



Destination
North Coast NSW

North Coast News & Views No. 72

NSW Travel Restrictions To Be Lifted From 1 June

Travellers in New South Wales will be able to take a holiday anywhere in the state from 1 June as intra-state restrictions are formally lifted.

NSW Premier Gladys Berejiklian said although the move would signal an exciting resumption in regional travel, she cautioned that social distancing guidelines would still need to be observed. The Premier also encouraged all venues and operators to review their booking policies to allow travellers to easily cancel their trip if they have any symptoms.

Travellers from interstate will be able to visit NSW for a holiday from 1 June but will need to comply with the rules of their home state when returning.

Find [more detail](#).

DNC Webinar - Tourism Tips: Reopening The (Digital) Doors

The Australian tourism industry is experiencing some of its most challenging days in recent history. With international borders closed indefinitely and interstate travel still heavily restricted, planning a holiday isn't a top priority. People are, however, more digitally connected than ever. With a rise in 'armchair travel', social and digital media channels are the ideal way to inspire people to visit your destination once the doors reopen.

Tori Johnson, a tourism professional with exceptional credentials and an enviable resume, has compiled some handy tips on how to navigate this tricky time on social media, coupled with a range of ideas on how to use this downtime to your ultimate digital advantage.

Tori's passionate about the Australian tourism industry and has experience across regional, national and private sector tourism having managed public relations for Margaret River

Tourism, social media for Tourism Australia and more recently, for Journey Beyond which owns The Ghan and Indian Pacific train journeys along with a range of marine, touring and accommodation products. An avid storyteller, Tori believes social media is the ultimate platform for tourism businesses to tell their story.

When: May 27, 2020 2:30 pm (EST).

[Register in advance for this meeting.](#)

After registering, you will receive a confirmation email containing information about joining the meeting. As previously, if you are unable to attend the live session, a recording will be available after the event.



Now's The Time to Love NSW From Home

Last Friday, Destination NSW kicked off the next phase of the Now's The Time To Love NSW tourism recovery campaign - 'Now's The Time To Love NSW From Home' - with a new program of activity including a TV commercial that showcases the diversity and beauty of our state.

The state's breathtaking landscapes and visitor experiences play a starring role in the TVC which invites people to dream about the wide open space, fun and adventures they'll be able to enjoy when travel restrictions are lifted.

Check out the refreshed [Now's The Time To Love NSW](#) page that features the latest virtual NSW experiences that travellers can enjoy from home right now.

This includes a new #LoveNSW virtual experience map – an interactive tool for people to explore NSW online by field of interest: food and wine, nature and adventure, wellness and spas, and art and culture.

Visit the [Destination NSW Tourism Recovery](#) web-page to find information on ways to get involved.

Airline Hygiene Measures

The Qantas Group have recently announced their 'Fly Well' program with a range of measures to ensure a safe travel environment. Masks will be provided to all customers on every flight but will not be mandatory. Find [information here](#).

Regional Express (Rex) has revealed it will mandate the use of face masks for all passengers

from the 1st of June to provide “an extra layer of protection” against the spread of COVID-19. The airline indicated that passengers would have to bring their own masks before flights, or purchase one prior to boarding from its check-in counters. Read [full article](#).

New Destination NSW CEO

In February the Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres announced the appointment of Steve Cox as the new CEO of Destination NSW.

Mr Cox was the Managing Director at Dymocks Retail for eight years and enjoyed a distinguished career in the retail industry, commenced with DNSW earlier in May.

We're delighted to welcome Steve and look forward to working with him in his new role.

Fair Work Changes During COVID-19

The [Fair Work Commission](#) has recently made changes to workplace laws to support employees and employers during the coronavirus pandemic.

Read about the amendments to the Fair Work Act in relation to the [JobKeeper Scheme](#), unpaid pandemic leave and annual leave [changes to awards here](#).

Support For Cultural Exhibition Tours Across Regional Australia

The Federal Government is providing \$1.1 million from the Visions of Australia program to support 10 projects to tour cultural exhibitions to venues across regional Australia, providing the participating cultural institutions confidence to plan and prepare for the future.

