



Destination North Coast NSW

News & Views No. 30

The Tweed Hosts 2018 Australia Regional Tourism Convention

The five-year record number of delegates for the Australian Regional Tourism Convention were wowed by The Tweed and all that it offers during the Australian Regional Tourism Convention (ARTC). From start to finish The Tweed showcased the amazing range of agri- and nature-based tourism on offer and the first-class Business Events facilities available in destination.

Launching with a youth focused welcome to country that many delegates commented was the best they have experienced, the event kicked off on the right foot and continued to deliver over the three days. Guests were blown away by the culinary delights and signature beverages that the region was able to provide throughout the event and at the functions. Finishing at the stunning Plantation House within Tropical Fruit World with the food supplied by their commercial partner the highly renowned Fins, was a fitting end to what was a fantastic conference.

The ARTC is the most significant event in regional tourism annually. ARTC 2018 had as its theme "pushing the boundaries". Key note speakers and breakout sessions covered a wide variety of topics including what does the future of regional tourism look like, what small changes can we make today to see big results tomorrow, how to foster sustainable growth and exploring agri-tourism in regional and rural Australia .

Tourism Australia and Destination NSW were well represented at the event, with their staff having the opportunity to spend time in region sampling the pre-conference famils and the conference itself, which provided numerous networking opportunities for attending local suppliers and representatives.

We would like to take this opportunity to congratulation Tweed Council, Destination Tweed and all others who assisted in delivering this exceptional event.



Caledonia Sky Expedition Cruise Ship – Kempsey Shire

Trial Bay last week welcomed 80 guests from on board Caledonia Sky. And what a welcome they received from Kempsey Shire Council staff, their ambassador crew and the community.

As the Economic Development and Tourism team report 'The cafes were full for most of the day, with trading starting at 7:30am, when the sightseers came in for a coffee. The Visitor Info Centre numbers were also up to the same numbers they have at Christmas. Local meal vouchers (\$10) were provided to all passengers which saw them encouraged to come into the township for lunch and shopping after the touring was finished. We only had a handful of people get back onto the cruise ship for lunch which we were really pleased about.'

Here's a [preview](#) of just how well received the visitors were.

Great job Trial Bay, South West Rocks and Kempsey Shire Council!

Destination North Coast in Region

Northern Rivers Food Workshop – Food Trails

In preparation for the next Harvest Trail in May 2019, Northern Rivers Food (NRF) hosted a community workshop on Food Trails. Destination North Coast was pleased to attend and present on the opportunities and benefits of Food Trails in driving increased visitation.

The Northern Rivers Food Harvest Festival is all about connecting people with real food on real farms and celebrating the amazing producers. Find more details [online](#).

Grant and Tendering Workshop – Kempsey

As part of Small Business Month, Kempsey Shire Council ran a Grant and Tendering Workshop which Destination North Coast was pleased to participate in. The Event held in the sparkling Slim Dusty Centre was well-attended by the local business community and provided insight into applying for grants and funding.

Grafton Jacaranda Festival

The Chair of the Board and separately, Destination North Coast GM and BDM, took time out to visit Grafton this week and take in the amazing spectacle of the town in full Jacaranda bloom. The week-long festival brings visitors from near and far to the Clarence Valley and is a favourite with Asian travellers.

[See what it's all about!](#)



Two Hats for North Coast Restaurants

The second annual national version of the Good Food Guide awarded Fleet, Brunswick Heads and Paper Daisy at Halcyon House, Cabarita, two chef's hats. The highly acclaimed Fleet has also been named best restaurant in regional NSW.

Byron at Byron, Newrybar's Harvest and Lennox Head's Shelter along with The Stunned Mullet in Port Macquarie, received one chef's hat in the 2019 Good Food Guide.

Congrats to all hatted restaurants across the North Coast and very well done to you.

Industry Development Opportunity

Boosting the Visitor Economy Together is the topic of two upcoming workshops in Alstonville (7

Nov) and Lennox Head (12 Nov) and is brought to you by the Ballina Coast & Hinterland Tourism Team. The workshops will draw on tourism research and visitation data that might challenge preconceptions.

Full workshop and registration details [online](#).

Smoky Cape Lighthouse Keepers' Cottages – Lease

Smoky Cape Lighthouse Keepers' Cottages lease has just come up! It's one of the region's prime tourism products and talk about location! See the **attached information** if of interest to you or please pass on this opportunity to your networks.

Pacific Labour Scheme - Delivering Workers for Rural and Regional Australia

The Pacific Labour Scheme, a new Federal Government initiative launched in July 2018, allows businesses to access workers from Pacific island countries and may be of interest to some tourism operators across the region. The Scheme is already being used by businesses in the tourism industry as a way to help to meet its labour shortages.

The Pacific Labour Scheme is designed for businesses that are unable to find workers in rural and regional Australia, to help them fill low and semi-skilled jobs for up to three years.

Information on the Scheme and the Pacific Labour Facility is included in the **attached factsheets**. Further resources and information, including [frequently asked questions](#) and a [video testimonial](#) from an employer are also available.

Serious interest or enquiries about the Scheme can be sent to PacificLabourMobility@dfat.gov.au.

Upcoming Events on the North Coast

Blues & Berries Community Fair - 4 Nov, Woolgoolga

The Blues & Berries Community Fair is a celebration of the rich agricultural history widely known as the 'Blueberry Capital of Australia' and includes a program of activities, industry learning areas and entertainment for locals and tourists to enjoy.

Check out the [Blues & Berries Fair](#)

The Mullum music Festival - 15 -18 Nov, Mullumbimby

A four-day family friendly event, the [Mullum Music Festival](#) is one of Australia's leading boutique music festivals, having established a unique place in the hearts and minds of music lovers from all over the country and internationally. The event showcases local, national and international music as well as the regional town of Mullumbimby on the north coast of NSW.
