



Destination
North Coast NSW

North Coast News & Views No. 88

Majority Of States Aim To Open Domestic Borders By December

National Cabinet met last Friday, 4 September 2020 where the Commonwealth, New South Wales, Victoria, Queensland, South Australia, Tasmania, the Northern Territory and the Australian Capital Territory, agreed in-principle to develop a new plan for Australia to reopen by Christmas, including the use of the hotspot concept for travel between jurisdictions.

All states and territories, where possible, also agreed to work with the Commonwealth to increase the number of international flights to their jurisdiction to enable more Australians to return home.

National Cabinet will meet again on 18 September 2020.

Read [Media Release](#).

50+ Artists And Eight Regions Confirmed For Great Southern Nights

New South Wales' ground-breaking music event is tuning up for a spectacular month of gigs with over 50 Australian artists and eight regions confirmed for the Great Southern Nights line-up, which forms part of the NSW Government's COVID-19 Recovery Plan.

Ocean Alley, AB Original, Julia Stone and Troy Cassar-Daley with Kasey Chambers are among the feature artists who will perform as part of the 1000 COVID-safe gigs across NSW this November. Great Southern Nights is a NSW Government initiative delivered by its tourism and major events agency Destination NSW in partnership with the Australian Recording Industry Association (ARIA), and was created to kick start the NSW entertainment, hospitality and tourism industries in response to COVID-19. Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said artists and the live-music industry have shown overwhelming support for the program.

Read [Media Release](#).



Regional Tourism Development Manager – North Coast

We are delighted to advise of the appointment of Mitch Gunn to the Regional Tourism Development Manager role at Destination NSW for the North Coast.

Mitch returns to working for Destination NSW from the Elanor Investors Group where he was the Head of Sales and Distribution for its Hotels, Tourism and Leisure Division. Mitch will undoubtedly be a passionate and informed representative for our industry having grown up in the Port Macquarie area, previously worked for the Byron at Byron and being based in region.

We would also like to pass on our thanks to Jacqui Greaves from Destination NSW who has been the acting Regional Tourism Development Manager for the North Coast. Throughout this period Jacqui's professionalism, knowledge and passion to help our stakeholders and destinations has shone through. Jacqui has been an invaluable conduit to Destination NSW throughout these challenging times and her dedication to deliver results has assisted DNC and a wide variety of stakeholders throughout the North Coast.

Local Jobs Program

A recently announced new initiative from the Department of Education, Skills and Employment, the [Local Jobs Program](#) runs to 30 June 2022 in 25 regions throughout Australia.

It brings together expertise, resources and access to funding at the local level to focus on reskilling, upskilling and employment pathways for people in each region.

The [program](#) is part of supporting Australia's economic recovery from the COVID-19 pandemic.

Today Is RUOK? Day

Destination North Coast acknowledges [RUOK? Day](#) and sends support to anyone who may be struggling especially in the wake of the 2019/2020 bushfires and with the additional stress of the COVID-19 environment.

We encourage everyone to be kind to themselves, their work colleagues, friends, neighbours and families and to reach out and ask RUOK? and to offer solace in the many forms that might take.

Additional support resources have been provided below (COVID-19 Resource Directory) should they be required.

Wellness Conference – Wellness Travel Opportunities In A Changing World

Presented by the [Wellness Tourism Summit](#), the Wellness Travel Opportunities in a Changing World virtual conference was held yesterday with Destination North Coast and some of our North Coast industry stakeholders 'attending'.

One of the key take-aways was the shift and 'observable convergence between wellness, sustainability and food and beverage for a holistic wellness experience' and that the linkages between wellness, wellbeing and nature were becoming more apparent and pronounced which bodes well for the North Coast. Nature-based experiences were front and centre with one presenter emphasising the importance of 'Vitamin N' in COVID-recovery which our regions has in spades.

Rebecca Beaton, Resort Manager, [Urunga Riverside Holiday Resort](#) really enjoyed the Wellness Conference. She says her team are already passionate about providing nature-based and cultural tourism options to for their guests...after today, she's looking to reimagine their offering and connection to guests through wellness, mindfulness, meditation, rest and relaxation.

Sally Scott, Industry Liaison, [Tweed Tourism Company](#), noted "The Wellness Tourism Summit was a valuable virtual event for fuelling further ideas and development of The Tweed's Tourism Wellness strategy and it was pleasing to hear the emphasis on wellness not only representing the traditional spa experience, but including sustainability, outdoor adventure and quality food & drink offerings, moving toward holistic transformational travel."

Northern Rivers NSW Direct Flights To Dubbo

The recently announced new direct flights to Dubbo from [Ballina Byron Gateway Airport](#) with regional airline [FlyPelican](#) have commenced.

The new seasonal route is the second new destination for the airport, following the commencement of direct flights to Canberra in July. There are twice weekly services between the destinations on Mondays and Fridays with fares starting from \$149 per seat one way.

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

NSW Tourism Champions Showcase

Please check out the [Crystal Castle](#), 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](#).