Minister for Communications, Cyber Safety and the Arts, the Hon Paul Fletcher MP, said the Government is focused on supporting the creative and cultural sector to recover and return as and when health advice allows the easing of social distancing requirements in place to deal with COVID-19.

Read [Media Release](#) for more information.

Final Section Of Pacific Highway Upgrade Nears Finish Line

The final piece of the largest road infrastructure project in regional Australia is taking shape, with a 36-kilometre section of the Woolgoolga to Ballina Pacific Highway upgrade between Glenugie and Tyndale opened this week.

Deputy Prime Minister and Minister for Infrastructure, Transport and Regional Development Michael McCormack said the \$15 billion Pacific Highway upgrade program started 20 years ago to make journeys safer between Hexham and the Queensland border. The Pacific Highway upgrade has also been a major investment in our regional communities, creating more than

3000 jobs during the peak of the Woolgoolga to Ballina project alone and injecting millions into local economies.

Read [Media Release](#) here.



Industry Development & Other Opportunities

NSW Government survey on the impacts of Covid-19

The [NSW Small Business Commission](#) is currently conducting an important survey on the impacts of COVID-19 on small businesses across NSW. We strongly encourage you to take part in the survey, which will only take around ten minutes of your time, as it will provide the NSW Government with details on key issues impacting small business as a result of the crisis. Most importantly, the survey results will be used to inform the development of support packages, recovery initiatives and policy decisions. [Click here](#) to find out more and take part in this important survey.

New Online Opportunities For Tour Operators, Activities & Attractions

NSW tourism operators in the tour, activity and attraction sectors are invited to explore new online software and distribution opportunities during this period to secure customers via new avenues and adapt to current conditions.

Consider reviewing your online operations and refining back-end processes to make it simple for future customers to book tourism product or experience.

[Rezdy](#) and [BookingBoss](#) are currently offering free trials and can work with businesses to facilitate a clear call to action. Rezdy has also launched a [#together4tourism](#) portal, which provides operators with COVID-19 tools, resources, events & offers to aid the industry's recovery.

In terms of distribution opportunities, many online travel agents (OTAs) like Klook, RedBalloon, Adrenaline, Get Your Guide, Viator and TripAdvisor have a large domestic market audience.

See [full details](#) here.

Business Connect FREE Online Workshops & Webinars

Business Connect is a tailored NSW Government business advisory program that provides trusted advice for your small business. Businesses can select their region or council area to search around [100 business advisors](#) who can provide advice and support on a range of

issues including managing cashflow, dealing with business disruption, developing a marketing strategy in a challenging environment and supply chain issues.

Over 60 free online workshops and webinars are available through [Business Connect](#) to support your NSW small business to manage cashflow, change your business model, sell goods and services online and market your business in a challenging environment.

Some of the small business webinars online through Business Connect next week:

- [Agritourism 2020](#) – Tuesday 26 May, 8:00 pm
- [Shifting from physical to digital retail](#) – a strategic approach Friday 29 May, 12:00 pm

World Travel & Tourism Council's "Safe Travels" Global Protocols

The [World Travel & Tourism Council \(WTTC\)](#), which represents the travel & tourism private sector, has unveiled a range of new worldwide measures to restart the sector. These measures have been designed to rebuild confidence among consumers so they can travel safely once the restrictions are lifted.

WTTC's new "Safe Travels" protocols provide consistency to destinations and countries, as well as guidance to travel providers, operators and travellers, about the new approach to health and hygiene in the post COVID-19 world. Based on the best available medical evidence and following guidelines from the World Health Organization (WHO) and the Centres for Disease Control and Prevention (CDC), the protocols also avoid the emergence of multiple standards, which would only delay the sector's recovery.

WTTC will create short protocol reports for at least eight industries within Travel & Tourism to align the private sector behind common standards to ensure the safety of its workforce and travellers as the sector shifts to a new normal. The proposed initial nine industries within Travel & Tourism are:

1. Hospitality
2. Outdoor Retail
3. Aviation
4. Airports
5. Cruise
6. Tour Operators
7. Convention Centres and MICE
8. Car Rental
9. Insurance

Find details about [Safe Travels](#) and scroll to the bottom for the first three report releases.

