



Destination
North Coast NSW

News & Views - No. 28

Vale Dean Goodard - NSW Business Chamber

It is with great sadness that we recently received the news of the passing of Dean Goodard.

Dean held the role as Executive Manager Tourism for the NSW Business Chamber and had been diagnosed with inoperable Pancreatic Cancer soon after taking this position some 3 years ago. In those 3 years Dean has been the driver for many initiatives for tourism across NSW such as The Sharing Economy, leveraging the growth of the Chinese economy into Regional NSW and the Visitor Economy Framework.

Personally I have known and worked with Dean for over 10 years now, first having made contact when he was with Tourism NSW, then as part of the Regional Tourism Networks and more recently as a member of the Tourism Advisory Council for the NSW Business Chamber. Dean is immensely respected in our industry, was passionate, had enormous understanding of our industry and had a huge heart. I was always so buoyed every time I was in Deans' company, he was absolutely one of the nicest people I have had the pleasure of meeting.

He will be missed by family, friends, colleagues and our entire Tourism Industry.

Cameron Arnold - Chair

June National Visitor Survey Results

The North Coast has continued to deliver strong growth in domestic visitation. For the year ending June 2018, both day trip and overnight visitation increased strongly emphasising the popularity of the region and the growth in regional tourism.

Over 7.3 million (+4.3% year on year) day trippers visited the region over this period. Visitors from within NSW (+4.3%) were the key driver of the growth with Queensland (+2.9%) unsurprisingly also contributing.

Overnight visitation also increased significantly over the period. Over 5.5 million visitors (+8.3%) stayed in the North Coast over the period spending in excess of \$103 million (+6.7%) in region. The average length of stay 3.1 nights was a slight reduction (-2.4%) against the previous year. Again, NSW and Queensland were the primary contributors of incremental visitors delivering an additional 242k and 136k visitors respectively for the period. The largest percentage increases were from the Northern Territory (+392%), South Australia (+45%) and the ACT (+24%).

Southern Cross University Ranked First

Southern Cross University was ranked first, ahead of all universities which offer tourism and hospitality courses in Australia, on the Overall Student Experience as well as for 'Learning Resources' and 'Full Time Employment outcomes'. SCU were ranked second (behind Monash University) on Teaching Quality.

These are excellent results and demonstrate the very high quality of the tourism courses offered by SCU. Check out the [Good Universities Guide](#) for full details.

In a nutshell for tourism and hospitality:

- Overall Student Experience rating: SCU No 1: 94.4%(Griffith No.2 at 91.7%)
- Learning Resources: SCU No. 1: 96.2% (Griffith No. 2 at 93.3%)
- Full Time Employment: SCU No. 1: 77.8% (Monash No. 2 at 77%)
- Teaching Quality: SCU No. 2 88.6% (Monash No. 1 91.3%)

SCU offers two undergraduate courses in the tourism and hospitality area: Bachelor of Business in Tourism and Hospitality Management and Bachelor of Business in Convention and Event Management, a Master of International Tourism and Hotel Management and through the collaboration with The Hotel School, Sydney and The Hotel School, Melbourne, offers the Bachelor of Business in Hotel Management. The School of Business and Tourism is working to energise, revitalise and add value to its course offerings over the coming year.

Congratulations on these outstanding results SCU!

New Product Coming to TreeTops - Coffs Harbour

TreeTops at Sealy Lookout has been successful in securing Product Development Funding from Destination NSW to add a Crazy Rider roller-coaster zip line to their Adventure Park. Destination North Coast looks forward to this fun addition to this popular new regional tourism attraction.

Looking to diversify your product offering? Thinking about growing your business? Adding an additional standard of rooms or a conference/meeting room to your existing property? Information about Destinations NSW's [Regional Tourism Product Development Program](#) and funding opportunities including Program Guidelines and eligibility criteria can be found online.

Any questions after reviewing this link and Program information, just ask [Destination North Coast](#).



Reminder – Nature-Based Stakeholder Survey

Last chance for Business Owners/Operators and/or Key Decision-makers to provide input to our Nature-based Tourism Investment Activation Project Survey delivered by consulting company Earthcheck. Please complete this [questionnaire](#) by COB Friday 5 October 2018.

With the aim of this Project and partnership being to support and drive investment in regionally significant new and existing nature-based tourism experiences across the North Coast, we encourage and welcome your ideas and input. The attached **Issues Paper** provides background information and 'food for thought'.

Small Business Month - October

There's lots on across the region this month in celebration of Small Business Month.

Destination North Coast have been invited to be part of a panel of speakers at Kempsey Council's 'Grant & Tender Writing' Workshop on 31 October. See the attached flier if this Workshop is of interest.

Alternatively, you might be keen to attend their 'How to find the right staff for my business' workshop on the day before.

Check what's on in your [Local Government Area](#) and support the initiatives if you can.

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.

[Wingham Akoostik Festival](#) - 19 Oct – 21 Oct, 2018, Wingham
Recognised as one of the Mid-North Coast's most vibrant community-based events, this annual

celebration of music, culture and community is held over three days every October. The festival brings together musical performers, creative artists, local businesses and producers, volunteers, school students, regional media, tourists and locals alongside some of Australia's biggest musical icons.

Grafton Jacaranda Festival - 27 Oct – 4 Nov 2018, Grafton

Each year in late October, the festival celebrates the annual blossoming of the magnificent Jacaranda trees, embraces community engagement and promotes an idyllic lifestyle in regional NSW through a nine-day program of events that include colourful street parades, markets, cultural events and handicraft displays.

The Art of Good Health and Wellbeing - 12 Nov - 15 Nov, Port Macquarie

The overarching theme of the conference is "Mental Health and Resilience through the Arts". Three key areas of practice and research will be explored: Mental Health and Resilience, Creative Ageing, Arts and Health in Hospitals, Healthcare Services and Health Promotion.



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Crazy Rider Roller-coaster zip line image supplied
