



Destination
North Coast NSW

North Coast News & Views No. 84

NSW Health - Advice Update On Masks

The [NSW Government](#) is strongly encouraging greater use of masks in high-risk public settings to help prevent the spread of COVID-19.

The advice from the NSW Chief Health Officer Dr Kerry Chant specifically recommends:

- The use of face masks in indoor settings where physical distancing is hard to maintain, such as on public transport or in supermarkets
- The use of face masks (where practical) in indoor settings with a higher risk of transmission, such as for the staff of hospitality and customer-facing venues i.e. cafes, restaurants, pubs and clubs; and
- During attendance at places of worship

Wearing a mask in any of these settings is [not mandatory but is highly recommended](#), especially in areas where there has been community transmission.

Government Support Extended

Jobkeeper Payment Extended - Fact Sheets Available

The Australian Government has [extended the JobKeeper Payment](#) by a further six months to March 2021.

Support will be targeted to businesses and not-for-profits that continue to be significantly impacted by the Coronavirus. The payment rate will be reduced and a lower payment rate will be introduced for those who work fewer hours.

New Toolkit Helps Businesses Get Back To Work

A new online toolkit is helping businesses as they continue to navigate the challenges of COVID-19.

Developed by the NSW Government's business advisory service, Business Connect, the toolkit includes more than 35 webinars on a range of business-related subjects, fact sheets and training videos.

Anyone can [access the toolkit](#), and since the webinars are all pre-recorded, they can be watched at any time. Topics include Building a Successful Online Store, Survive and Thrive during COVID-19 and Brand Building among other relevant information.

Read [Media Release](#).

2020 LGNSW Local Government Week Awards

It's that time of the year and what a tough one it has been. However, through the many challenges of the last 12 months, local councils continued to show leadership and support for their communities. The North Coast has several award recipients including:

LGNSW RH Dougherty Awards - Excellence in Communications goes to Clarence Valley Council, winners for Communicating in Recovery. Judges commented 'An amazing example of innovative and responsive best practice that is informed by the community and also specialised sources such as Red Cross and NY post 9/11.'

Clarence Valley Council were also highly commended in the *Innovation In Special Events* category for their Introduction to Surf Safety for Non-English Speakers.

Des Shroder of Clarence Valley Council was Highly Commended in the *Excellence in Leadership Award for Outstanding Individual Contribution*.

LGNSW Leo Kelly Arts and Culture Awards - Coffs Harbour won the award (for Council's with populations over 70,000 – Cultural Plans) for their Library Museum Gallery Strategic Planning Project – A Catalyst for Culture with judges of the award recognising that a lengthy process and community and council consultation had shaped the plan.

Coffs Harbour were also highly commended in the *Arts Category* for the 'Overwintering Project – Going Flat Out For Art and Nature' a wide-ranging art and environmental program coordinated by Coffs Harbour Regional Gallery staff.

Byron Shire Council received a high commendation award from the LGNSW *Planning Awards for Culture Change, Innovation and Excellence* for the engagement of the Byron Shire Sustainable Visitation Strategy 2020 – 2030 (SVS).

Lismore City Council was also Highly Commended in the *Arts* for 'Dungarimba Wandarah'n' (Lismore Place of Learning).

Read [Media Release](#) and see all [LGNSW Award recipients](#).

Congratulations to all North Coast Councils for these outstanding results and commendations.

Service NSW Customer Check-In Solution A Step Closer

The Service NSW app is being retooled to include a QR code to allow customers to check in at hospitality venues across NSW, ensuring contact tracers can quickly access customer details and keep people safe. Currently being trialed at hospitality venues in Dubbo and those owned by Merivale, with this technology to make life easier for business and customers.

The trial will help inform a state-wide rollout of the check-in technology which will be available to registered COVID Safe businesses who will be issued with a unique QR code which customers can scan using their Service NSW app. More than five million customers have a MyServiceNSW Account and approximately 1.7 million customers already have the Service NSW app on their mobile phone.

Read [Media Release](#).

Northern Rivers NSW direct flights to Dubbo

Ballina Byron Gateway Airport has announced the commencement of direct flights between Dubbo and the Northern Rivers via regional airline FlyPelican.

Starting Friday 28 August 2020, the new seasonal route is the second new destination for the airport, following the commencement of direct flights to Canberra in July.

There will be twice weekly services between the destinations on Mondays and Fridays with start-up fares from \$149 per seat one way.

Bookings for the new Dubbo direct service are available via [FlyPelican](#).

Find [more information and Media Release](#).

Industry Development And Other Opportunities

Tourism Australia Webinar

Tourism Australia's (TA) next webinar that will be held this [Friday, 14 August at 11am](#).

Speakers this week will include:

- John O'Sullivan - CEO of Experiences Co., and TA's former MD, who will be talking about how Experiences Co. and how the broader experience and tourism sector is responding to Coronavirus.
- Geoff Donaghy - CEO of the International Convention Centre, and Deputy Chair of the Business Events Council of Australia, on the value of business events and how the industry is faring at the moment.
- Heather Cotching - Austrade's Chief Economist, who will be sharing the latest domestic and international visitor expenditure statistics.

