



Destination  
North Coast NSW

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## North Coast News & Views No. 87

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### **Additional Federal And State Government Support**

#### **Federal Government Passes Legislation To Extend JobKeeper Payment**

The Federal Government is continuing to provide unprecedented levels of support to households and businesses through the COVID-19 pandemic after legislation passed the Parliament earlier this week allowing the extension of JobKeeper by six months to 28 March 2021.

As part of the plan to keep businesses in business and Australians in jobs, the JobKeeper payment has provided cash flow support to more than 900,000 businesses and income support to around 3.5 million workers to date. This extension will provide further support to significantly impacted businesses so more Australians can retain their jobs and continue to earn an income. The passage of the JobKeeper legislation will also see an extension to the vital workplace flexibility that has been available for businesses receiving JobKeeper payments.

Read [Media Release](#).

#### **\$2.7 Million 'Show' Of Support For COVID-Hit Agricultural Field Days**

The Australian Government recently announced a \$2.7 million boost for agricultural field days to ensure they can continue to showcase innovation and support regional communities after the pandemic.

Deputy Prime Minister and Minister for Infrastructure, Transport and Regional Development Michael McCormack said the funding is part of an overall \$39 million commitment to help show societies and field days deal with cash-flow pressures caused by COVID-19 cancellations. "All agricultural shows and field days that have cancelled their event in 2020 because of COVID-19 will be eligible and they will not have to compete for assistance," the Deputy Prime Minister said.

Read [Media Release](#).

#### **NSW Government Going Global Support Package**

Small and medium-sized businesses and regional communities across the State are set to benefit from a coordinated NSW Government push to showcase local products and develop global export sales.

The recently launched \$12 million NSW Government '[Going Global Package](#)' initiative includes grants of up to \$10,000 for eligible businesses through the Export Assistance Grant Scheme.

### **Making Regional NSW A Procurement Priority**

Government agencies need to first consider buying goods and services from a small, medium or regional business for all direct procurements up to \$250,000 as part of the NSW Government's plan to boost local businesses.

The NSW Government's Small and Medium Enterprise (SME) and Regional Procurement Policy will provide a boost to regional economies in the wake of droughts, bushfires and now COVID-19.

Read [Media Release](#).

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### **Social Media Survey And Case Study**

Thanks to all of those North Coast stakeholders who took the time to fill in our Social Media Usage and Knowledge Survey. The results are in...

Over 60% of respondents stated their primary target market is the 30 – 59 year age cohort whilst 18% want to reach 18 - 29 year olds and a little over 15% the 60 - 74 year target age group.

The primary geographic market most respondents want to target is South East Queensland at 22% whilst Sydney and the Newcastle/Hunter region were similar being selected by 18% of respondents. The New England region wasn't too far behind at 15% with Melbourne and the ACT equal pegged at 7%. Many respondents noted in the comment box that they are also interested in other North Coast markets and many more are broadly interested in the whole of the Australian domestic market.

Pleasingly, the majority of survey respondents answered *yes* (47%) or *somewhat aware* (49%) when asked if they were aware of what social platform their target audience is using. However, fewer are aware of how their target market is using social media (30% aware, 62% somewhat aware and 6% not aware).

It is perhaps not surprising to find that the platform audiences most engaged with was Facebook (69% of respondents) followed by 17% noting Instagram as the platform their audience was most engaged with. Youtube was the third site audiences most engaged with at nearly 4%.

We also discovered your main social media goals (ranked from primary goal, secondary goal and so on) are...

1. Drive email subscriptions
2. Provide better customer service (communicate via preferred platforms)
3. Drive traffic to company website
4. Better engagement with current clients
5. Promote product/service/experience
6. Build brand awareness
7. Grow client base by engaging with a new audience

And that you rate the following (in order of importance) as providing the most assistance to you in becoming more proficient on social media...

1. Step-by-step guide to social media platform account/s set-up
2. Information/advice about photography/video content

3. Top 5/10 lists of things to post/most popular content etc.
4. 'How To; cheat sheets
5. Common mistakes to avoid
6. Tips and Tricks to get the most out of popular platforms

It seems *Available Time* is the most common reason provided by 44.6% of respondents as being the main barrier preventing you from being more active on social media followed by *Knowledge/know how* (25.3%) and *Confidence* (12%). Having fresh content was mentioned in the comments as being a limiting factor.

This information is helping shape the Social Media Resource Library Destination North Coast is currently developing.



For those that may be in the 'not sure social media is worth it' camp' please see the below case study of a North Coast operator who's post on Facebook was picked up by Tourism Australia, went totally viral and was noticed and reposted by none other than Oprah. Now that's called going global with well over 10 million views and counting and the post continues to be shared everywhere.

