



Destination  
North Coast NSW

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## North Coast News & Views No. 86

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### **Outcomes Of Last Week's National Cabinet Meeting**

The National Cabinet met last Friday to discuss Australia's economic recovery, Australia's COVID-19 health and aged care responses and the Victorian outbreak.

National Cabinet discussed the updated economic outlook following the additional restrictions imposed in Victoria and the changes to the JobKeeper program announced in response to these restrictions. National Cabinet also discussed: Aged Care Emergency Response Plan; Mental Health; Vaccine Strategy; Domestic Border Management; Pacific Labour Scheme and Seasonal Workers.

Read the [Prime Minister's Statement](#) following the meeting.

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### **Business NSW - QLD Border Closure Business Survey**

Health risks from COVID-19 are a concern for all communities. However the current hard QLD border closure has highlighted the unintended consequences to the region's businesses and the community more broadly.

In the case of the Northern Rivers, Brisbane is the closest major city and is inextricably linked for trade, economic development and jobs. There are many Northern Rivers based businesses and workers who service Brisbane and similarly businesses and workers who live in Queensland and service the Northern Rivers.

Business NSW has been receiving business impact statements over the past week and working with key stakeholders in Government to champion a cooperative strategy that would enable a high impact low risk outcome for QLD and the Northern Rivers.

To assist Business NSW in further strengthening their case for a review of the parameters of the border closure, businesses impacted are asked to [please complete the survey](#) which will also

inform a broader assessment of impact and support requirements.

It is likely that there'll be a need to adjust to a longer-term COVID safe economy and this needs a strategy for how the Northern Rivers region, as a cross border community, can safely interact, work, trade and service within the Queensland market.

Business NSW are hosting zoom forums with Government stakeholders on the issue, if you are interested in participating please email [jane.laverty@businessnsw.com](mailto:jane.laverty@businessnsw.com).

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## Eden Films in Ballina

Sharpes and Boulder Beaches, just north of Ballina, were the locations last week for a new [Stan Original series called Eden](#), one of two major productions to be shooting around the Northern Rivers at the moment.

The eight-part drama series, which 'explores the dark and secret lives of a raft of characters in a place that looks very much like paradise', is the latest creation from the people who brought you Miss Fisher's Murder Mysteries, the reboot of Seachange and the UK cult hit Skins.

Film-making at the moment brings special challenges, which is one reason why Eden has been shooting on closed locations and without the usual media hoopla but still bringing welcomed economic benefit to the region.

Read [full article](#).

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## We Are Explorers Gains B Corp Certification

Leading independent travel publisher, [We Are Explorers](#), joins a global movement of certified changemakers. Operating from Mullumbimby, they join other local B Corp companies like [Stone and Wood](#) and [The Farm](#) as part of a global community of next-generation companies who believe in using business as a force for good.

The rigorous eight month assessment takes a deep dive into how a business operates and measures the positive impact the business is delivering for its people, the communities it serves, and the environment.

Read [Media Release](#).

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## NSW Tourism Champions Showcase

Please check out the [Go Sea Kayak Byron Bay](#), another in the [DNSW Local Legends Series](#) where tourism operators tell their inspiring stories and the experiences they share with the region's visitors.

Read [Media Release](#).



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## Pottsville to Host International Triathlon Union World Qualifier

Triathlon Australia has announced the local [Tweed Enduro Triathlon](#) as an International Triathlon Union (ITU) Age Group World Qualifier for both the Long Course and the Aquabike on 6 March 2021.

The ITU runs the annual World Triathlon Series, where the world's fastest triathletes travel to compete head-to-head for a chance to be crowned World Champion. Athletes at the Tweed Enduro will be looking to qualify for the Australian Team at the 2021 ITU Multisport World Championships.

Read [Media Release](#).



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## Industry Development And Other Opportunities

### **REMINDER: Social Media Usage & Knowledge Survey**

Destination North Coast together with a third year Southern Cross University student on work experience placement with us, are working on a project to build a Library of Social Media Resources to support your endeavours in our evermore digitally driven business environment.

If you haven't already, we would appreciate all business owners taking the time to fill out this short survey...there's just 13 quick questions to answer.

[Social Media Survey](#) - closes Monday, 31 August.

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

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.

### **REMINDER: 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](#) (closing this Sunday).

## **New Government COVID-19 Resources**

[Tourism Research Australia's COVID 19 Recovery](#) page provides access to Domestic Visitor Profiles and the recent Moving Forward report.

The Department of Education, Skills and Employment's [Infection Control Training Fund fact sheet](#).

Safe Work Australia's recently published [National Guide for safe workplaces – COVID 19](#), to help businesses manage the risk of COVID-19 in the workplace.

[Business Events Australia](#) has completed its first wave of research to understand attitudes to restarting events amongst Australian corporate decision-makers.

While there are several factors affecting confidence to host business events in the short term, results showed increasing optimism for events in the next 6 to 12 months. 77 per cent of respondents who usually hold at least one event overseas annually say they are likely to relocate one or more of these events to Australia.

See more insights from the research, including barriers, confidence factors and event motivations in this [fact sheet](#).

## **Lismore Visitor Information Centre – EOI**

Lismore City Council is inviting [Expressions Of interest \(EOI\)](#) from a suitable organisation/individual who may be interested in the lease of the Visitor Information Centre in Lismore.

