



Destination
North Coast NSW

North Coast News & Views No. 81

A Message From Destination NSW CEO

NSW residents and businesses remain on 'high alert' to stop the spread of COVID-19, and Destination NSW Chief Executive Officer Steve Cox has called on the industry to show leadership in the community by putting safety first.

"We must continue to follow instructions and the latest health advice - it is the best possible chance we have of continuing to move forward, and rebuilding our industry and the visitor economy for NSW," Mr Cox said.

"We cannot settle for complacency, or compromise on physical distancing, keeping contact registers, and hygiene and sanitation. This virus is insidious and we've seen how the impact of an outbreak is widespread".

Watch [Video Message](#).



JobKeeper Extended To March 2021

The next phase of Government support for the economy will include a six-month extension of the JobKeeper scheme but at a lower rate was announced this week. Once the current program expires at the end of September, a new two-tiered payment level will take its place. Tighter eligibility requirements will also be in force to ensure the measures continues to target sectors hardest hit by COVID-19 including the travel and hospitality industries.

Read full [Media Release](#).

The Australian Government has also announced a new [JobTrainer](#) package and an extension of the [Coronavirus SME Guarantee Scheme](#).

2021 LGNSW Tourism & Economic Development Conference

Congratulations Port Macquarie-Hastings Council who will host the [2021 LGNSW Tourism & Economic Development Conference](#), 15 – 17th March, when some 150+ tourism professionals are expected to gather.

We're excited to have this conference on the North Coast and know you'll do the region proud.

Read full [Media Release](#).

\$6.5 Million Grafton Riverside Precinct

The funding was approved this week on this project which will completely transform the Grafton Riverside Precinct, create jobs and be a big draw for tourism.

The concept plan includes: riverfront interpretation and public toilets in Memorial Park; new riverfront boulevard and paved access, improved terraced entry stairs and ramp; lighting and security measures; improved seating and picnic facilities, sculptural earth terraces; and provide better access to the water with fixed launching jetty/pontoon.

Well done Clarence Valley Council for securing this upgrade funding.

Read [Project Details](#) here.

Industry Development & Other Opportunities

Meet in NSW Regional Conferencing – New Feature

There's a new feature on the Meet in Regional NSW website! The ['Deals and Promotions'](#) listing is for regional venues to promote any new or existing offers. This listing will appear on your venue page, as well as your relevant destination page, and will allow you to connect with meeting planners by making it easier to find your active deals.

We also recommend following [@Meet in Regional NSW on LinkedIn](#) to keep up to date and for all key announcements.

REMINDER – DNSW NSW First Tourism Industry Development Program

A series of free online industry events started earlier this week. They provide an opportunity for tourism industry stakeholders to hear expert advice about the domestic market, how to sell bookable products online and how to work with different distribution partners. The events, which include webinars and digital training, are hosted by [Destination NSW](#) and are free for businesses to participate.

The two series of online events - [Restart Series and Discuss and Develop Your Business](#) - are part of Destination NSW's industry development program, NSW First, and focus on tips to help operators return to market.

Upcoming events include:

28 July - Restart Series: [Sell bookable products online](#)

4 August - Discuss and Develop Your Business: [Commissions and the travel distribution system](#)

12 August - Discuss and Develop Your Business: [Creating effective trade fact sheets](#)

26 August - Discuss and Develop Your Business: [Working with your accredited Visitor Information Centre](#)

New DNSW Toolkit For Travel Trade

Destination NSW has released a new toolkit for travel trade to arm agents and partners with information and assets to promote NSW's world-class tourism experiences. The Sydney and [NSW Trade Toolkit](#) includes on-demand trade training tools and resources detailing key NSW destinations and experiences. The materials include a suite of new destination vignette videos, export-ready product factsheets and the latest Product Update Newsletter.

Business Connect Adds Creative Sector Advisors

The creative sector will benefit from five new [Business Connect](#) advisors providing free-of-charge advice to small businesses affected by COVID-19. The advisors can also provide information about government support options for the NSW arts and cultural sector.

Working with Tourism Australia

The latest Working with [Tourism Australia: Domestic Edition](#) guide is now available along with other [industry resources](#).

As the evolution of TA's Holiday Here This Year campaign is imminent, it's important to remember to use the tag-line and logo in your marketing activities so consumers make the connection (and you benefit from leveraging TA's marketing activities).

Access TA's [Holiday Here This Year Toolkit](#).

[Tourism Australia's next COVID-19 webinar](#) will be held on Friday 31 July at 11am and will focus on the Australian tourism opportunity. Australia's Tourism Minister, Simon Birmingham, will give an update on Australia's response to coronavirus.