From this, North Coast Regional Tourism Award winner [Waves to Wilderness](#), has seen their own following go gangbusters, they've received bookings from people who found them on Instagram and have been asked to interview with a large media company with over 52million Facebook followers.

As Joe, the owner says 'There is so much benefit to social media, it's a lot of work and you must stay consistent which is sometimes hard, but it does pay off. I think it's important to know what to post and when, be tasteful and not try and sell something on every post.'...Joe, we couldn't have said it any better ourselves.

## Welcome To Country

Aboriginal culture across NSW is vibrant and diverse, with the state offering some of the most accessible and remarkable Aboriginal experiences in Australia. [Welcome To Country](#) is a not for profit tourism business, with every booking supporting Aboriginal communities, families and individuals.

North Coast indigenous operators are well-represented; let's all show them our support.

## NSW Tourism Champions Showcase

Please check out the [Tweed Eco Cruises](#), another in the [Destination NSW 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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## Lord Howe Island Reopening Postponed

As the Coronavirus pandemic continues, NSW Health has issued a new Public Health Order, extending travel restrictions to Lord Howe Island for a period of up to 90 days.

The new Health Order includes provision for a monthly review and may be repealed before it's due to expire based on virus infection rates on the mainland.

Read [Media Release](#).

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## Gift Card Connects MidCoast Community With Cash



MidCoast Council is launching the #shopmidcoast initiative that helps small businesses. The 'Why Leave Town' promotion encourages locals and visitors to shop locally by purchasing an Eftpos gift card that can be used at over 100 businesses in the region.

Every card purchased during September goes into the draw to win one of 10 #shopmidcoast gift cards worth \$100 each, plus a major draw for a \$1000 card that can be used across the region.

Find [more information](#) and for businesses, [sign up to participate](#).

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## Bushfire Season Started This Week Across The North Coast

The [RFS have released a statement](#) advising that all of the North Coast LGA's (except Lord Howe Island) will begin the bush fire season a month earlier than mandated due to local conditions. The statutory Bushfire Danger Period in NSW commences on 1 October each year, but is adjusted based on local conditions.

Find information on making a [bushfire survival plan](#) and information about [fire permits and fire danger ratings](#).

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## **Industry Development And Other Opportunities**

### **NSW First - Discuss And Develop Your Business: Working With Your Accredited Visitor Information Centre**

Below are some key takeaways from this online training session on Working with your Accredited Visitor Information Centre (AVIC) in case you missed it.

- AVICs can and do influence visitor spending
- Local AVIC staff/volunteers are considered local destination experts
- AVICs are influential in showcasing your region
- Visitors use AVICs for unbiased up-to-date information and local advice
- AVIC visitors tend to be very loyal repeat visitors to the network

Tourism operators/businesses get best value from their AVIC when they;

- Use your AVIC as an extension of your business
- Keep product listings and brochures current and available for display
- Conduct regular updates and presentations for AVIC staff
- Conduct onsite famils for AVIC staff to keep knowledge current/top of mind

Your local AVIC can help you reach road trippers and domestic visitors in your region which will be an increasingly important part of your COVID recovery.

Please find the following resources mentioned over the course of the session for your review;

- [Working with your AVIC presentation deck](#)
- [NSW Visitor Information Centres](#)
- [NSW First Guide: Promote your tourism business](#)

### **Tourism Australia Update**

Tourism Australia (TA) is continuing to develop resources and programs of work to support industry through to recovery.

One of these is training for distribution partners through the [Aussie Specialist Program](#), which trained over 80,000 agents in FY20 (up from 32,000 agents in the previous year). A survey of over 2,900 Aussie Specialists in 16 countries to gauge the effectiveness of the program returned strong results with a 99 per cent overall satisfaction rate and 94 per cent improved ability to sell Australian holidays as a result of the training program.

TA's new domestic consumer sentiment research, the [Travel Sentiment Tracker](#), is being updated fortnightly on the corporate site.

### **Destination Think Launch New Visitation Data Tool**

The [Destination Think](#) team is poised to launch a powerful new tool to help organisations through COVID-19 and beyond.

During this one-time TSI Live launch event, Destination Think will share information about advanced technology that unlocks essential data for your destination. You'll find out how to generate an "unfair advantage" for your organisation as you manage this crisis and prepare for recovery and help equip your team to do more with less.

[Register for launch Webinar](#) to be held Wednesday, 9 September at 8:00 a.m.

### **Sourdough Business Pathways**

[Sourdough Business Pathways](#) is pleased to present a series of [business workshops](#) throughout September, including StartUp Northern Rivers - an incredible program that will help you take your early stage business idea through to the next stage!

