



Destination
North Coast NSW

North Coast News & Views No. 85

NSW Tourism Champions Showcase

Sydney and New South Wales' tourism industry champions have shared their inspiring stories in a video series that takes future holidaymakers behind the scenes to motivate them to support local when planning their next escape once nonessential travel advice is updated.

The 49 Local Stories were launched on Tuesday by Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres and Member for Coffs Harbour Gurmeh Singh in recognition of leading Coffs Harbour operator, [Clark Webb of Wajaana Yaam Gumbaynggirr Adventure Tours](#), who features in the series.

Other local legends from Byron and Tweed were featured amongst those across regional NSW which will appear in the next several e-newsletter editions.

Read [Media Release](#).

Shared Spaces Transform Our Streets

Streets across NSW will be transformed into vibrant pedestrian-friendly public spaces with the NSW Government today announcing the successful funding recipients under the \$15 million Streets as Shared Spaces program.

[Successful trial projects](#) will provide new pedestrian and cycleway connections and reclaim little-used carparks and roads across NSW, including:

- creation of a 'green spine' on Harbour Drive in Coffs Harbour;
- a CBD pedestrian comfort and safety improvement project in Lismore
- a green parklet, public art and activation project for the Tweed
- a slow path aimed at improving safety and convenience for pedestrians and cyclists in Ballina
- 'talking street' activation in Mullumbimby to create a more shared main street
- provision of improved pedestrian access and connectivity in Macksville town centre.

Read [Media Release](#).

Northern Rivers Together

Northern Rivers Together – a collaborative partnership of regional businesses, industry bodies and government representatives – has been [encouraged by widespread support for the new initiative](#).

The goal of Northern Rivers Together is to harness the power of the region's 250,000+ population to promote the new brand, both within and beyond the region. The surge in registrations follows the release in June of two new videos promoting the Northern Rivers region.

View the [one minute Northern Rivers NSW video](#).

View the [six minute Northern Rivers NSW video](#).

Sign up and use of the brand assets is free of charge so please encourage [Northern Rivers businesses to register](#) and utilise the brand by sharing these videos and together, help share the success of the Northern Rivers NSW brand.

Regional Airline 'Fly Corporate' Rebrands To 'Link Airways'

Starting August 2020 Fly Corporate will rebrand as [Link Airways](#).

CEO, Andrew Major said "Our ownership, fleet and fantastically committed team remain unchanged and we invite our customers, partners and the communities we serve to join us as we move forward under the new identity. We are hugely excited by this milestone in our company's 48th year and remain committed to connecting local communities across eastern Australia. We will continue to offer travel that is simple and convenient with that personal touch that has been so well received by our customers. Whatever their reason for flying we want our passengers to feel valued and as such, providing a great customer experience and essential connectivity to communities is at the core of what we do".

Find [more information](#).

Australians Urged To Back Industry

Australians are being urged to support our tourism operators by booking an experience with figures released last week showing domestic tourism spending fell by \$11.7 billion in April and May of this year, according to new monthly figures released recently by [Tourism Research Australia](#) (TRA).

Read [Media Release](#).

Industry Development & Other Opportunities

NSW First Workshops, Webcasts And Resources

Destination NSW continue with their series of free online industry events where tourism businesses hear expert advice about the domestic market, how to sell bookable products online and how to work with different distribution partners. The free events, which include webinars and digital training, focus on tips to help operators return to market, are part of the NSW First Program, delivered by Destination NSW.

Register for the next event:

- Discuss and Develop Your Business: [Working with your Accredited Visitor Information Centre](#) - 2pm, 26 August 2020.

Read [Media Release](#) and find [On Demand Events](#) to review at your leisure.

The recently held Discuss and Develop Your Business: Creating Effective Trade Fact Sheets provided valuable information on how to create and distribute an effective trade fact sheet as a targeted sales tool to help you communicate your product offering to your travel industry partners.

