



Destination
North Coast NSW

News & Views - No. 38

2018 National Tourism Award Recipients

Well done again to those North Coast Operators who were finalists at last week's Qantas National Tourism Awards.

And a very special congratulations to [Blue Ginger Picnics](#) who was awarded silver in the New Tourism Business category and to [Splendour in the Grass](#) who was awarded bronze for the Major Festivals and Events category.

2019 North Coast Tourism Symposium & Regional Tourism Awards

On the back of the success of our inaugural North Coast Tourism Symposium and the return of the Regional Tourism Awards held in conjunction with Destination Coffs Coast last year, we are pleased to announce the date for our 2019 events.

Please save the date - **Thursday 1 August 2019** – combined day and night-time event.

Host destination to be advised shortly...watch this space!

Norco PRIMEX - PLAN, PLAY & STAY campaign

May 16-18th, 2019 will see an influx of agribusiness exhibitors and visitors to Casino and the Richmond Valley and more broadly, the Northern Rivers region. The organisers of Norco PRIMEX

are running a [PLAN, PLAY & STAY](#) campaign to assist visitors to identify tourism based destinations, tours, events and accommodation options and enhance their stay in our beautiful region.

If you are an accommodation or tour provider, you are able to list your offering on the PRIMEX website to encourage exhibitors and visitors to plan ahead and to consider bringing their family and friends with them.

You'll need to supply the organisers of PRIMEX with the following;

- Business Name
- Short Description (30 words)
- Details of Offer (simple 1 or 2 lines)
- Book Button (we just need the URL they want directed to)
- Discount Code (if relevant)
- Hero Image and/or Brand Logo (vector eps/ai or pdf format - standard landscape image)
- Any terms or conditions (simple 1 or 2 lines)

Please contact [PRIMEX HQ](#) with the above information to capitalise on this opportunity.



UNWTO - World Tourism Organisation – Walking Tourism Report

The report “Walking Tourism – Promoting Regional Development” showcases examples of walking tourism which can serve as a practical reference for destinations looking into the role of walking tourism for their own regional development.

With walking tourism now one of the most popular ways to experience a destination, this report aligns well with our recently announced Nature-based Tourism Investment Activation Priority Projects.

Read the [full report](#).



LHI Conservation Volunteer Program 2019

Lord Howe Island has just released details for its 2019 Conservation Volunteer program. This program works to protect Lord Howe Island's unique biodiversity while showcasing world class conservation in action. Participants make a difference through robust citizen science, inspiring educational experiences, and tangible local conservation.

[Find out more.](#)



Highway Bypass Towns Signage

It's no longer out of sight out of mind for country towns bypassed with our major highways, thanks to the roll out of iconic image signs reminding motorists of the gem they're passing. Minister for Roads, Maritime and Freight Melinda Pavey said 'Bypassed Town' signs, the first image-based signs will help promote the charm and character of our treasured towns.

"Local communities are calling for help to drive more tourists to their neck of the woods and this initiative aims to do just that, drive economic activity once a highway bypass opens to traffic, by using images of that town to attract visitors," Mrs Pavey said.

The idea to roll out these signs came from a successful trial held in late 2017 and early last year, where in consultation with Destination NSW, Roads and Maritime created and installed bypassed town signs to promote three communities including Macksville off the Pacific Highway in North Coast NSW.

"I know from the locals of Macksville the moment that bypass town sign was erected, more people stopped by for a stickybeak. It's good for local cafes, restaurants and community as a whole," Mrs Pavey said.

The first stage of this will be rolled out along the Princes and Pacific highways, including: Tweed Heads, Murwillumbah, Mullumbimby, Brunswick Heads, Bangalow, Woodburn / Broadwater / Wardell, Maclean, Grafton, Woolgoolga, Urunga, Nambucca Heads, Kempsey / Frederickton, Port Macquarie, Taree, Bulahdelah, Karuah.

Full Media Release attached.

Industry Development Opportunities

NSW Regional Conferencing is pleased to confirm that Scholarship applications are now open for people based in Regional NSW to undertake a Diploma of Event Management via Meetings and Events Australia (MEA).

There are six Scholarships available (one per Destination Network).

All of the information can be found [online](#) including eligibility criteria and Terms and Conditions. Applications will close on 24th March, 2019.

SEGRA Conference - Sustainable Economic Growth for Regional Australia

Destination NSW supported Barooga (in the Riverina region) in their bid to host the 2019 SEGRA Conference (Sustainable Economic Growth for Regional Australia) which was successful.

The organising committee of the Conference being held 20-22th August, 2019, has issued a call for papers for the Conference so this is a call out to any individuals, organisations or associations across the North Coast with a relevant and applicable case study to be shared at this event. This could be a great opportunity to showcase success stories for the region.

Visit the [website](#) for more information on the kind of questions being discussed during this forum and to express interest in submitting a paper for this Conference.

MidCoast Branding Workshops

Want to learn more about the research that inspired the new Barrington Coast brand and join the groundswell of marketing activity?

Workshop 1: Brand Strategy Insights For Your Business

- At this free workshop we'll share what we discovered during our brand strategy development including the latest insights about holidaying consumers.
- You'll get tips, hints and tricks to help improve your own product and make the most of our upcoming marketing activities.

