

MURWILLUMBAH

WANDER INTO WONDER



WELCOME TO THE
Murwillumbah Business Toolkit



Artist: Leah Bartholomew

This kit was created as part of the Murwillumbah Community Improvement District (CID) Pilot, a project to revitalise our town centre and support a thriving local economy. It's here to help you connect with the new Murwillumbah brand, showcase your business, and be part of a shared story that celebrates the creativity, community, and character of our town.





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Become a Member



Join Business Murwillumbah

If you become a member of Business Murwillumbah, you're not just connecting with local business owners and community leaders—you're also unlocking access to a broader network through our partnership with Business NSW (formerly the NSW Business Chamber). This connection brings with it a wealth of statewide resources and support designed to help you and your business thrive.

As a Business Murwillumbah member, you'll benefit from:

- Expert support in workplace relations and HR
- Opportunities to connect and collaborate through networking events
- Access to industry insights via events and webinars
- Practical tools like business templates, guides and online toolkits
- Representation and advocacy at local, state and federal government levels

Not sure where to start?
Want feedback or ideas?

Key Contact List

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President: Rebecca Whan

Vice President: Tessa Martin

Secretary: Sharon Matulick

Treasurer: Phillip Hepburn

Directors: Jerami Grassi, Rachael Sanderson, Sophia Partland



About the Project

The Murwillumbah Community Improvement District (CID) Pilot is a transformative initiative aimed at revitalising Murwillumbah's town centre, creating a vibrant and sustainable hub for residents, businesses, and visitors. A core element of this revitalisation was the development of a new brand identity for Murwillumbah.

A core element of this revitalisation was the development of a new brand identity for Murwillumbah.

More than just a logo, the brand aims to tell the story of the town's heritage, creative energy, natural beauty, and sense of community, fostering local pride, attracting visitors, and supporting long-term economic growth.

The desire is that the new brand will be widely adopted, positioning Murwillumbah as a dynamic regional town where businesses thrive, residents feel a strong sense of belonging, and visitors are inspired to return.

The pilot programme has now received Federal Parliamentary approval for implementation in the region.

What This Brand Means for Your Business

Murwillumbah is full of creativity, character and community - shaped by the people who live and work here. As a business owner, you play a big part in how the town feels and how visitors experience it.

That's why our brand, and this business kit, was developed with you in mind. It reflects the identity you've helped shape, and offers tools to support your business while contributing to a stronger, more unified message about Murwillumbah.

By using the brand together, we can attract more visitors, grow recognition and deepen pride in the place we call home.

Let's wander into wonder, together.



Stronger community connection

By using a brand shaped by locals, you're contributing to something the whole town can get behind.



A stronger voice

Using the brand helps create a consistent message about Murwillumbah and what makes it special.



More visibility

Shared campaigns and promotions can help more people discover your business.



Support for growth

A unified brand helps attract more visitors, encourage longer stays and boost the local economy.



This Kit includes

- **Insights from the community** to help you better understand your audience
- **A brand identity** shaped by local voices, including logo, tagline and rationale
- **A style guide** with examples of co-branding, merchandise and activation
- **Practical ideas** for using the brand across your business and promotions
- **Social media tips** and contacts for support or collaboration

What We Heard from the Community



What makes a town?
It's the stories, creativity, and shared challenges of the people who live and work there. To shape a brand that truly reflects Murwillumbah, we listened closely to the voices of the community - gathering insights, ideas, and aspirations from those who know it best.

Over a two-month period, we engaged with the Murwillumbah community through a range of consultation activities, including:

Qualitative Workshops

Two facilitated sessions with 8-10 participants each, representing a cross-section of local residents and business owners. These workshops surfaced key themes, stories, and challenges.

Stakeholder Meetings

One-on-one and small group meetings with business leaders, property owners, council representatives, and tourism operators to gather feedback and ensure alignment.

Follow-up Sessions

Two review sessions with key stakeholders and the Business Chamber to test brand concepts, gather input, and refine the direction.

