



Destination  
North Coast NSW

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## North Coast News & Views No. 83

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Dear North Coast Industry Operators,

I was fortunate to have spent last week visiting some areas in the North Coast that I have yet to experience as part of a short getaway.

Whilst it was really encouraging to see some good foot traffic in towns such as Yamba, Woolli, Bellingen and Sawtell, I could not help but notice the empty shops and restaurants that have not yet reopened or have not survived this incredibly difficult time. Almost all operators have adapted quickly to the new protocols around COVID, from the accommodation outlets, restaurants, cafes, clubs and retail stores dealing with guest check-ins, COVID Marshalls and extra cleaning. On the whole I felt very confident that we are taking all measures necessary to control any spread of the disease whilst going about our business operations. We must ensure that we remain hospitable to our visitors even though the situation is very trying.

The North Coast is full of surprises and diverse experiences which I saw firsthand over 4 days, from an epic Stand-Up Paddle trip on the Woolli River to the scenic lookouts at Dorrigo and Sealy Lookout, to amazing food and wine at Raleigh Winery, Anchor Wave Urunga and Qudo Cafe Bellingen, at the Coffs Jetty over breakfast at the Yacht Club and at the Sandbar at Evans Head on our homebound journey.

I encourage you all to take a break in our own backyard and spend locally to support our industry through this difficult period in our history.

Cameron Arnold - Chair DNC

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### **COVID Safety Crackdown - Register Your COVID-Safe Business Now**

Pubs, clubs, bars, cafes, restaurants and venues found to be flouting the NSW COVID-safety measures face fines, and could even be shut down, as part of a joint operation between Liquor & Gaming NSW, SafeWork and Fair Trading with inspectors having increased powers in a bid to

stop the spread of COVID-19.

Minister for Customer Service, Victor Dominello recently commented that stricter conditions and increased supervision are crucial to keep the economy in business.

"Businesses must be part of the solution if they want to stay open and look after their communities," Mr Dominello said.

"Right now if they haven't downloaded a [COVID-19 Safety plan and registered as a COVID Safe Business](#) they are contravening the Public Health Orders and could face a \$5000 fine and then closure" with Liquor & Gaming, SafeWork and Fair Trading inspectors working in coordination with local council environmental inspectors, Food Authority inspectors, NSW Health and NSW Police to limit breaches.

Read [Media Release](#).

In this fast and ever changing situation, even since the above announcements, the Queensland Premier has again put in place plans to close the border to all of New South Wales and the ACT from 1:00am on Saturday with all Queenslanders who return from travelling interstate to be sent to mandatory hotel quarantine at their own expense.

Read [Media Statement](#).

Meanwhile, Health NSW is providing new signage and resources for businesses to assist in stopping the spread of COVID. Aimed at educating and reminding holiday-makers to be COVID safe when visiting destinations across NSW, they are available to download via [NSW Government Health](#).

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## **DNC Acknowledges Local Government Week**

DNC would like to acknowledge the great work and the important role that our local councils play in tourism during this week of recognition. Without councils support and facilitation of tourism activity our industry would not be able to function.

We strongly believe, that in the bulk of our communities 'tourism is everyone's business' whether businesses benefit directly or indirectly from the tourism industry. By nature visitors connect with many and varied touch points throughout our communities and this series of interactions determines the lasting perception they have of individual destinations and the region as a whole.

Local councils help shape many of these interactions from the entry into destinations, quality of infrastructure and public amenity and the provision of key tourism related facilities and attractions that shape the visitors experiences and memories.

The theme of Local Government Week this year (August 3-9) is 'Councils Do', a fitting theme for the ongoing support of the tourism industry that councils provide and the assistance that they deliver in times of crisis which we have unfortunately had plenty of recently.

As this [Media Release](#) from the Office of Local Government attests, you have all stepped up to the challenge with a particular shout out to [Council success stories](#); Bellingen Shire Council connects residents to crucial support networks, Lismore City Council successfully redeploying staff, Port Macquarie-Hastings Council's digital team commended for quick response and Clarence Valley Council's 'From the Couch' website helps support local food businesses. Well done with thanks.

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## **Lord Howe Island COVID-19 Update**

Unfortunately, the ongoing COVID-19 outbreaks in Victoria and increase in Sydney hotspots, has led to the need for a new Public Health Order (No.3) for Lord Howe Island being signed by the Minister for Health with the order to extend restrictions on travel to the island until 31 August.

