

An aerial photograph of a vast, forested landscape with rolling hills and a winding road. The terrain is covered in dense green trees, and the hills are illuminated by soft, low-angle light, creating long shadows. A road winds through the lower part of the image, curving through the forest. The sky is a pale, hazy blue, suggesting a clear day.

# OTHER WAYS TO THE WEST

Campaign Toolkit

March 2026

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Central NSW Joint Organisation's 'Other Ways to the West' tourism marketing campaign will unify the region and promote other ways to travel to Central NSW while the Great Western Highway has a detour due to the closure of the road in both directions at Victoria Pass.

This free campaign toolkit provides a clear, positive message to travellers to seek alternative and scenic routes, aims to reassure and help maintain visitation over the coming weeks and months, and can be adopted by various stakeholders and businesses across the community.

Please use this guide with ideas on how to activate the message and download files that are ready to use in all your communication touchpoints. This may include social media, digital platforms, websites, event promotions, advertising, public relations and direct marketing via letters or newsletters. You are welcome to adapt and integrate the campaign message and assets as you need and alongside your own marketing.

## Campaign Key Messages for your Marketing Communications

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- 1 A detour is currently in place on the Great Western Highway following the closure of Victoria Pass in both directions - but don't let that halt your road-trip adventure as there are *Other Ways to the West*. The region is still very much open for business, and there are some genuinely spectacular ways to get here.
- 2 Autumn is the best time to make the journey. The region comes alive with world-class events, cool-climate colour, buzzing cellar doors and genuine country hospitality. And the good news? Trains, buses and flights are unaffected, with additional services added by Transport for NSW.
- 3 As with any great escape, we suggest avoiding peak travel periods, allowing a little extra time, and if you can add an extra night to your stay. Because once you breathe in the country air and experience the warmth of Central NSW, you won't want to leave.
- 4 There are four great ways to travel to the Central West of NSW, via The Bells Line of Road, The Great Western Highway and the Darling Causeway, The Golden Highway and The Hume Highway.  
For more information go to [www.otherwaystothewest.com.au](http://www.otherwaystothewest.com.au) (live 24 March), follow us at @otherwaystothewest and @visitcentralnsw and (insert your own social tags).

Use the logo lockups in your marketing activities. It is simple and flexible so it can sit easily in the context of your content and marketing materials.

If black and white is not your preference, the 'Other Ways to the West' badge can be coloured to fit your style.

An exclusion zone has been set to avoid over crowding around other graphics. The exclusion zone is defined as 'O' and is based upon the diameter of the stylised 'circle icon'.

Download logo assets in various formats from this [click here](#)

**'Other Ways to the West' - logo badge**

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**'Other Ways to the West' - logo stamp**

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**'Other Ways to the West' - wide logo**

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Three hero photographs, a graphic illustration and a map of Central NSW have been selected and provided to visualise the 'Other Ways to the West' message.

Pick the one that fits your design needs best.

Always use the correct credit for images and graphics provided, as shown here. The files have credits included in the file name.

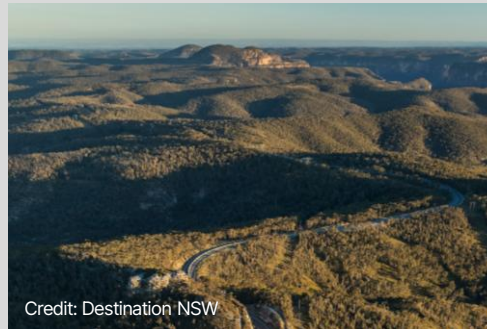
Feel free to incorporate your own local images too.

Download hero images in different sizes [<click here>](#)

Download graphic illustration [<click here>](#) with more sizes available from 23 March.

