



# Destination North Coast NSW

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## North Coast News & Views No. 47

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### **National Visitor Survey Results – Year Ending March 2019**

The North Coast has continued to deliver strong growth in domestic visitation.

For the year ending March 2019, the North Coast remains the 3rd most popular tourist destination in the country, behind Sydney and Melbourne in regard to total visitor numbers. This result strongly reflects the popularity of the region and the growth in regional tourism.

Nearly 6 million overnight visitors came to the North Coast, up more than 8% from the previous year delivering a contribution of about \$3.5 billion dollars to our region.

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### **Last Call Out – Symposium & Tourism Awards**

Shaping up to be even better and bigger than last year, the **North Coast Tourism Symposium** is the must attend industry event for regions' tourism stakeholders. Buy your [tickets](#) now so as not to miss out.

When: 8.30am – 4pm, Thursday 1 August

Where: South West Rocks Country Club

8:30am	<b>REGISTRATIONS OPEN</b>	
8:45am	<b>WELCOME AND OPENING ADDRESS</b> Welcome to Country South West Rocks Figtree Descendants Aboriginal Corporation Opening Address Craig Milburn, General Manager, Kempsey Shire Council Welcome Address Cameron Arnold, Chair, Destination North Coast	
9:00am	<b>DESTINATION NORTH COAST UPDATE</b> Michael Thurston, General Manager - Nature-based Tourism Project - Business Events Initiative - Tourism Research Project - Accommodation Reinvestment Project - Cultural Tourism, Food & Wine Trails	
9:30am	<b>"Blockstar to Local Hero: Evolving Destinations in a Dynamic World"</b> Destination Marketing Store - Carl Solomon, Director Think global, Act local: from establishing your point of difference in a highly competitive marketplace to providing truly memorable experiences and creating compelling stories that elevate your marketing to the next level.	
10:00am	<b>Nature-based Tourism Investment Activation Project Update &amp; Outcomes</b> EarthCheck, Stewart Moore, CEO EarthCheck is the world's leading scientific benchmarking certification and advisory group for travel and tourism and have been working with Destination North Coast on their Nature-based Tourism Investment Activation Project to support existing nature-based tourism experiences and drive investment into new nature-based tourism experiences that are of regional significance to the North Coast.	
10:30am	<b>Sustain Self/Wellness Tourism</b> "Your business is only as sustainable as you and your people" GreenX7, Tim Jack Adams, Founder GreenX7 inspires you to reconnect to self, others and the natural environment for "everyday wellness". Eating well and exercising are 2 of the 7 supporting tools needed to improve health and wellbeing. Time to understand the other 3 and the connection between personal wellness and business sustainability.	
10:50am	<b>BREAK FOR MORNING TEA</b>	
11:10am	<b>TOURISM UPDATES</b> - KEY INITIATIVE 5, MARKET PRIORITISATION Tourism Australia, Leigh Sorensen, General Manager, Industry Relations - INDUSTRY UPDATE AND OUTLOOK NSW Department of Industry, Belinda Boyce, Manager Tourism Programs	
12:00pm	<b>What Does The Future Look Like?</b> "Emerging Trends and How to Adapt" EarthCheck, Stewart Moore, CEO	
12:20pm	<b>"Meeting the Skills Gap" - Panel Session facilitated by Professor Elizabeth Roberts, Director, Destination North Coast</b> - TAFE Kempsey, NSW - Maura Luxford, TAFE Services Manager - Southern Cross University, Coffs Harbour Julia Caldicott, Work Integrated Learning Coordinator/Lecturer - Australian Government Department of Employment, Skills, Small and Family Business - Mark Almond, Employer Liaison - Strategic Engagement	
1:00pm	<b>BREAK FOR LUNCH</b> downstairs adjacent to the Bowling Green	
1:45pm	<b>Energiser Activity</b> - Tim Jack Adams	
1:55pm	<b>"Own Your Story - Luring the Intrepid Traveller"</b> The Intrepid Group, James Thornton, CEO The rise in adventure-based tourism, insights into what's driving demand. Trends and challenges globally and locally	
2:30pm	<b>DESTINATION DEVELOPMENT - PANEL</b> - Kempsey Shire Council - Marilyn Breen Economic Development and Tourism Coordinator - Port Authority of New South Wales Natalie Godward, Cruise Development Manager - DXN Solutions - Lee Dixon, Director - Sculpture in the Gaol, Trial Bay Phil Nicholas, Event Organiser	
3:35pm - 3:45pm	<b>Bringing It All Together, Destination North Coast</b> Michael Thurston, General Manager	

This program is subject to change at any time by Destination North Coast.

**North Coast Regional Tourism Awards** celebrate the best of the best of our industry. Let's support the finalists in fine style at the Awards ceremony and gala dinner.

When: 6pm – late, Thursday 1st August

Where: South West Rocks Country Club

Buy your [tickets](#) and book accommodation for this must attend event.