Details will be further confirmed when the Order is available however, it is apparent that:

- Persons wishing to access Lord Howe Island will continue to need approval and will be subject to quarantine in the same fashion as has applied up until now.
- Those arriving before 31 August will need to complete their full 14 days quarantine effectively meaning that some people's quarantine will continue until 14 September.

Both Qantas and Eastern Air Services have been waiting to hear news and will be managing how to deal with those who have booked flights who might not be now able to arrive on-island.

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## **\$250 Million Boost For Public Spaces**

Councils across NSW will have the opportunity to deliver new and improved public spaces for their local communities thanks to a \$250 million program announced today, as part of the NSW Government's COVID-19 Recovery Plan.

Treasurer Dominic Perrottet said local councils that focus on fast-tracking development assessments for projects that deliver much-needed jobs and housing will be eligible for up to \$5.5 million each in funding for parklands, town squares and main streets.

Find [more information](#).

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## **GO LOCAL FIRST**

GO LOCAL FIRST is a national campaign developed at a critical time for Australia to encourage communities to buy locally first. With many businesses doing it tough, local jobs are at stake. While businesses might have survived lock-down, they need to survive the coming months as the economy starts to rebound.

There are countless small ways to support local businesses. Let's get Australia going again. Let's GO LOCAL FIRST.

To find out more about the [GO LOCAL FIRST](#) campaign.



## Job Listings In Regional Australia On The Rise

Destination North Coast were pleased to read this article amongst much other negative COVID-19 press.

The [Future Project Focus article](#) reports that figures from the Regional Australia Institute have shown a 22 per cent increase in the number of new job postings in June compared to the previous month with the inference that businesses in regional Australia could be central to Australia's economic recovery from coronavirus.

## Government Announces Appointment First NSW Agricultural Commissioner

Minister for Agriculture Adam Marshall announced the appointment of agricultural industry stalwart Daryl Quinlivan and said the Commissioner would champion NSW farmers' rights.

Read [Media Release](#).

## Ongoing Lismore Flood Recovery Activity

The Wilson River Cycleway was reopened this week by Lismore Mayor Isaac Smith. Having been damaged during the 2017 flood, the re-opening is a milestone in the city's flood recovery and comes on the back of the NSW Government's Natural Disaster Relief Assistance Program. Read [article in the Echo](#).

Still in Lismore, in partnership with the NSW Government, Lismore City Council's Business Flood Grant Project has been developed on the back of the work done last year in developing the Shaping the Lismore CBD report.

The Business Flood Grant was one of four identified initiatives using an election commitment of \$1.5 million from the NSW Government to support Lismore CBD revitalisation. The objective of this project is to deliver up to \$250,000 (ex GST) to business and premise owners within flood-

prone urban areas. This is to financially assist businesses with upgrades/establishment of flood-related fixtures and infrastructure (internal and external) so that they can become 'flood ready' and support business continuity following a major flood.

The project is scheduled for launch on 12 August 2020 with applications closing 15 September 2020. The program Guideline and Application form will be made available at [www.lismore.nsw.gov.au](http://www.lismore.nsw.gov.au).

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## **Industry Development & Other Opportunities**

### **DNSW NSW First Update**

[Global Market Update](#) – Provides tourism operators and the travel trade with an overview of the key visitor markets for NSW with this resource including DNSW marketing activity and travel trade engagement, competitive activity overview, aviation updates and consumer confidence and sentiment as a result of COVID-19.

[NSW First Quick Trips Web Tutorial](#) – Helps tourism businesses in the recovery phase with information about staying in touch with customers, maintaining relationships with media and distribution partners and opportunities to develop new areas of business. The Quick Tip Web Tutorials include Adapting Your Product and Staying Connected with Distribution Partners.

[NSW First Free Inline Industry Events Program](#) – Hear expert advice about the domestic market, how to sell bookable products online and how to work with different distribution partners.

**NSW First On Demand Events** – Includes Restart Series ([The Domestic Market](#) and [Sell Bookable Products Online](#)) and [Digital Marketing Tips](#).

[Expressions Of Interest: Destination NSW Digital Trade Events](#) – In response to the current situation and the ongoing international travel restrictions, Destination NSW is delivering its International Trade Event Webinar Program from August to December 2020. The objective of the webinars is to increase the knowledge of international wholesalers and front-line agents about NSW tourism products and destinations so they can recommence promoting and selling NSW products when the time is right again. This is a great opportunity for existing export-ready product suppliers.

Destination NSW will review all expressions of interest against the eligibility criteria to finalise the schedule. Each NSW tourism supplier who flagged interest in a particular international market/s will be approached with an opportunity to attend a webinar.

