

# Long Jetty: Day 1

## Long Jetty and its namesakes

Your day in Long Jetty starts with deliciously fresh local food, a scenic stroll along the lake and its famous jetties, topped off with dining in a classily refurbished historic cinema.

**Long Jetty photo opportunity:** In front of the famous ‘Welcome to Long Jetty’ mural on the side street of The Green Tangerine.



## BREAKFAST: Yoga café

Enjoy an early morning yoga class at Modern Organics a popular studio and café for locals and visitors to destress. Grab a Blue Moon smoothie to go or breakfast in the sundrenched courtyard alongside a giant Bali buddha and lush gardens. With its healthy, organic vegan menu options, you’ll leave this Zen spot with a happy mind, body and soul.



## MORNING: Shop local

Shop the high street for bespoke handmade items and vintage goods. Great shops to stop at include [Sorry Grandma](#), Tiki La La, and Webster’s for superb vintage, [Shadow Bang Apothecary](#) for dried flowers and homewares, [The Sound Exchange](#) for its epic vinyl collection, [Tiny Folk Co](#) and [Buckle My Shoe](#) for fashionable kids, [Mowgli Studio](#) for indoor plant heaven, and community store Blank Canvas.



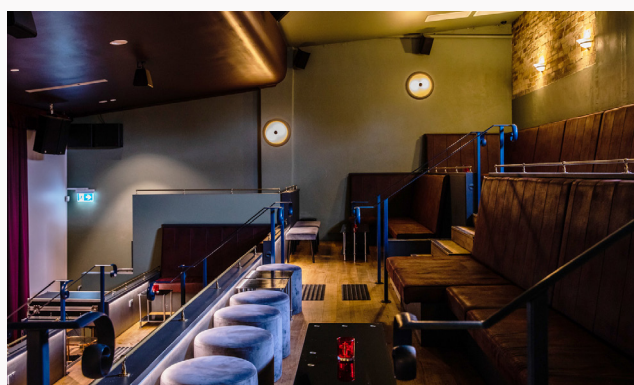
## LUNCH: The Green Tangerine

Grab lunch at the Green Tangerine cafe and bakery, serving some fresh brunch options alongside a ‘make your own mix’ where you can craft your own dish of sourdough, eggs, bacon, avo, herby potatoes, greens, tomatoes and more. Don’t forget to grab an iconic photo in front of the famous ‘Welcome to Long Jetty’ mural on the side street of this vibing cafe.



## AFTERNOON: Galleries and artists

Tour some amazing local art showcased at streetside galleries where you may meet the artists at work. Start with a visit to the [Glenn Mckimmin Gallery](#), a Central Coast landscape photographer making waves with his atmospheric captures. Next stop [Grant Molony Gallery](#) for a peek at the artist’s studio space and work inspired by nature, culture and connection.



## EVENING: The historic cinema

Hiding on Long Jetty’s high street you’ll find the entrance to The Savoy, a wonderfully restored 1950s cinema now open for dinner and drinks. Catch a classic film with pizza and cocktails served to your seat, or simply kick back at the contemporary bar to soak up this vibrant social hub.



## STAY: Blue Lagoon

This private beachside villa is an Air B &B hosted by TV personalities and design duo Kyal & Kara with its own private access and deck space to relax in, and features a hot outdoor shower. Fitted out with quality furnishings and fixtures and is equipped with everything you need!

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# Long Jetty: Day 2

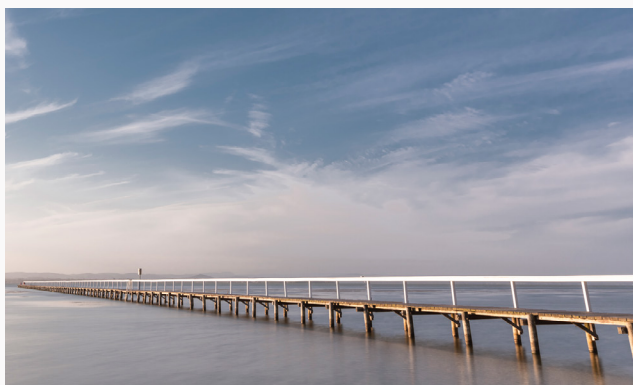
## Shop Long Jetty's High Street

Long Jetty's centre offers a colourful strip of shopfronts bursting with the wares of local creatives, and today you get to explore these one-of-a-kind boutiques with some great friendly foodie stops along the way.



### BREAKFAST: **The Glass Onion Society**

Breakfast like a local at corner cafe The Glass Onion Society, serving delish food with vegan options, smoothies, fresh pastries and more with sustainability at the heart of their operations. Grab a coffee and take in their everchanging gallery space, or sit back and watch the Long Jetty neighbourhood as it wakes up.



### MORNING: **Tuggerah Lake Foreshore**

Walk, ride or scoot along the Long Jetty shared pathway running the foreshore of Tuggerah Lake. You also need to make three important scenic stops - walk the three heritage jetties - Parry's Jetty, Watkin's Jetty, and of course The Long Jetty stretching 350m into the lake's centre.



### LUNCH: **Kaino's to go**

Grab an easy lunch at one of the many Long Jetty options. For casual takeaway to enjoy down by the lake try [Kaino's Seafood and Burgers](#), serving a range of seafood lunches with a famously great burger menu. Or try a fresh loaded roll from [Long Jetty Charcoal Chicken](#), serving the neighbourhood since 1981 - the fact there's always a queue tells you something.



### AFTERNOON:

#### **Shop fashion and homewares**

Continue your stroll along the boutiques of the high street, now in search of special fashion and homeware items to take home. At the very top of the neighbourhood there's [Home by the Jetty](#), in its centre there's [Ohana Boutique](#), [Sadie Lou](#), [Plain Janes](#), [Kloth Long Jetty](#) and [The Bang Threads & Espresso](#).



