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Entertainment Centre showing impressive growth

Lee Kernaghan calls the Shoalhaven Entertainment Centre “the number 1 music venue in Australia”.

The Shoalhaven Entertainment Centre is fast becoming the premier entertainment centre in NSW. This is highlighted by sold out performances by Ian Moss, Lee Kernaghan and the Watoto Children’s Choir. And the Entertainment Centre is gearing up for many more successful events.

On 5 August, the Gruffalo will come to town for two special performances to more than 1600 people, while 1927 and the Whitlams are also selling well.

Lee Kernaghan was so impressed with the venue and staff that he wrote a thank you note to management and hailed the centre as ‘the number 1 music venue in Australia’.

“Higher attendances during the past six months are a result of an increase in awareness, better content and diligent commitment by Centre staff to improve the image and efficiency of the Entertainment Centre,” Bob Mangan, Centre Manager said.

“Music lovers should be glued to the new internet site, at www.shoalhavenentertainment.com.au for upcoming announcements of major acts coming to the entertainment centre in the next few months.

“We are starting to see higher numbers at shows more consistently as a result of clever marketing and advertising strategies. People from Gerringong, Kiama, Southern Highlands and Sydney have been targeted by the Entertainment Centre, which ultimately helps our bottom line.

“Indeed, the Centre is on track to half the council subsidy from the previous year of operation.

“Our brand awareness is building nicely outside of the Shoalhaven with fringe areas like Gerringong, Kiama and Southern Highlands along with Sydney and Canberra, being targeted by our advertising.

“It’s wonderful to hear that people are coming from outside of the region and as far a field as Sydney, Newcastle, Canberra and even, on one occasion, as far as New Zealand for shows. On another occasion, Sydneysiders slept on the front lawn to get prime position for their favourite act.”

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