



Destination
North Coast NSW

North Coast News & Views No. 62

North Coast WINNERS

2019 Qantas Australian Tourism Awards

[Blue Ginger Picnics](#) brought home GOLD at the [2019 Qantas Australian Tourism Awards](#) held in Canberra last week in the Specialised Tourism Services category. Huge congratulations to Tania and Blue Ginger Picnics for representing the Tweed and the North Coast so admirably!

Congratulations also to [NRMA Port Macquarie Breakwall Holiday Park](#) who picked up Bronze in the Caravan and Holiday Parks category.

Coffs Harbour WINS Wotif Aussie Town Of The Year Award

Leading online travel site [Wotif.com](#) reveals Coffs Harbour as overall the winner of this year's [Wotif Aussie Town of the Year Awards](#), a definitive ranking of the top 10 Aussie destinations for travel bucket lists in 2020.

The awards recognise trending destinations for the year ahead and are aimed at encouraging Aussies to spend more time exploring and supporting local communities. The 2020 announcement comes at a particularly significant time for Australian tourism, with new research revealing that one in three Aussies say they've "fallen back in love with travelling in Australia" in the aftermath of the summer bushfires and ongoing drought.

Congratulations to the team at Coffs Harbour. Another great result on the back of two hugely successful Elton John concerts last month and being nominated as International Festivals & Events Association (IFEA) Festival and Event City of the Year in 2019 (for the 5th year in a row).

Cape Byron Distillery

Cape Byron Distillery, producers of Brookies Gin have been awarded the international "[Sustainable Distillery of The Year](#)" at the Icons of Gin Awards in London recently. The awards celebrate the international best of producers, bars and retailers and those taking the coveted top spots are chosen for showing particular dedication and drive, taking not just their companies, but the industry to another level.

Well done Cape Byron Distillery for this amazing award on the global stage.



NSW Government Announces \$25 Million For Projects In Byron Shire

Recognising the impact of tourism on the Byron Shire, the NSW Government has [announced details](#) of \$25 million worth of projects for the Byron Shire.

The funding is from the NSW Government's Tourism Impacts Infrastructure Election Commitment which is providing two grants to help Byron Shire Council manage the impact of tourism.

South Solitary Island Tour Of Lighthouse & Keeper's Quarters

South Solitary Island, located 18kms off shore from Coffs Harbour, is only opened to visitors for two weekends each year. The lighthouse and keepers quarters built in 1880 are the oldest in the area.

Precision Helicopters in conjunction with National Parks and Wildlife are conducting tours again this year to South Solitary Island.

Saturday 1st and Sunday 2nd August 2020

Saturday 8th and Sunday 9th August 2020

This access and [guided tour](#) offers a rare opportunity to explore the lifestyle of a remote lighthouse keeper as you to inspect the living quarters and imagine life on this isolated outpost. Included is the helicopter flight, the walking guided tour of the quarters with National Parks and Wildlife Service Discovery Rangers and a tour inside the lighthouse.

In addition, Friends of South Solitary Island Lighthouse (FOSSIL) present a free Pop-up Exhibition, Lighting the Way for 140 Years, to celebrate the 140th Birthday of the South Solitary Island Lighthouse. This exhibition of historical artefacts, artworks and images of South Solitary Island and the Lighthouse is on [15 March 2020 at Coffs Central Shopping Centre](#).

Get Social – Support Your Business, Your Region & The North Coast NSW

[Now's The Time to Love NSW](#) – Visit NSW's state wide campaign encouraging travellers to visit regional NSW communities and spread the love by making your hand into a heart shape and sharing on social media using #LoveNSW #RecoveryWeekend

[Holiday Here This Year](#) – Tourism Australia's national campaign encouraging travellers to buy from the bush and fill your suitcase with local souvenirs, and share those unforgettable memories to #HolidayHereThisYear.

[Buy from the Bush](#) – A showcase of the beautiful things available to buy from rural towns facing drought and to help generate spending.

[Stay in the Bush](#) – Follows Buy from the Bush campaign and promotes a showcase of beautiful places to stay and invest in the future of rural communities.

[Backing the Bush](#) - The NSW Business Chamber launched the website for companies of all sizes to pledge to hold a board, management or staff meeting in one of the impacted areas between now and the end of 2020.

[Keep on Camping](#) – The Caravan Industry Association of Australia's launched the Keep on Camping initiative providing the most current information in regards to caravan parks impacted by bushfires, and urging travellers to consider visiting.

[Spend with Them](#) – Motivational speaker Turia Pitt has used her influencer status on Instagram to create a social campaign, encouraging Aussies to spend their money at places that need it. Follow @spendwiththem.

[Empty Esky](#) – A national movement of foodies and adventurers supporting local businesses affected by the Australian fires. The website is both a resource for travellers and space to register your business.

[Road Trip for Good](#) – A national campaign showcasing businesses, towns and places to visit on your road trip to bushfire affected communities.

