

WATERFALL WAY

WHERE WONDER RUNS DEEP

Campaign Media Kit



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FUNDING + PARTNERSHIP

ACKNOWLEDGEMENT STATEMENT

This is a Bushfire Community Recovery and Resilience Fund project through the joint Commonwealth/State Disaster Recovery Funding Arrangements.



WATERFALL WAY — VISITOR JOURNEY

The 185 km Waterfall Way is one of the world's most breathtaking drives.

The Waterfall Way will take you on a journey of wonder and amazement as you follow the path of the water as it travels from the historic city of Armidale through five national parks, waterfalls, rivers and gorge country until it arrives at the pristine beaches of the Coffs Coast.

Start by exploring the picturesque city of Armidale in New England High Country, before winding your way to the bohemian village of Bellingen via World Heritage-listed National Parks, sweeping valleys, dramatic gorges and of course, lots of waterfalls.

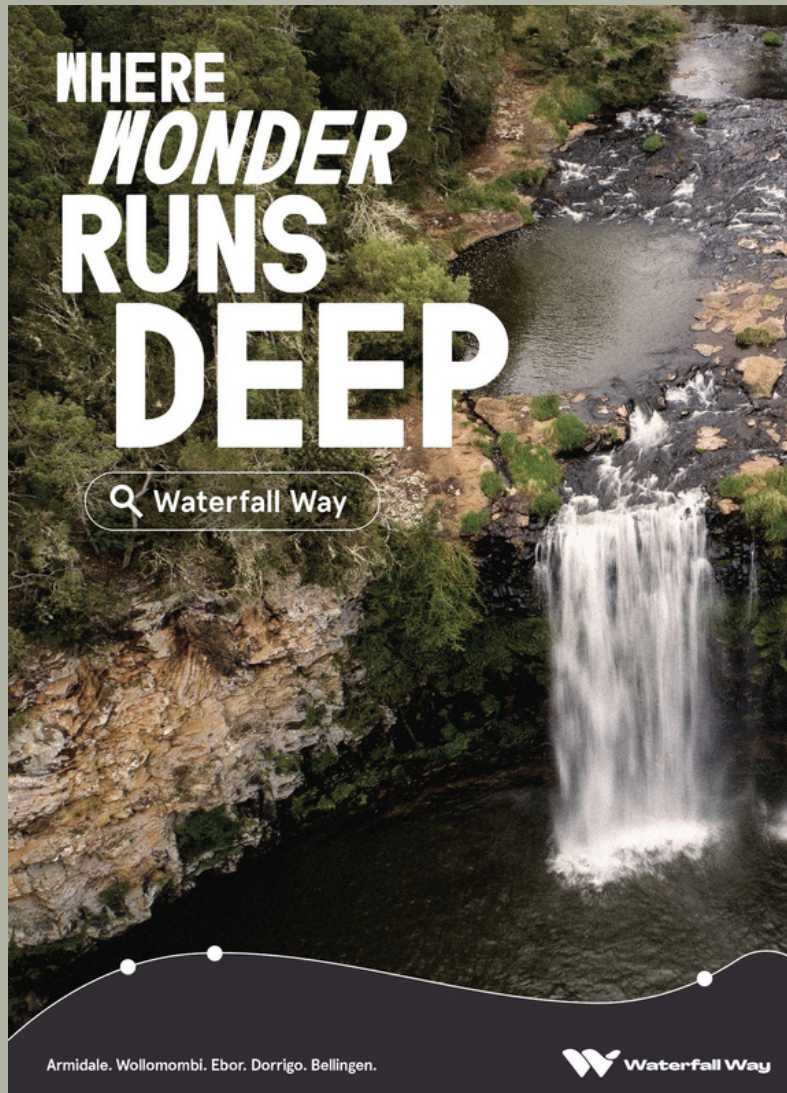
West of Armidale, on the way to Dorrigo and Bellingen, you can watch the Guy Fawkes River plunge 100m over two waterfalls at Ebor Falls. Three lookout platforms along the edge of the escarpment offer spectacular views out into the gorge country. Nearby, along the Waterfall Way you can also hike through sub-alpine woodlands to the towering granite formations of Cathedral Rocks which are reached after climbing 400 metres over boulders.

