

Tourism push



VISITORS: A Council campaign urges tourists to experience the beauty of Lake Macquarie.

LAKE Macquarie Tourism has relaunched its 'Love The Lake' campaign with a new thrust into regional NSW areas including Orange, Dubbo, Tamworth, Armidale and even Newcastle.

A \$40,000 tourism marketing campaign jointly funded by Lake Macquarie Council and the Tourism NSW Regional Partnership Funding Program started in the last week of October

and runs through to the end of November 2009.

The campaign includes television advertisements aired on channels seven, nine and ten supported by print advertisements in local newspapers and local radio advertising.

Bianca Gilmore, Senior Tourism Marketing Officer for Lake Macquarie Tourism said the Love the Lake campaign focused on the city's most iconic feature, the lake itself.

"The brand captures the reality and beauty of the area focusing on the natural environment including the lake, beach and mountains," Ms Gilmore said.

The promotion is targeting the family and over fifty-five market to drive visitation to the area and will focus on increasing awareness of the natural attractions and wide range of accommodation options in the area.

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PUBLIC EXHIBITION

Cockle Creek remediation project Stage two works

Incitec Fertilizers Limited (IFL), a wholly owned subsidiary of Incitec Pivot Limited (IPL), is undertaking remediation of its site at Cockle Creek. Stage 1 of the remediation was approved in August 2009. IFL is now preparing to undertake the final and remaining stage 2 of the remediation work.

This final stage of work involves demolition of the remaining structures on the site, construction of a containment cell for disposal of contaminated materials on the site, and filling and covering of the containment cell once contaminated materials and waste products have been deposited.

IFL has prepared an environmental assessment for the Stage 2 works. The environmental assessment details the works involved, the potential environmental impacts and proposed mitigation strategies.

The environmental assessment for stage 2 of the remediation project is on public exhibition from 16 November until 21 December 2009.

A copy of the environmental assessment is available from www.planning.nsw.gov.au or from www.incitecpivot.com.au

A printed copy is also available for review at

- Lake Macquarie City Council Customer Service Centre, 126-138 Main Road, Speers Point NSW 2284.

- Department of Planning: Information Centre, 23-33 Bridge Street, Sydney.
- Nature Conservation Council: Level 2, 301 Kent St, Sydney.

Written submissions about the project will be accepted until 21 December via the following methods:

- Faxed to: 9228 6466.
- Posted to: Major Development Assessment, Department of Planning, GPO Box 39, SYDNEY NSW 2001.
- Emailed to: plan_comment@planning.nsw.gov.au.

The manufacture of fertiliser at the Cockle Creek site ceased at January 2009 to allow the proposed demolition and remediation project to be completed. IFL currently maintains fertiliser supplies to NSW farmers through the temporary use of the site for distribution. Fertiliser will also continue to be despatched from IPL's distribution centres at Kooragang Island and Port Kembla.

If you would like any further details regarding the project, please contact IFL's project representative, Stacey Thompson, on 9248 9800.

Incitec Pivot

Fletcher, Maryland, Minmi, Wallsend, Glendale, Cardiff, Cameron Park, Edgeworth, West Wallsend, Holmesville, Killingworth, Barnsley & Toronto District

There are proposed bus network changes in your area and we'd like your feedback.

The proposed changes would benefit the community by:

- Creating new bus routes
- Improving current services to the network
- Enhancing bus service during off peak and evening travel
- Ensuring services are more reliable and consistent, and
- Simplifying bus route numbers, making it easier to understand.

The proposed changes would improve local bus services through Maryland, Edgeworth and Toronto by:

- Creating new and improving services in Cameron Park, Edgeworth and Glendale
- Creating new services between Minmi, Fletcher, Maryland and Glendale;
- Improving bus services between Toronto, Blackalls Park, Fassifern, Fennell Bay and Glendale;
- Creating new evening services in some areas; and
- Simplifying bus route numbers, making it easier to understand.

For more information and to provide feedback, please visit nswbusnetwork.com.au or call us on **1800 005 113**.

The proposed changes can be found on the website and in the brochure delivered to letterboxes in the area.



Transport & Infrastructure

