

Local and Loving it

As the portrayal of economic hardships around the world and Australia continues, there are small businesses in regional areas that are thriving. The seaside town of Kiama on the NSW South Coast, though affected by the fallout of the big industry exporters such as coal and steel, continues to rise out of the turmoil like an atoll in a sea of (what is often media driven) despair.

The strong local networks and old fashion working relationships within the Kiama business community have helped weather the storm. Paul Willetts, the owner and operator of both Kiama Cove Motel and Kiama Scenic Tours, says he is "a firm believer in mutually beneficial business practices".

Employing over 20 local staff and using local businesses, service providers and attractions available to them, Kiama Scenic Tours have had to evolve and take on the highs and lows of small business while continuing to grow.

"As a tour company you constantly need to be coming up with new exciting tour options to assure you attract, and continue to entice, people to this beautiful part of the world".



That is why "we now offer tours of many key areas of New South Wales, Victoria and even Tasmania" says Paul. Tours are open to individuals, couples and groups. Guests can choose from tours of the upper, mid and lower regions of the South Coast from Kiama, Narooma and Mogo plus Merimbula and Eden, with packages starting from as low as \$395 per person twin share.

Kiama Scenic Tours have recently announced five new exciting itinerary options for their hugely popular 'South

Coast Escape Tours', priced at only \$455 per person twin share. Highlights include the Australian Motor Life Museum, historic Meroogal House, The Treat Factory, Wollongong Steelworks, Wollongong Botanical Gardens, Jervis Bay Dolphin Watching Cruises, the Lady Denman Museum, Janet's Royalty Rooms, The Illawarra Fly tree top walk, Nan Tien Buddhist Temple, The townships of Berry, Kangaroo Valley, Jamberoo, Bowral, Robertson, Huskisson, Milton, Ulladulla and of course Kiama and it's famous Blowhole.

Kiama Scenic Tours are giving people the chance to experience Kiama with their '\$15 Day Trips to Kiama'. Paul Willetts wants seniors to "come to Kiama and meet the community", and be part of what the South Coast has to offer, tour the local area, have a bit of lunch and an ice cream or coffee, do a spot of shopping and discover why so many people hold Kiama and the South Coast so close to their heart.

