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Sky's the Limit for Social Media Savvy Businesses Social Media Training Day & Night Sky Event

Central NSW Councils are joining forces with Central NSW Tourism, Charles Sturt University and respected international training provider Skillpath, to deliver a Social Media Training Day designed to rocket regional tourism and business operators light years ahead of the social media game.

The training day, to be held at the Charles Sturt University "Wellness Centre" in Bathurst on Monday 3 November, will target local government and tourism businesses, but will benefit anyone interested in learning how to make the latest developments in social media work for their business or enterprise. Anyone with an interest in social media is welcome to attend.

The training will be led by respected sales trainer, success coach and motivational speaker Mel Campbell from the USA. Mr Campbell has extensive corporate experience and his list of clients includes the Bank of America, Coca-Cola and the FBI.

Following the Social Media Training Day will be a unique "Night Sky" tourism event, including presentations from Charles Sturt University and Central NSW Tourism showcasing the exciting potential of "Night Sky" tourism and Indigenous Sky Stories.

Stargazing and night sky tourism is a small but growing market in places like Hawaii and Scotland. Bathurst Mayor, Cr Gary Rush, says people are often struck by the how big and dark the night sky is in Central NSW. "People have always been captivated by the night sky," said Cr Rush. "It makes sense to promote the magnificent night skies of our region to a wider tourism market incorporating star gazing, astronomy and Aboriginal sky stories."

The Social Media Training Day will run from 10am – 5pm, Monday 3 November and cost \$295 + GST for CNSWT members, \$325 + GST non-members. Night Sky evening event from 6pm \$25 + GST. Catering included. To book a place at both or either event, please go to; <http://centroc-social-media-night-sky.eventbrite.com.au>

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For media enquiry: For comment please contact Jenny Bennett 0428 690 935