



Destination  
North Coast NSW

---

## Destination North Coast Year in Review

---

As the festive season draws near, the team at Destination North Coast (DNC) would like to wish you all a very Merry Christmas and Happy New Year.

Whilst the region and state of NSW has had some major challenges with the bushfire crisis and drought conditions, we look forward to the New Year bringing a fresh start and the opportunity to expand on the momentum achieved over the last couple of years working alongside you all.

### **North Coast Tourism Symposium & Regional Tourism Awards**

This year's North Coast Tourism Symposium and Regional Tourism Awards were held in South West Rocks at the beginning of August with great support from Kempsey Shire Council as co-hosts. Your feedback on our Symposium would suggest the event is going from strength to strength with the quality and content shared by our expert speakers being both stimulating and on trend. The Regional Tourism Awards continue to be appreciated as an opportunity to celebrate success and network with peers from across the region.

### **2019 NSW State Tourism Awards**

The year was capped by amazing success achieved at the NSW State Tourism Awards held recently in Sydney with the North Coast fronting 28 finalist and celebrating 10 Gold, 5 Silver and 6 Bronze/commended awards. On the night, Janette Hyde of the Greater Port Macquarie Tourism Association was also bestowed the prestigious honour as recipient of the Outstanding Contribution by an Individual to NSW; well-deserved recognition for the time, energy and passion Janette commits and contributes to regional tourism in the Port Macquarie region and beyond.

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

Our long-term focus on elevating key products as part of our Nature-based Tourism Investment Activation Project continues. The Five Headlands Trail development has the support of Kempsey Shire Council and National Parks & Wildlife Service, funding applications have been submitted for the Clarence River White-water Trail Activation and development of a Clarence Valley Adventure Tourism Stimulus Plan and DNC with consultants Earthcheck continue to work with National Parks & Wildlife Service on commercial tourism opportunities to support the Tweed Byron Trail Development.

### **Business Events**

DNC's Business Events pilot program supported by our region's conferencing venues, Councils and airports, has succeeded in raising awareness of the North Coast in this lucrative sector. Over the 12 month period, DNC attended eight trade shows, meeting with just shy of 1,000 potential clients, processed over 100 leads, secured nearly \$700k of business, carried out 800 sales calls and added nearly 2,000 qualified Business Event buyers to our database with whom we communicate regularly. The team also carried out 45 site inspections and ran four Business Events famils which showcased the region to event organisers and corporate clients.

On the back of this activity and knowledge gained, we will continue to refine our approach to increasing industry capacity and awareness of our region,s ability to deliver truly memorable events. Collaborating to promote the abundant opportunities the North Coast offers has yielded success and we look forward to continuing to increase the bid success ratio with your ongoing support of this initiative.

### **Industry Development**

Industry development opportunities this year have seen emerging tourism businesses attend Destination NSW's new product and other workshops both in Sydney and across the region. DNC also recently completed an Inclusive Tourism Project and Workshop Series with attendees from our Councils, and tourism business owners and their staff.

### **Aboriginal Tourism Product Development Project**

We have recently commenced an Aboriginal Tourism Product Development Project whereby we seek to form linkages between existing and emerging product in developing a North Coast Aboriginal Tourism Product Trail.

### **Tourism Research**

DNC, working with Southern Cross University, facilitated research on Short Term Holiday Letting within the region to enable better understanding of the dynamics of this fast-growing sector and the positive and negative impacts it presents within our various communities. The results of this research project are currently being collated and will be released shortly to inform decision-making at many levels.

A North Coast Tourism Research Working Group made up of members from across the region and including representatives from the DNC Board and Destination NSW, advise DNC of the most pressing research priorities and helped shape two Research Projects which will kick off early in the New Year. The first project will map future demand and our region's ability to deliver on the demand whilst informing the second project that will focus on investing in existing accommodation in view of increasing yield, occupancy and attractiveness to high value travellers.

### **Industry Engagement & Contribution**

We've met and engaged with many of you during the course of this year and we look forward to continuing to do so through the regional rotation of the DNC Board Meetings, and as we travel for specific events and on sales calls into your neck of the woods.

We value everyone's contribution in supporting the sustainable growth of the North Coast visitor economy and thank you for working with us to this end.

Warm regards for a very safe and happy festive season and we look forward to continuing to work with you in 2020.

***Michael, Jacquie, Beck and the Destination North Coast Board***

---

## **Newsflash**

In January, there'll be a new face of Business Events at DNC, our new recruit Heath Batterham, who will be focused on driving enquiry and conference sales for the Northern Rivers. Beck Morley will revert to working 20 hours a week in the southern half of the region.

Heath Batterham is an experienced hotelier with deep sales, marketing and event management experience. He has spent much of the past 20 years working for some of Australia's leading properties including The Langham Melbourne, a secondment to Thailand launching a new resort, Hilton on the Park Melbourne, Hilton Adelaide and Stamford Plaza Adelaide. Heath relocated to the Byron at Byron Resort & Spa in 2012 where he enjoyed meeting the challenges that regional hospitality presents in Australia.

Heath was born and bred in central NSW and has deep love for regional Australia. In 2017, he established a rural property development business in partnership with his brother and in the following two years, they have successfully converted two 300+ acre properties into cattle ready farms. The weekly journey between Ballina, where he lives and the farm has only added to his knowledge and enjoyment of the Northern Rivers.

Heath plans to combine his business acumen with his love for the region to secure new business events for the region in his exciting new role with DNC.



We are pleased to welcome Heath to the team and he's keen to get out and about early in the New Year to meet with conference venues and suppliers.

Meanwhile, we'd like to acknowledge Beck's amazing energy and passion for this sector and for her dedication in stepping up and covering the whole region over the past several months. We think you'll agree she's an amazing asset to the team and region. Thankfully, she won't be too far away and will revert to her original commitment of 20 hours a week and will still be out and about spruiking the region for us.

---

## Ending The Year On A High

The region has enjoyed a couple of big wins this week which deserve a shout-out.

Cabarita has been ranked Number One of renowned beach advocate, Brad Farmer's "Top 20 Australian Beaches for 2020". Ned's Beach on Lord Howe Island ranks at 14 whilst Diamond Beach comes in at Number 17 so the North Coast is very well represented!

Here are some of the feature media clips...

- [Escape](#)
- [Traveller](#)
- [eGlobal Travel Media](#)
- [Ellas List](#)

Golf Australia Magazine has just announced [Bonville](#) as Australia's Favourite Golf Course for an unprecedented 4<sup>th</sup> year in a row!

This is regional NSW making good and tremendously timed with the announcement of the Destination NSW's supported, [2020 Australian Ladies Classic](#) which will tee off in February.

---

## Christmas New Year Office Closure

The office of Destination North Coast will be closed from Tuesday 24th December 2019 until Monday 6<sup>th</sup> January 2020.

---

Destination North Coast  
PO Box 146  
LISMORE NSW 2480  
P: 02 6622 7429  
E: [admin@dncnsw.com](mailto:admin@dncnsw.com)  
W: [www.dncnsw.com](http://www.dncnsw.com)

---