



North Coast News & Views No.60

Destination North Coast fully endorses the sentiment that it is more important than ever to have as many of our tourism related businesses listed on the Get Connected and Meet in NSW platforms. May we suggest it would be timely to check and update your listing to be sure all information is relevant and current and as complete as it can be.

Similarly, if your organisation is a venue for business events and conferences or supplies services to this sector, please check and update your listing on the Meet in NSW website as below.

Get Connected With NSW Visitors

Tourism operators are encouraged to let millions of potential visitors know they are open for business through Destination NSW's Get Connected data warehouse that allows all NSW tourism related operators to list their products free-of-charge on Destination NSW's consumer website - VisitNSW.com.

An up-to-date listing is the first step to capitalising on the [Now's The Time To Love NSW](#) campaign driving visitation to our regions.

[Get Connected](#) is a trusted resource for tourism businesses and visitors alike reaching more than 1.7 million potential visitors per month who are able to view nearly 16,500 product listings.

These tourism operators include:

- Accommodation providers
- Attractions
- Events
- Tourism hire companies
- Food and drink establishments, including cafes, restaurants and bars
- Tours

Destination NSW also powers [Meet in NSW](#), which matches businesses with suitable regional NSW conference venues and business event suppliers.

The Meet in NSW service aligns with Tourism Australia's push to encourage businesses to [#EventHereThisYear](#), which comes off the back of the [#HolidayHereThisYear](#) domestic tourism campaign. The NSW Business Chamber is also encouraging companies of all sizes to hold a board, management or staff meeting in a drought or bushfire affected community and share the experience on social media with [#BackingTheBush](#) hashtag.

Industry Development & Other Opportunities

Inclusive Tourism Workshop Follow Up

A reminder to those businesses who took part in the Destination North Coast Inclusive Tourism Workshops in November/December 2019 to take advantage of the opportunity to have Melissa James who facilitated the workshops, provide a one-time review and feedback on your draft Access Statement. This follow up service is available to workshop participants until the end of February 2020.

If you feel your business would benefit from a more detailed assessment and access audit, please see the [additional services](#) Melissa is able to provide to support this growing travel sector.

Getting Back To Business Following A Disaster

Have a look at this [step-by-step guide](#) for business owners dealing with a disaster. It outlines how small businesses can recover and even bounce back better than ever.

There are action checklists on how business owners can work through each phase of recovery.

Australia Marketplace North America 2020

Interested parties should [save-the-date](#) for Tourism Australia's annual Australia Marketplace North America 2020 event. The event will be from 3-6 August 2020 in Los Angeles and provides an opportunity for Australian sellers to meet key qualified North American travel agencies, wholesalers and tour operators. Applications will open in March (specific date TBA) and the [official website](#) will have more details shortly.

Australian Regional Tourism Convention 2020

The [Australian Regional Tourism and Convention](#) is pleased to announce that Ballarat, Victoria will be hosting the 2020 Australian Regional Tourism Convention (ARTC) to be held 26-28 October 2020 with early-bird registrations to open online in March.

The ART Convention is a must-attend event for local councils, regional tourism organisations, tourism professionals and businesses, and government personnel wanting to contribute to the future of regional tourism in Australia.

The 2020 Convention theme is 'building resilient and adaptive communities that thrive'. Nigel Collin has also been announced as the Convention facilitator.

Destination Australia

Registrations for this year's [Destination Australia Conference](#) (12 March, Adelaide) are open. Destination Australia is being held for the first time in Adelaide and will be opened by the Federal Tourism, Trade and Investment Minister Simon Birmingham. An agenda will be circulated next week, and it will have a range of speakers from the industry who will share their stories of recovery and resilience.

The agenda already includes Tim Harcourt, the Airport Economist, who will share insights with industry on the global economic context, and Jay Golden, Storytelling Coach and Founder of Retellable, will talk about how to shape any story and make it travel from the heart of the teller. There will also industry panel discussions and case studies with a focus on marketing through and out of a crisis.

