



Destination
North Coast NSW

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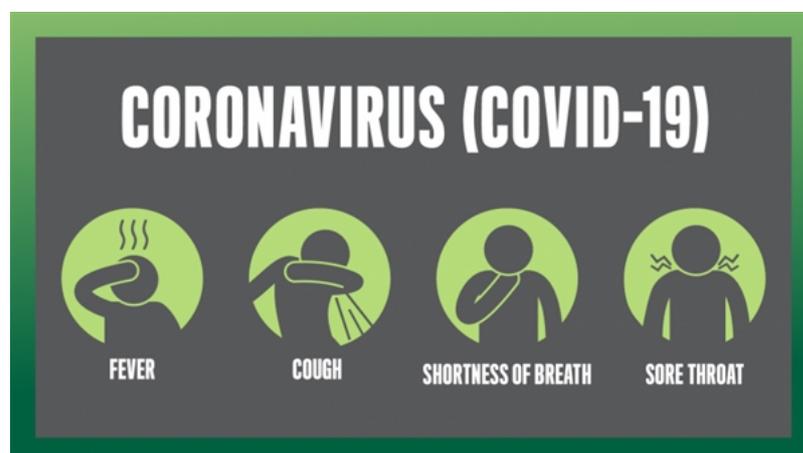
Along with you, Destination North Coast is closely monitoring the dynamic and fast-changing situation that is the Coronavirus outbreak.

In light of the magnitude of this event, DNC will look to increase distribution of information and increase the frequency of our e-newsletters to at least weekly so as to assist with the flow and accuracy of information.

Below are some resources to assist your knowledge and support your communication with customers and/or stakeholders. Many of these have also been listed on the [DNC website](#) for your reference.

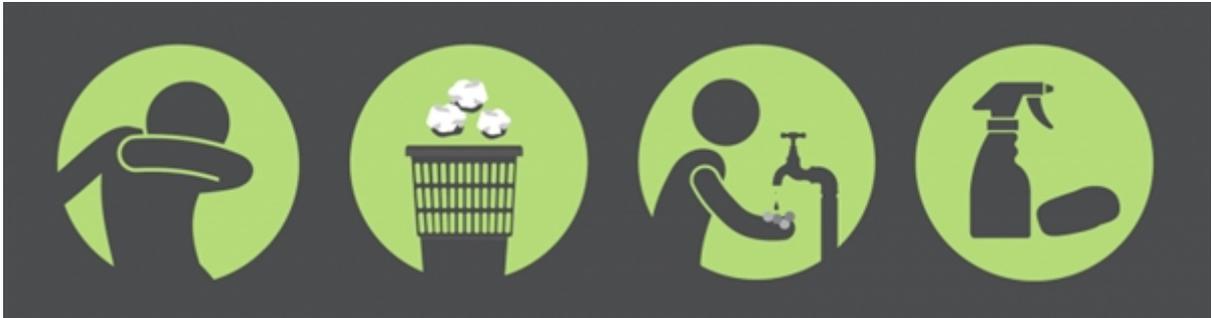
COVID-19 Resources

The Australian Government Health Department is the definitive source of [health advice](#) on Coronavirus (COVID-19).



The Government has launched an [information campaign](#) to keep the public informed about this health crisis and to provide information to help stop the spread of the disease which may be valuable content for your channels.

In client/stakeholder communication, best practice would suggest utilising official government/expert sources particularly for health and travel restrictions and information.



The Department of Health has COVID-19 Factsheets

Answers to COVID-19 [Frequently Asked Questions](#);

Factsheets specifically for [travel, transport and hotel industries](#);

Resources specifically for [employers](#) so as to understand obligations to employees as sick and carers leave and remote work situations evolve.

Tourism and Events Resources

[Tourism Australia](#) is maintaining information specific to COVID-19 and the impacts for travellers.

If you don't already [subscribe to TA's industry e-newsletters](#), there's no better time.

[DON'T RISK IT - A guide for Tourism Businesses](#) is designed for use by any tourism business looking for assistance to prepare for, respond to, and recover from a crisis. It has been prepared for owner-operated businesses, as well as those with a larger number of employees. The guide does not endeavour to provide advice on every type of crisis event or business, but provides generic information that you can apply to your business's specific circumstances.

