



Destination
North Coast NSW

North Coast News & Views No. 61

Now's The Time To #LoveNSW

Get involved with this State-wide Campaign by utilising this [Industry Toolkit](#) and [Social Media Support Guide](#) ... the more you hashtag and share (and encourage others to do the same) the more visitors will be motivated to book a holiday to your region and utilise your property, activity, restaurant etc.

Post all your favourite pictures and videos, and share with #LoveNSW #RecoveryWeekend #HolidayHereThisYear and #NewSouthWales.



Tourism Australia 'Holiday Here This Year' Activity Update

Tourism Australia's domestic campaign, [Holiday Here This Year](#), continues to roll out and gather momentum with new TV advertisements hitting the screens in regional Australia this week. This is in addition to the national radio advertisements that started airing last week, and the extensive out of home advertising seen across the country. Industry and all states and territories are working with Tourism Australia to amplify the campaign in their own marketing, with agreement in principle to matching funds provided by the Federal Government.

The campaign has reached over 9 million people on social media channels and the campaign page on Australia.com has been visited by more than 21,000 people. Get involved with the campaign by downloading the [Campaign Toolkit](#) here and joining the [Facebook](#) event.

In the current competitive landscape, we encourage you all to get on board supporting the Holiday Here This Year and Now's the time to Love NSW campaign.

The Barrington Coast team have endeavoured to make it easy for their industry stakeholders by pulling together a [Tourism Recovery Toolkit](#)....great job [Destination Barrington Coast](#)!



2019 Australian Tourism Awards

Join the Destination North Coast Board and team in sending positive vibes and best wishes to all North Coast GOLD WINNERS who will represent NSW at the [Qantas Australian Tourism Awards](#) to be held in Canberra on Friday 6 March 2020.

They are:

Riverside Holiday Resort Urunga - Self-contained Accommodation
Elements of Byron - Luxury Accommodation
Go Sea Kayak Byron Bay - Ecotourism
Hello Koalas Sculpture Trail, Port Macquarie - Cultural Tourism
NRMA Port Macquarie Breakwall Holiday Park - Caravan and Holiday Parks

Telegraph Retreat Cottages - Hosted Accommodation
Blue Ginger Picnics - Specialised Tourism Services
Bularri Muurlay Nyanggan Aboriginal Corporation - Qantas Award for Aboriginal Tours & Torres Strait Islander Tourism

Go well team!

World Stage For Port Macquarie And Coffs Harbour

[Port Macquarie Koala Hospital](#) representatives have been invited to New York as a key presenter at the United Nations' [World Wildlife Day](#), and for the Hospital to be the beneficiary of key fundraising events.

Cheyne Flanagan, Clinical Director of the Port Macquarie Koala Hospital, (now known as Koala Conservation Australia) will attend, accompanied by Koala Ecologist Rebecca Montague-Drake who is employed by the Mid North Coast Joint Organisation to lead the Koala Recovery Partnership Project across the Mid North Coast of NSW. Read full [Media Release](#).

Koalas also feature heavily on the Coffs Coast and along with Elton John (who!) and some pretty amazing female golf pros, have been telecast to the world this week. Read [more here](#).

Two sold out (all but!) Elton shows and an estimated 30,000 visitors to the Coffs Coast showcases why Coffs has won the [IFEA Festival and Event city award](#) for 5 years in a row.

Great job [Coffs Harbour](#) in securing these amazing events and shining such a bright light on the region!



Coronavirus (COVID-2019) Update

On 25 February, the Prime Minister, Treasurer, Minister for Health and Chief Medical Officer held a press conference addressing recent updates to the Coronavirus (COVID-2019).

Read the [full transcript](#) for insight into the Government's position on the outbreak.

Backpacker Visa Changes To Support Bushfire Recovery

Backpackers who work in bushfire-affected regions including land clearing and rebuilding fences or homes for three months, will be eligible to stay in Australia for a second year under amended visa rules.

Federal Tourism Minister Simon Birmingham said the expansion of the criteria enabling working holidaymakers to extend their stay in Australia, would help protect jobs in regional areas. "We know tourism businesses in fire-affected communities are doing it tough, and the more tourism dollars that these working holidaymakers can inject into these economies, the quicker these businesses can get back on their feet," he said.

Read full [Media Release](#).

Australian Festival Industry Conference 2020 Destination Confirmed

Coffs Harbour has been chosen as the host destination for the 2020 Australian Festival Industry Conference (AFIC) – Australia's only conference for festival management personnel.

Read [Media Release](#).

