



Destination  
North Coast NSW

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## North Coast News & Views No. 82

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### **Public And Businesses Urged To Redouble COVID Safety Efforts**

The NSW Government has called on individuals and businesses to redouble efforts to stop COVID-19 from spreading.

[COVID-safe compliance measures](#) already enforced for pubs now also apply to restaurants, bars, cafes, clubs, breweries and cellar doors including limiting group bookings to 10, mandatory [COVID-safe plans](#) and registration as a [COVID-safe business](#), and recording contact details of all patrons.

Although this is not enforced by a Public Health Order at this time, NSW Health are asking all people to reconsider and limit non-essential activities where possible.

Tourism operators must implement their COVID-safety plan to ensure the health and safety of their customers and employees, and may continue to accept customers at this time. Weddings and corporate events are now limited to 150 people - subject to being able to accommodate one person per four square metres. Again, venues must be registered as a [COVID-safe business](#). NSW Health's resources to support tourism businesses are still available - download the [social media assets, posters, email banners and door hangers](#) to advise guests about what to do if they become unwell.

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### **COVID-19 Commission Turns Full Focus On Economic Recovery**

Earlier this week, the Prime Minister announced that the National COVID-19 Coordination Commission would shift its focus to concentrate on [creating jobs and stimulating Australia's economy](#).

The Government's [JobMaker Plan](#) is built on enabling a business-led economic recovery: driving skills and training reform, bringing business and unions together to create the industrial

relations conditions to get people into work, locking in affordable and reliable energy, expanding opportunities for small business in the digital economy, boosting our manufacturing capability, underpinning renewed housing construction, delivering a record infrastructure investment pipeline, deregulation and streamlining project approvals and federation reform.

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## **Watch NSW On 10!**

New South Wales will be on show on a number of Network 10 lifestyle programs from July to October.

The state will star exclusively in all 10 episodes of Season 2 of Taste of Australia, and will feature in seven episodes of The Living Room secured by Destination NSW as part of the Love NSW tourism recovery program.

Read [Press Release](#).

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## **Industry Development and Other Opportunities**

### **REMINDER: NSW First Online Workshop Series**

Register now for a series of free online industry events to hear expert advice about the domestic market, how to sell bookable products online and how to work with different distribution partners.

Hosted by Destination NSW, these workshops are free for tourism businesses with advance registration required:

- 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](#)

Find [More Information](#).

### **REMINDER: Tourism Australia's Next Webinar**

To help better understand Tourism Australia's (TA) approach on driving domestic travel and their support for industry, this week's webinar focuses on TA's domestic strategy. The [webinar on Friday 31 July at 11am](#), will include a consumer insights and marketing update from the TA team who will also be joined by Australia's Tourism Minister, Simon Birmingham, to update on the current situation at a national level.

The Tourism Australia partnership with Australian Traveller and the *100 Ways to Holiday Here This Year* edition has taken on a life of its own and in what must be a first for travel publishing in Australia is being reprinted with 20,000 additional copies soon to hit newsstands. Alongside this Australian Traveller are also ramping up the [digital campaign](#) for the *100 Ways to Holiday Here This Year* landing page. There are advertising packages available to suit all tourism businesses with the [digital media kit](#) available to download.



### **Strengthening Business Service**

The Strengthening Business service is a new program from the [Department of Industry, Science, Energy and Resources](#), delivered on behalf of the Department by Business Australia to assist bushfire affected businesses with recovery and to become stronger, more resilient and prepared for the future.

Through the Strengthening Business program tourism and hospitality industry stakeholders, hard hit by bushfires and now COVID-19, can get a dedicated facilitator to work with you to:

- develop a roadmap to help navigate the challenges and opportunities for you and your business,
- work with you to provide access to extensive networks, information and resources to assist your business, and
- guidance on relevant funding and other assistance to help you recover.

This service is available to any business with a current ABN that was operating in an identified LGA during the Black Summer bushfires, which includes many areas on the North Coast.

Read the [Program Fact Sheet](#) find [more info and apply](#) or contact the Strengthening Business Facilitator in your area, as follows:

Mid Coast – Jacinta Outlaw, 0410 557 071

Port Macquarie Hastings and Kempsey – Rod Barnaby, 0437 422 692

Nambucca Valley – Peter Bastian, 0409 861 805

Clarence and Richmond Valley – Nathan McGrath, 0428 029 354

### **Port Macquarie-Hastings Reboot Refresh Relaunch Program**

Here's a program from Port Macquarie-Hastings Council to support their community members who have had their employment impacted by COVID-19. Register to join one of their free pop-up career sessions and consider [rebooting, refreshing or relaunching your career](#). There's also free styling sessions to help launch and rebrand yourself and your career.

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## **Funding And Other Opportunities**

### **[National Foundation for Australia-China Relations 2020-21 Competitive Grants Program](#)**

Provides grants to develop, promote and strengthen understanding and engagement between

Australia and China, including business and community stakeholders, in support of Australia's national interests. Closes 8 August 2020.