### EVENING: **Upstairs Wines**

This evening's dinner venue provides the perfect reason to drop into Upstairs Wines for a tasting session with a strong focus on natural, small batch & minimal intervention wines, beers & spirits from Australia & around the world that you can BYO to your next stop.



### EVENING: **Japanese dining**

Venture to Japan with Yasaka Japanese Dining, a wonderful little pocket of authentic sashimi, Agedashi tofu and ramen served this end of the Coast. Make sure you book during their evening session between 5-9pm and check out their evening specials.



# Long Jetty: Day 3

## Jetty to the Bay

Venture on foot or bicycle from the lake to the ocean where you will discover Long Jetty's super chill beach-side neighbour Toowoan Bay



### MORNING: **Coast to Lake Walk**

Explore the Coast to Lake Walk on foot or bicycle (bikes can be hired en route at The Entrance). The 7.6km total loop walk is a great way to see the local neighbourhoods, and the accessible walk is designed to enjoy as much or as little as you feel. Today you are following it from Long Jetty to Toowoan Bay, from lake to bay. Look out for the blue, green & pink signage to guide you.



### BREAKFAST: **Charming coastal café**

Once you've reached Toowoan Bay it's time to take a break and admire the scenery. This little neighbourhood has big options available for breakfast - try family run [Flour & Co](#) that has been serving since 1988.



### MID-MORNING: **Toowoan Bay Beach**

Toowoan Bay beach is an excellent family friendly beach with calm waters and is patrolled during the summer months. It offers great snorkelling, family-friendly rock pools, and is perfect for stand-up paddle boarding too. There's a kiosk on site for a cold drink and you can venture across the small rock platform to easily reach the neighbouring shores of North Shelly Beach a popular surfing spot.



### LUNCH: **Cecilia's**

After a few hours spent paddling at the beach, treat yourself to a delicious meal at one of Toowoan's central eateries. Cecilia's on the corner serve lunch by day, and by night transform into a restaurant and wine bar.



### AFTERNOON: **Picnic in the park**

Head to Swadling Reserve, a popular green space for families and couples to relax, read a book, watch the waves, or head down to Toowoan Bay beach for another paddle after lunch. If you're with the kids, the playground here is one of the best on the Central Coast, surrounded by shaded space to watch the little ones safely play.



### EVENING: **The Pantry at Forrester's Beach**

Located within The Quarters at Forrester's Beach the "pantry to the resort" where guests and locals come to get their fixings and enjoy some seriously good produce. A beautiful poolside venue to enjoy luxurious specialty coffee, an all-day brunch menu and lovingly designed and researched wine and cocktail menus. You can take a seat inside the café amidst the cute and modern décor or sit in the courtyard and enjoy the sun poolside - try the "Love by the Pool" cocktail here, yum!



# Long Jetty: Day 4

## Explore neighbouring gems

Take in the sunrise over the ocean and flickering through the historic gums of Wyrrabalong National Park. Refuel and then hit one of Australia's top skate parks.



### MORNING: **Coast Walking Track in Wyrrabalong National Park**

Setting out from Bateau Bay Beach picnic area, enjoy sunrise on the Coast Walking Track. Be awed by the superb red gum forest, diverse wildlife and rich Aboriginal heritage. In Winter, watch the Whales from Crackneck Lookout along the way along this easy 6km walk in [Wyrrabalong National Park](#).



### BRUNCH: **Bateau Beach Café**

Head to [Bateau Beach Café](#) for great coffee and a lovely community vibe. The salmon poke bowl and nasi satay for lunch. It's the perfect place to start (or end) the [Coast Walking Track](#) in Wyrrabalong National Park.



### AFTERNOON: **Bateau Bay Skatepark**

The Bato Yard Skate Park is fast gaining attention across the country as one of Australia's top skate parks. The highlight of the park is the bowl which holds international competitions at a depth of 3.6m. For those still developing their skills there is also the mini flow bowl.

# Long Jetty Itinerary

Long Jetty is quintessentially Central Coast lifestyle – picturesque surf beaches and lake, national parks, art and fashion, bakeries and bars, cafés and culture. The town centre, a stretch along The Entrance Road, is a showreel of unique art, design, and fashion curated by local makers and creators. An entrepreneurial hub backed by a community of business owners that transpire creativity. Long Jetty is a collection of boutique shops, contemporary gallery spaces, modern cafes and gig spaces, one old school pub, one WWII cinema, vintage op shops, and other quirky businesses. It also has the longest Jetty that inspired its namesake. View the itinerary online at [lovecentralcoast.com/itineraries/long-jetty](https://lovecentralcoast.com/itineraries/long-jetty)

Target Market: **Mumpreneurs**

The audience are extremely busy juggling day-to-day and find it hard to relax and unwind Household size 3+



MOTIVATION: **Enjoy holidays that are recognisable on Instagram by their customers and places they have been following on social media.**

CHALLENGES: **Need activities to spur their creative juices that are unique and value for money**

OPPORTUNITIES: **Showcase quick weekend and outdoor escapes geared towards young families**



**How do they research\*:**

- 1. Social media
- 2. Previous experience
- 3. Family and Friends
- 4. No previous research done
- 5. Travel websites/blogs



**How do they book:**

- 1. Direct online
- 2. Affiliate partners
- 3. Travel website
- 4. Travel agent



**How do they travel:**

Own or company car or Rental Car



**Where do they stay:**

- 1. Air BnB
- 2. Retreat
- 3. Holiday park
- 4. Holiday house
- 5. Cottage