



# Destination North Coast NSW

## North Coast News & Views - No. 17

---

### **Message from our Chair**

Our General Manager Phil Harman has announced his resignation from Destination North Coast. In his 12 months in the role, Phil has made a valuable contribution in supporting the establishment of the organization and driving the development of the Destination Management Plan.

We have established a sub-committee of the Board to manage the recruitment of the new General Manager and the position will be advertised shortly. We are very confident that we can find a high calibre candidate to take on the role as we continue to implement our Destination Management Plan.

Phil's last day will be 16th May and Jacquie Burnside will be Acting General Manager until an appointment is made. We wish Phil all the best in the future.

---

### **Destination Tweed – ATE Showcase**

The Australian Tourism Exchange (ATE) held in Adelaide last week is our largest annual travel and tourism business-to-business event bringing together Australian tourism businesses and tourism wholesalers and retailers from around the world through a combination of scheduled business appointments and networking events.

During the event, Destination Tweed was fortunate to secure a highly sought-after opportunity to host a Happy Hour event at the Destination NSW cafe and showcase Tweed and Byron Bay food and beverage offerings.

Featuring renowned local Tweed chefs Steven Snow (Snowy) and Breno Novaes (Fins & Plantation House) and Ben Devlin and Mitchell Chambers (Paper Daisy), Destination Tweed offered a range of canapes with ingredients from Brookfarm, Buck's Farm, Salumi Australia, Tropical Fruit World, Cheeses Loves You, Belle's Kitchen, Kitz Living Food and Byron Bay Crackers with drinks provided by Stone and Wood and Husk Distilleries Ink Gin and espresso martini on tap from The Kind Coffee Co.

Enjoying a growing reputation as a food destination, the Tweed is well placed to generate increased visitation around its food and agri-tourism offerings.



---

## NSW Regional Conferencing Development Grants Pilot Program

An additional \$300,000 in funding has been announced by the Minister to support regional conferencing. Seed funding is being offered to local communities, councils, entrepreneurs, associations and professional conference organisers on a matched dollar-for-dollar basis to create new business events for regional NSW that also supports the showcase of a regions attractions, tourism products and experiences.

For more information and the Grant Factsheet and to create your application -

<https://www.meetinnsw.com.au/nsw-regional-conferencing-development-grants-pilot-program>

---

## Lord Howe Island Underwater Shootout

Pro Dive Lord Howe Island and Pro Dive Travel will host the second annual Underwater Photography Shootout in June, in conjunction with award-winning wildlife and underwater photographer Scott Portelli. Participants will have the opportunity to attend Scott's workshops throughout the event and receive invaluable tuition.

There are a number of brilliant prizes to be won during this competition including Whale Watching Tours in Tonga, dive packages, dive gear and more.

The Pro Dive Underwater Photo Shootout runs June 3rd-12th, 2018 with more information at [online](#).



---

## NSW First Inbound Strategy Workshop, Sydney, 2nd May 2018

This is a NSW First workshop for tourism businesses, with an industry education focus.

Destination NSW is delivering a practical Inbound Strategy Workshop in Sydney, Wednesday 2nd May, to provide tourism businesses such as tours, attractions and accommodation, with the necessary steps to develop and sell export-ready tourism products to the international travel trade.

Topics include:

- International market insights and product tailoring
- Polishing business processes
- Developing trade sales materials
- Planning trade sales activities

This workshop, which costs \$50 per person, will suit businesses that have been operating for at least a year and have previously attended an Export Ready 101 workshop or watched the webcast. [Register now for the Inbound Strategy Workshop](#). To find out more about targeting international visitors, read the [Destination NSW Inbound Guide](#).

This workshop is part of the NSW First Program, which is designed by Destination NSW to assist NSW tourism businesses to develop, promote and sell their products.

Additional workshops will be held in region later in the year - stay posted.

### **Other online training/development resources...**

#### [Destination NSW Inbound Tourism Guide](#)

Supporting NSW tourism businesses to become export ready and prepare their business to market and sell to inbound travellers.

#### [Export Ready 101 Webcast](#)

This interactive webcast, gives tourism businesses an overview of how to get started selling tourism products to international visitors with practical tips for becoming 'export ready' to start selling NSW tourism products and experiences through the inbound travel trade.

#### [Inbound Strategy Webinar Series](#)

This three-part Inbound Strategy Series is designed for tourism businesses that are ready to take the next steps to become Export Ready. It will suit businesses that have already viewed the Inbound Guide or Export Ready 101 webcast.

---

## **Byron Tourism Symposium**

Tickets for the highly anticipated 5th Annual Destination Byron Tourism Symposium are on sales now with early bird rates still available.

Featuring a stellar line up of industry renowned key-note speakers, this full day of seminars, panels, workshops and networking will canvas data and trends, practical operator tools, and solutions for Byron's Visitor Economy.

More information about the program and to purchase tickets - <http://www.byrontourismsymposium.com/>



---

## EOIs open for 2019 LGNSW Tourism Conference

Expressions of Interest for local Councils to host the 2019 LGNSW Tourism Conference are now open. The Conference is to be held the week of 18th March 2019. The full EOI information can be [found here](#).

Based on the rotation preferences, LGNSW would ideally like a coastal and/or metro location for 2019. Below is the list of most recent locations:

2018 – Parkes  
2017 – Taree  
2016 – Byron/Ballina  
2015 – Bathurst

---

## North Coast in the Media

In February 2018, Destination NSW supported freelance journalist, Paul Ewart, to the North Coast of New South Wales. As a result of this media visit the attached article that showcases Byron Bay and surrounds appeared in the Sunday Telegraph, Sydney.

---

## North Coast Regional Tourism Awards

The clock is ticking with the cut-off for entry to the North Coast Tourism Awards being Friday, 25th May.

Time to get cracking with your submission and 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 May, 2.30pm – 5.00pm with [registration required](#).

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](#).

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

### Lismore Lantern Parade – Saturday 23rd June 2018

The Lismore Lantern Parade is an annual community arts festival held on or around the longest night of the year, being the Winter Solstice. It is recognised as the signature event for the City of Lismore.

The festival celebrates community, art and nature with arts, crafts, workshops, regional cuisine, a spectacular parade, lanterns, parade bands, street theatre, music, carnival dancers, illuminated puppets, fire art and pyrotechnics and much, much more.

More information at <https://www.lanternparade.com>



---

Destination North Coast  
PO Box 146  
LISMORE NSW 2480  
ph: 02 6622 7429  
e: [admin@dncnsw.com](mailto:admin@dncnsw.com)

This email was sent to [bdm@dncnsw.com](mailto:bdm@dncnsw.com). Click [here](#) to unsubscribe