### **[NAIDOC Local Grants](#)**

Supports communities to celebrate the histories, cultures and achievements of Aboriginal and Torres Strait Islander peoples during NAIDOC Week. Closes 17 August 2020.

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## **North Coast News And Product Innovation**

### **Pocket Herbs Lands Coles Deal**

It's great to stumble on a good news story coming out of the COVID craziness.

Coles has closed a deal with [Tweed Heads herb grower Pocket Herbs](#), providing a lifeline after COVID-19 forced its restaurant clients to close and for Pocket Herb's business to all but dry up. The deal with Coles (to supply supermarkets from Port Macquarie to the Sunshine Coast) will give the business the certainty it needs to keep employing local staff and keep on growing and distributing deliciously fresh and tasty micro herb pots.

### **Australia's #1 Outdoor Dining Experience On Water**

If combining nature, the great outdoors, delicious local produce and a gathering of your favourite people, sounds like a way to replenish mind and body, it's hard to go further than this great package brought to you by [Blue Ginger Picnics](#) and [Mt Warning Tours](#).

A [Blue Ginger Picnics on Water](#) is a fantastic choice for families and friends celebrating a birthday, baby shower, hens night, wedding breakfast or special milestone.

### **Byron At Byron To Reopen Following \$6M Refresh**

[Byron at Byron](#), a Crystalbrook Collection Resort, is temporarily closed (due to reopen on 1 September 2020) and is in the final stages of a [multi-million dollar refresh](#).

### **Island House Lord Howe Island**

A passion project for the property owners, [Island House](#) brings a new sophistication to Lord Howe in the guise of a high end guesthouse.

### **Bellingen Nature Tours**

[Experience hiking day tours](#) from Bellingen along the Great Escarpment to the highest peaks of the Dorrigo Plateau and the gorges of the Clarence River.

### **Abbotsford Park Horse Riding**

Enjoy [trail rides through the rainforest](#) or private lessons with new operators at Glenreagh, located 30 mins north of Coffs Harbour.

### **Sherwood Archery**

New [indoor archery range and pro shop](#) offering archery activities for beginners right through to full international archery range.

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## **North Coast In The News**

### **Coffs Coast To Be Part Of 2020 Australian Open Of Surfing Tour**

Australian surfers will get the opportunity to stoke their competitive flame with the announcement that Surfing NSW, Surfing Australia and the state branches will run the [Australian Open of Surfing Tour in late 2020](#). Look out for these events which will take place on the 29th – 30th November 2020.

### **The North Coast On Sydney Weekender**

[Blue Ginger Picnics](#) and [Go Sea Kayak Byron Bay](#) were featured recently on Channel 7's [Sydney Weekender](#) as part of their Best of NSW Series...jump to about the 14 minute mark if you are short on time.

### **The Tweed's Margaret Olley Gallery In The Weekend Australian**

Last week's Weekend Australian Art & Culture story and regional roundup of six top collections featured the wonderful [Tweed Regional Gallery & Margaret Olley Art Centre](#)! The Tweed was also featured in [Signature Luxury Travel Magazine](#) (see p11).

### **Byron Bay Multi-Use Competition-Grade Cycle/Running Track**

A 508-metre circuit at Byron Bay's Cavanbah Centre is about to be transformed into a [multi-use competition-grade cycle and running track](#) thanks to a \$250,000 grant from the Australian Government's Community Sport Infrastructure Fund, that was awarded to the Byron Bay Cycle Club in 2019.

The upgrade will make it the only 1km purpose-built cycling facility in the region and is expected to be a big drawcard for local cycling criterion races and events, coaching, triathlon events and rehabilitation services. The new circuit also doubles as an exciting 'learn to ride' space for local children, who can use sections of the track to learn to ride safely away from traffic. Byron Shire Council supports the Club's vision for this exciting multi-use track and is now providing oversight of construction and ongoing management and maintenance of the track.

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## **Upcoming North Coast Events**

To aid in your planning, please note these upcoming events on the North Coast.

### **World Avocado Weekend**

[Tropical Fruit World](#) (TFW) will celebrate World Avocado weekend on July 31st with avocado-themed festivities. Their avocado grove will come alive with live tunes, kids activities and a special appearance by Avo Man. Read [Media Release](#).

### **Bellingen Spring Plant Fair**

[Bellingen's Spring Plant Fair](#) has 70 nursery stalls with a huge variety of tropical and sub-tropical, native, exotic or food-bearing plants, garden supplies, Information stalls, hourly workshops with undercover seating and plenty of expert horticultural advice. Fine food, musicians and free entry will make for a great family day on Saturday 12th September 2020.

### **Coffs Harbour International Buskers And Comedy Festival**

A quirky [6 day festival of street theatre and comedy](#) featuring a mix of international, Australian and local acts. The week features a cross section of venues with 3-4 street shows, adult hotel shows, markets and park shows. 29 September to 4 October 2020.

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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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