Download Central NSW Map [<click here>](#)

### Photography



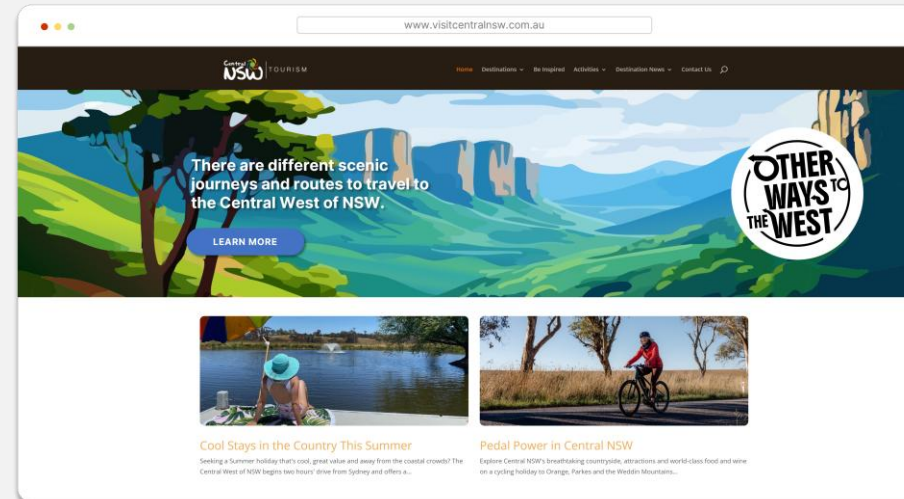
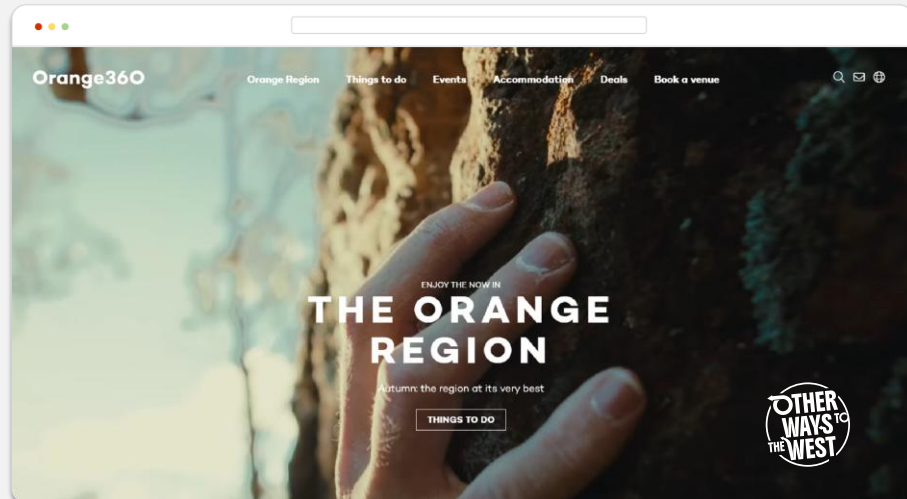
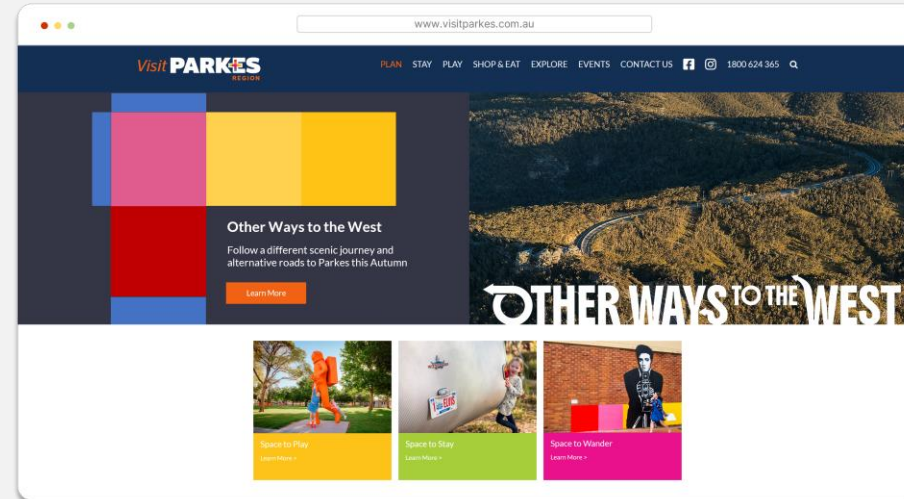
**Graphic Illustration** (this is coming, to be added as a file on 21 March 2026)