Key Findings

Murwillumbah's Strengths

- A strong sense of place shaped by Art Deco architecture, natural beauty, and creative energy
- A community-driven culture with a history of reinvention and resilience
- A relaxed, eclectic character that reveals hidden gems beyond first impressions

Business and Community Sentiment

- Locals are proud of the town but want clear reasons to support and engage with a new brand
- Businesses need practical value (visibility, tools, and support) not just a logo
- Collaboration between operators, tourism, and event organisers is key to future success

Tourism and Growth Opportunities

- Murwillumbah's off-the-beaten-track charm is a strength, not a weakness
- Day-trippers and regional visitors are the most immediate growth audience
- More evening activity, events, and wayfinding would help extend visits and change perceptions

Challenges to Address

- Inconsistent branding and messaging make it harder to stand out or drive local pride
- Limited trading hours and weekend closures impact the town's vibrancy and visitor experience
- Gaps in signage, infrastructure, and accessibility limit how easily people can explore the CBD

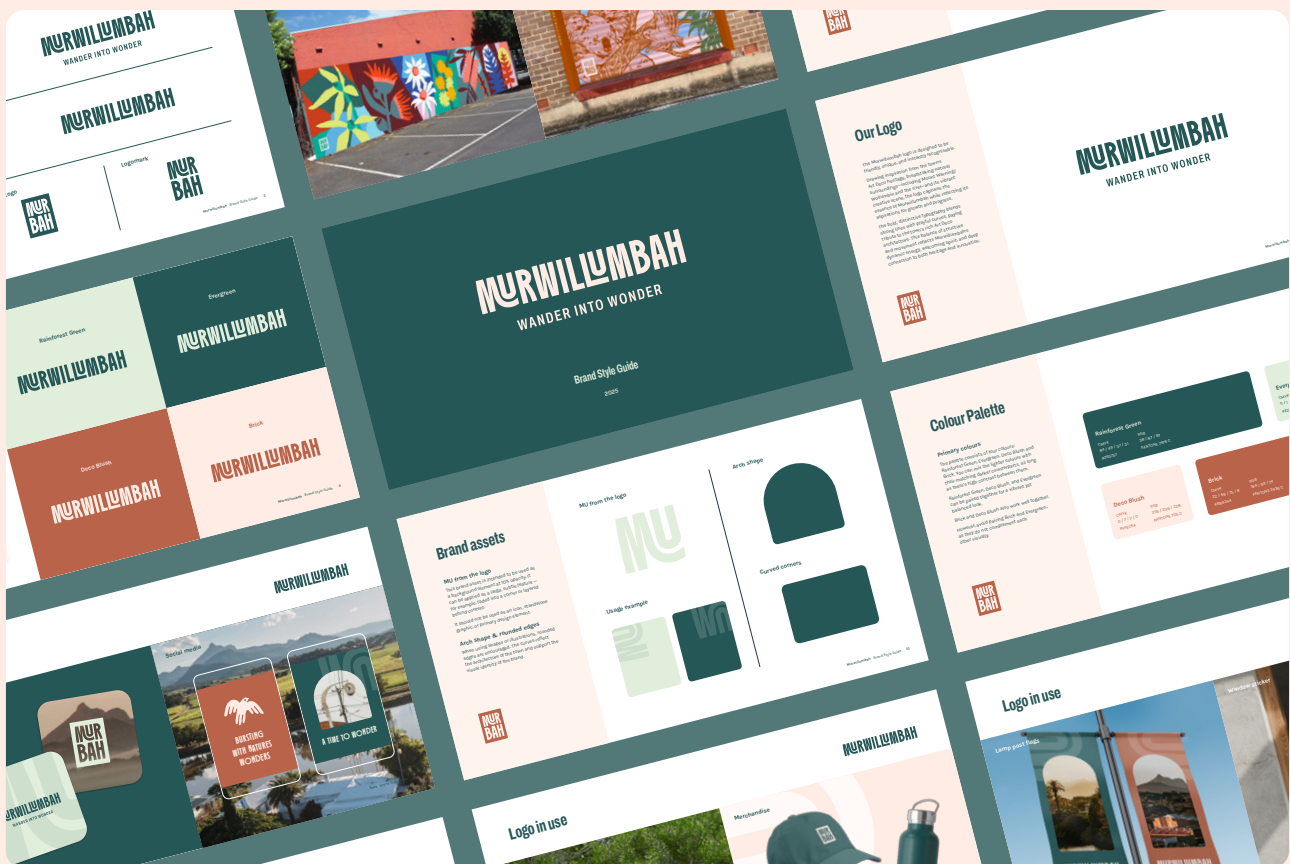
Brand Identity

Our Logo: Murwillumbah

The Murwillumbah logo draws on the town's distinctive Art Deco architecture and vibrant creative community. Its bold, custom letterforms balance strong verticals with playful curves, striking a rhythm that reflects Murwillumbah's mix of order and spontaneity.

