

News & Views No. 75

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Destination
North Coast NSW

North Coast News & Views No. 75

NSW Government Launches COVID Safe Check For Businesses

Businesses will be able to check, test and promote their COVID Safe credentials with the launch of the NSW Government's online COVID Safe Check.

Premier Gladys Berejiklian and Minister for Customer Service Victor Dominello said the online tool would help businesses get back to work safely.

"We have put industry specific information under the one roof, including downloadable badges for businesses with COVID Safe plans to display in their premises, so customers know they have the tick of approval."

Mr Dominello said the tool is simple to use, with more than 8,000 businesses having already downloaded a COVID Safety Plan template, which is stage one of the process and already available.

The [COVID Safe Check](#) went live earlier this week. Read full [Media Release](#) here.

Coffs Coast are supporting their region's businesses with their [Coffs Coast Businesses Care](#) initiative which has been established to help communicate the efforts businesses owners are taking to ensure staff and customers remain safe, as business now moves from virtual to in-person.

New Business Connect Advisors To Help Tourism Operators

Small businesses in industries hit hard by COVID-19 are set to benefit from 40 new Business Connect advisors being deployed across NSW to help provide valuable advice and guidance with five having a background in tourism.

Advisors connect businesses to support available from the NSW Government including grants and payroll tax waivers and deferrals.

Advisory sessions with Business Connect are currently free of charge and can be requested through the [Business Connect website](#) or 1300 134 359.

Business Connect continues to run free webinars for small businesses in response to COVID-19 covering topics such as building a successful online store, top 10 apps and tips to simplify business marketing and email marketing for business. [Register online](#).

Building Better Regions Fund Recipients

Congratulations to those North Coast Councils and organisations that will receive funding through the [Building Better Regions Infrastructure Projects Stream](#) and the [Building Better Regions Community Investment Stream](#) which were announced last week.

Big wins for the North Coast are the \$10 million [expansion to the Ballina Byron Gateway Airport](#) which will see the widening and lengthening of the existing runway and \$10 million also to Coffs Harbour City Council for the [West Woolgoolga Sports Complex](#) which will see the construction of a new integrated sport and community facility.

Qantas & Jetstar Increase Domestic Flights As Restrictions Ease

It is pleasing to note that as travel restrictions ease across the country, Qantas and Jetstar are set to increase their [regional flights for June and July](#).

This sees the resumption of routes to the North Coast's gateway airports and the commencement of new direct flights by Qantas between Sydney and Ballina Byron.

Airline	Route	Current weekly return flights	Weekly return flights by end June 2020
Qantas	Sydney-Ballina Byron	0	3 (new route)
Jetstar	Sydney - Ballina Byron	2	4
Jetstar	Melb - Ballina Byron	0	3 (route resuming)
Qantas	Coffs Harbour - Sydney	2 (via Port Macquarie)	6 (direct)
Qantas	Lord Howe Is - Sydney	1	1
Qantas	Port Macquarie - Sydney	2 (via Coffs Harbour)	6 (direct)

Local Food Tourism

As NSW is now encouraging trips around the state to support local businesses and the economy, the [findings of a recent study](#) may be of interest to you as they are relevant for destinations which already focus on 'food tourism' and those who have local food as an element of their product mix.

This definitely applies to the North Coast!



Industry Development & Other Opportunities

Subscribe to Destination NSW's must-read weekly newsletter Insights for the latest industry news, advice and updates on Government initiatives.

Delivered each Friday, the newsletter includes helpful resources for tourism businesses such as guides from Destination NSW's industry development program - NSW First, links to upcoming industry events, updates from NSW tourism operators, and information about Government grant programs.

[Register now to receive Insights each week.](#)

Digital Marketing Tips: Love NSW

Did you miss last week's [Digital Marketing Tips – Love NSW webinar](#), part of DNSW's NSW First Program designed to assist tourism businesses to develop, promote and sell tourism products and experiences?

Don't forget to tag your content with #LoveNSW and #NewSouthWales hashtags to encourage travellers to plan and book their next NSW escape.

Additional resources are available to support your business including the Now's the Time to Love NSW - [Industry Fact Sheet](#) and the NSW First Guide - [Promote Your Tourism Business](#).

Quick Tips Guides

- [How to shoot video: A beginner's guide](#)
- [Refresh and update your online presence](#)
- [Tips for social media](#)

Digital Marketing and Social Media

- [Get Connected](#) – product listings for [visitnsw.com](#)
- Destination NSW [Social Media Guidelines](#)
- Social media resources for business
 - o [Facebook Business](#)
 - o [Instagram Business](#)

Send [DNSW your news](#) or find out more about how to develop, promote or sell your tourism product.

Find more information on DNSW's [NSW First Program](#) webcasts and guides and subscribe for [NSW First updates](#).