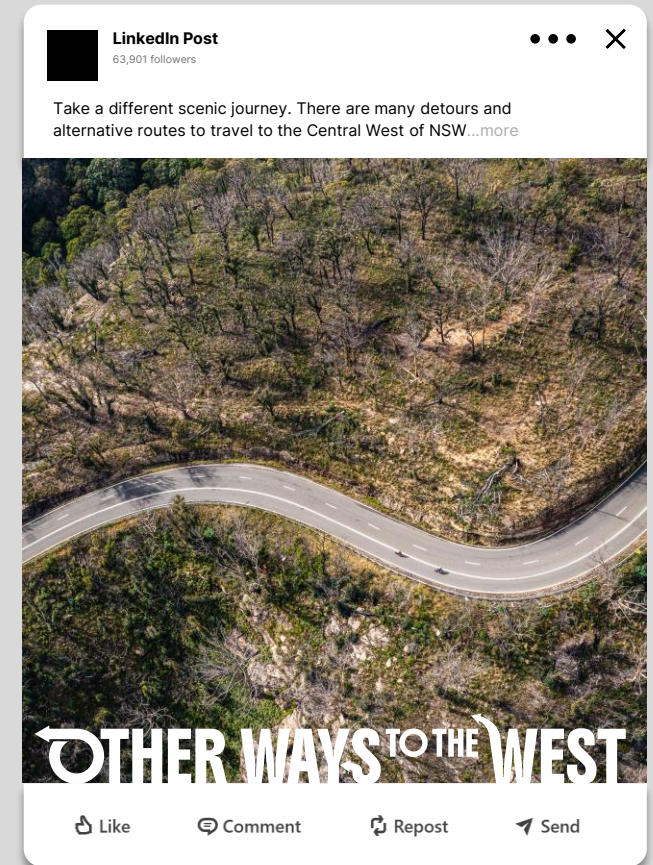
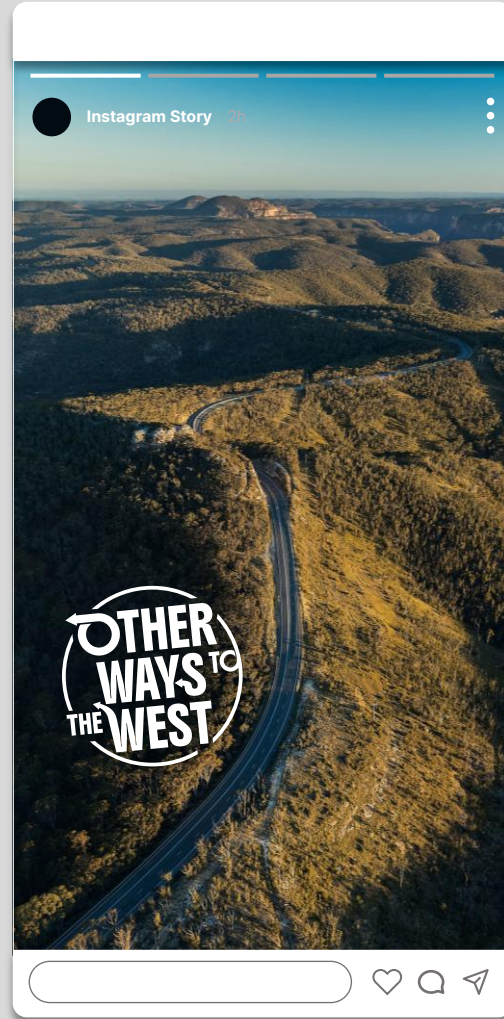
### Map of Central NSW



Here are a few examples how local government areas can create their own website pages using the campaign's suite of assets:



Social Examples



Events

The 'Other Ways to the West' logo can be added to event marketing should the local government regions wish to reassure visitors and ticket holders of their options to travel to the region:



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