The Waterfall Way offers further natural attractions to explore including NSW's highest drops at the incredible Wollomombi Falls and gorge, where waters plunge 220m into the valley. Enjoy the walking tracks and picnic areas in the Oxley Wild Rivers National Park.

The 30 minute descent from Dorrigo to Bellingen is a truly memorable experience as the Dorrigo rainforest opens to reveal the Bellinger Valley vista. With picturesque waterfalls to delight you as you slowly meander down the mountain, take your time to enjoy the journey and the view at the dedicated lookouts.



CAMPAIGN



WATERFALL WAY

WHERE WONDER RUNS DEEP

You can find it in the charming Armidale or at the rugged and beautiful Wollomombi Falls.

It will lead you around every corner of Bellingen, beyond the breaking waves of Coffs Harbour.

There are no prerequisites. No matter what type of traveller you are, or your taste for new experiences.

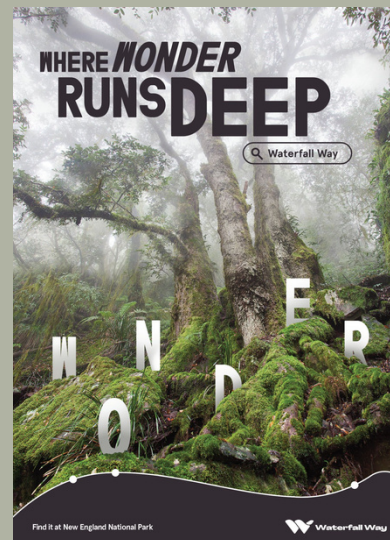
Thrill seekers and sightseers. Bushwalkers and window shoppers. Pop-top kombi van fans and five-star glampers.

Just arrive and let it take you away.

The Waterfall Way. Where Wonder Runs Deep.



CAMPAIGN — VISUAL EXAMPLES



EXPERIENCE HIGHLIGHTS — TOP 10

- 01 4 World Heritage-listed National Parks
- 02 Wollomombi Falls – the 2nd highest waterfall in Australia
- 03 Granite boulders in Cathedral Rock National Park
- 04 Point Lookout – New England National Park
- 05 Picturesque towns & villages of Ebor, Dorrigo and Bellingen
- 06 Skywalk Lookout at Dorrigo National Park
- 07 Dangar Falls – Dorrigo
- 08 The Bellingen River
- 09 Urunga Boardwalk
- 10 The famous World Heritage Gondwana Rainforests



CAMPAIGN ASSETS

A FULL SUITE

The following collateral been developed for campaign marketing, advertising and promotion:

- Logo suite
- Brand guidelines
- Photography by Harrison Candlin
- Map
- Print media
- Social media
- Digital media
- Billboard ads
- Truck curtains
- Street banners



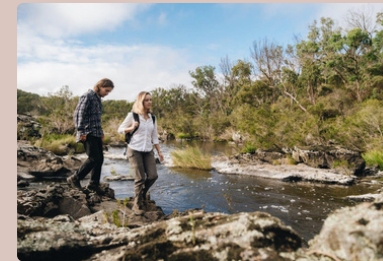
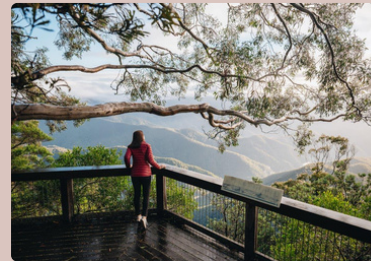
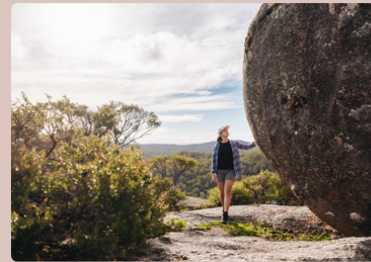
Download Waterfall Way media files: <https://bit.ly/3eBpiFe>



CAMPAIGN ASSETS

PHOTOGRAPHY BY HARRISON CANDLIN

Our photography creates a sense of wonder around the Waterfall Way, while simultaneously showcasing the multifaceted nature of the area's beautiful landscape. Our imagery tends to highlight the relationship between the landscape and the people who navigate it. Photography has been framed deliberately wide with plenty of negative space to accommodate text and branding.