Tourism Australia's Interactive Dashboard

Tourism Australia has created an [interactive dashboard](#), sourced from Tourism Research Australia's National Visitor Survey, that directly connects you with key tourism data.

The market performance chart can be filtered by market of origin and will show a range of data including how much they spent, places they visited and trend charts on arrivals and spend.

It will provide insight into the domestic overnight trips in Australia for the year ending March 2020.

New First Nations Bushfood & Botanical Alliance Australia Launches

This [body is the first of its kind in Australia](#) and one that will be advocating and supporting Aboriginal people and businesses to not only be involved in the bushfood industry but to be the drivers of it.

In particular, it will provide a channel for acknowledging and respecting Ancestry and ethically maintaining the knowledge that has been passed down to First Nations people; to work ethically with Elders/knowledge holders to protect the sacred knowledge, stories, dances and cultural connections to bush foods, science plants and medicines; and using traditional cultural and international protocols (the Nagoya Protocol) to engage with stakeholders on traditional plant use and cultural knowledge.

The Alliance will be working to deliver these key action items:

1. Implementing protocols to set national standards on how to work with First Nations people in the industry:
2. Provenance and authenticity: to protect First Nation producers, respect our protocols and recognise our custodianship.
3. Changes to the law: to respect and protect First Nations knowledge in bushfoods and bush products should be protected by the laws of this land and business practice. This includes intellectual property; penalties for misappropriation and implementation of the Nagoya Protocol on Access and Benefit Sharing.
4. Education and Awareness: promote respect for our First Nations Knowledge values and protocols.

Any First Nations people or businesses working in the bushfood and botanical industry should [consider joining this new peak body](#).

DNSW NSW First - Leverage The Love NSW Campaign - Tripadvisor & Viator

Below some key takeaways from this online training session in case you missed it.

Best Practices For [Marketing Your Property On Tripadvisor](#)

1. Update your amenities - Your amenities are a great way to differentiate from competitors and get your property in front of the right travellers as they're searching your destination.
2. Refresh your description - Grab the attention of potential guests with a memorable description. Make sure to focus on what makes your property unique and highlight any useful traveller information.
3. Add fresh photos - You know what they say: a picture is worth a thousand words. Use your photos to inspire and motivate guests to choose your property.
4. Respond to reviews- Reviews are one of the top factors for travellers when choosing a place to stay.

[Viator Management Centre](#) – Five Key Areas To Focus On for Products

1. Availability & API Connectivity - Update your opening date. Does Viator availability match your system?
2. Products Descriptions - Is your product description and title still accurate and doing your product justice? Check for any alerts
3. Images - At least 2 but 6+ recommend. Best photos have people in them
4. Additional Health & Safety Measures - New section in our Management Centre. Used in new filter search
5. Cancellation Policy - Put yourself in the customers shoes. Flexibility and peace of mind.

How to get involved with the Campaign?

1. Ensure your Tripadvisor Listing is updated
2. Ensure your product has availability through to 2021 (Hotels, Restaurants and Viator listings)
3. Leverage the existing partnership and Promote your product by advertising on Tripadvisor ([Tripadvisor Media Manager](#))
4. Follow [VisitNSW Tripadvisor Page](#).

Download the [Destination NSW Love NSW Campaign Toolkit](#).

Byron Bay Chamber of Commerce - Financial Support Panel Discussion

Join a [facilitated panel discussion](#) focused on creating a sustainable strategy for managing your business's finances & cashflow through COVID & beyond with discussion points including;

- What are the working capital options during COVID
- The importance of budgeting and re-budgeting during this time
- What cashflow options are available during this time:
 - Job Keeper
 - Business grants
 - Gov back bank loans
- How to look for additional revenue streams for your business.

Consumer Search Trends Across The Globe

Data released by Microsoft has shown a recent increase in travel searches – particularly around self-drive holidays, car rentals and accommodation – showing that people are dreaming and planning if perhaps not yet able to travel.

The new eBook on consumer trends across the globe is available to download and digs into consumer trends, strategies to recover and opportunities to reimagine marketing goals and plans.

Read [article and download eBook](#).

An Interesting Take On Tourism Product Development

Destination North Coast was interested to read this document that highlights the importance of providing quality service and experiences that really matter to your customers and offers guidelines on identifying your customers' needs and to [developing innovative products, services or experiences](#) that really matter to them.

Funding And Other Opportunities

Support For Bushfire-Impacted Small Businesses Extended

Support has been extended for bushfire-impacted small businesses across NSW with grant applications now remaining open until 15 December through the Small Business Assistance Program.

The below financial aid programs have been extended:

- \$10,000 Small Business Bushfire Support Grants
- Small Business Bushfire Recovery Grants (up to \$50,000) for businesses directly impacted
- Bushfire Recovery Loan of up to \$500,000

Read [Media Release](#) and for information, contact [Service NSW online](#) or via 13 77 88.

