



Destination
North Coast NSW

North Coast News & Views No. 76

COVID Safe Check For Businesses Now Live

Businesses can now check, test and promote their COVID Safe credentials through the NSW Government's online COVID Safe Check.

Businesses are encouraged to visit the [NSW Government's COVID Safe Business](#) webpage to undertake three easy steps:

1. Complete a COVID-19 Safety Plan following the industry-specific or general guidelines provided. Businesses can use the PDF template available online or create their own plan. Plans are not required to be submitted, however [Public Health Orders](#) state that some businesses must keep a copy of the plan on premises
2. Self-register as a COVID Safe business - must have completed a COVID-19 Safety Plan
3. Show that the business is COVID Safe on premises (downloadable posters) and online (digital badges for use on social media, website and Google Maps)

The current industry-specific guidelines are relevant to some tourism operators including:

- Hotel and accommodation providers
- Caravan parks and camping grounds
- Drive-in cinemas
- Markets: artisan, clothing, craft (non-food)
- Museums and galleries
- Pubs, clubs, bars, breweries and casinos
- Restaurants and cafes
- Zoos, reptile parks and aquariums

Other businesses that are [not impacted by current restrictions](#) should follow the guidelines for "all other industries" and check the page regularly for updates.

Premier Gladys Berejiklian said the online tool would help businesses get back to work safely.

Further restrictions will ease from July 1, 2020 which heralds more good news particularly for venues and function centres. Find further [details here](#) and with top level information below.



The infographic features the NSW Government logo (a red lotus flower) and the text 'NSW GOVERNMENT' on the left. To the right, it says 'NSW Government COVID-19 Response'. Below this, a blue header reads 'From 1 July, new rules keeping the state safe mean:'. The main content is organized into four rows, each with an icon and a text block. The first row has a person icon and '4m²' above it, with text: 'The number of people allowed at indoor venues will be **determined by the one person per 4m² rule**'. The second row has a stadium icon and text: '**Outdoor venues of 40,000 capacity** will be allowed ticketed and seated events up to **25% of their capacity**'. The third row has a funeral home icon and text: '**Restrictions on funerals will ease immediately** to allow the one person per 4m² rule'. The fourth row has a house icon and text: 'Restrictions including **20 guests** at inside and outside gatherings **remain the same**'.

STOP PRESS – Most Recent Update

There are new non-mandatory Safety Plan pages giving guidance to [Hotels and Accommodation providers](#) on COVID Safe practices, published just this week.

This information is comprehensive, relates to the COVID plan businesses in this sectors need to develop, and includes information relating to operating facilities such as swimming pools, spas, beauty salons, restaurants, gyms etc. that may be part of the accommodation offering.



Music Event Boost For NSW

A new music event delivered by Destination NSW in partnership with the Australian Recording Industry Association (ARIA), Great Southern Nights, is expected to provide a much needed boost to NSW's tourism, hospitality and music industries.

The event will see 1,000 COVID Safe gigs held across Sydney and regional NSW in November, 2020.

Find [more information](#) and for venues and artists to register interest.

Three Mid-Coast Councils Unite To Support Crisis Recovery

In the wake of COVID-19, bushfires, floods, and drought, Port Macquarie-Hastings, Kempsey and Bellingen councils have joined forces with Charles Sturt University to create and train a skilled network of local community leaders to fuel the region's recovery.

In a national first, [three local councils will fund 59 places for Charles Sturt](#) to train a skilled network of leaders to aid Mid North Coast's current and future crisis responses.

Top 10 Predictions Of The "New Food Tourism"

2020 will bring changes to our food tourism industry. Drawn partly from the latest market research report, the [2020 Food Travel Monitor](#), and observing the changes on our industry brought on by COVID, the [World Food Travel Association](#) has formulated a list of ten predictions that you can expect to see in the culinary tourism industry.

And good news – the [majority of their predictions](#) are quite positive!

1. Our love of good food and drink won't change.
2. Expect to see a greater respect for, and interest in, local culinary cultures & sustainability.
3. There is still strong opportunity for development & diversification in beverage products and experiences.
4. Health & safety will be of utmost concern, which will create new opportunities.
5. Expect to see new attention given to developing "contactless" products and also new culinary experiences for differently-abled travelers.
6. Smaller companies can gain market share from leaders who are failing to innovate right now.
7. Many weaker businesses will unfortunately fail, while strong businesses will get stronger.
8. "Weaker" businesses might also succeed by pivoting to a new business model.
9. Experiences that require more income (e.g. gourmet and luxury) will likely see reduced participation or slower growth.
10. Expect to see younger people delaying their adoption of new food & drink experiences.