CAMPAIGN ASSETS

MAP

THE WATERFALL WAY: WHERE WONDER RUNS DEEP



CAMPAIGN ASSETS

PRINT

THE BIG EIGHT

THE BEST OF THE BEST
8 SPOTS YOU SIMPLY MUST SEE.

- 1 DANGARS GORGE, ARMADALE**
At Crisp Wild Rivers National Park, breathtaking waterfalls take a narrow path a highlight.
- 2 WOLLOMOOBI GORGE**
At Crisp Wild Rivers National Park, wander by the relaxing waterfalls and gorge.
- 3 CATHEDRAL ROCK, SUMMIT SCRAMBLE**
At Cathedral Rock National Park, top of the world views from our highest peak.
- 4 SUNRISE AT POINT LOOKOUT**
At New England National Park, treat yourself to an unforgettable view.
- 5 EBOR FALLS**
At Guy Fawkes National Park, multi-step waterfalls with spectacular views.
- 6 DANGARS FALLS, DORRIGO**
Be inspired from afar or take a deep water dip. Which will you choose?
- 7 SKYWALK LOOKOUT**
Impress to the viewing platform and see the state of Bellinger Falls.
- 8 THE PROMISED LAND, BELLINGEN**
Come to be inspired. Soak in the hottest rock pool.

SEE MORE
RTHWATERFALLWAY.COM.AU

WHERE WONDER RUNS DEEP

Waterfall Way
Armidale Regional Council
Australian Government

SPLASH PROOF AND SCRUNCHABLE.
THIS MAP IS MADE FOR ADVENTURE.

THE ULTIMATE GUIDE
FOR THE WATERFALL WAY

THE WEEKENDER

DAY ONE

Make your day in the heart of the New England Regional Art Museum. Hiram, NSW.

SEAM is a leading arts tourism destination in regional Australia.

Head from south to Dargals Gorge and see the most dramatic waterfalls.

While it's not technically on the Waterfall Way, the 120m drop will definitely leave you speechless.

Hiram, take it easy with wine tasting at Patersons Winery.

Stop back in time at the majestic great house at Patersons Winery.

DAY TWO

First stop, Wollomoobi Gorge.

Raw power, meets rugged beauty in waterfalls from 200m.

40 mins away you'll find Point Lookout at Blue Explorers National Park.

Aside from spectacular views explore ancient Gondwana Rainforests.

Here, you can hike to cascade falls for a splash in the fresh mountain stream. Allow three hours.

It's a stone's throw away from Cathedral Rock National Park.

Want to the climb to the top? The recommended setting is a whole day.

Next stop, Red Australia's most scenic multi-step waterfall at Ebor Falls.

Truly spectacular, it's no wonder The Spectacular People's Choice award goes to Ebor Falls. Mat Sam, meaning 'Great Falls'.

It's time for one last stop. Dargals Gorge, NSW.

Here you can hike, wander and relax before heading to your next destination.

You've arrived welcome to Bellingen. The Bellingen Store offers a delicious range of local produce, artisanal goods and cafe.

SEE MORE
RTHWATERFALLWAY.COM.AU

THE WATERFALL WAY: WHERE WONDER RUNS DEEP

THE COMPLETE JOURNEY

Weekenders, one-dayers, all-weekers. Buckle up! Here's your list of our most multi-day experiences.