Industry Development & Other Opportunities

Free Small Business Information Session

Small businesses affected by the bushfires in regional NSW are invited to attend this information session brought to you as part of the [NSW Government Bushfire Regional Roadshow](#):

[Casino](#) – 2nd March. [Register](#) to attend.

[Coffs Harbour](#) – 9th March. [Register](#) to attend.

[Nambucca Heads](#) – 10th March. [Register](#) to attend.

[Kempsey](#) – 11th March. [Register](#) to attend.

[Port Macquarie](#) – 12th March. [Register](#) to attend.

[Taree](#) – 31st March. [Register](#) to attend.

[Forster](#) – 1st April. [Register](#) to attend.

NORTEC and Business Connect – Subsidised Small Business Intensives

Under the NSW Business Connect program, NORTEC is offering a range of subsidised small business intensives.

[Workshops](#) are being held in the Northern Rivers in the Tweed, Byron, Lismore and Ballina regions.

[Workshops](#) are being held on the Mid-North Coast in Coffs Harbour, Kempsey and Port Macquarie.

Visit the [NORTEC website](#) for details of workshops running from February to May this year.

Australian Regional Tourism Convention - Call For Papers Now Open

Call for papers from interested parties are now open for the 2020 Australian Regional Tourism Convention which will be held in allarat, Victoria from Monday 26 – Wednesday 28 October.

The Convention theme is 'Building resilient and adaptive communities that thrive'.

The online process will be open until 6th March. Further information can be found [here](#).

Leadership Program 2020 - The Tweed Tourism Company.

Please see details of this [Leadership Program](#) for tourism operators and other local businesses.

North Coast In The News

[Nightcap Ridge](#), within stunning World Heritage-listed Nightcap National Park, received a glowing review in [Heartland Magazine's Feb/March](#) edition; "Fraser and Sara, as well as Sara's mum Gwenda Brennan, have successfully created a piece of heaven on earth amongst one of Australia's most incredible landscapes."

[Port Macquarie Koala Hospital](#) and [Billabong Zoo](#) were voted as two of the 'top ten wildlife experiences you can have in Australia' in Julie Miller's [Wildlife Roundup Story](#), Traveller (SMH & The Saturday Age) last weekend.

[Lord Howe Island](#) has had some amazing coverage over the last couple of months including a story in [Holiday with Kids](#) and also in [Inside Out Magazine](#).

[Photographers](#) and [influencers](#) have also recently flocked to Lord Howe to get in on the action.



Funding And Other Opportunities

REMINDER - [Regional Tourism Bushfire Recovery Grants](#)

A reminder the Federal Government's Regional Tourism Bushfire Recovery Grants Program is now open. Austrade will administer the program, which has been developed in consultation with the National Bushfire Recovery Agency. Eligible applicants have been sent a link to the application form via email.

Stream 1 will support smaller-scale events (including the promotion of these events). Applicants may apply for more than one grant in this stream, up to a total value of \$30,000 per applicant. Stream 1 applications will close on 20 November 2020.

Stream 2 will support larger events (including the promotion of those events), and/or other visitor attractions such as art installations and tourist walks. Applicants are advised to make their proposals scalable as they may not receive the full amount they are seeking. Stream 2 applications close on 20 March 2020.

Find eligibility and [Funding Guidelines](#) here.

We are still working through the mechanics of the program, eligibility and equity and the role of Destination North Coast and will continue to share information as it becomes available.

[Future Minds Accelerator](#)

The Future Minds Accelerator is designed to support and inspire startups and the ecosystem to tackle a 21st Century challenge: how can we prepare Australia's young people to thrive in the jobs of the future? Closes 13 March 2020.

[Community Halls Program](#)

Gives back to the local halls that make up the social fabric of regional, rural and remote NSW by providing support to eligible communities to put towards general maintenance costs. Closes 20 March 2020.

[Australia-ASEAN Council Grants](#)

Aims to generate opportunities for Australian business, education, science and innovation and the arts to work with partners in South-East Asia. Closes 26 March 2020.

[NAIDOC Local Grants](#)

Supports communities to celebrate the histories, cultures and achievements of Aboriginal and Torres Strait Islander peoples during NAIDOC Week. Closes 30 March 2020.

[Volunteer Museum Grant Program - Small Grants](#)

Aims to meet the short-term, collection-based requirements of community museums and Aboriginal keeping places. Closes 30 March 2020. Please note: Small Grants in 2020 will be

prioritising projects related to bushfire recovery.

Photo Credits

Elton John Concert - Supplied (Fiona Barden)

Lord Howe Island - Supplied (Lord Howe Island Tourism Association)

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