



Destination North Coast NSW

North Coast News & Views No. 55

Supporting Regional NSW

Regional NSW might be experiencing a record drought, but it's still open for business. Tourism is one of the key ways to support our towns when they need it most. If friends and family can't make the journey, there are still ways they can help. How about a one-of-a-kind Christmas present? [Buy Regional](#) is a new online shopping hub that connects city-dwellers with makers and sellers in rural areas.

There's more great gift ideas at [Buy From the Bush](#), an Instagram account showcasing beautiful things available from drought-affected communities.

Compounding the strain and heartache of the drought, is the devastating bush fire season that is well and truly upon us and causing havoc up and down the coast and beyond. Our thoughts and wishes are with those who have been most impacted and especially family and friends who have lost loved ones.

It is times like these that we dig deep in rural and regional areas and reach out to friends, neighbours and even strangers and offer the hand of support. Many Bushfire Appeals have also been set up to provide for those most heavily impacted by loss so if you can, dig deep to offer financial or in kind assistance. The Salvo's, Red Cross and Vinnies have appeals running and your local Council likely has too.

Do take care and be safe wherever you may be.

2019 NSW Tourism Awards

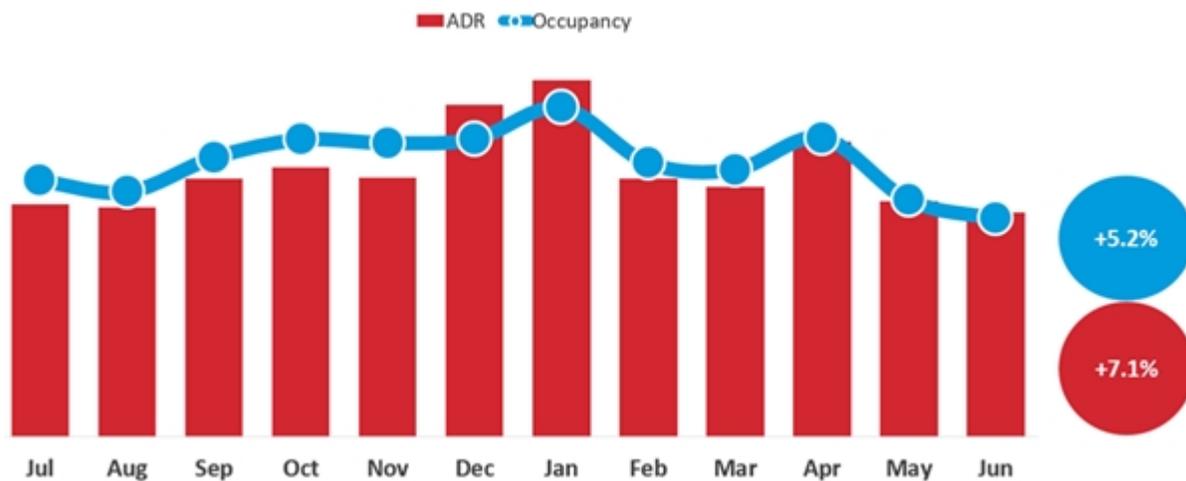
Destination North Coast wishes our NSW Tourism Award [finalists](#) the very best of luck at the state awards ceremony tonight in Sydney.

We look forward to celebrating with you.

GOOD LUCK!

2018-19 Australian Accommodation Monitor (AAM) Available Now

Below is a brief snapshot of North Coast NSW region's accommodation performance.



Points to note:

- The sample reported an increase in occupancy of +5.2 for 2018/19 relative to the prior year
- Average daily rate (ADR) saw an increase of +7.1%
- As a result, overall RevPAR for the region saw double digit growth thanks to the increase in occupancy and ADR.

Find more [detail from STR](#).

Toys Change Lives

[Toys Change Lives](#) (TCL) is an initiative to provide culturally meaningful employment opportunities for post-detention Indigenous Youth.

TCL is an employment pathway run by the Keeping Our Freedom Youth Indigenous Corporation, a Not-For-Profit that was founded by Peter Boughey of Casino in 2014. From humble beginnings, wherein the youth took basic toys and decorated them with beautiful Indigenous

decorations, TCL has evolved into a proper little workshop and gallery located in 112 Walker Street, Casino. The shop now boasts beautiful handmade boomerangs, didgeridoos, Indigenous artworks, wooden jewellery, educational maps and of course their signature item...TOYS!

Toys Change Lives is very excited and proud to launch their 'Have Yourself a Merry Indigenous Christmas' Campaign. The [catalogue](#) has embedded short video links about the program, and also a couple of biographies of recent graduates of the program.

Toys Change Lives is another great Christmas purchase option for a good cause.



Inclusive Sailing Comes To Wallis Lake - Barrington Coast

Coomba Park's new boatshed on Wallis Lake is to become the regional hub of sailing for disabled people on the NSW North Coast.

The \$400,000 building represents Stage One of a major development for the community, constructed after more than 25 years of fundraising, government grants and thousands of hours of voluntary labour.

A new all-abilities-inclusive pontoon and jetty for access also recently opened. The \$275,000 pontoon and jetty system provides disabled sailors safer access to Wallis Lake and is part of the \$1.7 million North Coast Inclusive Aquatic Facility currently under construction at the site.

Industry Development & Other Opportunities

Last Chance - Digital Marketing Tips Workshop and Clinic

Thursday 21 November, 2019
Peppers Salt Resort & Spa, Kingscliff
Workshop: 9.45 -13.00
Clinic: 13.00 - 15.00

Join this free Digital Marketing Tips workshop for tourism businesses and find out about digital marketing and social media opportunities with Destination NSW. After the workshop, join the

Clinic session and meet with Destination NSW Marketing and Get Connected teams to discuss digital marketing or to set up, review or update your free ATDW listing, which appears on VisitNSW.com.

