



Destination  
North Coast NSW

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## North Coast News & Views No. 70

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### **Business Resilience & Continuity Planning - Webinar**

Destination North Coast (DNC) invites you to the third in our FREE Webinar series with the next titled Business Resilience & Continuity Planning, to be held at 2.30pm, Tuesday 12th May.

Brought to us by friend of DNC and expert in this space Stewart Moore, CEO of [EarthCheck](#), this session will deal with the three phases of business response and recovery associated with COVID-19;

1. Short term-crisis management and containment... we are in this phase now
2. Initial recovery and market response... this will follow for the next 8 months
3. Strategy re-assessment and innovation... this is the post COVID-19 period which will become the new normal.

Local and international case studies will be used. What is clear is that we will need to move from damage control into market reassurance and recovery strategies as quickly as possible. To do that effectively we might need to rethink some of the ways we currently operate.

Time permitting, there'll be a Question and Answer session where participants will have the opportunity to ask specific questions of Stewart.

[Register in advance for this meeting](#) with places strictly limited.

If you haven't yet caught up on the first two in the series, [COVID-19 Stimulus Unpacked and Tourism Grant Funding](#), recordings are available here.

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### **Tourism Australia – Live from Aus**

Hot off the press, Tourism Australia (TA) will be bringing Live from Aus virtual tourism activation

into the living rooms of hundreds of thousands of Australians. Hosted by an array of Australian personalities, advocates and industry operators who will educate, entertain and inspire viewers with a range of interactive experiences, including cooking demonstrations, wine tastings, exercise classes, cultural immersion sessions and Australian wildlife encounters, Live from Aus kicks off on Friday 15th May with a special one-hour broadcast at 7:30pm on The Project on Network Ten. This will be followed by a full weekend program on 16 and 17 May of live content on Tourism Australia's social media channels.

We encourage all tourism stakeholders to jump on board this great initiative and get involved by;

1. Join the [Facebook event](#), watch the program of content on [Facebook](#) or [YouTube](#) and share it with your networks using #SeeAustralia.
2. Stream your own events on your social media channels using the Live from Aus logo. You will be able to download the logo from 16 May 2020 from [tourism.australia.com/livefromaus](http://tourism.australia.com/livefromaus).
3. Let TA know about any live streaming events your business has coming up by [emailing](#) with Live from Aus in the heading. If the content is relevant for Tourism Australia's audiences, Tourism Australia can help promote it.
4. Submit your content ideas to be considered for Tourism Australia's channels by [emailing](#) with Live from Aus in the heading. Tourism Australia will be releasing guidelines with more information about live streaming.

Find out more [here](#).

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## **COVIDSafe App - Reminder**

The [COVIDSafe app](#) is part of the Australian Government's work to slow the spread of COVID-19. It helps find close contacts of COVID-19 cases and speeds up contacting people exposed to the virus. This helps health officials support and protect you, your friends and family.

The new COVIDSafe app is completely voluntary however, the more Australians connect to the COVIDSafe app, the more quickly contact tracing occurs which reduces the chance of the infection being inadvertently passed on. For more details see the [COVIDSafe app FAQs](#).

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## **Tourism Restart Taskforce**

Big names in the Australian travel industry have banded together to launch a Tourism Restart Taskforce, which will provide advice to industry and Government on the short, medium and long-term priorities to rebuild tourism in Australia.

The taskforce is chaired by Jeremy Johnson, Immediate Past President of the Australian Chamber of Commerce and Industry and former CEO of tourist attraction, Sovereign Hill. "What is required now is a considered and careful plan to restart Australia's third largest export industry and one of its biggest employers," Johnson said.

Read full [Media Release](#) here.

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## **New Insights From Tourism Australia's Consumer Demand Project**

Since 2012, Tourism Australia (TA) has undertaken research annually to understand how global consumers view Australia as a holiday destination, and what most motivates them to visit our country. Insights from TA's 'Consumer Demand Project' (CDP) have been used extensively to inform Tourism Australia's strategic direction and inform the tourism industry of potential opportunities. The latest phase of CDP research, conducted across 12 markets includes a deep dive into the impact of the Coronavirus on future domestic and international travel and booking plans. The top-line findings include:

- Positive long term consideration and association of Australia as a safe destination continues, with Australia remaining as the most considered out of region destination among all markets. Australia remains the second top out of region destination for association with safety behind Japan.
- 27% of international consumers are thinking and dreaming about their next holiday with Western markets showing the greatest resilience with respect to future travel plans. Most international consumers intend to take their next international trip in either 6-12 months or 1-2 years.
- 75% of international respondents say they want to travel to Australia, just not right now. 52% agree that Australia is on the top of their bucket list of countries they want to travel to once it is safe to do so.
- 21% of Australians are keen to travel within Australia as soon as restrictions are lifted, with a further 31% willing to reconsider domestic travel once restrictions are lifted.
- 39% of Australians intend to travel domestically in the next 6-12 months with the majority of Australians not intending to travel overseas for at least the next 12 months.

Find [more details](#) here.

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## **JobKeeper Payment**

Enrolments are open from now until the end of May for the [JobKeeper Payment](#) through Australian Taxation Office (ATO) online services, the ATO's Business Portal using myGovID or through your registered tax professional.

You can enrol once you have confirmed you and your employees meet the [eligibility criteria](#) for the JobKeeper Payment.

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## **Safe Work Australia Launches Hub Of Covid-19 Guidelines For Industry**

Safe Work Australia has developed [specialised industry guidelines and information](#) across 23 sectors to assist businesses return to work in a COVID-19-safe environment.

Safe Work Australia's specialised COVID-19 website provides important information for industries including hospitality, retail, taxi and rideshare and public transport that addresses:

- Duties under WHS laws
- Risk assessment
- COVID-19 in your workplace
- Health monitoring
- Physical distancing
- Hygiene and cleaning
- Personal Protective Equipment (PPE) and more.

