

SWIFF.

TOURISM OPERATOR TOOLKIT

20 APRIL – 5 MAY 2023
COFFS HARBOUR · BELLINGEN
SWIFF.COM.AU

SCREENWAVE INTERNATIONAL
FILM FESTIVAL

How to use SWIFF'23 to increase your bookings

Some big news! The Coffs Coast's own [Screenwave International Film Festival](#) (SWIFF), now **regional Australia's largest film and screen culture celebration**, is back and bigger than ever from April 20 to May 5, with the festival expanding to three venues in 2023, hosting 140+ feature film screenings and events across **Coffs Harbour and Bellingen** – and we'd like you to start leveraging the festival's popularity by securing additional destination tourism bookings for your business.

How? Just use the pre-made promotional assets we've created for you in this toolkit to promote a Coffs Coast holiday to attend SWIFF for your followers. You earn more bookings – and SWIFF continues to grow as a dependable Coffs Coast cultural tourism asset each year. Win-win!

DATES

- Thursday 20 April – Friday 5 May

FESTIVAL SNAPSHOT

- 16 days of pure cinema
- 140+ film screenings and special events
- 80+ Feature films + 30 short films
- Full program at WWW.SWIFF.COM.AU
- Target audience
 - 25 to 65, M+F
 - Culture-seeking, travel-loving

SCREENING VENUES

- CHEC Theatre
- Jetty Memorial Theatre
- Bellingen Memorial Hall



[Download SWIFF'23
promo assets here](#)



SWIFF OVERVIEW

Founded by Coffs Coast locals Kate Howat and Dave Horsley, the Screenwave International Film Festival (SWIFF) is now the most highly attended film festival in Regional Australia, with Australian screen icon Jack Thompson as its Festival Patron.

Held across 16 days, SWIFF brings audiences to Coffs Harbour and Bellingen to enjoy an entertaining, culturally diverse and inclusive program, with over 80 world-class feature films from Australia and abroad, and 140+ film screenings and special events taking place at SWIFF'23

For SWIFF'23, the Coffs Coast will play host to dozens of filmmakers and festival guests – actors, directors, producers, and writers – all here to engage with SWIFF audiences in their thousands. In 2023, we are expecting to welcome 12,000 attendees to the festival. SWIFF is a celebration of film and screen culture – with something for all movie lovers.

The full program is out now at WWW.SWIFF.COM.AU, with Film Passes and individual tickets available for purchase, including special prices for concession card holders and festivalgoers under 25.

Draft Social Media Posts

Option 1:

The Coffs Coasts' own @screenwave.australia is back in Coffs Harbour and Bellingen from April 20 – May 5. Bringing world-class cinema, fine dining experiences, industry events, live music and more. Festival info and tix are available at swiff.com.au We are currently taking bookings for this period, but we highly recommend getting in early to avoid disappointment!

Option 2:

Changing leaves and cinema screens! The @coffscoast is a beautiful place in Autumn, from breathtaking rainforest hikes to World Heritage listed mountains, and now @screenwave.australia is returning to bring world class cinema, fine dining, live music, and so much more to the region for 16 exciting days from April 20 – May 5. With over 140 events to choose from, there's something for every movie lover. We are currently taking bookings for this period, but we recommend booking soon to avoid disappointment. For festival info and tix, head to swiff.com.au.

Draft E-news and Website Blurb

The Screenwave International Film Festival (SWIFF), will once again bring a world-class line-up of events, guests, premieres, performances, and film screenings to the Coffs Coast for 16 days from April 20 – 5 May 2023, spanning across 3 venues in Coffs Harbour and Bellingen.

The eighth SWIFF will bring over 130 events to Coffs Harbour and Bellingen, including film screenings, dining experiences, Q&A sessions with special festival guests, live music, and audiences in their thousands travelling to the Coffs Coast to take part in the largest celebration of film in Regional Australia. Tickets are on sale now. For more info and tickets, head to www.swiff.com.au



**DOWNLOAD SWIFF
PHOTOS AND VIDEOS
HERE**

Images and Videos

Choose from an array of [images and videos hosted here](#) on Dropbox to brighten up your socials post. For maximum engagement, we ask that you include an image along with any post you make about SWIFF.



How to Promote SWIFF on Social Media

1. Use the above draft posts to ensure you include key information, such as dates, locations & SWIFF URL
2. We recommend modifying the post's copy to make it more unique to your own style, to ensure you stand out from other providers.
3. Include your usual hashtags and handles
4. Where applicable, include the following socials tags and handles in your posts to broaden your reach and ensure SWIFF and other destination marketing organisations can see what you're up to

Organisation	Facebook Handle	Instagram handle	Applicable hashtags
SWIFF	@screenwave.australia	@screenwave.australia	#swiff23
Coffs Coast	@coffscoast	@coffscoastnsw	#placeofplenty / #coffscoast
Destination NSW	@destinationnsw	@destination_nsw	#visitnsw #newsouthwales
Visit Pacific Coast	@visitpacificcoastnsw	@visitpacificcoastnsw	#journeyyourway

For more information, please don't hesitate to get in touch:

Stephanie Sims
 SWIFF Community Partnerships Manager
 M: 0421 346 713
 E: stephanie@ukoono.com.au

Giordan Pakes-Sunner
 SWIFF Communications Coordinator
 M: 0450 570 593
 E: giordan.pakes@screenwave.com.au