[Register online](#) as spaces are limited.

2020 LGNSW Tourism Conference, 16th - 18th March 2020

The [2020 LGNSW Tourism Conference](#) will be held at the Rydges Horizons Snowy Mountains with the support of Snowy Monaro Regional Council from March 16-18, 2020. LGNSW invites expressions of interest from councils and industry wishing to provide speakers to present case studies at the conference.

Venue Management Association Event

Calling all venue management professionals! You are invited to attend a Venue Management Association [industry development presentation and networking event](#) at Griffith Uni, Gold Coast campus on Thursday 28th Nov.

Visitor Economy Thinking for Local Government Toolkit

Australian Regional Tourism (ART) launched the [Visitor Economy Thinking for Local Government Toolkit](#) at their annual convention held recently in Devonport, Tasmania. The new toolkit seeks to encourage discussion and collaboration as well as provide councils with a clear and simple way to ensure they can reap the benefits of a sustainable visitor economy.

North Coast In The News

[Blackbird Byron](#), Mullumbimby Creek, was featured in the [Financial Times](#) last week and was the Dream Destination feature in Escape Magazine in last Saturday's Sydney Morning Herald. This adult-only stylish retreat houses three pavilion-style villas with views to Cape Byron and has the luxurious addition of a magnesium mineral infinity pool.

Lord Howe Island is soon to be powered by a state-of-the-art solar and battery system. Lord Howe Island is on the road to curbing its reliance on diesel generators according to a recent article in the [Sydney Morning Herald](#).

SWIFF 2020 Program Announced

A new major film festival is emerging on the Australian festival circuit and it's held on the Coffs Coast! The annual [Screenwave International Film Festival \(SWIFF\)](#) focus is on feature films. Presenting a massive 16-day festival line-up, showcasing over 70 different feature films across 100 sessions, canvassing 20 countries and premiering many films, SWIFF 2020 will set a new record with over 70 feature films!

The [SWIFF2020 program](#) will present a live screen art performance by Melbourne-based musician and screen artist Alon Ilsar. Keep checking back as the full line-up of films, special events, and festival guests will be live on December 9th.



Funding and Other Opportunities

Regional Airports Program provides regional airports or aerodrome owners/operators with grants of up to \$5 million to enhance aviation safety and accessibility and is open until 12th December 2019.

The Regional Airports Program will improve the safety and accessibility of airports or aerodromes in regional areas of Australia by supporting critical air infrastructure that will:

- Improve the safety of aircraft, operators and passengers using regional airports or aerodromes
- Facilitate improved delivery of essential goods and services such as food supplies, health care and passenger air services
- Improve the connectivity of Australia's regions to domestic and global market opportunities
- Meet the operational requirements of aeromedical and other emergency services in the region.

Strengthening Rural Communities – Small & Vital Grants gives small rural, regional and remote communities across Australia the opportunity to access funds that can benefit and help secure their future prosperity. Closes 20 December 2019.

Regional Agricultural Show Development Grants Program is open until 13 December 2019 and is available to eligible regional show societies for the maintenance and upgrade of existing infrastructure and the building, purchase, rent or construction of new infrastructure related to the running of an agricultural show on regional showgrounds

The objectives of the program are to help:

- a. keep agricultural shows running
- b. bring communities together
- c. bridge the divide between country and city.

Tackling Tough Times Together (TTTT) grant program helps communities access the resources they need to support one another through the ongoing effects of the drought. Grants are available for a broad range of grassroots, community-led initiatives that directly and clearly benefit local communities and must clearly demonstrate a focus on one activity from the following seven activity areas:

1. Building community resilience
2. Developing organisational resilience and capacity
3. Enhancing environmental sustainability
4. Fostering cultural vibrancy
5. Lifelong learning and education
6. Economic strength
7. Improving community health and social wellbeing

Applications are accepted on an ongoing basis and assessed quarterly.

Local Sport Grant Program has two streams being Community Sport Events which funds events that promote participation in sport and physical activity at sporting clubs and Local Sport Grant Program, Sport Access that assists with costs associated with overcoming a barrier to participation in sport. Closes 25 November 2019.

Ian Potter Arts Grants aims to help build the calibre and capacity of Australia's arts organisations and support them to raise the bar of aspiration and achievement in the sector. Closes 22 November 2019.

Community Partnership Scheme from the Nous Group seeks applications for consulting projects that build the capability of organisations to make evidence-based decisions to contribute to positive social, cultural, economic and/or environmental outcomes in Australia. This year, Nous seek applications for consulting projects that help organisations better meet the needs of their customers in contributing to positive economic, social, environmental, and/or cultural outcomes in Australia. Closes 24 November 2019.

Upcoming Events

Wellness Tourism Summit

Noosa is the backdrop for Australia's first **Wellness Tourism Summit**, aimed at showcasing the rapid growth in the wellness sector and the opportunities for tourism businesses in Australia. The Summit is being convened by Katherine Droga, chair of the Global Wellness Institute (GWI), a non-profit organisation, whose mission is to empower wellness worldwide. The two-day program, 19 March – 20 March 2020, will reveal the latest research, consumer trends and best practice in wellness travel and tourism, with more than 20 leading wellness travel experts invited to speak on the main stage to share their insights into the growing wellness tourism sector.

To aid in your planning, please note upcoming events across the region.

Kingscliff Triathlon – 24 November – Kingscliff

Subsonic Music Festival – 30 November - 2 December – Barrington Tops

NSW Touch Association State Cup – 6 - 8 December – Port Macquarie



Destination North Coast
PO Box 146
LISMORE NSW 2480
P: 02 6622 7429