Industry Development And Other Opportunities

Working With Tourism Australia

With the move into the domestic market, Tourism Australia (TA) have created a '[Working with Tourism Australia: Domestic Edition](#)' to reemphasise some of the work they are doing, the resources available and how industry can get involved. This document will continue to evolve so check back to the [Market Regions: Australia](#) section of TA's website for updates.

Southern Cross University Virtual Events

Given COVID-19 event restrictions and social distancing, Southern Cross University is expanding its service offering and is now providing virtual event support.

The University's Events Team is supporting external event organisers to deliver successful virtual events and aiding connecting of event audiences. Whilst understanding it's hard to beat the value of in-person events, now's the time when going virtual may be a necessary part of your event program, and this is where the Uni team can assist by helping deliver training sessions, panel discussions and interviews, or conferences with virtual break-out rooms. Connect with your attendees through rich interactive tools such as the chat function, polls and Q&As in an immersive environment.

Find [more information and prices](#), submit a [virtual event enquiry form](#) or [contact the events team](#) now to get your event online.

Australian Tourism Export Council Covid Ready Sector Specific Workshops

Tourism businesses looking to re-open their businesses with confidence can join the Australian Tourism Export Council's (ATEC) COVID Ready program. The program supports businesses with a tourism-specific COVID Ready toolkit, provides online 'how-to' sector specific workshops to guide businesses through developing their 'COVID Ready Plan' with a focus on the customer journey and recognition badging through the industry trade directory of COVID Ready operators. Watch past webinars and [register for future webinars here](#).

JUCY Journey Planner Partnership Deals Network

JUCY is building a journey planner and are seeking local businesses who are keen to join their partnership network allowing them to offer value-adds or other benefits for travellers, and in turn, send business to you. See [JUCY Deals Network info video](#).

Operators can upload your details, a deal/s you'd like to share with JUCY customers, and any supporting visuals to the [JUCY Network Portal](#).

It can be an experience, adventure, accommodation (camping or accommodation as they have car and campervan hire), food & beverage, fuel, crafts, art, etc. This is not open to only tourism

businesses. The more the region has on offer, the more enticing it becomes to stay longer.

Once deals have been reviewed and approved by the JUCY crew, deals will be shown on the new deals page that will be 'live' on JUCY.com from June 29 2020. JUCY Customers can then unlock the full deals, direct booking information/URL and promo codes to redeem your offers. This can be as simple as; when a JUCY customer shows you their JUCY keyring, it unlocks a discount deal.

Any questions, please contact [JUCY's Sales & Marketing Executive, Ashley Andrew](#)



Funding And Other Opportunities

With the new financial year approaching, it's a great time for a refresher on why budgets are crucial to winning grants and what to consider when preparing them. Here are a few blogs from the resources section of the [Grants Hub website](#) (which has loads of articles to help you win grants):

- [Basic budget development](#)
- [Preparing your budget](#)
- [Considerations before applying for government funding](#)

Also check the Destination North Coast webinar recording on [Tourism Grants Funding](#) on our COVID-19 Resoures page.

[COVID Grant Deadline Extended](#)

Small businesses in industries highly impacted by Covid-19 now have more time to submit applications for up to \$10,000 in Small Business Support Fund grants to help pay for unavoidable expenses. The closing date for applications has been extended and will now close on 30 June 2020.

[Export Market Development Grants Forms Available](#)

The Export Market Development Grants application forms for the 2020 grant year are now available. Please note that whilst the application form is open, submissions will not be accepted until 1 July 2020. The Export Market Development Grants scheme is a key Australian Government financial assistance program for aspiring and current exporters and is administered by Austrade. Additional resources and a schedule of upcoming webinars will be released soon.

[Australian Red Cross Bushfires Emergency Grants](#)

Provides financial assistance for bushfire-affected people in financial hardship. Closes 31 August

2020.

[Support Act COVID-19 Crisis Relief Grants](#)

Offers Crisis Relief to music industry professionals impacted by COVID-19.

[Tucker Foundation Grants](#)

Is focused on supporting registered charitable organisations who are actively making a positive difference in the lives of humans, animals and the natural environment.

[Destination Australia Program 2021](#)

The objective of the Destination Australia Program 2021 is to attract and support 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.

[Regional Arts Fund Project Grants](#)

The Recovery Boost is a one-off targeted investment provided by the Australian Government. The funding recognises that the creative industries are central to thriving and healthy communities across regional, rural and remote Australia and that arts and culture activities are vital in the recovery and renewal process. Closes 21 August 2020.

[Audience Development Fund](#)

The Audience Development Fund offers public galleries in NSW assistance in targeting and developing new audiences. 29 July 2020.

[Dobell Exhibition Grant](#)

The Dobell Exhibition Grant, supported by the Sir William Dobell Art Foundation, offers \$40,000 in funding to one regional NSW gallery per annum. Closes 2 September 2020.

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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