Industry Development And Other Opportunities

Destination NSW Westpac Tourism Expenditure Monitor Report

The Destination NSW Westpac Tourism Expenditure Monitor has been developed in a collaborative partnership between Destination NSW and Westpac.

The latest edition for the [January 2020 to June 2020](#) period has been released. There are promising indications in the second quarter showing signs of a rebound in visitor numbers on the North Coast after the initial nationwide Coronavirus lockdown in April. Total visitor spend in the month of June on the North Coast was up to March levels which is again tracking in a pleasing direction after the very challenging months of April and May.

Tourist Accommodation Statistics

Destination NSW have released their [June Accommodation Snapshot](#) displaying recent occupancy rates, average daily rates and revenue per room.

Destination NSW Quick Tips' Web Tutorials

Destination NSW has launched six [Quick Tips' web tutorials](#) as part of its NSW First program.

The tutorial videos help tourism businesses take the next steps to recovery. Find out how to stay in touch with customers, maintain relationships with media and distribution partners and develop new areas of business.

The six tutorials are:

- Adapting your product
- How to shoot video
- Refreshing and updating your online presence
- Regional conferencing
- Social Media
- Staying connected with distribution partners

Tourism Australia Update

Tourism Australia (TA) is continuing to roll out a series of virtual industry events in international markets with applications now open for the [Business Events Australia Greater China Showcase](#) and the [Australia Marketplace Online – China](#) (applications closing 18 September 2020). There's also been updates to TA's ['Working with Tourism Australia – Domestic Edition'](#), which has many useful resources for industry

[Tourism Australia's \(TA\) next webinar](#) is this Friday, 11th September commencing at 11am when guests will include Leanne Coddington, Chief Executive Officer of Tourism and Events Queensland as well as Fiona Carruthers, Travel Editor for the Australian Financial Review. The TA team will also provide an update on their activities.

Live From Aus campaign Wins At AdNews Awards

Tourism Australia's *Live from Aus* initiative was recognised in the [AdNews Awards](#) last week. The *Live from Aus* campaign saw Australian tourism experiences live-streamed directly into the living rooms of over 35 million people around the world. The campaign led to over 6,800 leads

to tourism operators from [Australia.com](https://www.australia.com).

Improved Functionality For Wine Producer Listings On ATDW (Get Connected)

Wine Australia is [running webinar briefings](#) about improvements to wine-related Australian Tourism Data Warehouse (ATDW) listings which is the database behind the Destination NSW Get Connected platform. They've recently invested \$750,000 to develop wine-related functionality and help wineries more effectively market their businesses. If this is relevant to your business, the [New South Wales webinar](#) is at 2pm, Monday, 12 October.

RDAMNC And Business NSW - Regional Mobile Office Initiative

In collaboration, [Regional Development Australia Mid North Coast](#) (RDAMNC) and [Business NSW](#), are travelling throughout the region to meet with business and community leaders to maintain and strengthen connections. They want to hear ideas and opinions so as to gain a better understanding of the issues and challenges currently being faced by residents in an endeavour to build a more resilient future for the region.

Read [Media Release](#) and [check full schedule and meeting locations](#) to [book](#) an individual consultation or to be part of a COVID safe group meeting.

6 Ways Destinations Are Reinventing Themselves For Life After COVID-19

[Destination Think](#) have compiled some interesting examples of ways that some destinations across the globe are already [reimagining and reinventing themselves](#) and supporting initiatives that make life better for both locals and visitors in a post-COVID world.

REMINDER: NSW Government Bushfire Recovery Support Services

If you have been affected by bushfires, [Recovery Support Services](#) are here to help you in your recovery journey by providing personalised, long-term support. Services are available to bushfire affected individuals, businesses-owners, primary producers and rural landholders.

Funding And Other Opportunities

[Alastair Swayn Foundation - Strategic Grant](#)

Awards grants to individuals, groups and organisations that promote the advancement of architecture and design through research, education and exhibition. Closes 18 September 2020.

[Youth Opportunities – Youth NSW](#)

Provides time-limited grants for new projects which enable young people to lead and participate in community development activities. Closes 21 September 2020.

[Future Drought Fund: Drought Resilience Leaders](#)

Provides a sustainable source of funding to help Australian farmers and communities become more prepared for, and resilient to, the impacts of drought. Closes 25 September 2020.

[Future Drought Fund: Networks to Build Drought Resilience](#)

Provides a sustainable source of funding to help Australian farmers and communities become more prepared for, and resilient to, the impacts of drought. Closes 25 September 2020.

[Cherish II Fund](#)

The Cherish II Fund offered by the Australia Council for the Arts, is in response to the COVID-19 pandemic and the disruption experienced by the First Nations arts and cultural sector and community. Available to First Nations individuals, groups and organisations. Closes 6 October 2020.