Business & Tourism Sector Impacts From Coronavirus

The Coronavirus could have considerable consequences for the Australian business and tourism event sector with the Federal Government's decision to stop some tourists entering Australia. The impact is also likely to be felt with delegate numbers at many **[major conferences](#)** expected to be down.

Tourism Australia has updated its website to include **[information and links](#)** where travellers can access the latest advice and will continue to post information as it becomes available.

Industry Development & Other Opportunities

Barrington Coast Industry Networking - 25th March

Getting around the region is important to the Board and team of Destination North Coast

(DNC). As such, we rotate around the region for our monthly Board meetings and we have pleasure in planning our March meeting to be on the Barrington Coast.

After the Board meeting, we invite members of the Tourism Industry to a casual get-together and an opportunity to meet and network with the Board, the DNC team and industry peers.

[RSVP is required by Monday 23th](#) and for catering purposes, please include any dietary restrictions.

We hope to see you soon.

- What: Evening Industry Networking
- When: Wednesday, 25th March, 2020
- Time: 5.15pm - 7.00pm
- Where: The Bank Guesthouse at 48 Bent Street, Wingham

rEVENTS Academy - Supporting Regional Events

The Tilma Group brings this event support program to provide tools, resources and assistance to support event communities delivery high-quality events that help drive overnight visitation.

Kicking off their Master Class Series is an hour-long Webinar '[Creating an efficient team structure](#)' being held on 16th March, 2020.

Review the full series of upcoming [Master Classes](#) and other tools and resources.

Destination Tweed - Artisan Food Weekend Program

The Tweed's Artisan Food Weekend welcomes locals and visitors to book one of several event experiences that connect consumers with industry by bringing to life food and beverage experiences that make the Tweed shine. [Join in this coming weekend](#).

[Bushfire Business Roadshow - Grafton](#)

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 at the Grafton District Services Club, Monday, 30 March 2020, 6pm - 8pm.

Find a [Bushfire Business Roadshow](#) event near you.

North Coast In The News

Our North Coast award winners mentioned above, received some very positive media coverage to help shine a light on our beautiful region.

Also in the news recently is The Tweed, getting national press in [The Sun Herald Traveller](#) among other media placements this month.

One way to get coverage is to have a novel based on your region...or island as the case is for Lord Howe. [One summer between friends](#) follows the lives of three women, once the best of childhood friends, who are now coming to grips with repairing their bonds after deep betrayals – all set against a tropical island backdrop.



Funding And Other Opportunities

[Festivals Australia](#)

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

[Regional Event Fund](#)

This Destination NSW Fund has two streams. The Flagship Event Fund supports the marketing of emerging events in regional NSW to increase their profile and encourage visitation. The Micro Event Fund is a new stream developed as part of NSW's 2019-2020 bushfire and drought recovery program and supports the delivery of small community-based events with limited expenditure budgets in regional NSW. Closes 25 March 2020.

[Surf Club Facility Program](#)

Assists Surf Life Saving Clubs throughout NSW to develop their facilities to increase the usage, safety and participation in Surf Life Saving and at Surf Life Saving facilities used by the general public and/or Surf Life Saving Club members. Closes 31 March 2020.

[NSW Heritage Grants Program](#)

Aims to encourage involvement in and completion of historical projects of significance to the community. Closes 1 April 2020.

[Black Summer Innovation Program Grants](#)

The Black Summer Innovation Program is a fund provided by Food Innovation Australia Limited designed to help small and medium businesses, who have been affected by events of national natural catastrophe or global diseases outbreaks. Closes 9 April 2020.

[Australian Geographic Society – Project Sponsorship](#)

Supports Australian scientists, community organisations and individuals in developing projects across the key areas of science, environment, adventure and community. Closes 30 April 2020.

[The Snow Foundation Medium Grants](#)

Offers grants to community-focused organisations to assist with funding for innovation, programs, projects, research, and equipment. The Snow Foundation are open to requests for seed funding, capacity building, and untied core funding. Closes 30 April 2020.

New On The North Coast

[Bucket Brewery](#) in South Kempsey has opened their Cellar Door. Send your guests or pop in Monday to Friday between 10am-5pm or contact [Sam](#) for special Group Bookings.



Upcoming North Coast Events

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

[Eat The Street 2020](#) – Lismore – 14 March 2020

[Macksville Music Muster](#) – Macksville – 12 to 15 March 2020

["The Art of Farming"](#), Ladies luncheon – Casino – 26 March 2020

[Clarence Valley plunge Arts & Culture Festival](#) – Clarence Valley – 27 March to 2 May 2020

[Bluesfest](#) – Byron Bay – 9 April to 13 April 2020

[Maclean Highland Gathering](#) – Maclean – 10 to 11 April 2020

[Nimbin Art Fair](#) – Nimbin – 11 to 26 April 2020

[Douglas Vale Heritage Open Day](#) – Port Macquarie – 18 April 2020

[Crankfest](#) – Evans Head – 18 April 2020

Photo Credits

Bucket Brewery - Supplied (Sam Preston)

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