



Destination North Coast NSW

North Coast News & Views No. 21

North Coast Regional Tourism Awards Finalists Announced

The finalists have been announced for the North Coast Tourism Awards and include 25 leading tourism businesses, associations, events and visitor experiences from across the region. The list is a showcase of the best and most innovative organisations and individuals from the region's tourism industry.

Congratulations on getting this far and we wish all finalists every success for the up-coming Regional Awards and as you all move closer to possible State and National recognition.

2018 Destination North Coast finalists:

- Arts Mid North Coast Inc
- BIG4 Great Lakes - Forster-Tuncurry
- Bonville Golf Resort - Bonville
- Bularri Muurlay Nyanggan Aboriginal Corporation -Coffs Harbour
- Bunker Cartoon Gallery - Coffs Harbour
- Byron Bay Eco Cruises & Kayaks - Byron Bay
- Clarence Valley Council - Clarence Valley
- Coffs Harbour City Council - Coffs Harbour
- Forestry Corporation of NSW - Coffs Harbour
- Hello Koalas Sculpture Trail- Port Macquarie
- Heritage Hotel Motel - Dorrigo
- Jetty Dive Centre - Coffs Harbour
- Koala Preservation Society - Port Macquarie
- Lismore City Council - Lismore
- Macquarie Waters Boutique Apartment Hotel - Port Macquarie
- Open Air Picnics - Sawtell
- Port Macquarie Museum - Port Macquarie
- Reflections Holiday Parks Seal Rocks - Seal Rocks
- Riverside Holiday Resort Urunga - Urunga

- TEACH at TAFE NSW Wollongbar - Wollongbar
- The Big Banana Pty Ltd - Coffs Harbour
- The Cheesemaking Workshop - Coffs Harbour
- Vacation Village Resort - Port Macquarie
- Wajaana Yaam Gumbaynggirr Adventure Tours - Coffs Harbour
- Woolgoolga and Northern Beaches Chamber of Commerce - Woolgoolga

Commiserations go to those applicants that missed out. We thank you for taking the time to enter the Awards which in itself is a great effort and do hope you found value in the process.

North Coast Tourism Symposium – Program Now Available

The program for the inaugural North Coast Tourism Symposium boast 20+ speakers and will cover topics such as nature-based tourism, partnerships and collaboration, investment attraction and funding opportunities, business events, food and agri-tourism, inclusive tourism and more.

- Hear from Sawtell-raised Guest Speaker, [Courtney Hancock](#) (pictured), who in 2011 became the first person in the history of Australian Surf Sports to win the triple crown of elite events (Australian and Professional Series titles plus the Coolangatta Gold), within the same calendar year.

- We welcome Senior Investment Specialist, [Emma McDonald of Austrade](#), to present a view into the future with the Tourism Outlook. She'll also add a wealth of knowledge as part of a panel session on tourism investment and infrastructure.

- Deep dive into nature-based tourism, find out about opportunities for destinations and operators, and contribute to the North Coast Nature-based Tourism Investment Activation Plan

- Learn about inclusive tourism with expert, [Melissa James](#)

- Be the first to hear the forward plans for North Coast Business Events - *the destination for business events on the North Coast*

- Discuss and debate the opportunities surrounding food and agri-tourism in the region with Rose Wright

- Be inspired by [TravConsults](#) presentation on the North Coast Guest Experience and take valuable learning back to your team

Book your tickets [NOW](#)



Regional Tourism Awards - Secure Your Seats



MC - Andy Saunders

With only 3 weeks to go until the Awards ceremony, celebration and gala-dinner, it's time to choose your frock, dust off your dinner suit and polish up your dress shoes.

Now that the finalists have been announced, tickets to the [2018 North Coast Regional Tourism Awards](#) are selling fast! Join us for a night of celebration and a taste of what Coffs Coast has to offer!

Taree-based comedian, [Andy Saunders](#) will be our Master of Ceremonies, local act [McKenzie](#) will provide the entertainment and the dress is Black Tie.



