

## News & Views No. 74

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# Destination North Coast NSW

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## North Coast News & Views No. 74

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### North Coast Open For Business

Destination North Coast welcomes the buzz across the region as restrictions ease, tourism businesses start to reopen and non-essential travel re-commences.

As travellers dust off their suitcases ready to hit the road, it's a time for cautious optimism and a time to throw down the welcome mat as a new day for tourism dawns.

This new stage will look different for each business. As the long weekend and July school holidays approach, it is important to adapt your business practices to adhere to the on-going need for social distancing and to reassure visitors that all precautions have been made to ensure it is COVIDSafe.

Potential customers will be looking for up-to-date opening times and operational information. By taking a few minutes to update websites, social media pages, [TripAdvisor](#), [Google](#) and [ATDW](#) listings, as well as putting signs on the front door, on email footers and voicemail messages, business owners can avoid negative reviews, loss of future business and disappointment felt by customers.

DNC has pulled together some [\*\*additional tools and resources to support your business\*\*](#) as regions reopen.

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### No Better Time To Love NSW - Tourism Industry & Regions Reboot 2020

Destination NSW unveiled the next phase of the tourism recovery campaign, Now's The Time To Love NSW, heralding the 'reboot' of 2020 for visitors and the tourism industry as regional travel restrictions are lifted.

The next phase of Destination NSW's Now's The Time To Love NSW recovery campaign is in

market to align with the resumption of regional travel, and includes television, social media, radio, and digital advertising throughout June and July.

After months of inspiring travellers to dream about that next adventure, Destination NSW will now focus on turning dreams into reality by enticing holidaymakers to hit the road as soon as possible, and plan that next getaway. Read full [Media Release](#).

All advertising activity will direct potential visitors to [VisitNSW.com](#) for further inspiration and bookings - which means tourism businesses can get involved in the campaign just by signing up for a free [Get Connected listing](#) (see more information below).

Now's The Time To Love NSW also has a strong social media call to action, and visitors, locals and businesses are encouraged to share photos of their favourite NSW destinations on social media and include the hashtag #LoveNSW. Be part of the conversation by tagging [@VisitNSW](#) on social media posts, and engage with @VisitNSW posts that feature your region.

View the new [TV Commercial](#) and [Social Media Videos](#).

## **Further Restrictions To Be Relaxed In NSW – 13 June**

The NSW Government has already announced coming changes that will see gyms, yoga and dance studios and community centres able to reopen from Saturday, 13 June 2020.

See [details here](#) with the 4 square metre rule applied at all times.



## **National Parks Camping Grounds Reopen – Pre-booking Required**

In line with the easing of restrictions announced by the NSW Government, most NPWS campgrounds, cabins and cottages reopened this week.

NPWS like other businesses, have made changes to their camping and accommodation in NSW national parks to protect visitors and staff and prevent the spread of COVID-19 in the community.

Find [more information here](#).

It is important to note that bookings are now required for all campgrounds and campsites in NSW national parks, including those without camping fees. This is so Parks can manage numbers in each location to support social distancing.

Camping and fixed roof accommodation [availability is online](#) with capacity capped to support ample distancing with the onus on visitors to also practice good hygiene and to stay at home if at all unwell.

At this time, all NPWS guided tours and events remain suspended until further notice. Read [Media Release](#) here.

**STOP PRESS** - As of yesterday, NSW National Parks are a top destination choice now that regional travel restrictions have eased, with most campgrounds already booked to capacity for the June long weekend.

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## Drive Tourism – Here They Come

[Earthcheck](#) have produced this report on [Drive Tourism and the COVID-19 recovery](#) to inspire and stimulate discussion on how to make drive tourism work for destinations. The premise of this report stems from the closure of international borders and the expectation that people will initially start travelling to sites closer to home but that this will gradually extend to longer day trips, overnight stays and then extended breaks as the wider economy opens up. And that within a short period of time drive tourism will once again become the foundation stone for travel to many destinations.

Earthcheck's current research indicates that hygiene, general visitor safety and cleanliness will be front and centre for all destinations and precincts as we move into a reset and recover phase in the next six months. Spending time with family and friends will increase in importance and visiting them will be a key motivator for travel. The great outdoors are likely to boom as travellers shift their preferences and avoid crowded places and the benefits of the outdoors on mental health are realised.