### **Tourism Australia Looks To Studies & Insights To Shape Activities**

TA looks to studies and insights from countries ahead of Australia in their reopening, where there can be seen a strong demand for international travel – as is demonstrated by the latest McKinsey case study from Germany.

### [\*\*McKinsey: Ready for check-in? Lessons from the German travel recovery, 24 July 2020\*\*](#)

According to this study, eight important trends have emerged during the COVID-19 crisis:

1. Travellers are showing an increasing appetite for and confidence in travel.
2. Domestic travel is outperforming international travel for the first time
3. Last-minute bookings are gaining in importance
4. German travellers stick to their favourite pre-COVID-19 destinations abroad
5. Travelers are turning to German seaside alternatives
6. Longer trips gain in popularity
7. Demand for vacation homes nearly doubled during the crisis
8. Despite a drop in prices, travellers' willingness to pay for nature-oriented destinations

remained almost unchanged.

### **[Small Business Month - Reboot, Upsill And Connect In October](#)**

NSW Small Business Month will feature hundreds of free and low-cost activities to support NSW small businesses. Held in October, the events will be a combination of COVID-19 safe online and offline activities.

### **Small Business Insurance**

Destination North Coast welcomes the announcement that the [Australian Small Business and Family Enterprise Ombudsman](#) has launched an inquiry to investigate the practices of the insurance industry that impact small businesses and consider whether small business insurance products are fit for purpose. This is on the back of a growing trend of companies denying small businesses insurance or pricing insurance policies out of reach.

DNC encourages all small business owners to contribute your experiences to the review by way of the [online survey](#) or by [email](#).

### **Great Southern Nights Music Event - Applications Open**

Music venues across the state can now apply for support to host a gig as part of NSW's industry-leading new music event, Great Southern Nights, in November.

[Minister for Tourism Stuart Ayres](#) has opened applications encouraging venues to partake in this ground-breaking music event created by the NSW Government, and delivered by Destination NSW in partnership with ARIA.

[Apply here.](#)



### **Northern Rivers Small Business Loans And Mentoring On Offer**

[The Village Well](#) is aiming to create a small business loan-and-mentoring program for local organisations that are focused on creating regenerative and resilient communities in the region. It is being supported by a grant of \$92,625 from [The Northern Rivers Community Foundation](#) (NRCF), thanks to support from the Ecstra Foundation.

An initial pilot program is being run, with up to 20 selected businesses, to establish the parameters of the project. Following the pilot project, they will be looking for regenerative businesses that are focused on long-term social, economic and ecological benefits.

Read full [article in The Echo](#).

### **Free Membership With Australian Regional Tourism**

Responding to the challenges many operators and business owners are facing across the tourism industry, the Board of [Australian Regional Tourism](#) is offering free membership to regional tour operators and accommodation providers for the 2020/2021 membership period. Learn [more and register](#).

### **Sourdough Business Woman's Hub – Byron Bay**

Join in the conversation, network and gain new business tips and connections.

#### **Upcoming workshops include;**

- The following week (12 August) brings a session on Trends & Opportunities with our experienced mentors.
- On Monday 17 August, join us for a free info session to discover what ULab is all about! Think society, business and U ...
- And finally, we offer a Business Skills Workshop on Wednesday 26 August.

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## **Funding And Other Opportunities**

### **\$10M In Multi-Year Arts Funding**

The NSW Government has announced the recipients of a \$10 million multi-year arts funding boost to support 58 small to medium independent arts organisations for up to four years which increases the reach of previous funding.

Key Snapshot of 2020/2021 Multi-Year Funding:

- \$9,999,110 in funding for 2020/2021 (up 8.38% on 2019/2020) will support 58 recipients (up from 55 on 2019/2020)
- 23 new multi-year recipients
- 5 Youth Theatre companies will receive funding
- 2 Aboriginal led organisations will receive multi-year funding for the first time

Funding over a four year period will cover creation of new works, exhibitions, publishing and recording, promotion and marketing, conservation or development of collections and archives, and equipment purchases.

Congratulations to North Coast recipients including Wadjar Regional Indigenous Gallery (WRIG) & Yarrrawarra Aboriginal Cultural Centre on the Coffs Coast, Spaghetti Circus Inc Mullumbimby and Northern Rivers Performing Arts Inc (NORPA). See the full list of the [multi-year funding recipients](#) and find out more about [Create NSW funding programs](#).

### **Grant Writing – It's A Skill!**

Do you need help pulling together a Grant application? The Grants Hub has a list of [independent grant writers](#) to consider. They also provide information and tips on their [Grant Resources](#) page to help you pull an application together.