Tourism Australia – Updated Industry Resources

[Tourism Australia \(TA\)](#) has created a series of new resources for the tourism industry that are now available on its corporate site. The resources include updated [high value traveller factsheets](#) for each of Tourism Australia's key markets, an updated [value of tourism factsheet](#), a new [domestic market performance](#) page, a [new Australia](#) page and additional [domestic aviation information](#).

Also, to coincide with the intra-state re-opening TA launched a whole of [Australia Map](#) to help Aussies understand where they can travel right now. They've also uploaded a wealth of resources and insights on [domestic travel](#) and released an incredible [Aussie Roadtrip Planner](#) to help travellers dream and plan their next adventure when the whole of the country re-opens.

Tips On Recruiting And Managing Volunteers

[rEVENTS Academy](#) continues their Master Class Series with the next one providing Tips on recruiting and managing volunteers, a key priority for all event managers to ensure sustainability.

22 June 2020, 12 – 1 pm. Find [more information and register](#).

STR Covid-19 FREE Webinar - Pacific Hotel Performance Analysis

[STR](#) has another free PACIFIC focused webinar next Friday 19 June @10am for 30mins plus Q&A time.

[Registration](#) required.

Funding And Other Opportunities

[Small Business \\$10k Grants Extended To 30 June](#)

Thought you missed the \$10k grants for your business? Well, you haven't because the deadline has been extended to 30 June. That's good news!

The Small Business Support fund criteria has also changed to cater for businesses affected by drought or another natural disaster during 2019. You are now able to compare your 2020 turnover to a 2 week period in March, April or May to the same period in the year immediately preceding the year the drought or other natural disaster was declared. A decline of 75% in turnover needs to be shown.

Eligible events and commercial vessel businesses are also now able to apply.

[COVID-19 Community Support Grant](#)

Aims to provide immediate crisis support including food stuffs, transport, interpreting and translation services for multicultural groups supporting vulnerable cohorts. Closes 13 Jun 2020.

[AMP Foundation's COVID-19 Community Boost Grants](#)

Supports Australian non-profit organisations impacted by the pandemic – either through increased demand for their services or by having to adapt to delivering community support in the new operating environment. Closes 18 Jun 2020.

[2020 NSW Mental Health Month Small Grants](#)

Assists the staging of mental health promotion activities or events during October's Mental Health Month. Closes 31 Jul 2020.

North Coast News & Product Innovation

Crystalbrook Collection Becomes Australia's First Cashless Hospitality Company

From 1 July 2020 all Crystalbrook hotels, resorts, restaurants, bars and spas will be cashless.

Why? Once a valued treasure, cash has been thrust into the spotlight as a haven for germs. With the Australian Government recommending patrons opt to pay by card where possible,

[Crystalbrook Collection](#) is taking a touch-less, clean-more approach.

[Crystalbrook Collection](#) will also be offering contactless and paperless check-in and check-out and optional complimentary face masks along with a host of other [deep cleaning measures](#).

New Bypass Signs For Grafton & Maclean

Motorists enjoying smoother and safer journeys along the upgraded Pacific Motorway will be encouraged to visit some of the bypassed towns across the Clarence Valley, with new signs showing the services and tourist attractions on offer.

The pictures selected display Grafton's magnificent jacaranda trees (as shown and courtesy of Louise Gumb, Marketing & Brand Officer, Clarence Valley Council), and the family-friendly water sports and fishing available at Maclean.



North Coast In The News

The Tweed In The News

- Tweed [tourism surges](#) despite border closures as reported by the ABC.
- Chefs share their "[post-lockdown restaurant and bar hit lists](#)" featuring Ben Devlin
- "[High Tea at Flutterbies](#)" review and celebrating Flutterbies reopening.

[Best Eco Hotels & Resorts To Inspire Thoughtful Future Travel](#)

Delicious Magazine rates Byron at Byron, a Crystalbrook Collection Resort as one of the most relaxing, sustainable and luxe resorts to travel to in the future.

Channel 9 Today Show

As mentioned last week Channel 9's Today Show was in region on a 'road to recovery trip' supported by Destination NSW with visits to Port Macquarie, Coffs harbour and Byron Bay.

Destination NSW secured the TODAY Show to present weather segments live from across NSW, showcasing many of the state's top tourist destinations and operators to its national audience. Destination NSW's publicity team hosted weather presenter Tim Davies for a 'recovery road trip' through the Central Coast, Hunter Valley, Port Macquarie, Coffs Harbour and finishing in Byron Bay.

Tourism businesses featured include:

- Port Macquarie - Salty Crew Kiosk, Port Macquarie Koala Hospital, Hello Koalas Sculpture Trail, Port Macquarie Surf School, Beach to Bush Trike Tours, Bill's Fish House and twotriplefour Restaurant
- Coffs Harbour - The Big Banana, Nyanggan Gapi Cafe, Dolphin Marine Conservation Park and Coffs Harbour Butterfly House
- Byron Bay - Cape Byron Lighthouse, Tropical Fruit World, The Bucha of Byron, Three Blue Ducks and Elements of Byron.

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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