SEE MORE
RTHWATERFALLWAY.COM.AU

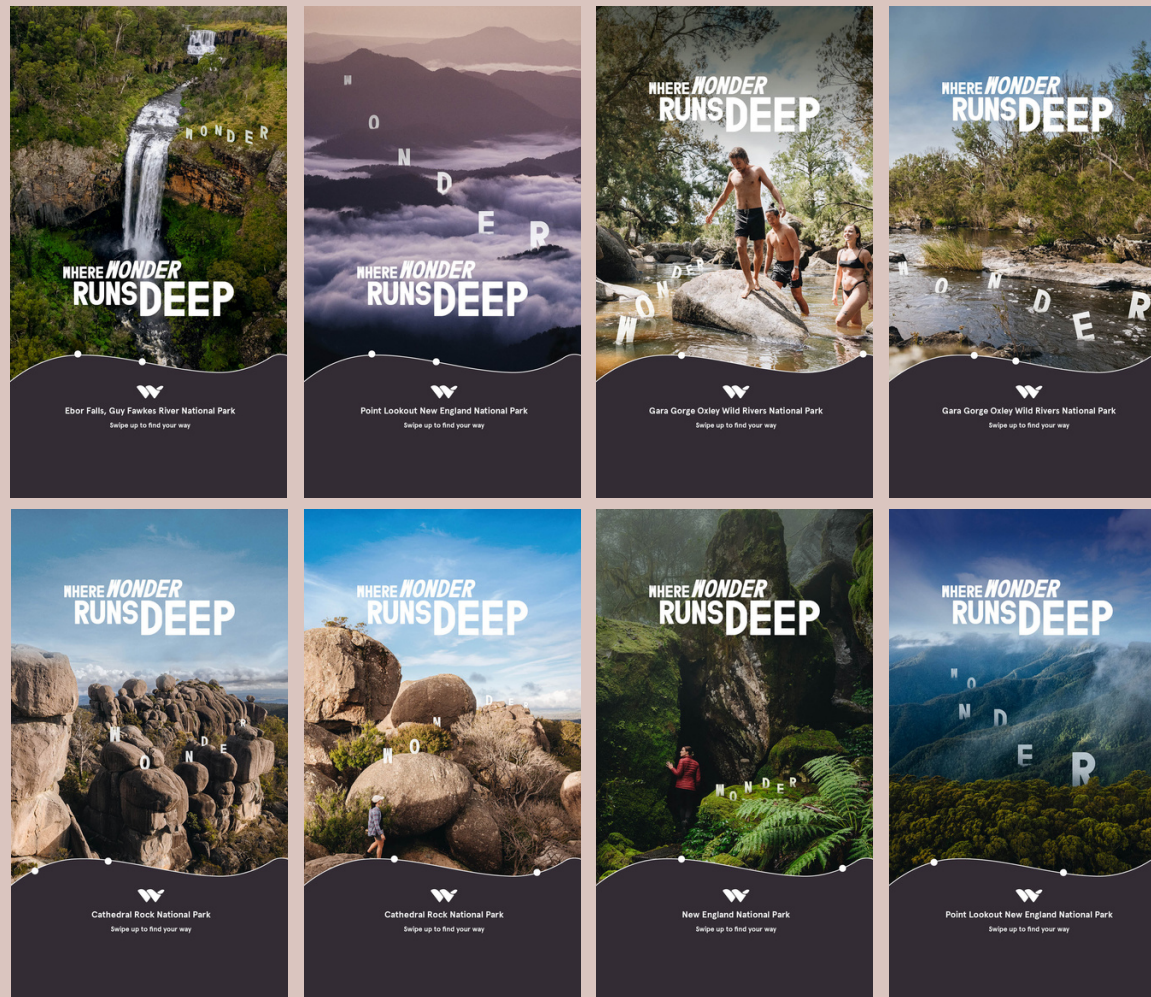
SPLASH PROOF AND SCRUNCHABLE.
THIS MAP IS MADE FOR ADVENTURE.

