



Destination
North Coast NSW

North Coast News & Views No. 20

Northern Rivers 'Be Remarkable' Guest Experience Workshops

Through the support of the Department of Premier and Cabinet and Destination NSW, Destination North Coast have thus far rolled out three of four Be Remarkable: North Coast Guest Experience Workshops to drive service excellence and consistency across our region.

Feedback from the Lismore, Ballina and Yamba Workshops have thus far been very positive and complimentary of workshop facilitators Lilly and Trevor from TravConsult.

'It gave me some great ideas and inspiration on how to improve guest experience' and 'It was awesome and extremely informative' – Lismore workshop attendees

'Great insight I can take back to staff and volunteers' and 'Exceptional and entertaining and realistic' – Ballina workshop attendees

'Seeing things from a customer view and how to make the experience remarkable' and 'Loved all of it' - Yamba workshop attendees

The fourth workshop scheduled for Monday 25th June (8.20am - 12.30pm) to be held at Banora Point Community Centre in the Tweed. There are still a couple of places available for this last workshop (email info@dncnsw.com to RSVP).



NSW FIRST Workshops

Destination NSW delivers the NSW First Program to assist NSW tourism businesses to develop, promote and sell their tourism products. The 2018/19 Program includes a calendar of face to face workshops, with [on-demand webcasts](#) to be added throughout the year.

On the North Coast, the following Workshops are scheduled and available for registration:

Tourism Manager Forum

Place: Port Macquarie

Date: 31 July 2018

Time: 13.00 – 16.30

Attendees: This session is for Local Tourism Organisations, tourism managers and destination marketers and provides an overview of the Destination NSW programs available to support regional tourism development. Find out how you can tap into the NSW First Program to support tourism businesses across the State to develop, promote and sell regional visitor experiences. Discover more about the Regional Tourism Fund and the Regional Flagship Events Program, to give you and your stakeholders the best chance to become a successful applicant. [Click here](#) for full registration and workshop details.

Tourism Development Workshop

Place: Port Macquarie

Date: 01 August 2018

Time: 09.00 – 14.15

Attendees: This workshop will suit tourism businesses such as accommodation, tours and attractions; as well as other businesses interested in developing a tourism product, such as wineries, breweries, artisan food producers, unique dining experiences, galleries and gardens. An opportunity to learn how to unlock the tourism potential of your business by developing and promoting a great visitor experience that can be booked through a range of channels. This Tourism Development Workshop will provide the tools you need to understand the market, create or refine a tourism experience that can be sold to visitors, learn about funding opportunities and how to promote via media and social channels. [Click here](#) for full registration and workshop details.

The same Workshop Series will be held in the Tweed in September so please have these dates in your diary.

Tourism Manager Forum

Place: Kingscliff

Date: 12 September, 2018

Time: 13.00 – 16.30

[Click here](#) for full registration and workshop details.

Tourism Development Workshop

Place: Kingscliff

Date: 13 September 2018

Time: 09.00 – 14.15

[Click here](#) for full registration and workshop details.

Tourism Symposium & Regional Tourism Awards – REGISTER NOW

You've had the date in your diaries for a few months but it is time to register and book your places at these two premier North Coast tourism events brought to you by Destination North Coast and co-host, Destination Coffs Coast.

[Register and book NOW](#) and check back frequently as the program firms up for an exciting day highlighted by guest speakers, best practice case studies and panel discussions.



NSW State Tourism Awards

Whilst in the zone of Award applications, it is worth noting there is still time to nominate for the [NSW Tourism Awards](#) (deadline June 29th). Feedback from the North Coast Regional Tourism Awards allows you to refine your submission before it is due to State's on August 7th.

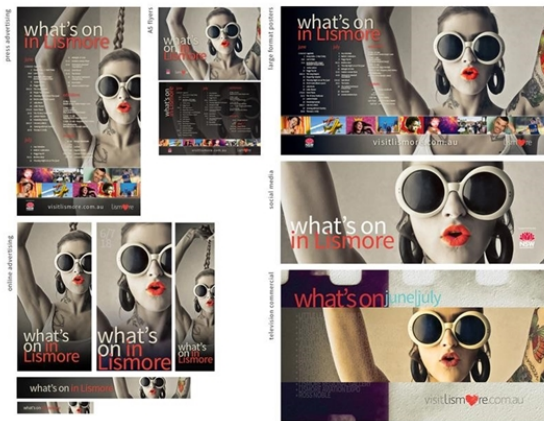
Funding, funding, funding...

Recently announced by Premier Gladys Berejiklian and Deputy Premier and Minister for Regional NSW John Barilaro as part of the government's new Regional Cultural Fund (RCF) is the \$1.8m funding boost for arts and culture in Myall Lakes. The funding will support a new theatre space and a PA system upgrade at the Manning Entertainment Centre, revitalisation of the Manning Regional Art Gallery and renovation of the Lake Street Gallery among other improvements.

Funding was also announced to support the Wauchope Community Arts Hall auditorium project and in Nambucca Shire, the historical Bowraville Theatre and the Nambucca Community and Arts Centre will also benefit.

Tourism Australia in region this month

Earlier this month Tourism Australia hosted three tourism industry networking events in the Clarence Valley, Byron and Tweed Valley. Upwards of 50 tourism industry stakeholders attended each of the events, which were well received by their host destinations. Those who attended were delighted to learn about the success of Tourism Australia's 'Dundee' Campaign and took the opportunity to meet and speak with members of the Board and Executive team. Congratulations to the staff at Angourie Rainforest Resort, Elements of Byron, Tweed Regional Gallery and those who helped to plan and deliver these events.



Lismore launches 'what's on' campaign

Aimed at supporting local businesses in the usually quieter winter months, this promotion communicates all that's happening in Lismore over June and July across TV, social media, print and online advertising, outdoor banners, posters and flyers that will be distributed throughout the region encouraging visitors to visitlismore.com.au for more information.

Well done Lismore!

Industry Development

The Southern Cross University Tourism Research Cluster is presenting a workshop with Professor Catherine Pickering from Griffith University. Professor Pickering is an academic in the School of Environment at Griffith University, Australia with over 250 publications, including 120 peer-reviewed papers. She has recently analysed over 500 images posted on Flickr to see how people use and value The Spit, Gold Coast.

Catherine will be talking about her research using social media, images and data in the promotion of businesses. This presentation will be from 2.00pm – 3.30pm, 25th June in B6.26 at the SCU Gold Coast Campus and is open to staff, students and the public.

Please [register via Eventbrite](#)

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.

Commencing on Friday evening, 29th June with an After Dark Gala Dinner and continuing on Sunday 1st July is the [Ballina Food & Wine Festival](#).

Offering a unique holiday experience is the [Evans Head Fishing Classic](#) on between 6th and 17th July.

It'll be hot, hot, hot at this year's [Sawtell Chilli Festival](#) being held on Saturday 7th July.

The [Bello Winter Music Fest](#) returns with a stellar line up over 12th -15th July in Bellingen.

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