Caravanners And Campers More Likely To Take An Immediate Holiday

The caravan and camping sector can lead the [road to recovery for regional tourism](#) with an average spend of \$584 per trip according to Tourism Research Australia, and over 500,000 travellers indicating they'd take a camping trip within two months. This has the potential to kick-start the recovery for tourism and inject over \$292 million dollars directly into the hands of regional tourism operators who rely on caravanners and campers travelling to experience a wide variety of attractions. The intention to go caravan and camping is significantly higher than general travel intention, with only 12% of the broader Australian population planning to book a holiday in the next three months, indicating that caravan and camping travellers are seven times more likely to take a holiday in the next three months than the rest of Australians.

New Study: Implications Of COVID-19 On Chinese Travel Patterns And Recovery

McKinsey & Company have [surveyed 1,600 Chinese travellers](#) to highlight the impact of the Coronavirus on their propensity to travel in the coming months. Overall sentiment among Chinese consumers has recovered rapidly in recent weeks, with 36 per cent of consumers optimistic about China's economy. However, when it comes to travel, the rebound in confidence appears to be slower. Most travellers expect to make their next leisure trip between September and October, with over half (54 per cent) of respondents waiting on an announcement from schools or experts before they take their next leisure trip. Travellers who are expected to take a

trip in the next three months are more likely to be young, single, middle-class and experienced travellers. Domestic travel is most favoured by respondents, with a focus on food and family destinations in addition to solo travel opportunities such as self-guided and self-drive trips.

Funding And Other Opportunities

[Cleaners Required For Immediate Start In North Coast Schools](#)

Cleaners are sought around Coffs Harbour, Taree, Port Macquarie, Ballina, Tweed Heads and Lismore with successful candidates needed for an immediate start.

[Streets As Shared Spaces Council Grants](#)

The Department of Planning Industry & Environment recently announced this program to increase the amount of public space and improve local streets and paths as shared spaces for people and transport. Street space improvements could include high street activation, support community well-being and people's ability to exercise, attract people back into public spaces in a safe way etc. Applications close 10 June 2020.

[Driver Reviver Site Upgrades Round One Grant Opportunity](#)

Assist in upgrading the existing Driver Reviver locations nation-wide to improve amenity and to provide for new equipment, as well as to support the establishment of new sites. Closes 29 May 2020.

[One10's \\$10K Social Innovation Grant](#)

Supporting Australian based founders or teams that have a social innovation venture, that can deliver a positive social or environmental impact, along with the potential to be an ongoing & viable business. Closes 1 June 2020.

[Cultural Fund - Grants For Organisations](#)

Provides support to organisations for projects that deliver opportunities for authors, journalists, artists and key industry stakeholders in the writing, publishing, education, and visual arts sectors. Closes 12 June 2020.

[Destination Australia Program - Round 2](#)

Attracts and supports international and domestic students to study in regional Australia, to grow and develop regional Australian tertiary education providers and offer students a high quality learning experience. Closes 7 July 2020.

North Coast News & Product Innovation

[National Cartoon Gallery Announces Rotary Cartoon Awards Open](#)

The National Cartoon Gallery is very excited to announce the official opening for entries to this year's Rotary Cartoon Awards!

In recognition of the year's hardships for everyone Australia wide this year's special category is "Crisis, Which Crisis?" along with all the usual favourites caricature, comic strip, political, sports, open and of course one stand out prize for the cartoon of the year award. Entries close 29 August 2020.



Telegraph Retreat Cottages Welcomes New Baby

A welcome distraction from bushfire recovery and the COVID-19 pandemic is this four-legged beauty who is a recent addition to the menagerie at award-winning Telegraph Retreat Cottages. What a great place for families from Sydney or Newcastle and further afield to visit and base themselves to explore the wider Port Macquarie Hastings region.



COVID-19 Resource Directory

To aid access to relevant information and to find links to appropriate Government and other resources, check the Destination North Coast [COVID-19 Directory](#) on our website.

Photo Credits

Tori Johnson - Supplied

Pacific Highway Upgrade, Tyndale South Interchange - Laing O'Rourke Supplied

National Cartoon Gallery - Supplied

Telegraph Retreat - Supplied

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