International Business Events Impact (Weekly) Survey

Please provide updated information on business impact concerning the recent bushfire crisis and the travel restrictions around the Coronavirus outbreak to inform monitoring by Business Events Australia.

To have the impacts to your business and community heard complete the report with any relevant new information concerning either of the above ensuring only NEW negative international business impacts by way of postponements or cancellations, impact to site inspections, bids lost or withdrawn and international delegates to confirmed events are covered off. Please do not enter any information related to domestic business events impact – the focus is international business only

Complete or update the [Business Impact Survey](#).

TASAC - Tourist Attraction Signposting

Please note that the April meeting of [TASAC](#) will be held in Port Macquarie on 15th April 2020. More information can be found online in regard to attraction signposting applications, policy etc.

Greet Your Growers & Tweed's Artisan Food Weekend 2020

[Greet Your Growers](#) is a seasonal networking event co-organised by [Destination Tweed:2050 Collective](#), Northern Rivers Food, Young Farmers Connect and Lifeforce Farm and is aimed at supporting farmers, florists and local food producers to connect, build stronger ties within the community and to improve local distribution.

If you're a grower, distributor, retailer or generally have an interest in the local food space, the next gathering is on Monday 24 February.

[Tweed's Artisan Food Weekend](#) is on Friday 13 March - Sunday 15 March, 2020 when the Tweed will host an exclusive and boutique range of experiences!



Funding And Other Opportunities

[Visions of Australia](#)

Supports audience access to Australian arts and cultural material, with a particular focus on tours to regional and remote Australia. Closes 28 Feb 2020.

[Australian Government National Shed Development Programme](#)

Provides financial assistance to men's sheds across Australia. This round is prioritising regions currently experiencing drought and/or areas and communities affected by bushfire. Applications close 9 March 2020.

[Indigenous Visual Arts Industry Support](#)

Helps fund the operations of Indigenous-owned art centres, and a number of art fairs, regional hubs and industry service organisations that are at the heart of Australia's world-famous Indigenous visual art movement.

Funding will be provided to organisations for activities that best contribute to delivery of the

following Program outcomes:

- A professional, viable and ethical Indigenous visual arts industry that features strong participation and provides economic opportunities for Aboriginal and Torres Strait Islander people
- The continued production, exhibition, critique, purchase and collection of Indigenous visual art. Closes 16 March 2020.

Empowering Business to Go Digital

Provides a successful applicant with up to \$3 million in matched funding to establish a non-government organisation to build and enhance small business digital capability and to address issues raised in the Small Business Digital Taskforce report. Closes 17 March 2020.

2020 Australian Cultural Diplomacy Grants Program (ACDGP): Bushfire Renewal Round

Aims to support the building, rebuilding and promotion of the creative industries in bushfire-affected areas of Australia. Closes 16 March 2020.

Kick Starter - Social Enterprise Grants

Are you working on growing your social enterprise? Do you want to become investor-ready? Kick Starter can help you develop your social venture and build your networks and knowledge, so that you can increase your chances of attracting investors. Closes 20 March 2020.

Coles Nurture Fund

Helps small to medium Australian producers, farmers and manufacturers to innovate and grow their business. Farmers and producers affected by bushfires or drought can also apply for a grant to help renew their business. Closes 20 March 2020.

Festivals Australia

Supports community participation in, and access to, the arts and aims to support partnerships and collaboration across the sector.

Festivals Australia funds high-quality arts and cultural heritage projects that invite community participation and audience engagement. Activities can include but are not limited to a parade, performance, workshop, installation or exhibition. Closes 22 March 2020.

St George Kick Start Program

The St. George Kick Start program exists to help Australian small businesses get started. Whether you have a big idea or an existing business – if you have a great idea you can apply for the program!

You can apply for one of two categories:

1. A new business idea, or
2. An idea to grow an existing business.

The Top 12 finalists pitch to win at TEDxSydney 2020 in front of a live audience and a panel of judges. Closes 23 March 2020.