**REMINDER: Wellness Travel Opportunities In A Changing World Virtual Conference**  
Join this virtual conference and immerse in the latest global trends and learn how to grow your business in this highly profitable and sustainable sector.

To [be held virtually](#), 9.15am – 2.45pm, Wednesday 9 September 2020 (note earlier start time than was previously published).

Read latest [Media Release](#).

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## Funding And Other Opportunities

### [2020 Supplementary Volunteer Grants](#)

Supports the efforts of New South Wales' volunteers as well as to encourage and increase participation in volunteering by on-funding grants to provide small amounts of money that organisations and community groups can use to help their volunteers. Closes 20 September 2020.

### [Arts and Cultural Funding](#)

Create NSW's Arts and Cultural Funding Program provides funding opportunities for arts and cultural organisations, professional artists and arts/cultural workers across a wide range of artforms and disciplines. NSW individual artists, arts and cultural workers, practitioners and organisations are encouraged to apply for Round 1 which opened last week. Apply via [Smarty Grants](#). Closes 23 September 2020.

### [Strengthening Rural Communities](#)

The Foundation for Rural and Regional Renewal's flagship grant, Strengthening Rural Communities is open for applications. This program currently has two funding streams open.

1. Small & Vital - up to \$10,000 grants available. Communities in non-metropolitan areas with fewer than 15,000 people are prioritised.
  2. Bushfire Recovery – up to \$25,000 grants available. Projects that enhance the recovery of communities affected by September 2019 to February 2020 bushfires are eligible. Closes 24 November 2020.
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## North Coast Product And Experience Development

### **Byron At Byron - New Executive Chef Unveils Forest Restaurant**

[Byron at Byron](#), a Crystalbrook Collection Resort, this week unveils its new restaurant and Executive Chef Etienne Karner, who has made a seachange to Byron Bay from Sydney, bringing with him his world-class experience to hero the region's abundance of stunning sustainable ingredients.



Boasting a career spanning France, Germany, Dubai, India, Ireland, the USA and Caribbean, Etienne joins the

Restaurant from Park Hyatt Sydney, where he held the position of Executive Chef.

Etienne Karner brings sustainable, approachable dining to life with a new menu that heroes local produce.

Phase one of Byron at Byron's \$6 million refresh is on display from this week with phase two, including further updates to guest suites and a new Eléme Day Spa, due to be revealed in November.

Read [Media Release](#).



## Slim & I Australian Premiere

Slim Dusty holds a special place in the heart of Kempsey and today, the Australian and World Premiere of the feature documentary Slim & I, will take place at Majestic Cinemas Kempsey. Members of Slim's family including Joy McKean and film makers will be in attendance. Slim & I tells the incredible story of a partnership between Slim Dusty and the brilliant woman who lived beside, rather than behind, the legend, Australia's own "Queen of Country Music", Joy McKean.

Kempsey Shire Council have partnered with [Universal Pictures Australia and Majestic Cinemas](#) to make this event possible and Mayor Liz Campbell believes that it will be a huge boon for the community in a difficult year.

Read [Media Release](#).

## Jacaranda Park Grafton

The new [Jacaranda Park](#) has 5 slides for the kids, making it one of the largest inclusive play spaces in Australia with play options for all ages and capabilities. Everything you need for a great day out in [Grafton](#).

## Pacific Bay Resort Reopens

[Pacific Bay Resort](#), Coffs Harbour, has also recently reopened after a COVID-19 hiatus and are seeing steady growth with accommodation, restaurant bookings and conference enquiries. The resort has continued its refurbishment program and have several newly refreshed executive level hotel rooms and apartments to complement their extensive event and conferencing spaces.

The business development team are pleased to offer an [incentive to businesses and organisations](#) looking to hold their next event in Coffs.



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## North Coast In The News

### **delicious. Harvey Norman Produce Awards**

delicious. has revealed the list of the 2020 delicious. Harvey Norman Produce Awards Gold Medallists, with NSW taking out 19 medals with three from the North Coast in three different categories:

- From the Earth category Gold Medallist - [Boon Luck Farm](#) (Tyagarah near Byron Bay) for their tiger striped peanuts.
- From the Paddock category Gold Medallist, [Fair Game Wild Venison](#), a field-to-table start-up based in Goolmangar, near Lismore
- Outstanding Farmers' Market category had [Mullumbimby Farmers' Market](#) as a national finalist.

Read [article and find full award's list](#).

### **Qantas Magazine Features Yamba, Brunswick Heads & Cabarita Beach**

Another great feature for North Coast beaches (and eateries and hotels) in this month's [Qantas Magazine](#).

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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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