North Coast Product And Experience Development

Mansfield Estate - 600 Acre Eco-Retreat

[Mansfield Estate](#) is a 30-bed eco-retreat perfect for family get-togethers and celebrations, weddings and special events, retreats and small meetings and conferences. It's 600 acres of rolling hills with 1.5km frontage to Queens Lake and also has views to North Brother Mountain and direct access to Jolly Nose Mountain Bike Park. Whilst Mansfield Estate can accommodate 30 overnight guests in 13 guest rooms, there is capacity for 50 in their main meeting room and larger outdoor gatherings are unlimited. The property is available to families, businesses and groups for exclusive use.

Read [Media Release](#).



Vision Walks - Innovation And Creativity

Award-winning eco-tour operator Wendy Bithell, [Vision Walks](#), had her efforts in tourism throughout the pandemic recognised in NSW Parliament last week when Local Member Tamara Smith read out a [Community Recognition Statement](#) about Wendy and her tourism business.

Wendy has also been busy with the purchase of a new hybrid tour vehicle expected to cut carbon emissions by at least half, she's added some new partnerships being [bush tucker walks with Delta Kay](#) and is providing local tour operation services for [Life's An Adventure](#) on a new 3 day hike. Wendy's local [Carbon Collective](#) was awarded an innovative patent for its carbon calculator which helps people offset their carbon locally.

Whilst 2020 has been anything but a stellar year in tourism, Wendy hasn't wasted any time sitting around waiting for life and business to return to 'normal' and is to be congratulated on making things happen.

Reflections Holiday Parks #findthefeels Campaign Launched

Reflections are excited to launch their [#findthefeels campaign](#) to mark the beginning of Spring and to help raise people up in times of uncertainty. They are calling on Australians to share their feel good moments as part of a drive to give a FREE holiday away to a frontline worker in Victoria, to stay at any of the 37 Parks across NSW when borders reopen and it is safe to travel again. Behind this giveaway initiative is an integrated communications plan focussed on driving visitation to regional NSW and Reflections Parks

Read [Media Release](#).

Casino 'Hosts' Spring Racing With Virtual Melbourne Cup Tour

Casino has been selected as one of four regional NSW towns to host this year's [Melbourne Cup tour](#), COVID-safe style, in a fun-filled day set to light up Spring racing fever for young and old right across the Richmond Valley.

In a first-of-its-kind virtual event, Casino will take centre stage when the Lexus Melbourne Cup trophy is virtually toured in the Beef Capital on Monday 21 September.

Read [Media Release](#).

Coffs Harbour Surf Club Reopens For Events

The Coffs Harbour Surf Club is open for family events and special occasion, corporate events and wedding with a newly renovated venue, the tireless beachfront views and delicious food to dazzle taste buds. Find daytime, evening and wedding [event packages online](#).

Crystalbrook Local

[Byron at Byron Resort](#) has launched Crystalbrook Local, providing exclusive discounts to New South Wales' Northern Rivers communities. [Members of Crystalbrook Local](#) will receive 15% off restaurants, bars, stays and spa experiences at Byron at Byron, with locals who join prior to the 7th October to also receive a complimentary drink.

Gypsy's Café Opens In Coraki

[Gypsy's Café](#) is open 7am-2pm Tuesday to Sunday serving delicious Crave coffee, specialty hot beverages, cakes and lunch options including gluten free and vegetarian selections. Dinner is available Wednesday through to Saturday for pizza, pasta and wings. For those with a big appetite, there's the Gypsy Slab, a massive 1ft x 2ft pizza!

North Coast In The News

Rex Airlines' Magazine Features Ballina

Ballina gets a fabulous feature article along with many operators and activities, in the Sept/Oct issue of [Rex Airlines' True Blue](#) magazine.

Barrington Tops And Gloucester In Caravan World

It doesn't get much better than an 8-page feature spread. [Caravan World](#) magazine has a standard monthly print run of 15,200 copies whilst their online version has 25,900 unique monthly browsers with 39,300 monthly page impressions.

That's a lot of [free media exposure](#) for the highest point of the Barrington Coast!

Port Macquarie Food And Beverage Scene

Australian Traveller recently sought out and published [Port Macquarie's best bars and pubs](#).

Following a similar theme, Hunter Hunter provided a great write-up of the [Port Macquarie food and beverage scene](#) this week and featured many of the region's cafes, restaurants and bars.

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.

Free Mental Health Support Resources (Operating 24/7)

[Coronavirus Mental Wellbeing Support Line](#) 1800 512 348

[Headspace](#) 1800 650 890

[Lifeline](#) 13 11 14

Visit [Beyond Blue](#) for online mental wellbeing and support resources and discussion forms.

Visit [Head to Health](#), the government's digital mental health portal for more resources and support options.

Free Financial Counselling Support Resources

National Debt Helpline 1800 007 007 Monday - Friday 09:30am – 4:30pm

Small Business Help 1800 413 828 Monday - Friday 09:00am – 5:00pm

Destination North Coast

PO Box 146

LISMORE NSW 2480

P: 02 6622 7429

E: admin@dncnsw.com

W: www.dncnsw.com
