



Destination
North Coast NSW

North Coast News & Views No. 65

Coronavirus Impact Survey

Last week Destination North Coast launched the [Coronavirus Impact Survey](#) to collect data on the effects of Coronavirus (Covid-19) on your business.

If you haven't already, please spare 2 minutes to answer these 11 questions in this Coronavirus Impact Survey? The data will be provided to each region to assess the economic impacts and shared with Destination NSW and Tourism Australia.

One survey only per business please.

Federal Government JobKeeper Stimulus Package

On Monday afternoon, the Australian Government announced a further [\\$130 billion will be provided as a wage subsidy](#) to around 6 million workers through their employer. This additional stimulus to help keep Australians in jobs is an endeavour to offset the significant economic impact from the coronavirus pandemic. For workers in the accommodation, hospitality and retail sectors the flat payment of \$1500 per fortnight through their employer (before tax) will equate to a full median replacement wage. The payment will ensure eligible employers and employees stay connected while some businesses move into hibernation.

Also announced on the weekend was [additional support \(over \\$1 billion\)](#) to boost mental health services, domestic violence support, Medicare assistance for people at home and emergency food relief. [Regional aviation](#) also received \$198 million in funding bringing the Government's total aviation commitment to \$1 billion.

These additional measures combined with previous actions total \$320 billion in federal government [health and economic stimulus](#) in the face of the COVID-19 outbreak with the support designed to help businesses and households through the period ahead.

Billions In Tax Relief For Business, \$1 Billion Fund For Jobs, And Help For The Vulnerable

Last Friday, the NSW Government released the second stage of its economic package aimed at keeping people in jobs, helping businesses and supporting our most vulnerable in the face of the COVID-19 pandemic.

Key elements of the NSW COVID-19 stage two package include:

- Keeping people in jobs and helping businesses stay afloat with the creation of a \$1 billion Working for NSW fund to sustain business, create new jobs and retrain employees. The Working for NSW fund will comprise \$750 million in new funding and \$250 million announced last week for additional cleaning services, deferral and in some cases waiving, of payroll tax for some business and deferral of rents for six months for commercial tenants (less than 20 employees) in all Government-owned properties.
- Helping our most vulnerable with \$34 million boost in funding to prevent homelessness, \$30 million to boost the Energy Accounts Payments Assistance scheme, \$10 million to support charities and \$6 million additional funding for Lifeline's operations in NSW.

This second stage stimulus is in addition to the \$2.3 billion funding package of the previous week which included a \$700 million to boost health and \$1.6 billion for tax cuts and job creation.

Together, these economic measures from the NSW Government ensure billions are available to help business, support jobs, boost our health system and protect the vulnerable.

Read full [press release](#) here.

New Funding Boost To Support Exporters & Tourism Businesses

The Australian Government will inject an extra \$49.8 million into the [Export Market Development Grants \(EMDG\) program](#) in the 2019-20 financial year, allowing exporters and tourism businesses to get additional reimbursements for costs incurred in marketing their products and services around the world. Federal Trade and Tourism Minister Simon Birmingham said the funding boost would provide much needed relief and a timely cash flow injection for exporters and tourism businesses within the scheme who were doing it tough."

There's strong recognition the COVID-19 crisis is placing immense pressure on Australian exporters and tourism businesses, many of whom felt the earliest and deepest aspects of the economic downturn.

National Parks & Wildlife Service COVID-19 Update

In response to tighter Australian and NSW Government health directives on social distancing and non-essential travel to prevent the transmission of COVID-19, NSW National Parks and Wildlife Service (NPWS) is putting in place important measures for the health and safety of our staff, visitors and the wider community that we need to let you know about.

This is a rapidly changing situation, so please check [NPWS COVID-19](#) regularly for updates and answers to frequently asked questions.

Other COVID-19 Resource and Information Sources

The Australian Government launched an official [Coronavirus Australia app](#) on Sunday 29 March for smartphone users. The app includes a symptom checker, an isolation register, news and media, resources and advice.

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

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.

[Australian Government](#) Information and Support.

[Australian Treasury](#) economic response to Coronavirus with support for individuals, households and businesses.

[Australian Tourism Export Council](#) provides QUICK Links to relevant information and 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.

[Destination NSW](#) provides information for industry. Subscribe to [Insights](#) e-newsletter for frequent updates

[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.

[Business Australia](#) provides many helpful articles and information for businesses including;

- [Five ways to navigate supply chain disruptions](#)
- [Emergency response planning for small business](#)
- [Future planning at a time of crisis](#)
- [COVID-19 and commercial dispute considerations](#)
- [Wage subsidies for apprentices and trainees during COVID-19](#)
- [A beginner's guide to product ideation](#)
- [Leadership in uncertain times](#)

NSW Government Coronavirus Hotline For Business

NSW workers and businesses are now able to access a range of advice and support on non-health related COVID-19 enquiries via the Service NSW contact centre. Phone - 13 77 88.

Government Hotline For More Information

The Federal Government has established an advice hotline for small and medium-sized businesses. Phone - 13 28 46.

Industry Development & Other Opportunities

How To Stay Productive When Working

[Business Australia](#) provides these ideas for the new normal of working from home.

[Smart Company's Emma Burrows](#) has a few tips and thinks scheduling is the most important thing.

[Sue Elliot Online](#) has some similar ideas but goes one step further in suggesting you take the time to log your work to better plan your day and output.

Arts Mid North Coast now has a new section to its website, [Isolation Creation](#). It seeks to encourage and assist the creative community of the Mid North Coast to share, connect and keep creativity alive online.

Immediate Response Action Plan For Businesses – Tourism eSchool

Borrowing from the Barrington Coast Tourism Team who last week in their eDM shared some great tips from the [Tourism eSchool](#), here's some suggestions to weather the COVID-19 storm.

