



# Destination North Coast NSW

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## North Coast News & Views No. 33

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### North Coast Project Funding

#### Regional Tourism Product Development Funding

Peter and Kerry, owners of the Treehouse Retreat Diamond Waters received a visit from MP Leslie Williams recently with the great news that their funding application to construct a new multi-purpose facility on their property has been approved under the NSW Government's Regional Tourism Fund.

Destination North Coast were pleased to support Kerry and Peter's application with their new multi-purpose facility allowing a number of events including wedding receptions, small conferences and health and well-being activities to be catered for in a beautiful setting in the Camden Haven.

*Below: Kerry McFadyen, Leslie Williams MP and Peter Johnson (image supplied)*



## Flagship Event Funding Recipients Announced

Applications for Round One of the Incubator Event and Flagship Event Fund, for events being held in January-June 2019, have been awarded and we have several successful Festival funding applicants on the North Coast.

North Coast Events that have been funded are:

- Eat the Street (Lismore)
- Coffs Tri
- Hello Koalas (Port Macquarie)
- Byron Bay Triathlon
- Lismore Friendship Festival
- Wintersun 2.0 (Murwillumbah)

Don't forget **Round Two Funding is OPEN** for Events to be held from July – December 2019. For more information and to complete an online application form for either the Incubator Event Fund or the Flagship Event Fund, visit the [Regional Flagship Events Program](#) page on the Destination NSW website.

## Southern Cross University receives \$10m donation

A donation of \$10 million by Marcus Blackmore AM, together with his wife Caroline, will be used to set up a National Centre for Naturopathic Medicine at Southern Cross University which will be the first Australian university to offer higher education qualifications in naturopathy.

Mr Blackmore has had a long association with the University, receiving an honorary doctorate in 2006 and serving on the Southern Cross University Foundation board.

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## Best in Country

The renowned Flooded Gums restaurant at Bonville Golf Resort has been awarded NSW **Best Restaurant Country** at the AHA Awards for Excellence held at Sydney's Star City Casino recently. The award for excellence recognises Bonville's commitment to providing outstanding hospitality experiences for its guests; a commitment that spreads across its premium golfing product, resort accommodation and in-house function and events offer.

The Award for Excellence win complements the announcement this week of the **2019 Australian Ladies Classic Bonville** to be held in February.

Add to this, Bonville Golf Resort **WON 'Best Hotel/Resort Reception'** at the 22nd New South Wales Annual Bridal Industry Awards on Tuesday 11<sup>th</sup> December at Dockside Cockle Bay and was ranked in the top three for Ceremony Venue, and in the top ten for Function Coordinator in NSW.

Bonville Golf Resort has also been voted '**Australia's Favourite Golf Course**' for an unprecedented third year in a row. Each year Golf Australia Magazine offers readers the chance to vote for their three favourite golf courses, publishing a definitive list of Australia's 50 favourite golf courses after compiling thousands of votes.

Go Bonville!

*Below: The team from Bonville Golf Resort celebrates winning 'Best Restaurant – Country' at the AHA Awards for Excellence.(supplied)*



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### **Nature-based Tourism Investment Activation Workshops**

The three industry workshops recently held across the region were well attended and generated some new and interesting ideas. The team from Earthcheck now have the not-so-easy task of pulling together a long list of ideas that can then be prioritised into a short-listed of projects to then be further assessed and ranked for possible delivery to potential investors.

An abridged version of their presentation is attached in case you missed it.

We'll keep you updated on their progress and thank you to all of you who took the time out from busy schedules to attend.

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### **New Tourism Operator - Odyssey Wake Surf N Ski**

Odyssey Wake Surf N Ski is Ballina Coast & Hinterlands newest recreational business and offers Wakeboarding, Water Skiing and Wake Surfing from 1st timers to advanced. Located on the beautiful Richmond River, Odyssey Wake Surf N Ski aims to give visitors an alluring water sports experience of enjoyment, local scenery, sublime water conditions and fun.

Find out more at <https://www.odysseywake.com.au/>

### **A New Glamping Experience On The Tweed Coast**

Glamping is coming to the Tweed Coast, with The Hideaway Cabarita Beach launching a new boutique outdoor hotel on Boxing Day.

