



Destination
North Coast NSW

North Coast News & Views Issue 32

Introducing Rebecca (Beck) Morley

Destination North Coast is delighted to announce that Rebecca Morley will be working with us on our Business Events initiative, for the next 12 months. Rebecca will fulfil the southern of the two Business Events Executive roles that the project will incorporate.

The aim of the Business Events Executive roles is to supplement the work being undertaken by the DNSW Regional Conferencing team and to coordinate activities within region to encourage a regional conference proposition and an improved business event experience. The representatives will bring a whole of destination approach with the primary aims of securing events for the North Coast, increasing collaboration within regions, increasing the bid success ratio, representing the region and upskilling of industry.

Following an extensive search Rebecca was selected due to her exceptional professional and academic experience in Business Events and business development. Rebecca has held a variety of managerial positions in the Business Events sector including having previously set up and managed the Business Events unit in Port Stephens.



Rebecca's robust knowledge of this sector, proven track record in achieving targets and collaborative approach will be invaluable in the role.

For the remainder of this year Rebecca will be refining the strategy for the initiative whilst structuring the calendar of activities for the new year. Rebecca will be out and about meeting as many stakeholders as possible, in the new year.

We wish to offer Rebecca a warm welcome to the Destination North Coast team and we look forward to working together on this exciting initiative. Beck can be contacted on rebecca.morley@dncnsw.com

Recruitment for the northern role for this initiative continues and we hope to be able to make an announcement soon.

REMINDER - Nature-Based Tourism Investment - Industry Workshops

Destination North Coast is developing a new **Nature-based Tourism Investment Activation Project**. The Project focuses on seeking investment in new experiences and supporting existing nature-based assets and enterprises which will grow the North Coast's visitor economy. Our aim is to identify and support the development of **at least three new significant nature-based experiences for the region as well as identifying a broader opportunity pipeline**.

We look forward to your input of ideas at our upcoming workshops to be held at:

- **Port Macquarie** – Wednesday, 5 December 2018 at the NEW TIME of 4.30pm – 6.00pm in the Port Side Room at the Mercure Centro Hotel (drinks and nibbles provided)
- **Coffs Harbour** – Thursday, 6 December 2018 9am – 10.30am at the Coffs Harbour Golf Club (morning tea provided)
- **Ballina** – Monday, 10 December 2018 9am – 10.30am at the Ballina Surf Club (morning tea provided)

The workshops will provide a great opportunity to share information on concepts identified to date and provide a forum to discuss additional opportunities. Please confirm your attendance via email to admin@dncnsw.com indicating which workshop you are able to attend.

Alternatively, for confidential discussions with Destination North Coast or the EarthCheck project team, please do not hesitate to contact jacquie.burnside@dncnsw.com / 0409 883 450 or Daniel Kluge at EarthCheck daniel.kluge@earthcheck.org / 07 3238 1901

Port Macquarie Product Showcase

Destination North Coast was pleased to support 9 tourism operators and the tourism team from Port Macquarie Council deliver a Product Showcase to the team at Destination NSW recently.

This workshop-style session saw suppliers present in 12 minute 'speed dating' appointments to different Destination NSW teams along with industry reps from Tourism Australia and Business Events Sydney. This was a great opportunity to showcase new and updated product as well as receive feedback and consolidate opportunities to work together with Destination NSW.

Well done Port Macquarie for putting on quite a show.



port macquarie
COME OUT OF YOUR SHELL

TAFENSW – Coffs Harbour – Cultural Tourism Program

TAFE NSW Coffs Harbour Education Centre has opportunities available for a Cert III Guiding for Aboriginal people to be delivered on Gumbayngirr Country. There are still 6 places available to gain a place on this nationally accredited qualification and to improve/increase skills.

Please find attached **Program Information and Enrolment Form**.

About the course:

Designed for Aboriginal people

Delivered on Gumbayngirr Country

Attend Coffs Harbour Education Campus on the following dates and study from home in between:

- Block one: 10 –15 December 2018
- Block two: 25 Feb –1 March 2019
- Block three: 25 –29 March 2019
- Block four: 6 -10 May 2019

Deadly field trips every block including Yarrawarra Aboriginal Culture Centre's Gumbayngirr History Site Tour on the first block and Unkya's Guruuja (Whale) Tail Tour on the second block
Bring a packed lunch for each day at campus, except for the field trips
Opportunities to work in the field after completion of the first block!

If you know of anyone interested in enrolling; complete ENROLMENT FORM 2018
email to Jennifer Johansson - jennifer.johansson1@tafensw.edu.au
Subject – Cert III Guiding Enrolment Form - CHEC

Byron Bay in Fodor's 2019 "Go List"

Destination NSW shared coverage of Byron Bay in Fodor's 2019 "Go List" a wonderful result following contributing writer Laura Itzkowitz's visit to Byron Bay and Vivid Sydney back in 2016.

Byron Bay is listed as one of the "52 reasons to get going in 2019" with it described as a must visit destination for surfers, nature lovers and foodies. Three Blue Ducks and Paper Daisy are spotlighted as a must visit for those foodies with an appetite for "locavore cuisine," while Elements of Byron and Halcyon House are recommended as places to stay. As for the "insider tip," Laura highlights the trek up to the Cape Byron Lighthouse at sunrise and a stroll along the famous Watego's Beach to spot surfers, dolphins and whales alike. An image of Byron Bay accompanies the piece along with embedded links to further information on each of the Byron locales.

