



Destination North Coast NSW

News & Views No. 27

Tweed Valley Tourism Representation

DR Tourism was successful in winning the competitive tender process for the promotion of the Tweed's tourism and visitor services for at least the next four years. Commencing 1 October 2018, a team lead by General Manager Brad Nardi will focus on tourism marketing, industry development and visitor information services.

Brad comes to the role with strong tourism credentials; most recently working as the Tourism Director for Fraser Coast Tourism and Events Ltd where he was responsible for a range of successful tourism marketing and industry development initiatives. Additional to extensive industry experience, Brad hails from the Northern Rivers and continues to have strong family and personal links in the Tweed region and says "With both of my parents being born and raised in Murwillumbah, I had an upbringing that included family picnics on the Tweed River at Tumbulgum, hikes up Mt Warning and a swim at Cabarita Point."

Destination North Coast welcomes DR Tourism and Brad to the Tweed and looks forward to working collaboratively in the on-going promotion and development of the Tweed as an outstanding tourism destination.



23 - 25 OCTOBER 2018
Tweed, New South Wales



Australian Regional Tourism Conference Industry Familiarisation Tours

Destination Tweed will host three 'Convention on the Move' industry famils on 23rd October, the first day of the Convention. These tours are a great way to explore the Tweed while gaining hands-on learning experience. [Download the tour information booklet.](#)

Agri- and Food Tourism Industry Tour discovering the rich diversity of agri and food tourism in the Tweed and a chance to meet the growers, hear their stories and enjoy the region's local produce.

Farm Day Tourism Industry Tour and paddock-to-plate experience and learn about regenerative and sustainable agricultural practices.

Tweed Aquatic and Nature Tour including a cruise to Stotts Island, a visit to the newly opened Surfing Australia High Performance Centre and nature-based immersion with GreenX7.

Haven't registered for the convention yet? [Register](#) for the Australian Regional Tourism Convention 2018.

Diploma of Event Management Scholarship Recipients

One of the earlier nominated Diploma of Event Management Scholarship recipients has had to withdraw from the program but we are pleased to profile Tayla from Harrington, who happily steps up to take the remaining scholarship place.

My name is Tayla Mepham and I am an Events Manager at Harrigan's Irish Pub and River Lodge in a small coastal town, Harrington.

Working here is so enjoyable as we have such a friendly community, great atmosphere and experience the most amazing sunsets over the Manning River. The Mid North Coast is such a beautiful place to live and such a quiet and relaxed area from the coast to the country, beaches to rainforest pockets, and white sands to rolling countryside. We are blessed to live here and call it home.

Enrolling in the Diploma of Events course I was so excited to be able to start studying again. I hope to gain extensive knowledge and skills that I can use in every day work duties. Completing this diploma will allow me to further my career and allow me to broaden my career path. All areas of study within the diploma are all important to me although I am looking forward to completing the Managing Operational Plans unit as it will be very beneficial for my current role

which I can implement efficient and effective practices within my workplace. I am very excited and grateful for this opportunity that I have been given by Meetings and Events Australia.



Calling all Accommodation Providers

STR are the leading source for accommodation performance data in Australia and through the Australian Accommodation Monitor provide to you:

- **Free** bespoke benchmark reports which compare your performance to your local market – “Is my occupancy or average rate growing faster than others?”
- Independent and trusted globally
- Simple and automated options to input your monthly performance
- Support revenue growth through a better understanding of your position within the local market
- It's Free!

We suggest you advantage of these opportunities which will also prove advantageous for Destination North Coast as it will assist the region to have meaningful aggregate data to make informed decisions. The more properties participating, the more robust the region's data will be so we highly encourage your participation.

STR can't stress enough that your individual performance data is **100%** protected and confidential. By participating, you are contributing to the overall aggregate data set for the region. Only you will see your individual performance relative to your local market.

Data submission can be automated depending on your operating system – STR work with a variety of systems to allow automated data delivery.

To help articulate these benefits I encourage you to view this four minute introduction to STR and the benefits on offer – www.bit.ly/IntroToBenchmarking

Here's how to get started with quick and easy online [registration](#).

Paul Hammond, Business Development Manager Pacific, is available to answer any questions you might have on 07 5628 2404 or phammond@str.com

Big Banana – Coffs Harbour – New Product Offering

Australia's first "Big Thing" is about to get even bigger! The Big Banana Fun Park will be adding an experience like no other to the list of major attractions it already boasts, with installation of a new 4D Ride Simulator!

Triotech, market leaders in design, development and manufacturing of multi-sensory interactive attractions have commenced works on the new 4D Ride Simulator. The 4D Ride Simulator will not only be a great addition to the variety of attractions the Coffs Coast has to offer for tourism in the area but it will also provide a unique experience for locals as the 4D Ride Simulator will be the only one of its kind between Sydney and the Gold Coast.



Industry Engagement

Kingscliff NSW First Workshops - It was great to welcome several of the Destination NSW team to the Tweed recently for the second series of NSW First Workshops being held on the North Coast. Local Tourism Managers and Event organisers gathered on Wednesday afternoon to gain insight into the many opportunities for partnering with DNSW whilst industry stakeholders spent Thursday learning about accessing export markets in the Inbound Strategy Workshop.

Destination North Coast in the Clarence Valley - The Board and Destination North Coast team travelled to Yamba yesterday for our monthly Board meeting followed by an update from Clarence Valley Council on their tourism activities and plans. Afterwards, we were pleased to meet with tourism operators and stakeholders from the region during an informal afternoon networking session.