### **Kenneth Myer Innovation Fellowships**

Seeks exceptional leaders with new ideas across all sectors and from all types of professional backgrounds. Both the quality of the break-through idea and the capacity of the applicant to implement this idea will be considered. Closes 16 August 2020.

### **Women And Leadership Female Leader's Scholarship**

Invites women to apply for scholarship funding that has been provisioned for participation in a range of leadership development courses. Closes 11 September 2020.

### **Social Investment Grants Program**

Aims to assist not-for-profits to build capacity within their organisations which can include efficiency of programs, policy, staff acquisition and retention. Closes 11 September 2020.

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## **North Coast Product And Experience Development**

### **More North Coast Goodies Go To Aussie Embassies**

The Department of Foreign Affairs and Trade (DFAT) is supporting bushfire effected regions by purchasing excellent Australian goods from local producers, to provide as gifts at Australian public diplomacy events overseas.

[All The Best Fine Foods of Casino](#) has packed up 200 jars of their mustards and chutneys and sent them off to Canberra and now they are winging their way to London, Paris and Malaysia.

This is a great initiative from DFAT in support of bush fire affected regions and congratulations to All The Best Fine Foods.

### [Jetty Dive Swim With The Whales Experience](#)

Jetty Dive has the first Whale Swims in NSW. Runs July to September, approx. 3 to 4 hours duration depending on interactions.

### [Surfaris Surf Camp Crescent Heads](#)

Surfaris have almost completed a full refurbishment of their accommodation which will widen their appeal to a mixed audience of adventure seekers, families and backpackers as well as the existing surfing fraternity.

### [The Peach Farm](#)

This new experience in the Clarence Valley (near Maclean, Yamba and Iluka) Offers peach picking from September to November and at other times, a family petting farm experience, café, picnic ground and more.

### [Wollumbin Dreaming](#)

New authentic indigenous gift store opened in Murwillumbah in July and offers Culture, Crystals and Crafts in equal measure. Wollumbin Dreaming is not just a shop but a healing sanctuary for the mind, body and soul.

### [Zeta's Coffee Origin House](#)

A luxury 2 bedroom villa overlooking the award winning Wirui estate coffee plantation, Carool and extends to an eye-catching view of the Pacific Ocean and Gold Coast hinterland. The 2 bedroom glass and steel architecturally designed accommodation is perfect for a getaway for 1 or 2 couples or a small family.

### [Pier Hotel Coffs Harbour](#)

Extensive renovations to premises during COVID. Now reopened to the public with a fresh new image to fit with their vision of fully restoring the hotel with a balance of modern and architectural features, beautifully blending the old with the new.

### [Coffs Harbour Butterfly House](#)

During COVID closing the Coffs Harbour Butterfly House has undergone extensive renovations to its outdoor dinosaur forest enclosure with 6 life sized dinosaurs. There is enough lawn to social distance; bring a picnic blanket and grab a coffee and some scones from the Café who now provide takeaway so you can enjoy refreshments while watching the show. There is also a brand new addition with dinosaur rides available for the kids to enjoy.

### [North Coast Hotel Group](#)

Extensive renovations and updates to the 3 hotels in the region. Hotels include Seaview Tavern Woolgoola, Moonee Beach Tavern, and Hoey Moey Coffs Harbour.

### [Hastings River Horseriding](#)

Located only a few minutes outside of Wauchope on a delightful riverside farm, Hastings River Horseriding is a new operator offering river and beach rides (on the North Shore). All levels of riding experience catered for.

### [Beach to Bush Trike Tours](#)

Beach to Bush Trike Tours, Port Macquarie are a safe and exhilarating way to see the beautiful Mid North Coast. There's several trike tours to choose from including their Coastal Tour along Port Macquarie's best beaches; Australia's Rural Experience riding from Port Macquarie to Beechwood Hotel; Hastings Beach to Bush Plus North Brother; or a Design Your Own Trike Adventure option.

### [Adventure Flights Port Macquarie](#)

Fly in the Eastern Air Services Cessna 182 Seaplane and explore some of the East Coast's most beautiful beaches and landmarks from the sky. An exciting and unique way to experience all that Port Macquarie has to offer, ranging from joy flights to whale watching and even romantic picnic trips. Popular points of interest include Tacking Point Lighthouse, Bonny Hills, Laurieton, Lake Innes Ruins, Crescent Head, South West Rocks and Lake Cathie.

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## North Coast In The News

### Network 10 Taste of Australia With Hayden Quinn

As previously mentioned, Destination NSW is working with Network 10 broadcast [Taste of Australia with Hayden Quinn](#) (TAHQ) who filmed an episode in Port Macquarie, Taree and the Great Lakes earlier in the year which was broadcast nationally last Saturday.