To refresh or if you missed this session, please find the following resources mentioned over the course of the session;

- [Creating a trade fact sheet](#)
- NSW First Guide: [Promote your tourism business](#)
- NSW First Guide: [Sell Inbound Tourism](#)
- Destination NSW [Content Library](#)
- [Trade fact sheet template](#)

Once you have a completed fact sheet with all information, images and map completed, the Industry Development team at Destination NSW is happy to provide a [one time review](#) for you.

Tourism Australia Webinar Series

The next [Tourism Australia \(TA\) webinar](#) will be held on Friday 28 August 2020 at 11am with speakers to include Paul Scurrah, CEO and Managing Director of Virgin Australia, industry expert and board director, Anna Guillan, and Robin Mack, TA's EGM Commercial about domestic partnership activities in Australia and there'll be time to introduce TA's new GM for Australia and New Zealand.

Ecotourism Australia's Annual Conference Goes Online

For the first time in its 28-year history, Ecotourism Australia's annual [Global Eco Asia Pacific Tourism Conference](#) will be held as both a live conference in Margaret River, WA (1-3 December 2020) and be available to attend online via live stream.

The move comes as a response to continued COVID-19 restrictions on international travel and insecurity around the reopening of state and territory borders across Australia.

Read [Media Release](#).

COVID-19 Training Available

[TAFE NSW](#) is offering a number of [free online short courses](#) to assist job seekers and workers looking to diversify their skills, and businesses looking to upskill their workers. Short courses are available in administration skills, digital impact, health and medical knowledge, leadership performance and practical business skills.

Upskill For Tourism Revival Program

[Tourism Tribe](#) has released a 12-week program for tourism operators and destinations to [upgrade their digital marketing knowledge and skills](#). The program includes live

workshops and support sessions, and is also tailored to the current COVID environment.

Master Class Series For Regional Events

Event owners wanting to upskill can join the [rEVENTS Academy 2020 Master Class Series](#). Master Classes are held each month and cover a range of topics including sponsorship, volunteers and marketing.

A Guide To Digital Transformation

[Business Australia](#) has developed a [guide to digital transformation](#) to support businesses through practical steps and the benefits of going digital.

There's no better time!

Wellness Travel Opportunities In A Changing World Virtual Conference

In this ever-changing world where our new normal has shifted, it is time to take stock and build on the opportunities now present. Join panels of industry experts and deep dive into the latest consumer insights as travellers adjust to the changing landscape; hear global leaders share learnings on how their businesses have adapted to new customer needs and government regulations; and get the latest on how to drive greater spend from domestic travellers on wellness experiences.

To [be held virtually](#), 9.30am – 2.30pm, Wednesday 9 September 2020.

Read [Media Release](#).

McKinsey Research On Recovery Of Corporate Travel

New research by McKinsey shows that the post-crisis return will take years and that business travel will return at a slower pace than leisure travel. The research examines the role of corporate travel, and how the industry has recovered after previous disruptions; the segments that may return first, and how and why they will differ; and the segments that may be permanently replaced by technology. It also explores travel patterns and event recovery in China, and how other major markets on varying timelines of pandemic recovery are faring.

Read [Report](#).

Funding Opportunity

Advance Notice: Creative Economy Grant Guidelines Released

The Government has released the guidelines for the RISE Fund and the Sustainability Fund ahead of the formal call for applications on 31 August, giving arts organisations and companies an opportunity to review the criteria and prepare their applications.

The [RISE Fund](#) will provide grants of between \$75,000 and \$2 million to help restart activities such as festivals, concerts, tours and events once it is safe to do so.

North Coast Product And Experience Development

Byron Hinterland Walk

A new guided pack-free walk from [Life's An Adventure](#) sees a partnership with [Nightcap Ridge](#) where guests stay for two nights whilst exploring the region's world-heritage Gondwana rainforests.

2020 TripAdvisor Travellers' Choice Awards

Established in 2002 to recognise the best of the best in tourism, the Travellers' Choice award is based on worldwide reviews and opinions from travellers to recognise exceptional tourism experiences.