Are you ready?

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## Help Create Australia's Largest Mobile Wildlife Hospital

A team of Australian vets have teamed up to help save wildlife by building a Mobile Wildlife Hospital. It will be based in Byron Bay, NSW, Australia, but it's mobile, so it can go where injured native animals need urgent help during a crisis, anywhere in Australia. It's going to be a customised semi-trailer operating with specialist wildlife vets, equipment and medicines.

They need to raise a further \$520,000 to reach their \$700,000 target to get the Mobile Hospital running by September ahead of the summer season, when wildlife are most vulnerable. Over 1 billion native animals died during this year's national bushfires. Let's not let that ever happen again!

Tax deductible donations can be made to their [crowdfund campaign](#) and you can learn more via the [Byron Bay Wildlife Hospital](#) website.



## Industry Development & Other Opportunities

### NSW First Program: Update

With travel in regional NSW allowed from 1 June, now is the time to update Destination NSW with your product news. [Email DNSW](#) to let them know if you will be reopening and share updates on your tourism business or products, so that Destination NSW can keep stakeholders, potentially including media updated.

For tips on creating a media release, take a look at the [\*\*NSW First Guide: Promote your Tourism Business.\*\*](#)

### Global Market Update

Destination NSW has developed a new [\*\*Global Market Update\*\*](#) to provide tourism operators and travel trade with an overview of the key visitor markets for NSW. This new resource includes:

- Destination NSW activity, including marketing and travel trade engagement
- Competitor activity overview
- Aviation update
- Consumer confidence and sentiment as a result of COVID-19.

The resources also highlight a 'Recovery Stage Key'. This key will be used as a guide to indicate the level of marketing activity Destination NSW will implement in each international market throughout the recovery phase of COVID-19.

Exclusive to [\*\*NSW First subscribers\*\*](#), the Global Market Update will be updated over the coming months during the recovery phase. Stay tuned for further updates from NSW First. For more information on how you can get ready to target international visitors, visit the NSW First Program and the [\*\*NSW First: Inbound Tourism Guide\*\*](#).

### Quick Tips Guide: LoveNSW Visual Content Guidelines And Shoot Your Own Video

Two new Quick Tips guides are now available.

Find out [\*\*How to Shoot Video\*\*](#). This resource for tourism businesses is part of the Quick Tips series, developed by Destination NSW to [\*\*help tourism businesses navigate challenging times\*\*](#). The series provides advice about how to stay in touch with customers, maintain relationships with media and distribution partners, and opportunities to develop new areas of business.

Additionally, get all the tips on how to [\*\*Create Visual Content\*\*](#) for the Love NSW and other campaigns.

The Quick Tips guides also include:

- Stay connected online: refresh and update your tourism business presence
- Dare to dream: tips for social media
- Telling great stories: working with the media
- Create new ways to explore: adapting your product
- Keep the conversations going: stay connected with distribution partners
- We will meet again in regional NSW: regional conferencing.

If you have an industry development query, please contact the [\*\*DNSW team\*\*](#).

### Tourism Australia Webinar

This week's webinar will be on **Friday, 5th June at 11am**.

Guests will include:

- Alan Joyce, the CEO and Managing Director of Qantas - who will be sharing insights on the future for aviation, tourism and of course Qantas' recovery strategy.
- Andy Lark, founder of Group Lark, a global strategy, digital and brand consultancy - who will be sharing insights for tourism businesses on how to approach the recovery from a marketing and operational perspective.

[\*\*Register here.\*\*](#)

### **TAFE NSW Rapid Recovery Survey**

As part of the TAFE NSW Events Industry Skills Reference Group, the TAFE team have been working with thought leaders from industry to consider the skills and training that will support the event industry's return to prosperity.

To inform the development of this training, all tourism industry stakeholders are invited to complete this [\*\*TAFE NSW Rapid Recovery Survey\*\*](#). TAFE's aim is to ensure industry has access to the training they require to aid recovery, rebuild skills and return to success.

