



Destination North Coast NSW

North Coast News & Views No. 16

Industry Networking MidCoast

The March Destination North Coast Board Meeting was held in Forster. We had an update on the MidCoast Destination Management Plan implementation and also on the progress in planning around the Great Lakes Great Walk, which has the potential to become one of the signature experiences for the region. In the evening, a networking night was well attended from local tourism businesses from around the region.



Port Macquarie Coastal Walk

Port Macquarie Hastings Council have been successful in securing funding to upgrade and enhance the cities' scenic Coastal Walk making it more user-friendly and more accessible.



The funding injection totalling more than \$1.5 million will be delivered through a funding partnership between the state government and Port Macquarie-Hastings Council as part of government's Regional Growth – Environment and Tourism Fund.

The Regional Growth – Environment and Tourism Fund invests in infrastructure to increase tourist visitation to regional NSW and create jobs.



Food Tourism Focus in the Northern Rivers

Food tourism is an emerging key industry for the Northern Rivers.

In a collaboration between *RDA Northern Rivers, Tweed and Byron Shire councils, Northern Rivers Food and Destination Tweed*, contractors *Regionality* has been appointed to deliver a 12-month business development program for those in the food, agriculture and food tourism industry.

To kick things off, there's two Food & Agritourism field days planned that will appeal to established and new farmers looking for ways to innovate, value-add or diversify into tourism, producers of food or beverages looking to collaborate with farmers in order create a food and agritourism experience, and individuals and groups with an interest in agritourism and the food tourism industry.

Byron Shire Field Day: [Monday 23rd April \(9am – 2:30pm\)](#)

Tweed Shire Field Day: [Tuesday 24th April \(9am – 2:30pm\)](#)

Register online through the links above or contact Amy Colli (Regionality) on 0406 158 910 for further information. Catering included. Field day location provided upon registration.



Reminder - Tourism Attraction Signposting Assessment Committee (TASAC)

TASAC has overall responsibility for the planning and implementation of tourist signposting and is made up of representatives from Destination NSW and Roads and Maritime Services.

A TASAC meeting will be held at Lismore Airport on 18th April, 9.30am – 12.30pm and interested industry stakeholders are welcome to come along and engage in dialogue in regard to signposting issues and projects.

Funding Opportunity – Regional Sport Infrastructure

Fostering the benefits of sport in communities, this fund run via Department of Premier and Cabinet will invest in new and existing facilities to improve sports participation and performance at all levels.

The Fund will focus on larger sporting facilities that deliver the best regional outcomes for the community. The Regional Sports Infrastructure Fund provides grants between \$1 million and \$10 million for regional sport hubs or regionally significant sport facilities.

Keep in mind however, that smaller sport and active recreation projects may be eligible for the Stronger Country Communities Fund. \$100 million has been made available for these types of projects in Round 2, which opened on Monday 12th March and closes on Friday 4th May 2018.

For details and eligibility criteria and the application process visit <https://sport.nsw.gov.au/clubs/grants/regional-sports-infrastructure>

Byron Visitors Centre Upgrade and New Website

The Byron Visitor Centre has just moved back into the Old Station Master's Cottage after an extensive refurbishment. The Centre has undergone a much needed refresh and revamp and now offers visitors an enhanced experience with more digital interactions and friendly 'research zones' making for a warm 'Byron-style' welcome.

A new and improved Byron Visitor Centre website has also been launched and can be viewed [online](#).



The North Coast in the Media

In February 2018, Destination NSW supported freelance journalist Paul Ewart on a self-drive famil along the North Coast of New South Wales.

Please see the first piece from Paul's visit published on [Escape](#) - it mentions the journey as one of the Six Best Australian Road Trips.

On the back of a UK press trip held late last year, comes the attached piece published in the Daily Star with a 237,369 weekly circulation.

Comm Games Update

Attached is some recent Media activity in the form of a double-page editorial spread that appeared last Saturday in the Gold Coast Bulletin on the back of a press trip into the region the week before. We think journalist Chantay Logan nailed it.

Fat Mum Slim, another social influencer who visited the Norther Rivers last week has been very active on her [blog](#) and Instagram account. She and her family loved their time in region and raved about the experience they had.

Tourism Awards & Tourism Symposium

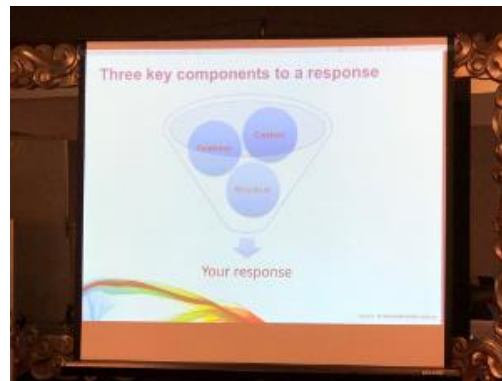
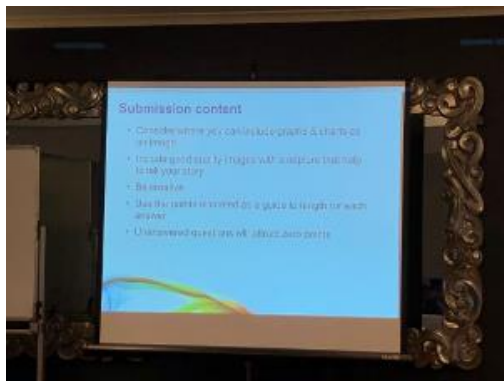
As a reminder, the North Coast Tourism Awards and Tourism Symposium will be held in Coffs Harbour on 25th July 2018..

The Awards provide an opportunity to support the development of quality tourism product and for tourism businesses to achieve recognition of and celebrate their success. The Regional Tourism Awards also provide a pathway to the NSW State Tourism Awards and National Awards.

Key submission dates and other pertinent information can be found on the [Regional Tourism Awards](#) website. Here you can also find the full list of [Award Categories](#).

If you haven't already signed up for the upcoming Webinar put on by the NSW Business Chamber to support entrants, it is on the 8th of May, 8.30am – 12.30pm with [registration required](#).

And if, after reviewing these links and the additional resources available online, you still have doubts or any questions, please don't hesitate to reach out to Destination North Coast or your local Business Chamber as we want to encourage and support as many applicants as possible.



Upcoming Events on the North Coast

To aid in your planning, keep in mind these upcoming events across the North Coast over the coming weeks and months.

[Murwillumbah Art Trail 2018](#) celebrates art, culture, community, regional talent and local creativity in across 10 days from 18th – 27th May.

[Casino Beef Week](#) runs from 19th – 29th May and is the flagship event for the Richmond Valley.

[Hello Koalas](#) is the world's first festival to celebrate Australia's iconic koala and is an annual event now in its second year. It builds on the success of the Hello Koalas Sculpture Trail and will be held from 7th – 11th June 2018.

[Ballina Food and Wine Festival](#) showcases some of the region's best produce, products, restaurants and culinary expertise and kicks off with an evening event on the 29th June followed by the main festival day being 1st July.

[Splendour in the Grass](#), at the North Byron Parklands runs for three star-studded days being 20th – 22nd July.

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