This design approach nods to both the town's heritage and its contemporary energy. It captures the feeling of a place that's expressive, grounded and full of movement—where tradition and creativity are equally valued.

The logo was shaped through community input and local insight. It reflects how people described Murwillumbah: confident, characterful and not trying to be like anywhere else. It's designed to feel local, proud and uniquely ours.



MURWILLUMBAH

WANDER INTO WONDER



Our tagline: Wander into Wonder

Murwillumbah isn't a place that gives everything away at first glance—and that's exactly its charm. It's a town that rewards curiosity. A place where the best experiences come from wandering, not following a map.

This idea came through clearly in community workshops and conversations. People described Murwillumbah as a place full of surprises, somewhere that invites you to look a little closer.

Whether it's an unexpected view of Wollumbin, a hidden café, or a one-of-a-kind vintage find, Murwillumbah reveals itself to those who take the time to explore. **"Wander into Wonder"** captures that spirit. It reflects a town that's creative, characterful and proudly individual.

The tagline speaks to the sense of discovery that defines Murwillumbah. It reminds us there's always something new to uncover, whether you live here, run a business or are just passing through. It works across tourism, business and storytelling, offering a consistent message while leaving space for personal meaning.

Using the Brand

This toolkit includes practical resources to help you bring the Murwillumbah brand to life - whether you're updating signage, launching an event, or sharing your story online.

Download the Brand Toolkit

Logos, typography, colours, templates and more - all ready to use.

Download url: www.wanderintowonder.com.au/business-kit

Click here or
scan QR code
to download



Ways to Get Involved

The brand is designed to be easy to incorporate into your existing identity. You might consider:

- Adding a “Wander into Wonder” sticker or sign to your shopfront
- Including the logo or tagline on menus, flyers or packaging
- Using a branded template in your next social media post
- Partnering with other businesses on a promotion, event or giveaway
- Joining town-wide campaigns and shared marketing efforts

Social Media Tips

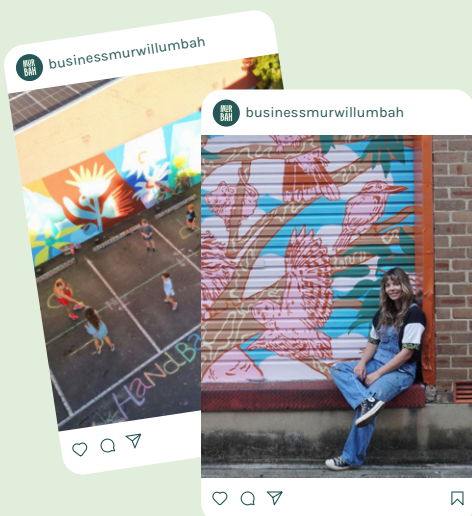
- Use the hashtag **#wanderintowonder** to build the shared brand voice
- Tag other local businesses or events to boost engagement
- Share behind-the-scenes moments or “hidden gems”
- Keep it real and local - no need to be overly polished

Think Big or Small

You don't need to rebrand your entire business. Start small and build over time. The goal is to stay true to your identity while being part of something bigger.

Events and Promotions

Whether you're planning something new or just looking for ideas, the Business Chamber can support you with advice, coordination and promotion. Reach out to see how we can help amplify your activity through shared channels and local partnerships.



Thank You

Thank you for being part of what makes Murwillumbah such a unique and vibrant place. This brand is just one part of a bigger story - one that continues to be shaped by the businesses, people and community who call this town home.

We're excited to see how you make it your own.

www.businessmurwillumbah.com.au

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