13 classic bell tents offer the creature comforts of permanent campsites with added hotel-like touches and luxuries adding to the creature comforts.

The Hideaway glamping village is moments from the sand, close to renown Cabarita surf beach and to the quirky shopping precinct with quaint cafes, trendy shops and wining and dining

options aplenty.

Located just 20 minutes' drive south of Coolangatta Airport, The Hideaway Cabarita Beach offers the best of both worlds. Find out more at [www.hideawaycabaritabeach.com.au](http://www.hideawaycabaritabeach.com.au).

## **Coffs Harbour Bus Bots**

Coffs Harbour, known for its beautiful beaches and Big Banana, today welcomed another star attraction, BusBot to its foreshore.

Minister for Roads, Maritime and Freight Melinda Pavey, Member for Coffs Harbour Andrew Fraser and Nationals Candidate for Coffs Harbour Gurmesh Singh, today joined the community for phase 1 of the trial for the fully-automated 12 passenger shuttle.

The shuttle will run from different locations around Coffs Harbour, using a level four fully automated EZ10 vehicle with capacity to carry up to 12 passengers. The trial will run for 12 months in three phases with gradually increasing levels of operational complexity in real world environments.

- Phase 1: A shuttle service travelling to Muttonbird Island, operating on the Northern Breakwall connecting Coffs Harbour International Marina and Muttonbird Island.
- Phase 2: The shuttle will move to Marion Grove Retirement Village.
- Phase 3: Operate on Harbour Drive in Coffs Harbour CBD, helping people travel between precincts and transport links.

The trial will incorporate smart traffic lights, on demand operation, roundabout navigation and mixed traffic operations. Safety will be a major priority throughout the trial, with a shuttle supervisor on-board at all times.



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## **North Coast Business Events**

As you know, Destination North Coast along with our Local Government and industry partners is giving increased focus to the Corporate Sector and bringing Business Events to the region.

Ever wondered what constitutes a "Business Event" and the potential it might have for your business? Recently CEO of Destination New South Wales – Sandra Chipchase presented on the

value and opportunity available through the Business Events market to regional operators. [Click here](#) to view entire presentation.

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## **Tourism Australia updates**

### **TA Industry briefing**

Tourism Australia has published presentations from its [recent industry briefing](#) held in New South Wales which provided an overview of Tourism Australia's strategic direction, global market strategy, recent and upcoming campaign activity as well as information on how to partner with Tourism Australia.

### **New High-value Traveller Profiles**

Tourism Australia has published new [high value traveller consumer fact sheets](#) for 14 key inbound markets. High-value travellers are likely to spend more, stay longer and disperse more regionally and they travel long haul (out of region) on a regular basis and have a preference for Australia as a holiday destination. Key decision drivers for the destination they choose to travel too are food and wine, aquatic and coastal, and nature and wildlife experiences.

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## **Destination NSW - LHI Always On Campaign**

Destination NSW will commence its Lord Howe Island Always On digital advertising campaign next week, continuing throughout December and January.

The campaign has been developed in association with Qantas and specialist Lord Howe travel agents Oxley Travel and Spacifica Travel and will feature inspirational images, video and content about Lord Howe's amazing natural assets and activities.

Keep an eye out online at [www.visitnsw.com](http://www.visitnsw.com) and on Instagram @visitnsw and be sure to comment and share!

*Images below courtesy James Vodicka and Destination NSW*



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## **Caravan and Camping Holiday Supershow**

Destination NSW is seeking expressions of interest from NSW tourism operators by 14 December, to exhibit at the 2019 Caravan, Camping & Holiday Supershow Sydney at Rosehill

Gardens Racecourse, from Tuesday 30 April – Sunday 5 May 2019.

With over 300 exhibitors, the Supershow is the largest Caravan, Camping and RV Show in Australia, showcasing the latest and greatest caravans, motorhomes, camper trailers, slide ons, fifth wheelers, camping equipment, tents, holiday park displays, tourism displays, caravan and four-wheel drive touring accessories, and more.

[Apply Here](#)

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