Priority 1: Pivot and Innovate your Experience

- Think about what you can do with the current restrictions
- Deliver an experience people are still happy to spend money on
- Support your local community ride out the Covid Crisis
- If your business can, sell your product/experience/service online. Then let your community know about it, as everyone is looking to support local businesses.
- Think virtual tours, virtual experiences or lessons

Priority 2: Communicate, Communicate, Communicate

Everyone's hurting right now, and no-one has the answer as to when this crisis will be over. But what we can do is keep in touch via phone/online meetings (not email). Reach out and use it as real opportunity to build even better relationships with people around you who are also being affected.

- Keep in touch with staff
- Keep in touch with customers
- Keep in touch with business
- And keep in touch with industry colleagues and trade partners

Priority 3: Stay Active on Social

Event Marketing To Ensure post-COVIDp19 Bounce Back

In this article in the [eEVENTS Academy](#) blog, read inspiring case studies from around the world where innovation, creativity and passion is allowing the events and entertainment sector to maintain enthusiasm, connection and loyalty with their community. Get some good ideas about how to support your tribe as you navigate this crisis.

Online Digital Marketing Program

Travel training operator [Tourism Tribe](#) is looking at ways to help travel industry operators upskill whilst in lockdown. They are offering a three-week intensive course aimed to keep operators motivated, connect them to industry colleagues and upgrade their marketing and digital assets over the quiet period due to COVID-19 .

A 3-month intensive course giving you digital business survival skills during COVID-19

- 12 week program, online classrooms
- Tech support
- Interaction with other tourism businesses
- A ton of motivation
- By industry experts

Funding And Other Opportunities

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

Aims to meet the short-term, collection-based requirements of community museums and Aboriginal keeping places. Closes 5 April 2020.

[Ecstra Response and Recovery Grants](#)

Assists community organisations with Deductible Gift Recipient (DGR) status during COVID-19. Closes 30 Apr 2020.

[Darling Travel Grants for International Travel](#)

Aims to provide arts professionals in public institutions with the opportunity to undertake international travel. Closes 31 May 2020.

[CREATE Grants](#)

Offers opportunities for mid-career and established creative writers and visual artists to create and develop new work. The grants provide a living allowance to a writer or a visual artist to write or create a new work for publication or exhibition.

[iPromise Grants](#)

Provides financial assistance to help schools, community organisations and businesses implement sustainability projects. Closes 03 Jul 2020.

[Bushfire Assistance](#)

Supports eligible charities and local community organisations with projects that will aid in long-term recovery efforts for bushfire-affected communities that focus on assisting children and young people. Closes 31 Dec 2020.

North Coast News & Product Innovation

From Gin to Hand-sanitiser

Here's a clever pivot from the team at [Cape Byron Distillery](#), producers of Brookie's Gin who are re-purposing their distillery to produce hand and surface-sanitiser scented with their rainforest Gin & lime. The sanitiser will be available in 500ml recyclable bottles online via their website, local retailers and pharmacies, RRP \$14.99. [Brookie's Hand and Surface Sanitiser](#) and the range of Brookie's Gin and macadamia liqueur are currently available online.



Similarly [Husk Distillers](#) have adapted their giant Forsyth column still to produce quality [hand and surface liquid sanitiser](#) and are working overtime to get this out to everyone in need. This is in response to an Australia-wide shortage, and lots of community requests. Their surface and hand sanitiser is made from rectified gin heads and tails with a fresh residual lemon myrtle scent.

Community Service

Here's two great COVID-19 adaptation measures in one in the Ballina region. As reported recently in the [Byron Echo](#), Harvest Newrybar, one of our standout hero hinterland dining venues, presents a new initiative, [Harvest Market Place](#), whereby they'll offer nutrient-dense food essentials boxes at an affordable price as a community service and to keep the food supply chain alive during this time. Meanwhile, [Ballina Shire Council](#) have set up a hotline food delivery service to ensure the particularly vulnerable in the community have the essentials they

need. Harvest Newrybar is one of the first participating businesses.

Meanwhile, on the Coffs Coast, [Toormina Hotel](#) was serving schooners one day and selling groceries the next whilst continuing to service the community.

With few people needing the regular service, [Evans Head Taxi Service](#) is now delivering take-away meals.

8 Week GreenX7 Wellness Challenge

Our friends at GreenX7 have adapted their programs to a fully online model and have built an [8 week challenge](#) which will be particularly important in these times of additional stress and home isolation and is aimed at helping build healthy lifestyle habits and to keep social connections.

Also find **20 Self Isolation Ideas** on your GreenX7 App when you scan this code with your smartphone camera;

1. Download the GreenX7 App (if not already)
2. Scan QR code with your smartphone or in My Groups under the ME tab
3. Go to Discover on home page



*Note: Use the **connect** tab to invite your friends/family to stay connected and keep track of each others wellbeing whilst isolated.*

Stay calm, connected and keep it together, team!

What Can We As An Industry/Community Do

Below is a list of suggestions for ways of coping and showing our support:

- Work from home if possible
- Practice social distancing
- Subscribe to your local council newsletters
- Subscribe to your local tourism association newsletters
- Subscribe to Destination NSW newsletters
- Subscribe to Tourism Australia newsletters
- Share photos and videos with the #LoveNSW hashtag
- Connect with your customers using social media
- Be clear and consistent communicating with your customers
- Buy and shop local and ask your networks and customers to do the same
- Support small business and ask your networks and customers to do the same
- Buy season passes and ask your networks and customers to do the same
- Re-book your holiday for a future date and ask your networks and customers to do the same
- Utilise technology to connect with people

- Spend quality time with loved ones whilst maintaining social distancing laws
- Take care of your mental and emotional health.

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