Tourism Research Australia has released a series of [Domestic Visitor Profiles](#) based on not only who you might want to target, but also what activities your destination might offer.

Nominations Open For Best COVIDSafe Businesses

Nominations are now open for the 2020 SafeWork NSW Awards, acknowledging NSW businesses that demonstrate an outstanding approach to work health and safety.

Minister for Better Regulation and Innovation, Kevin Anderson said this year's awards will recognise businesses who've implemented innovative and effective measures to protect their employees throughout the COVID-19 pandemic.

Nominations for the 2020 SafeWork Awards are open until 9 August, with winners announced in October. Visit [Safe Work NSW](#) to nominate.

Read full [Media Release](#).

Funding And Other Opportunities

COVID-19 Local Roads and Community Infrastructure

The [LRCI Program](#) aims to assist a community-led recovery from COVID-19 by supporting local jobs, firms, and procurement. It is expected that councils will use local businesses and workforces to deliver projects under the LRCI Program where possible to ensure stimulus funding flows into local communities and is part of the Australian Government's wider economic response to COVID-19. Closes 30 June 2021.

Grants For Small Businesses And Social Enterprises

To help those who help their community, [Sunsuper's Dreams for a Better World Program](#) is once again giving Australian small businesses and social enterprises the chance to receive up to \$10,000 in grants.

The grants are awarded to fund an innovative solution to a local issue, that will help make a lasting and positive change in their community. And to help think about the bigger picture, this year applicants are asked to consider how their project aligns to the UN Sustainable Development Goals. Applications close 31 July 2020.

Community in Partnership Taking Action (COMPACT) Grants Program

[Multicultural NSW COMPACT Grants Program](#) supports partnerships and collaboration between community, non-government, youth sports, arts/media, educational organisations and the private sector by providing grant funding for innovative, evidence-based community projects. Closes 12 August 2020.

Energy Efficient Communities Program – Small Business Grant

Provides [small businesses with grants](#) of up to \$20,000 to improve their energy efficiency. Closes 26 August 2020.

Aboriginal Affairs NSW 2020 NAIDOC Grants

NAIDOC Grant funding, provided by Aboriginal Affairs NSW, supports activities and events in NSW held during NAIDOC Week that celebrate Aboriginal and Torres Strait Islander history, culture and achievements and align with the national theme for NAIDOC Week in 2020, [Always Was, Always Will Be](#).

Due to NAIDOC Week 2020 being rescheduled, events and activities must be held between 19 October – 30 November 2020. Applications must be completed online at [SmartyGrants](#) and close on 28 August 2020.

For information and assistance with planning your event or activity during the ongoing COVID-19 environment, please visit the [NSW Government website](#).

Interested applicants should read the program information from the [Aboriginal Affairs NSW website](#) before starting an application and contact their nearest [Aboriginal Affairs NSW office](#) if they need more information.



**Always Was,
Always Will Be.**
8-15 NOV 2020

North Coast Product News

Hillview Herb Farm

[Gloucester's Hillview Herb Farm](#) is another North Coast producer chosen to grace the tables

of diplomats around the world by the Department of Foreign Affairs and Trade.

The Bushfire Producers Support Program is being conducted by the DFAT to support bushfire affected regions by purchasing excellent Australian goods from local producers.

North Coast In The News

Network 10's The Living Room

The Destination NSW Media team worked to secure a North Coast episode of Network 10's The Living Room which will be broadcast on Friday 24 July at 7:30pm. The episode will also be replayed the next day between 9am and 2pm, and the following Friday at 1pm.

The resulting total national reach is approx. 1.4 million people. Content will also be shared on [10 Play](#). The Living Room cast were in Lismore and surrounds filming from 18-20 May.

Australian Traveller

Check our North Coast product and experiences featured in the Australian Traveller's 100 Ways to [Holiday Here This Year](#) edition.

Urban List Sydney In Port Macquarie

[Greater Port Macquarie](#) were treated to the works by Urban List Sydney this week.

National Cartoon Gallery

Find out What's On at the [National Cartoon Gallery](#) in the winter edition of the [Underground](#).

Upcoming North Coast Event

To aid in your planning, please note this upcoming event on the Mid Coast.

[NSW Surfmasters State Titles – Boomerang Beach](#)

The NSW Surfmasters State Titles presented by Moby's Beachside Retreat will once again be 4 days of competition at Boomerang Beach.

The event kicks off on Thursday 30th July and runs through until Sunday 2nd August 2020 with Boomerang Beach as the prime location backed up by Blueys Beach and Tuncurry Break Wall.

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.

Destination North Coast

PO Box 146

LISMORE NSW 2480

P: 02 6622 7429

E: admin@dncnsw.com

W: www.dncnsw.com