phone	02 9041 4266
Email	countryliving@theweeklytimes.com.au
Website	www.weeklytimesnow.com.au
Facebook	

Television (A-Z)

Prime 7 News Border	
Location	Albury
Phone	02 6049 4777
Email	border.newseditor@prime7.com.au
Website	www.prime7.com.au/news/ (select 'Albury' as location)
Facebook	www.facebook.com/Prime7NewsBorder/

Southern Cross Ten (Border Media Centre)	
Location	Albury
Phone	02 6022 4600
Email	southernnews@sca.com.au
Website	www.southerncrossaustereo.com.au
Facebook	www.facebook.com/southerncrossten/

WIN News	
Location	Albury
Phone	02 6058 2699
Email	albnews@winvic.com.au
Website	www.wintv.com.au/albury_wodonga/home
Facebook	www.facebook.com/WINNewsAlbury/

Radio (A-Z)

2AY Albury	
Location	Albury
Phone	02 6023 4111

2AY Albury	
Email	news@radio2ay.com.au
Website	www.2ay.com.au
Facebook	www.facebook.com/Radio2ay/

ABC Goulburn Murray	
Location	Wodonga
Phone	02 6049 2011
Email	alburywodonga.regional@abc.net.au
Website	abc.net.au/goulburnmurray
Facebook	www.facebook.com/ABCGoulburnMurray/

Alpine Radio	
Location	Mount Beauty
Phone	03 5754 4554
Email	info@alpineradio.com.au
Website	www.alpineradio.com.au
Facebook	www.facebook.com/alpineradiokiewaandovensvalley/

Edge FM / 3NE	
Location	Wangaratta
Phone	03 5722 1566
Email	news@edgefm.com.au
Website	www.edge1021.com.au
Facebook	www.facebook.com/edge1021/

Hit104.9 The Border	
Location	Albury
Phone	02 6022 4600
Email	
Website	www.hit.com.au/theborder
Facebook	www.facebook.com/hittheborder/

Triple M 105.7 The Border	
Location	Albury
Phone	02 6022 4600
Email	
Website	www.triplem.com.au/theborder
Facebook	www.facebook.com/mmmtheborder/

Social Media

The following list provides links to local community notice boards, special interest groups, clubs and other organisations on Facebook. Posting your upcoming event information on these pages is an effective way to promote your event for free to locals. Note: You may need to join some groups in order to post.

Community Groups and Pages

Bright & District Community Notice Board:

www.facebook.com/groups/276764649068954/

Porepunkah Community Noticeboard:

www.facebook.com/groups/567558036687960/about/

What's Happening in the Upper Kiewa Valley:

www.facebook.com/groups/278742485495684/

About Myrtleford: www.facebook.com/AboutMyrtleford/

Myrtleford Community Group: www.facebook.com/groups/myrtlefordcommunity/

Harrietville Community Forum: www.facebook.com/groups/harrietvilleforum/about/

Harrietville Info & Community Page:

www.facebook.com/groups/764223420314469/

Falls Creek Staff & Locals: www.facebook.com/groups/124535864414225/

Mt Hotham Seasoners: www.facebook.com/groups/1429806870628395/about/

Dinner Plain Community Notice Board: www.facebook.com/groups/dinner.plain/

Dinner Plain Alpine Village: www.facebook.com/Dinner.Plain/

Tourism Pages

Bright & Surrounds: www.facebook.com/brightandsurrounds/

See High Country (High Country/North East Vic):

www.facebook.com/SeeHighCountry/

Alpine Shire Council Tourism and Events:

www.facebook.com/groups/1001298809904561/

Bright Victoria: www.facebook.com/Bright-Victoria-155686114475152/

Dinner Plain Alpine Village: www.facebook.com/Dinner.Plain/

Falls Creek Resort: www.facebook.com/FallsCreekAlpineResort/

Hotham Alpine Resort: www.facebook.com/hothamalpineresort/

Sports Clubs and Venues

Alpine Cycling Club (Road and Mountain Bike Events):

www.facebook.com/AlpineCyclingClub/

Team Mount Beauty (Mountain Bike events):

www.facebook.com/groups/143802645656054/about/

Mystic Park Bright (Mountain Bike, Trail, Hiking, Paragliding events):

www.facebook.com/mysticparkbright/

Bright Alpine Trail Runners: www.facebook.com/groups/234414503328827/

Alpine Fitness Centre & Sports Camps: www.facebook.com/alpinefitnessandsports/

Other helpful information

Depending on the genre of your event and the geographic regions you wish to target there may be many more local pages on which you can post. In addition to those within the Alpine Shire, consider engaging other towns and cities in North East Victoria/Southern Riverina NSW region such as Wangaratta, Beechworth, Albury/Wodonga, Benalla, Shepparton and Chiltern, and nearby metro centres such as Canberra and Melbourne.

When promoting your event on social media remember to use the official hashtags to make sure your posts are seen. Hashtag #seehighcountry and where your event is located (or the closest town);

#lovebright
#harrierville
#myrtleford
#mtbeauty

Along with promoting your event via social media, you can create a free online listing via the Australian Tourism Data Warehouse (ATDW). This listing will appear on the Visit Victoria website and the Visit Bright & Surrounds websites, as well as filtering down to many others. Go to www.atdw.com.au for more information or download the How To document on the Planning Festivals and Events page on the Alpine Shire Council website: [www.alpineshire.vic.gov.au/files/Events/How to create an ATDW listing.pdf](http://www.alpineshire.vic.gov.au/files/Events/How_to_create_an_ATDW_listing.pdf)

Bright & Surrounds websites:

www.visitharrierville.com.au

www.visitbright.com.au

www.visitmyrtlefordvic.com.au

www.visitmountbeauty.com.au