[RSVP Required.](#)

Workshop 2: "Your Branding Toolkit" - Using The Barrington Coast Brand Guidelines

- Learn how to use the new tourism brand correctly to make the most of your own marketing!
- A new and exciting tourism destination brand offers plenty of opportunities to get involved, especially if you're ready to get a head start on your competitors.
- At this free workshop we'll share the guidelines for using our new destination brand within your own marketing activities, including best practice and what not to do.
- We'll also discuss upcoming opportunities for product development and brand partnership collaborations with Barrington Coast Tourism.

[RSVP Required.](#)

View all [MidCoast Business Hub events](#) online.



Employment Opportunity – NPWS Aboriginal Business Development Officer

NSW National Parks and Wildlife Service (NPWS) is seeking an Aboriginal Business Development Officer (note: Identified Aboriginal position) to work in its state-wide Visitor Experience Branch.

This exciting ongoing role will work across the state's visitor experience function with a focus on developing and nurturing Aboriginal cultural tourism experiences on and linked with NSW national parks and reserves. With a particular focus on partnerships, the role will also actively engage with key stakeholders such as Destination NSW, NATOC (NSW Aboriginal Tourism Operators Council), Destination Networks, LALCs (Local Aboriginal Land Councils) and Aboriginal communities.

Applications close 21st March, 2019 with [full details online](#).

New Product & Product Development

New VIP Tour at Macadamia Castle

This new intimate experience provides exclusive behind-the-scenes access of the Macadamia Castle's Animal Park, where participants have a dedicated Keeper to meet native, endangered and farmyard animals one-on-one. Gain insider knowledge of the animals and the operation of a facility on this immersive tour.

As well as being perfect for family visits, it is ideal for international guests and groups of backpackers and younger travellers looking for an in-depth experience and information on Australian wildlife along with photos.



Bago Maze & Wine - New Release Wine - Rosella Red

I think we can sneak this announcement in under our New Product category but only because Bago Winery goes by the motto 'Save Water, Drink Wine!'

They've had this new release red in the works for a little while and are proud to add it into the Bago Family. Rosella Red is a deep nectareous red wine with a hint of spice on the tongue, soft tannins and undertones of sweet stone fruits. It is ready to drink now, and pairs well with mildly spiced dishes. As it is only available from cellar door at the end of March as a limited release, you and your visitors will need to pop out for a tasting and order this sweet drop early.



North Coast in the News

Great job **Halcyon House**, Cabarita Beach for being on [Conde Nast Travellers 2019 Best Hotels in the World Gold list!](#)

Congratulations on being such a North Coast star!

Port Macquarie-Hastings have been much in the news of late with a couple of great media pick-ups being:

- Australian Traveller – '[The ultimate Brisbane to Sydney road trip itinerary](#)' features a stop-over in Port Macquarie' prepared by Sally Scott and referenced to a food and wine feature on Port Macquarie a result of PMHC's media visits program in 2015.
- Newcastle Herald.com – '[Stunning is the word](#)' a review of the Stunned Mullet restaurant
- AllHomes.com – '[Beautiful, quiet and easy](#)': Why well-heeled Sydney buyers are making the switch to Port Macquarie' by a Domain reporter, profiles local Andrew Miedecke, a racing car driver and owner of the local Ford and Mercedes Benz dealership, on why he loves Port Macquarie's climate, food and wine and waterfront lifestyle
- Sydney Morning Herald – '[Meet Canberra's new one-metre koalas](#)' a story on how Port Macquarie's Hello Koala Sculpture Trail has moved part of its koalas as a pop-up trail to Canberra for March.

Grant Opportunities

[Festivals Australia](#) supports community participation in, and access to, the arts and aims to support partnerships and collaboration across the sector. The aim is to give community members living in regional or remote Australia the chance to participate in or attend an arts experience at a festival, or a significant one-off community celebration.

[Foundation for Rural & Regional Renewal](#) offer a variety of grants to support regional communities and offer clear public benefit for communities in rural, regional or remote Australia.

[Museums & Galleries of NSW](#) 2019 small grants, skills development and leg up grants are now [open](#).

[2019 Community Heritage Grants](#) program aims to identify Australian cultural heritage collections which are publically accessible, locally held and nationally significant. Cash grants are available to assist in the preservation and access to these collections.

Upcoming Events on the North Coast

To aid in your planning, keep in mind this upcoming event on the North Coast.

[22-23 March | Sustainable Food Business Innovation Summit, Byron Bay](#)



[9 March | Eat the Street Lismore](#)

Eat the Street is a food, arts and music event celebrating the cosmopolitan culture of Lismore. Heading into its fifth year, the event attracts foodies and culture buffs.

[13-16 March | National Touch League, Coffs Harbour](#)

Coffs Harbour will host this monumental event, which will see 120 touch footy teams descend on the C.ex International Stadium over four spectacular days. Visit visitnsw.com

[27 March | Ocean Film Festival, Yamba](#)

This carefully curated selection of new short films documents the beauty of the ocean and celebrates divers, surfers, swimmers and oceanographers.

[30 March | Forster Triathlon Festival](#)

Located on the stunning Barrington Coast of NSW and rich in Triathlon history, being the famous birthplace of Australian Long Course Triathlon events.

[31 March | Laurieton Multisport Challenge](#)

The inaugural Laurieton Multisport Challenge is a tough and rewarding adventure challenge with a paddle - run - ride event through spectacular coastal landscapes of the Camden Haven on the Mid North Coast of NSW.



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