There is also a [Resource Kit](#) featuring downloadable fact sheets, posters, infographics and

guidance materials for businesses to use in the workplace such as a social distancing checklist, incident notification processes and '5 things to do in your workplace'.

With social distancing and some travel restrictions starting to lift, businesses are encouraged to review and apply these guidelines.

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## **Airbnb - Enhanced Cleaning Initiative**

Airbnb has announced the development of new [cleaning guidelines](#) for its hosts, with the so-called "Airbnb Enhanced Cleaning Initiative" to roll out from next month in the USA, and then into other markets including Australia.

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## **Industry Development & Other Opportunities**

### **Tourism & Transport Forum – TTF Talks**

During this challenging time, TTF Talks brings together leaders in our community, to share thoughts around business survival, adaptation and the road to recovery in a series of 15 minute fireside conversations with TTF CEO Margy Osmond. Enjoy at your leisure.

### **Study Cultural Awareness Online**

Study Cultural Awareness online through AIATSIS, the Australian Institute of Aboriginal and Torres Strait Islander Studies. This ten module course takes around ten hours to complete and offers a certificate to successful participants. The cost is \$110, deadline for payment is 31 May and you must complete the course by 31 January 2021.

### **Tourism Australia Webinar Series**

This Friday TA will break down 'Domestic Travel – What We Know So Far, Our Strategy And Approach To Come, And Our New Activation'

Date and time: 11am to 12pm, 8 May 2020

Speakers:

- TA Update & our new marketing initiative - Pip Harrison, MD and Susan Coghill, CMO, TA
- The domestic landscape - insights and sentiment - James Luddington, bda. Marketing Planning.
- TA's domestic strategy and approach, Robin Mack, EGM, Commercial, TA.

**[Register for the webinar.](#)**

### **New Free TAFE Courses To Support NSW During COVID-19 Crisis**

Thirteen new fee-free TAFE NSW short courses are available online to assist NSW residents upskill during the COVID-19 pandemic.

Following an overwhelming response to the initial suite of courses launched earlier in April, the NSW Government will use the new courses to replace those that have reached enrolment capacity.

The 13 new short courses include:

- Leading Teams
- Digital Security Basics
- Build your Digital Literacy with Coding
- Create a Brand Presentation; and

- Undertaking Projects and Managing Risk.

### **[Marketing Your Business During COVID-19](#)**

The importance of continuing to keep communicating and subtly marketing to your loyal customers, can't be underestimated. Business Australia have pulled together some valuable tips.

### **[Recovery Program](#)**

Tourism Tribe has teamed up with customer strategy business, Customer Frame, to release a six-week interactive Customer Recovery Program. The online course equips businesses to walk away with a 12-month recovery plan and has been adapted from Customer Frame's workshop series, replacing conference-room interaction with live small group coaching sessions. For more details, contact Tourism Tribe CEO [Liz Ward](#).

### **[Tweed Tourism Company Insights Webinar](#)**

Destination North Coast General Manager, Michael Thurston, has been invited to speak at the next industry webinar and present on COVID-19 updates and the impact on tourism.

Join on Wednesday 13 May at 11am with [pre-registration required](#).

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## **Funding And Other Opportunities**

### **[Community Choices Program](#)**

Encourages the nomination of community groups and causes that can do with extra support. Closes 29 May 2020.

### **[Bushfire Relief Fund Grant Program](#)**

Supporting the recovery of communities affected by the 2019/2020 bushfires. Whilst this grant does not open until 1 June, they provide a Pitch Page to enable community organisations to sketch out their application ahead of time. Closes 15 Jul 2020.

### **[Cooperative Research Centre Grants](#)**

Supports medium to long term industry-led collaborations to develop important new technologies, products and services. These grants solve industry problems and deliver tangible outcomes. Closes 29 Jul 2020.

### **[NSW COVID-19 Small Business Support Grant - Reminder](#)**

The NSW Government is providing financial support to ease the pressures on small business as a result of COVID-19. Closes 1 June 2020.

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## **North Coast News & Product Innovation**



### **Another WIN For Brookie's**

Mac. by Brookie's takes home 'World's Best' at the World Liqueur Awards 2020.

Cape Byron Distillery can now add 'World's Best Nut Liqueur' to its growing list of awards and accolades after Mac. by Brookie's was awarded the top position at the 2020 World Liqueur Awards earlier this week.

See [Media Release](#) and join Destination North Coast in sending



congratulations to the team!

### **[The National Cartoon Gallery Launches First Online Exhibition!!!](#)**

Because it was such a hit, the National Cartoon Gallery couldn't resist creating an online exhibition for anyone who didn't get the chance to check out the Captain Fantastic Cartoon Competition before social distancing kicked in.

### **[Manning Regional Art Gallery - Video Tours](#)**

Enjoy a virtual stroll to see the latest exhibitions without leaving your comfy sofa.

### **New RMS Motorway Signage At Urunga**

Roads & Maritime Service Urunga signage went up yesterday on the southbound approach with a northbound sign also in the works.

Good timing RMS to help boost the visitor economy for the Bellingen Shire when travel restrictions open again.



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## **North Coast In The News**

### **National Banana Day Goes Off**

Matt Moran went banana's last week on National Banana Day and cooked a delicious Banoffee Pie for viewers of [Studio 10](#) which has national syndication. The piece also featured some fantastic product from the [Big Banana](#) and footage from the Coffs Coast for everyone dreaming of their next adventure when travel is again a reality.

Thanks to the PR team at Destination NSW for leveraging National Banana Day (as of last count there had been 37 clips secured) and giving us all something to think about beyond COVID-19!

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## **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.

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