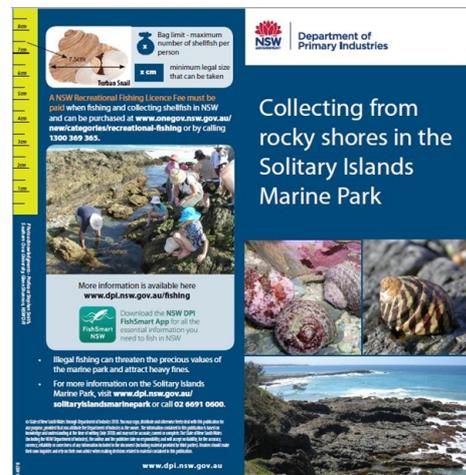
Fodor's online offers current and discerning shopping, dining, hotel and culture

recommendations, as well as compelling features and articles that convey the essence of each destination. The digital site receives 4,745,654 unique monthly visitor. View article [here](#) and on the attached PDF.

Solitary Island Marine Park

The Solitary Islands Marine Park is a unique place where tropical and temperate waters mix to support over 550 species of reef fish and 100 species of coral. The marine park is the oldest in NSW, first declared in 1998. It stretches across 100km of coastline from Coffs Harbour to the Sandon River and covers over 70,000ha of ocean waters. The marine park is a multiple use park that supports precious social, cultural economic and environmental values, including tourism.

This information is particularly important for accommodation providers and tourism operators in the marine park area which extends from the Sandon to Coffs, so is commonly accessed by visitors staying anywhere from Yamba to Nambucca. Areas of particular concern are Red Rock to Coffs Harbour area.



The NSW Department of Primary Industries (DPI) has recently launched a number of new publications to help visitors and itinerant workers to the Solitary Islands Marine Park understand and comply with fishing regulations.

In recent times, there has particularly been an increase in collection of fish and shellfish from intertidal rocky shores in the marine park by visitors and itinerant workers. NSW DPI is working with the Australian Blueberry Growers Association, Costa Group and OzGroup Co-op Ltd to better communicate the values of the marine park and existing rules to itinerant workers in the area. DPI Fisheries staff have also distributed publications to many local business and accommodation providers for the information of visitors.

DPI Fisheries would greatly appreciate the support of tourism operators and accommodation providers in communicating information about the Solitary Islands Marine Park to visitors and can deliver a supply of brochures or posters to any tourism provider for display and distribution of this information. Please find information attached with contact details.

farmtucker™ – Online Fresh Produce Directory

Destination North Coast recently met with farmtucker™, an online directory of rural, regional and urban farmers throughout Australia who sell fresh produce directly to consumers. Whether the point of sale is the farmgate, by mail order or at a regular market stall, farmtucker™ provides the opportunity for producers to benefit from the growing demand for fresh healthy food of known provenance by enabling consumers (be they locals, tourists, travellers, restaurants, local stores or local schools) to find local producers and to buy direct.

Information in the attached flier or producers can sign up at <https://www.surveymonkey.com/r/farmtucker> or email info@farmtucker.com.au

Applications Open for Focus on India Workshop

Destination NSW is offering NSW tourism suppliers and destinations the opportunity to attend the Focus on India Workshop and Gala Dinner in Sydney next year, with applications now open.

Focus on India 2019 will take place in NSW from 10 -16 March. Tourism suppliers across the State are invited to attend a one-day workshop to be held in Sydney on 12 March to meet with 30 key Indian travel agents. The Roadshow is designed to showcase Sydney and regional NSW products and destinations to key tourism partners.

To register, [click here](#).

Get Connected – It's FREE

Get Connected is Destination NSW's website membership program. Simple and easy to use Get Connected membership is free and is open to all tourism operators within New South Wales.

With **Get Connected**, Destination NSW gives you the opportunity to showcase your tourism products on Destination NSW consumer websites **FREE of charge** and tap into over 1.95 million potential customers a month, both domestic and international - that's 23.4 million people a year who are looking for tourism products.

During the 2016/17 financial year, Destination NSW, through [visitnsw.com](#) and [sydney.com](#) websites, delivered more than 6.4 million leads to the tourism industry in NSW. To take advantage of this service, you simply register on Get Connected and enter your product information, and your details will be listed on the following websites and databases:

[visitnsw.com](#) - Destination NSW's primary consumer website attracts over 11 million visits a year.

[sydney.com](#) - This international website, has market and language specific versions for the following countries: Korea, Japan, Hong Kong, Taiwan, China, Germany, New Zealand, United States, United Kingdom, Indonesia, Malaysia, India and Singapore.

[australia.com](#) - Tourism Australia's website delivers information to customers worldwide, and is the primary call to action in Tourism Australia's international tourism marketing and promotional activities.

[The Australian Tourism Data Warehouse \(ATDW\)](#) - A centralised database of more than 40,000 Australian tourism product and destinations, supplying NSW product to 70 plus websites including australia.com.

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