The survey takes ten minutes to complete and will close on Thursday 11 June, 2020.

### **Discounted Charles Sturt Certificate Courses For Workers Affected By COVID-19**

Charles Sturt University has announced [\*\*14 graduate certificate courses\*\*](#) will be offered at a significantly reduced cost to eligible workers impacted by COVID-19. The change in fee structure is part of the Federal Government's [\*\*Higher Education Relief Package\*\*](#), with the reduction in costs incurred by students ranging from 81 per cent up to 88 per cent off the normal course fees.

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## **Funding And Other Opportunities**

### [\*\*\\$140 Million Program Opens For Bushfire Impacted Industries\*\*](#)

A \$140 million program is now open to help support businesses in the forestry, horticulture & agriculture industries, impacted by the recent bushfires. Deputy Premier and Minister responsible for Disaster Recovery John Barilaro said targeted grants would be available to help the forestry, horticulture, apiculture, aquaculture, viticulture and dairy industries retain and create jobs and support them to [\*\*rebuild, recover and regrow\*\*](#).

### [\*\*Australian Visual Artists' Benevolent Fund\*\*](#)

Provides limited financial assistance to visual artists faced with financial difficulty as a result of fire, flood, storm, serious illness, major accident, declared state or national emergencies, or some other unexpected catastrophic experience.

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

### [\*\*Rail Trail – Murwillumbah to Crabbes Creek\*\*](#)

Funding for a rail trail, walking and cycling track between Murwillumbah and Crabbes Creek has once again been backed by the NSW state government with an additional \$7.8 million reconfirmed.

When completed, the Tweed stage of the Northern Rivers Rail Trail will connect Murwillumbah with the villages of Stokers Siding, Burringbar, Mooball and Crabbes Creek.



## Sculpture in the Gaol 20:20 Online Exhibition – Call For Submissions

Sculpture in the Gaol is now accepting [submissions](#) for their 20:20 Online Exhibition.

The online gallery is designed to provide a free-access retail channel for artists and will comprise 20 works by 20 artists. It is scheduled to launch on Saturday 1st August 2020.

Event organiser Phil Nicholas said, "The exhibition is being produced as an alternative to the physical exhibition at Trail Bay Gaol, which sadly cannot take place this year."

## **North Coast In The News**

[\*\*Lifecycles Travel\*\*](#) (Ballina/Byron Bay) was featured on the [\*\*National News on Channel 7\*\*](#) ahead of the June 1 relaxation of travel restrictions. Popular opinion would suggest road trips will lead the recovery which bodes well for the North Coast.

### **TODAY Show Weather broadcast, North Coast - 3-5 June**

With the June 1 re-opening of regional travel in NSW it's exciting to have Channel 9's TODAY Show weather broadcast on the North Coast this week thanks to Destination NSW's PR team. Did you see our amazing operators and scenery in [\*\*Port Macquarie\*\*](#) (yesterday) with Coffs Harbour featured this morning and Byron Bay to come tomorrow morning?

### [\*\*Luxury Escapes Features Port Macquarie\*\*](#)

An awesome escape deal plus a handy mini-travel guide featuring the following local superstars: Mantra The Observatory, Sea Acres Rainforest Centre, Port Jet Cruise Adventures, Koala Hospital Port Macquarie, Bago Maze & Winery, Visit Camden Haven, Black Duck Brewery, Moorebeer Brewing Co., Wicked Elf Beer, Cassegrain Wines, Hops and Tales Brewery, Bills Fishhouse + Bar, Black Market Bagels, LV's on Clarence, Four Espresso, Social Grounds, MakiMoto Port Macquarie, Japanese Gourmet, Whalebone Wharf Blue Whale Asian Eatery n Bar, The Stunned Mullet & Port Macquarie Helicopters.

### [\*\*Fishing In Remote Regional Australia\*\*](#)

Check out this article by Ange Esdaile, [\*\*Go Fish Australia\*\*](#) published on [\*\*Regional Experiences\*\*](#), an authentic, insiders-guide to the best regional travel experiences on offer in Australia & New Zealand. Bass Fishing in the rainforests of the Byron Bay hinterland are in the Top 5 regional fishing experiences.

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