## North Coast Business Events

### Associations Forum National Conference 2019 Report 15th-16th July, Canberra

Destination North Coast (DNC) was invited to attend this event under the banner of Destination New South Wales – Regional Conferencing Unit. Attended by 303 delegates representing state and national based associations across Australia and New Zealand, DNC had direct interactions with 45 Associations which yielded 7 leads for the region. The potential total value in converting this business would be over \$1million.



### **Industry Professional Development Day**

DNC held the last two workshops in this series this week with business event stakeholders coming together to hear industry presentations and met and gain information and knowledge from Helen Parker, Regional Conferencing Destination NSW and Nicky Rasmin, Meeting Events Australia.

These two full-day workshops were held in Byron Bay and Lismore for stakeholders from across the Northern Rivers. This also provided a great opportunity to meet Gabby Brown, the North Coast Regional Tourism Development Manager, Destination New South Wales who was also in region for these important industry development days.

Beck Morely, Business Events Executive, provided an update on the Business Events pilot program and shared results to date.

We thank those operators who took time out of their schedule to attend these events.




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### **Virgin Australia Commits to Newcastle to Auckland Route**

Seasonal non-stop international services between Newcastle and Auckland will continue to be operated by Virgin Australia for the next three years under an agreement which sees the continuation of the landmark operation that debuted last year.

Having another International Airport on our doorstep is a great opportunity for the North Coast and with three weekly return services operating over the peak holiday period, expect to see more Kiwi's heading north up the Pacific Highway.

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## **North American Australia Marketplace 2019**

Australia's State and Territory Organisations in partnership with Tourism Australia will again host the 2019 North American Australia Marketplace in Los Angeles from 26-29 August 2019. The event will bring together over 100 buyers from North American travel companies with 100 Australian tourism products for three days of one-on-one appointments and networking opportunities.

[Applications](#) are now open.



The NSW/ACT Regional Achievement and Community Awards started in 2002, with the purpose of encouraging, acknowledging, and rewarding the valuable contributions individuals, communities and businesses are making throughout regional New South Wales and the ACT. The awards create the opportunity to recognise their hard work and dedication and their contribution to the future of regional New South Wales.

[Nominations](#) are now open.



## Funding and Grant Opportunities

### 2020 Northern Rivers Community Foundation Grants Program

The NRCF supports social, environmental and cultural projects across the Northern Rivers region of NSW that enhance our community's wellbeing, with a particular focus on support programs that address social inequality and disadvantage as well as environmental conservation and preservation.

For the 2020 grants program, NRCF is offering small grants from \$2,000–\$10,000 with an average grant recommendation of \$4,000.

[Applications](#) close 27th August.

### Export Market Development Grants

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industries.

In April 2019, the Federal Government announced an increase in funding for the Export Market Development Grants (EMDG) scheme. Funding for the scheme will increase by \$60 million over three years from 2019–20. The funding boost is designed to help Australian companies get more exposure in international markets, allowing them to develop brand recognition and form relationships with potential customers. Last year more than 3,500 small and medium enterprises accessed the EMDG scheme, generating exports of \$3.8 billion.

[Applications](#) close 2nd December.

### Harcourts Foundation Grants

Provides support for a specific event, project, item, or initiative that helps, grows, and enriches our communities.

Grant applications must be for a specific event, project, item, or initiative.

[Applications](#) for the current funding round close 30th September.

### Wine Tourism and Cellar Door Grant

Supports wine producers who add value by attracting visitors to wine regions, and thereby encourage wine tourism.

**Applications** for round 1 (2018–19 financial year) close 30th September.

### **Protecting Our Places Grants**

The Protecting our Places program encourages and empowers Aboriginal communities to protect, conserve and restore landscapes and waterways important to them.

This program is designed to empower and provide opportunities for Aboriginal organisations to undertake projects that:

- Contribute to ongoing sustainable management of significant Aboriginal cultural landscapes in New South Wales
- Contribute to healthier environments and communities
- Develop the project management capabilities of Aboriginal groups
- Encourage new collaborations and positive relationships with other organisations, government and stakeholders.

**Applications** close 26th August.

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### **New North Coast Product**

#### **Bollywood Express**

Join an epic rail journey of food, culture and dance!

Departing Sydney, travelling the NSW east coast, to the seaside village of Woolgoolga to the colourful and tasty delights of **Curryfest 2019**.

Stay for 3 nights and immerse in the culture, the dance, the food, fun and excitement that is Curryfest.

#### **Table Under A Tree Gourmet Food Experiences**

The Table Under A Tree team have added **Gourmet Food Experiences** to their offering in a bid to help visitors to the Northern Rivers better connect with the fabulous food and drinks of the region and to meet and interact with our producers.

We love their philosophy centred around the three tenets of celebrating provenance, providing an exceptional experience and maximising convenience.

See details attached.





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### Photography Credits

Associations Forum - Supplied by Destination NSW

Table Under A Tree - Supplied

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