[Reflections Holiday Park at Seal Rocks](#), on the NSW MidCoast, has won the 2020 TripAdvisor Travellers' Choice award, placing the holiday park in the top 10% of the accommodation sector worldwide.

Bangalow Music Festival Nominated For An Arts Music Award

The Australasian Performing Right Association and Australasian Mechanical Copyright Owners Society (APRA AMCOS) has just announced the nominations for this year's Art Music Awards and the [Bangalow Music Festival](#) is a finalist in the category – Award for Excellence in a Regional Area.

Read [more here](#).

The 2020 Art Music Awards will be held from 7pm, Tuesday 8 September 2020 – find the [YouTube Premiere](#).

New Restaurants And Cafés Opening Across The North Coast

[Lolita's Mexican Cantina](#) – The team behind Osteria have launched Lolita's Mexican Cantina. Open Thursday to Saturday nights serving full a la carte menu or a deluxe banquet.

[Gallery by Bacaro](#) – Murwillumbah's popular Italian restaurant Bacaro has taken over management of the café at the Tweed Regional Art Gallery. Open Wednesday to Sunday.

[Relish Café](#) – New café in Murwillumbah and already building a loyal following despite COVID.

[Enzo Woodfired at Flynnns](#) – Port's newest Italian is a welcome addition to the thriving Flynnns Beach food scene. Having moved to Port Macquarie from Sydney, Emilio and Enrico are keen to share their love of traditional Italian Woodfired Pizza which Emilio has been making since 1988.

[Roam Café](#) – Fresh, funky, and with vegans and gluten-free options, Roam Café at Flynnns Beach has become a local favourite in just a few short months.

North Coast In The News

The Today Show Live From Zentfeld Coffee

Thanks to Destination NSW, Saturday morning's The Today Show saw live TV broadcast from [Zentfeld Coffee](#) farm and roaster in the Ballina Byron Hinterland.

Other local product/artisans that were featured were [Duck Creek Macadamias](#) and [Grit Ceramics](#).

#loveNSW and #Aussie Artisan Week



New Firefighting Koala Comes To Port Macquarie

Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres and Leslie Williams, Member for Port Macquarie, welcomed Frankie Firefighter to Port Macquarie's iconic Hello Koala Sculpture Trail with the newest addition paying homage to the incredible work of NSW's Fire Services.

Frankie Firefighter is the 77th [Hello Koalas](#) sculpture and joins the free, award-winning sculpture trail that champions tourism and conservation awareness throughout Port Macquarie and surrounds.

Read [Media Release](#).

Lord Howe Island And Barrington Tops Featured

What do Lord Howe and Barrington Tops have in common? They both made the cut of [NSW's best-kept secrets](#) in last weekend's Traveller in the Sydney Morning Herald.

[Elizabeth Reef, off Lord Howe](#) is the southernmost coral reef in the world whilst the [Barrington Tops](#) represents the highest subalpine area outside of the Australian Alps.

Qantas Magazine – 42 Reasons To Love NSW

Whilst the stunning peaks of Lord Howe island grace the cover of the current [Qantas Magazine](#) with an amazing write up, other North Coast activities and operators also featured in the [42 Reason's to Love NSW](#) list including; [swimming with sea turtles](#) near Tweed Heads (number 22), [Husk Distillers](#) (Number 29), [Clarence Valley White Water Trail](#) (number 32) with [Break Loose Adventure](#), taking to stand-up paddle boards and touring on the Coffs Coast with [Wajaana Yaam Adventure Tours](#) (number 33), and the [Tweed Regional Gallery & Margaret Olley Art Centre](#), Murwillumbah (number 38). In the same issue, [Pipit Restaurant](#), Pottsville gets a full page write up.

North Coast Event

Correction: Dorrigo Folk And Bluegrass Festival Has Been Cancelled

Please note, this year's Dorrigo Folk and Bluegrass Festival has been cancelled due to Coronavirus restrictions.

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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