[Meetings & Events Australia](#) is offering a Professional Development webinar at 12.00pm, 20 March titled '[Coronavirus and Your Events](#)'. Destinations North Coast supports and will fund North Coast Business Event Venues and Service Suppliers wishing to sign up for it so please email [Beck Morley](#) to book your free ticket.

[Australian Regional Tourism Ltd \(ART\)](#) will host a free webinar today 19 March, 12-1pm, titled COVID-19: The Impacts on Tourism, with a panel discussion. If you are unable to attend, recordings will be sent to registered participants. [Register now](#).

The [Business Connect](#) program funded and supported by the NSW Government is also offering a 5 episode webcast series addressing Business Disruption. [Find details here](#) with the first one kicking off at 10am this morning.

Economic Stimulus

Both the [Federal](#) and [NSW State](#) Governments have announced economic stimulus in the wake of the COVID-19 outbreak. Whilst this has not yet translated to specific regional funding or grants, DNC will share updates to this information as it becomes available.

As a reminder, [Destination NSW Regional Event Fund](#) applications close next Wednesday, 25 March 2020.

Some Tips And Ideas To Help Weather The COVID-19 Storm

Just to reiterate, best practice in times of crisis, would be to refer health/travel restriction

enquiries to official government/expert sources as above.

Clear and transparent communication is key to retaining customer trust. You'll know what is best for your unique set of circumstances and your business however, the opportunity presents to build a stronger relationship with your existing and potential customers.

Open a dialogue, be as flexible as you can with booking cancellations or date changes, err on the side of generosity if you are able as you endeavour to retain business and future earnings, look medium to long term so as to come out stronger down the track.

Keep your **messaging clear and consistent**. Whilst your business might be in a state of some hibernation, your image and brand need not be. Keep it as front of mind for your customers as you are able so that when things revert to a more normal state, you are there.

Now might be a good time to work on your business rather than in it.

Take the time to update your website. Build content whilst you have time to do so. Add customer testimonials to your website, refresh imagery and add stories. Update your [Get Connected](#)/ATDW listing, and if relevant your [Meet In NSW](#) business event [Venue](#) and/or [Supplier](#) Listings and other online listings and databases you might use.

Be proactive and share positive news...positive local and regional news if relevant, nature and rebirth-type news and images (new lambs in the paddocks, fledglings in the nest, growth on trees, veggies in the garden etc.) and the like. Use every opportunity to celebrate even the smallest thing that is positively impacting your life, business and region.

Images speak louder than words. Share your photos and videos to showcase your business/region/destination.

Social media is your friend. Connect directly and frequently with your customers. Utilise blogs and social networks to transparently share information and news with your customers and stakeholders.

Here are a couple of articles we've been reading that might be of interest.

[Marketing Survival Guide 101 In Today's Uncertain Environment](#) - Marketer Phoebe Wright ([Whitespace Marketing](#)) presents some hints and tips on how to not only respond to this time of crisis but to come out the other end stronger.

[Attitude & Problem-solving During COVID-19](#) - Jessie on The Grants Hub blog, posted some ideas about problem-solving and being solutions-focused in the time of COVID-19 which makes for a thought-provoking read.

Do pass on anything you think your peers and colleagues across the region might find of value and we'll try to share in future issues of our newsletter.

Stay well as you navigate the current challenges.

Please Note: Since writing this newsletter content yesterday afternoon, the situation has already changed with further dramatic announcements from the Governor-General who has declared a "human biosecurity emergency" under the Biosecurity Act 2015, given the risks the coronavirus poses to human health and the need to control its spread in Australia.

View the [full communique](#) from the Australian Government here which includes further travel restrictions and stronger social distancing guidelines. <https://www.pm.gov.au/media/update-coronavirus-measures>

As a result, a raft of new measures designed to protect the Australian community from the coronavirus, have been announced and are expected to last for six months or more and will have an enormous impact on our industry. And they are constantly under review, so we will continue to update you with new information as it occurs.

In light of this Tourism Australia have cancelled the Australian Tourism Exchange which was due to take place in Melbourne in May. TA are also scaling back marketing activities in line with the current travel restrictions but reassure us they are busy preparing our recovery plans to ensure that Australia is on the front foot from a domestic and international perspective as the world starts to travel again.

Destination North Coast
PO Box 146
LISMORE NSW 2480
P: 02 6622 7429
E: admin@dncnsw.com
W: www.dncnsw.com
