be kind is in



Whether you're a first-time visitor or a dedicated regular, we're so excited you're here!

New cafés, restaurants, shops and experiences await, and our beaches, coastline, local produce, towns, villages, lakes, forests and culture are incredible as always.

It's been another tough year with floods and closed borders taking their toll, and many of us are still recovering from the Black Summer bushfires.

But we're a resilient and forward-looking bunch who've made our way through tough times with kindness, caring and patience.

And this summer, we invite you to **Be Kind** with us!

Be kind to businesses and be kind to others.

Our businesses may have new staff who are learning the ropes and it might take a little longer for your coffee, food or purchases to arrive.



We're all trying our best and we want you to have the best time possible, so please help us to help you by putting kindness and patience first.

We're so glad you're here.