Live Music Australia Competitive Grant Program

The Live Music Australia program is part of the Australian Music Industry Package, announced on 30 March 2019.

The program is designed to bring more live music to Australian communities and will fund applications that support quality original Australian live music that is professionally staged, with a focus on small to medium venues. Closes 13 September 2020.

Community Business Grants - Risk Management

Provides organisations with targeted support to help them develop their risk management practices. Closes 21 August 2020.

North Coast Product And Experience Development

[Brookie's Byron Slow Gin Wins Gold](#)

Brookie's have again been awarded GOLD for their 'Brookie's Byron Slow Gin' at this year's International Wine & Spirit Competition!

Instead of sloe berries, they give their version of English 'sloe' gin a twist unique to its Byron Bay surrounds by using Davidson's Plums as a replacement.

To top it all off, 'Brookie's Byron Dry Gin' and 'Mac. by Brookie's' took home SILVER awards as well. The trophy cabinet will be full to overflowing.

Read [Media Release](#).



[Crystal Creek Estate](#)

New café & nursery where you can dine by the creek on the deck with an outdoor fireplace.

[Mt Warning Estate](#)

New luxury villa in the hinterland overlooking Wollumbin featuring outdoor bath, firepit and native kitchen garden with over 300 species.

[The Belle Riverhouse](#)

Beautifully restored 100 year old house overlooking the river at Tumbulgum accommodating 16+ guests, ideal for group getaways.

[Laneway Lunchbox Espresso Bar](#)

New Café/Takeaway in a Laneway in Yamba offering healthy food options and delicious sushi.

[Village Farmers Market](#)

Offering a local 'Farm to Plate' experience with stalls to feature local and regional produce along with home baked goods, bread, eggs, pasta, salami, fresh flowers, jams, chutney and honey. Meet the growers and producers every Friday at Queen Street, Woolgoolga.

[Blue Buffalo Café](#)

The Blue Buffalo Cafe is an authentic Vietnamese street food café recently opened in Laurieton, providing a fresh new taste to the Camden Haven; featuring a unique juice bar offering the full range of fresh fruit and vegetables, alongside freshly made sugar-cane juice and drinking coconuts – a real taste of south-east Asia. Head chef, Miss Diu is a renowned Vietnamese street food specialist whose Blue Corner restaurant in Vung Tau rose to number one on TripAdvisor. With two decades' experience, Miss Diu's reputation guarantees that every menu item is made fresh, on-site daily.

[Vibe Coffee House](#)

Funky new café in downtown Wauchope.

[Tastings Coffee & Catering](#)

This fresh modern cafe has recently opened its doors in Ballina and is a new favourite among the locals. Using seasonal and local produce their exciting menu has something for everyone with homemade treats and barista made coffee.

National Cartoon Gallery Special Exhibition - "Toons 4 Wildlife"

In response to the bushfires earlier this year Aussie cartoonists rallied together to create the "Toons 4 Wildlife" exhibition in aid of WIRES. The [National Cartoon Gallery](#) is proud to have been asked to be part of this fantastic initiative by displaying the exhibition while a selection of the works are auctioned online and then shipped off to their new homes.

Opening Night is one not to be missed on 22 August @ 6pm. Special guests Shane Fitzsimmons, Adam from Reptile World as well as his scaly friends will gather for nibbles and drinks in aid of this great cause. Due to social distancing tickets are limited and bookings essential.

The exhibition will run through until the 22nd November.



North Coast Events

Correction Sample Food Festival Has Been Cancelled

Please note, this year's Sample Food Festival has been cancelled due to Coronavirus restrictions.

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

Beach to Brother Trail Running Festival

Beach to Brother 'Marathon' event will be a qualifying race for the 2021 Six Foot Track Marathon with various races starting in various locations in the Port Macquarie-Hastings region, and all finish atop North Brother Mountain – one of the most scenic lookouts on the North Coast of NSW, located in Dooragan National Park, Laurieton. 4th October 2020.

ArtWalk 2020- The Longest Footpath Gallery

Port's favourite event is determined to go ahead in 2020! It's ArtWalk, but not as you know it. This year, the CBD shopfronts in Port Mac, Laurieton & Wauchope will be partnering with local creatives to produce displays and exhibitions, creating 'The Longest Footpath Gallery'! Artists Markets and satellite events will also form part of this year's program. 1st - 8th October 2020.

Clarence 100

The Clarence 100 is an annual 106km river paddle event from Copmanhurst to Yamba held in three stages over three days. This event supports local river and ocean sporting communities in the area on a beautiful river. 9th - 11th October 2020.

[Dorrigo Folk & Bluegrass Festival](#)

We welcome old and new Festival patrons to Dorrigo Mountain for an intimate and friendly three-day weekend of acoustic music featuring some of the very best Folk and Bluegrass and Old-Time country musicians from around Australia and overseas. 23rd – 25th October 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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