Waterfall Way



CAMPAIGN ASSETS

SOCIAL MEDIA ADS - PORTRAIT



CAMPAIGN ASSETS

SOCIAL MEDIA ADS - LANDSCAPE



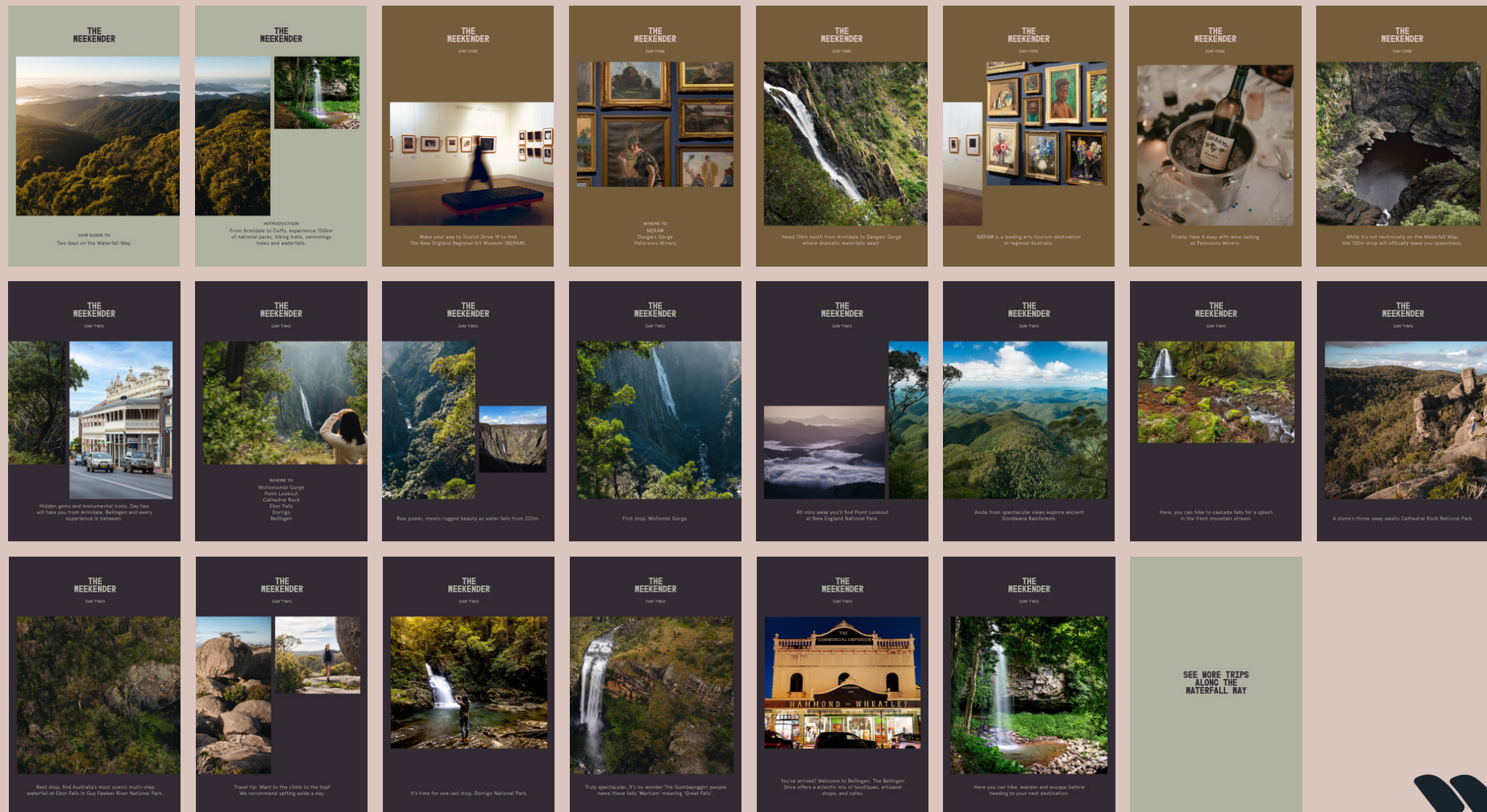
CAMPAIGN ASSETS

SOCIAL MEDIA STORIES - ITINERARY - THE BIG EIGHT



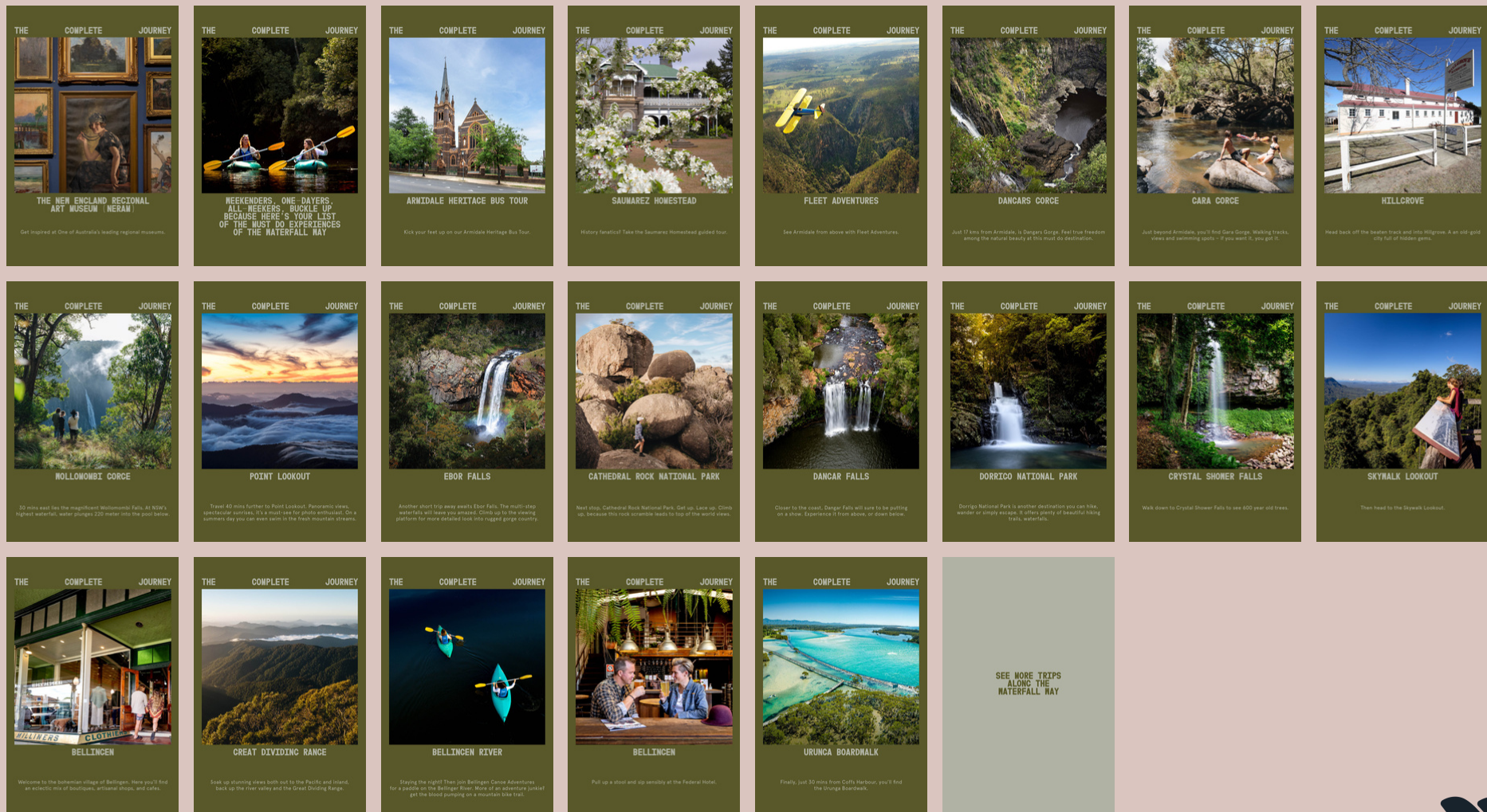
CAMPAIGN ASSETS

SOCIAL MEDIA STORIES - ITINERARY - THE WEEKENDER



CAMPAIGN ASSETS

SOCIAL MEDIA STORIES - ITINERARY - THE FULL JOURNEY



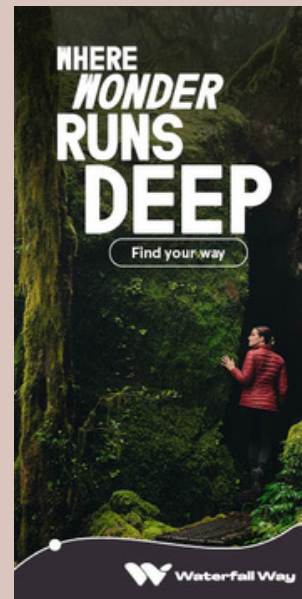
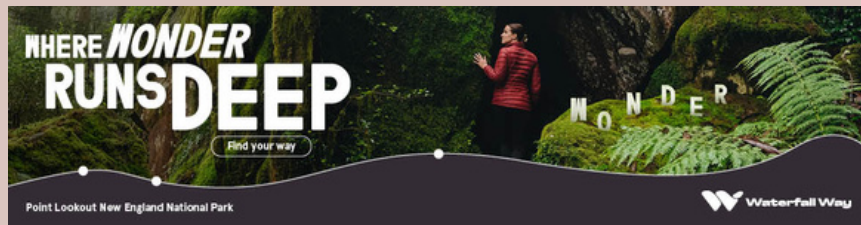
CAMPAIGN ASSETS

SOCIAL MEDIA HIGHLIGHT COVERS - INSTAGRAM



CAMPAIGN ASSETS

DIGITAL DISPLAY



CAMPAIGN ASSETS

DIGITAL AD - AUSTRALIAN TRAVELLER

**Waterfall Way**

WHERE WONDER RUNS DEEP

THE BIG EIGHT

THE BEST OF THE BEST.
8 SPOTS YOU SIMPLY MUST SEE.

**1**

DANGARS GORGE, ARMIDALE

At Oxley Wild Rivers National Park, breathtaking waterfalls turn a detour into a highlight.