Saluting Their Service - Community Commemorative Grants

Funds projects that assist people at a community level and enable small communities to build memorials and preserve wartime memorabilia that is significant locally but is not necessarily nationally significant. Closing 31 March 2020.

Aboriginal and Torres Strait Islander (ATSI) Grants Program

Encourages Aboriginal and Torres Strait Islander women to apply for a full attendance grant to attend the Australian Women's Leadership Symposiums, being held in capital cities around the country this year. Closes 03 April 2020.

Lexus Melbourne Cup Tour – Applications Open

Lexus Melbourne Cup Tour team and the Victoria Racing Club, please note the tender applications are now open for the 2020 Lexus Melbourne Cup Tour.

Register your town to have the opportunity of winning AU\$50,000 to go towards a community initiative as part of the Lexus Melbourne Cup Tour National Sweep. T&C's apply.

To gain full details and expectations of the event, download the Submission Guidelines and if you have any queries about the process or how your submission could work best, please feel free to email [Jenny Lien](#) or phone (03) 8378 0647. Applications close 6 April 2020.

[Cultural Fund](#)

Provides support to people with exciting and innovative new projects which will foster the creation and appreciation of screen content in Australia and New Zealand. Closes 29 April 2020.

[Churchill Fellowships](#)

Allows you to design your own research project, travel the world and further your knowledge in your chosen field, before returning to make a real contribution to Australian society. A national roadshow of information sessions will be visiting capital cities and regional centres including [Byron Bay](#) and [Grafton](#). Closes 30 Apr 2020.

[Agbiz Grant](#)

Supporting regional Australians to take control of their business through the drought. Apply anytime.

North Coast In The News

[Better Homes and Gardens](#) showcased the North Coast of NSW in last Friday's show with Ed Halmagyi, better known as 'Fast Ed', travelling via motorbike to the Mid North Coast and Great Lakes regions of NSW.

From a lamb farm near Bulahdelah to the beautiful Wallis Lake in Forster Tuncurry, Ed experienced this beautiful part of our region and cooked up a storm along the way.

New On The North Coast

[Tourists Paradise New Online Exhibition](#)

The Port Macquarie Museum is pleased to announce the launch of its newest online exhibition and digital story telling project website Tourists Paradise. The exhibition about Port Macquarie's tourism history features numerous photographs, objects and stories from the Museum's large collection. [Tourists Paradise, the exhibition](#) is currently showing at the Port Macquarie Museum which is located at 22 Clarence Street, within Port Macquarie's cultural precinct.

[Lets Go Surfing to Lennox Heads](#)

The multi-award-winning team at Lets Go Surfing are spreading their wings and excited to be launching a new Surf School at beautiful Lennox Heads, Ballina Shire.

[Bird Trails of the Richmond Valley](#)

The unique coastal and hinterland climate and ecosystems of the Richmond Valley make for a wonderful area for birdwatchers to explore. The [brochure](#) provides information on 23 locations and a list of nearly 300 birds which have been recorded in the Richmond Valley.

[Mount Warning Tours](#)

Mount Warning Tours introduces the company's latest tour boat, Dream Catcher! A new way to discover, celebrate and experience the Tweed for corporate events and private charters.

[New Native Food Partnership](#)

Burringbar's Pocket Herbs announces a new partnership with Tweed's Traditional Currie

Country. The duo will cultivate, grow and develop the 'Native Foods with Currie Country' range for market.

[New Visit Tweed Website](#)

The Tweed Tourism Company have recently launched their new look destination website.



Upcoming North Coast Events

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

[Australian Ladies Gold Classic](#) - 20 February 2020, Bonville

[Lismore Women's Festival](#) - 6 – 8 March 2020, Lismore

[Chinderah Chilli Festival](#) - 7 March 2020, Chinderah

[Club Marine Pittwater to Coffs Harbour Yacht Race](#) - 3 – 6 April 2020, Coffs Harbour

[Crankfest](#) - 18 April 2020, Evans Head

[The Bottlebutt Bush Trail Run](#) - 18 April 2020, Port Macquarie

Photo Credits

Destination Tweed:2050 Collective - Supplied

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