Entertainment - McKenzie

The North Coast Regional Tourism Awards will be held at Opal Cove Resort from 6pm on Wednesday 25th July, 2018. Don't forget to purchase your tickets and book your accommodation with our Accommodation Partners, Opal Cove Resort or Pacific Bay Resort.

The [North Coast Tourism Awards](#) are proudly presented by Destination North Coast and Destination Coffs Coast in partnership with Regional Tourism Awards Inc and the NSW Business Chamber.

Regional Road Trips Campaign

Last week Minister for Tourism and Major Events Adam Marshall announced a new \$2 million NSW road trips campaign designed to disperse visitors from highways across the state into regional and rural towns and boost their visitor economy.

The marketing program includes an online interactive trip planner with curated itineraries and maps to allow more people to select a journey based on the kind of NSW experience they're looking for.

Existing North Coast road trips include Waterfall Way, The Rainforest Way and The Legendary Pacific Coast Drive. Further to the recent Minister's announcement, Destination NSW will be releasing a fact sheet in the near future regarding the evolution of the Destination NSW Road Trips campaign and the release of additional routes and itineraries...watch this space!

Find more information [online](#).



NSW Nature-based Tourism Strategy

A major new strategy to boost rural and regional economies and capitalise on the fast growing popularity of nature-based tourism will be developed by the NSW Government.

The NSW Government has reserved \$28 million of the Regional Growth Environment Tourism Fund for nature-based environment and tourism infrastructure projects.

Minister for Tourism and Major Events Adam Marshall said, “We know that an increasing number of international tourists from places like China, India and Germany are looking for a unique and scenic experience away from the crowded skylines of Shanghai, Mumbai and Berlin. What better place to find that than our State's world class natural icons—from the Back O' Bourke to the beaches of Byron Bay.

“This Strategy will identify NSW's competitive advantage, so that when International tourists visit down under, they're flying into Sydney and out into our rural and regional areas.”



Diploma of Event Management Scholarship Recipients

Destination NSW has announced three deserving applicants from across the North Coast as recipients of the Scholarship to undertake a Diploma of Event Management via Meetings and Events Australia.

Chosen from a group of high calibre candidates, these three will no doubt represent the North Coast well and the region will benefit as these future regional leaders build on their existing skills and knowledge in the Event space.

Today we profile Anna, scholarship recipient from Ramada Hotel & Suites Ballina.

What you love about where you work? Dolphins can be seen just outside the Hotel! And my work team is awesome, they are supportive and while we work hard we always have time for a laugh.

What you love about living/working on the North Coast? It's such a vibrant community centred region, I'm grateful I've grown up here. But especially all the locally grown food!

What you hope to gain from taking on this scholarship? Overall I hope to gain confidence in all areas of events to assist me in my current job and future endeavours within my community. I also want to get in touch with some leaders within the industry and learn from them. I'm most excited to learn about the areas of marketing and social media as I'm hoping to directly implement these into my workplace as a part of my role.

Please describe a funny event/conferencing story or mishap. One of my large conference groups (which was actually a serious meeting) ate all their Mentos lollies and they requested some more, not expecting they'd get any. But I brought in another pack and everyone cheered and clapped - Apparently the secret to happy clients is Mentos!

Anything else you'd like to share with our North Coast industry colleagues? I'm just really thrilled that a lot of focus is being driven to our regional areas because to sustain everyday living of the local business owners and workers, we need to be able to deliver quality services and attract more visitors who therefore feed more money into our economy - and most importantly keep the jobs going for the people who really don't want to move away to "the big smoke".

Thanks Anna. We wish you well with your studies.



Australian Event Awards

Nominations for the Australian Event Awards are now open! To view the key changes to this year's program [click here](#).

Festivals and events from across the region as well as Event Industry Professionals are encouraged to enter prior to August 27, 2018. Visit [Australian Event Awards](#) for more information.

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