The good news is, TAHQ has confirmed a second episode for North Coast featuring the Tweed with Hayden and the crew filming in region next week. The Tweed episode will broadcast in October 2020 with content also featuring across 10 Play & 10 Daily Platforms, Qantas Domestic & International Inflight Entertainment (when flights resume) and key stakeholder platforms. The series will also be broadcast in 35 international markets. Total domestic reach is more than 4.2 million people.

This is amazing coverage for the North Coast so tune in if you can to get a taste of our beautiful region.



### [Port Macquarie-Hastings Traveller Feature](#)

Saturday's Sydney Morning Herald Traveller section published a great Port Macquarie-Hastings

regional showcase which is also now online.

### [Table Under a Tree With Chef Miguel](#)

TV chef Miguel Maestre from The Living Room has been out and about in the Northern Rivers with [Georgina from Table Under A Tree](#) visiting the Byron Farmer's Market and meeting some of the region's amazing producers. Table Under A Tree has always been about connecting everyone with the people who make, grow and raise the food we eat...Miguel sure helped bring this concept alive on the [Living Room on Channel 10](#).

### [Tweed Regional Gallery & Margaret Olley Art Centre](#)

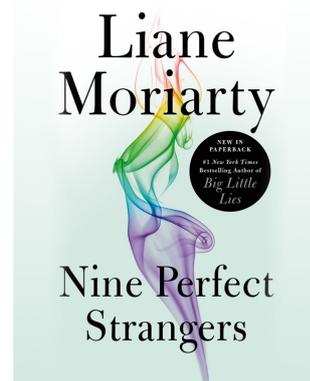
In [Escape.com.au](#) there was a fabulous feature about the Tweed Regional Gallery & Margaret Olley Art Centre and the Tweed's thriving arts community by Alison Kubler.

### **Nicole Kidman To Shoot TV Production In Byron Shire**

Byron Bay is set to become the set of a new production when the shooting of the television series, *Nine Perfect Strangers*, comes to town.

The series will star Kidman, US actor Melissa McCarthy, as well as Australia's Asher Keddie and Samara Weaving. Another Australian, Samantha Strauss, has joined the writing team.

Read [full article](#).



### **North Coast Events**

#### **Sculpture In The Gaol 20:20 Online Exhibition**

This [virtual experience](#) opened August 1, with 20 artists exhibiting 20 works for 20 days and replaces the annual exhibition at Trial Bay Gaol and has the added functionality of providing a retail channel for artists.

The online exhibition also offers viewers an opportunity to learn about the exhibiting artists through a series of virtual studio workshops and talks which will be broadcast via Sculpture in the Gaol's [social media channels](#).

### **Mountain Bike Events at Jollynose - Bonny Hills**

[Fox Superflow MTB Event](#) (8 August) and [Shimano Grand Prix Mountain Bike Event](#) (15 August), organised by Rocky Trail are not to be missed if you compete or love the thrill of watching MTB-ing.

### [Sample Food Festival](#)

Premier Northern NSW Food Event when farmers, producers, chefs and a whole range of creative individuals from all corners of the region, come together to share their wares, their passion and their knowledge. Bangalow, 5 September (COVID restrictions allowing).

### [Fair Go Skate Fest Ballina](#)

Australia's longest running skateboard competition now in its 20th year. Set on the banks of the Richmond River at the Ballina Skatepark, it promises to be an incredible skateboarding fest for all! 5 & 6 September (COVID restrictions allowing).

### **Bellingen Fine Music Festival**

Now in its 11th year, the Bellingen Fine Music Festival can rightly claim its place as one of regional Australia's foremost fine music events. With growing audiences and an expanding program of ticketed concerts, workshops and other events around town, the Festival offers great musical experiences. 24 to 27 September 2020 (COVID restrictions allowing).

### **Hello Koalas Festival & Treasure Hunt**

This year the Festival has been rescheduled to the last weekend in September (26th and 27th). Building on the success of the Hello Koalas Sculpture Trail with 70+ koala sculptures in Port Macquarie, Hello Koalas Festival is great fun for all ages and includes the second Hello Koalas Treasure Hunt, sponsored by Westpac Rescue Helicopter Service with activities along the trail including Port Macquarie's Koala Hospital, Historic Roto House and Sea Acres Rainforest Centre. Visit the Hello Koalas themed artist markets at the Mid North Coast Maritime Museum and enjoy local arts and crafts and fresh produce and much more.

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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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