**2**

WOLLOMOMBI GORGE

At Oxley Wild Rivers National Park, wander by awe-inducing waterfalls and gorges.

**3**

CATHEDRAL ROCK SUMMIT SCRAMBLE

At Cathedral Rock National Park, top of the world views = top of your bucket list.

**4**

SUNRISE AT POINT LOOKOUT

At New England National Park, treat yourself to an unspoilt sunrise.

**5**

EBORA FALLS

At Guy Fawkes National Park, multi-step waterfalls meet spectacular scenery.

**6**

DANGAR FALLS, DORRIGO

Be mesmerised from afar or take a deep water dip. Which will you choose?

**7**

SKYWALK LOOKOUT

At Dorrigo National Park venture to the viewing platform and see the vistas of Bellinger Valley.

**8**

THE PROMISED LAND, BELLINGEN

Seen to be believed. Swim in the hidden rock pool.

SEE MORE MYWATERFALLWAY.COM.AU
FACEBOOK / INSTAGRAM #THEWATERFALLWAY

**Waterfall Way**

ARMIDALE

Regional Council



CAMPAIGN ASSETS

DIGITAL CAMPAIGN - WE ARE EXPLORERS

 weareexplorers.co/waterfall-way/

- 01 Underrated Gorges, Epic Hikes, & Wild Swims Along the Waterfall Way
- 02 Must-See Stops When Driving Waterfall Way
- 03 Waterfall Way Dreaming: Important Ways To Engage With Gumbaynggirr, Dhanggati and Anēwan Culture on Your Journey
- 04 Breweries and Beds: The Ultimate Waterfall Way Food, Drink & Accommodation Guide



CAMPAIGN ASSETS

BILLBOARDS + TRUCK CURTAINS



CAMPAIGN ASSETS


BANNERS ON MARSH STREET, ARMIDALE



WEBSITE + SOCIALS

 www.mywaterfallway.com.au

 facebook.com/thewaterfallway

 instagram.com/thewaterfallway
[#thewaterfallway](https://twitter.com/thewaterfallway)



MEDIA ENQUIRIES

-  Armidale Regional Council
-  communications@armidale.nsw.gov.au
-  1300 136 833