## **Registrations Open For The Online 2020 Australian Regional Tourism Convention**

Registrations for the online [2020 Australian Regional Tourism \(ART\) Convention](#) are open with the Convention to be held virtually, 26-28 October. The theme this year is 'Building resilient and adaptive communities that thrive'.

Review [Program and Register](#).

## **rEvents Academy Master Class – Setting Up An Affordable & Effective Event Website**

This session, brought to you by [rEvent Academy](#), will take a look at some best practice event websites and share some tools and applications that event organisers might want to integrate with their event website.

12 - 1pm, Monday 31 August 2020. [Register here](#).

## **Improve Your Businesses Digital Responsiveness**

[NetStripes](#), a renowned Digital Marketing Specialist, aims to empower small and medium business owners with the knowledge and tools of innovation to increase your digital awareness and prepare you for the next phase of your business.

They have developed a suite of insightful 90-minute FREE webinars that will provide a greater understanding of digital and social media marketing.

**1. Digital Marketing Success Formula** - Learn more about the whole-of-business approach to online success and how you can use the principles of digital marketing to drive the results you want.

**2. Social Media Secrets for Business Owners** - This webinar provides up-to-date insights into social media marketing trends and tips on best practices for each platform to get the most out of your channels.

Register for [webinars](#).



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## Funding And Other Opportunities

### [Aboriginal Benefits Foundation Grants](#)

Provides grants to assist Aboriginal communities and individuals, with the current focus on supporting art, health and cultural projects with a connection to Aboriginal art and/or artists. Closes 1 September 2020.

### [Dobell Exhibition Grant](#)

The Dobell Exhibition Grant, supported by the Sir William Dobell Art Foundation, offers \$40,000 in funding to one regional NSW gallery per annum. Closes 2 September 2020.

### [Volunteer Museum Grant Program - Small Grants \(Round 2\)](#)

Aims to meet the short-term, collection-based requirements of community museums and Aboriginal keeping places. Small Grants in 2020 will be prioritising projects related to COVID-19 and bushfire recovery. Closes 13 September 2020.

### [Federation Council Grants](#)

Helps local community groups, organisations and clubs to deliver a range of community projects and events. Closes 18 September 2020.

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## North Coast Product And Experience Development

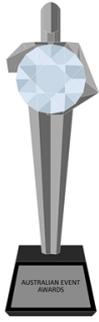
### **Tropical Fruit World Now Serving Breakfast**

For the first time in 37 years [Tropical Fruit World](#) will be serving breakfast starting this weekend.

Read [Media Release](#).

### **AFIC – National Finalist 2020 Event Awards**

[Australian Festival Industry Conference \(AFIC\)](#) is a National Finalist for 'Best Achievement in Event Education or Training' in the [2020 Australian Event Awards](#) - an amazing result given the inaugural event was held in October



## AUSTRALIAN EVENT AWARDS FINALIST 2020

2019 in Coffs Harbour.

Read [Media Release](#).

[Splendour in the Grass 2019](#) is nominated as a Best Event National Finalist and Coffs Harbour are also finalists in the Best Sporting Event category with their entry for the 'Sydney Sixers v Adelaide Strikers' at [C.ex Coffs International Stadium 2020](#).

Find [all finalists here](#).

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### North Coast In The News

#### Top 10 Places To Detour On Your NSW Road Trip!

Several of the region's standout operators were featured and celebrated in Australian Traveller's [10 places to detour on your road trip up the NSW coast](#).

Check out [Bent on Food](#), Wingham, [Eltham Valley Pantry](#) (currently selling their signature pecan pies at several of the local farmer's markets under the [Barefoot Farm Byron](#) brand), the [Byron at Byron](#), reopening on the 1st September after some rest and refurbishment, the [Green Bank](#) in Nimbin, and embrace the gorgeous green cauldron of the Tweed when heading out to whimsical [Flutterbies Café](#) in Tyalgum.

#### Out And About With Kids

The latest edition of [Out and About with Kids](#) featured the snowytips of the Barrington Range, Pacific Palms, the Big Banana in Coffs Harbour, Elements of Byron, the Tweed Valley and Lord Howe Island.

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### North Coast Events

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

#### The Tweed To Host World Surf League Event

The Tweed is set to host one of three [Australian Grand Slam of Surfing](#) events to be staged across the country thanks to a partnership between World Surf League and the NSW Government. With border communities being hard hit by COVID-19 travel restrictions, this regional event will help stimulate the local economy and give the local community and fans a much needed morale boost.

The event will be held between 1 September and 31 October once best surf and weather conditions align so keep an eye out for more news on this front.

#### ArtWalk 2020 – Port Macquarie-Hastings Event Pivot

The Port Macquarie-Hastings team have taken their annual ArtWalk Event and adapted it to deliver the Longest Footpath Art Gallery as a new platform for celebrating the creativity that resides in the region. The

revised format minimises any knock on effect from changeable COVID restrictions and in turn maximises safe engagement and participation with the region.

The event will shift from a one day to a week-long event and involves the 3 CBD locations of Port Macquarie, Wauchope, and Laurieton with artists using shop front windows as their very own gallery! Look for exhibits and artistic installations! There'll also be some 40+ satellite events held across the region during this time.

[ArtWalk 2020, the Longest Footpath Art Gallery](#) from 1 October to 8 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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