



# Destination North Coast NSW

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## North Coast News & Views No. 89

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### **\$50M Business Events Lifeline**

Prime Minister Scott Morrison recently announced a \$50 million injection to help restart Australia's business events sector. Under the initiative businesses will be assisted with the costs associated with running meetings, conferences, exhibitions and events, with the aim of getting business events up and running again as a critical part of the recovery of our tourism industry.

The program will fund the Business Events Exhibitor Grants program, which will allow Australian businesses taking part in an approved business meeting, convention, conference or incentive event in 2021 able to apply for upfront grants to cover up to 50% of their costs, ranging from \$10,000 to \$250,000.

Read [Media Release](#) and find [more information](#).

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### **Domestic Tourism Data Released**

New data shows Australian's are starting to head back out to the regions with a rebound in regional tourism of over \$1 billion in the month of June according to new monthly figures released recently by [Tourism Research Australia](#) (TRA).

The data is encouraging and clearly demonstrated how much pent up demand there is for domestic travel, with more than 5.4 million domestic visitors travelling throughout Australia.

Read [Media Release](#).

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### **Service NSW Check-In Solution Goes Live Statewide**

Checking in at venues across the State is about to get easier and safer for customers and businesses, thanks to the NSW Government's check-in solution going live statewide, following a successful trial.

The Service NSW app has been retooled to include a QR code to allow customers to check in at hospitality venues and Service NSW Centres across the state, ensuring contact tracers can quickly access customer details and keep people safe.

Read [Media Release](#) and find [more information](#).

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## **Backing Australian Exporters To Go Global**

The Federal Government is backing Australian businesses to grow their exports and create jobs through reforms to the Export Market Development Grants (EMDG) scheme, after an independent review of financial assistance for small and medium enterprise exporters.

The EMDG scheme is a key government financial assistance program to help aspiring and current exporters increase their marketing and promotional activities in international markets. Last year alone over 4000 Small and Medium Enterprises accessed the EMDG scheme, employing almost 69,000 Australians and generating exports worth \$3.7 billion.

Read [Media Release](#) and find [information on the EMTG reforms](#) which support export-ready businesses.

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## **Pacific Highway Bypasses Open at Woodburn, Broadwater And Wardell.**

This 34-kilometre section of the new motorway between Woodburn and Pimlico opened last night with three interchanges at Woodburn, Broadwater and Coolgardie allowing motorists to access and exit the motorway.

- Woodburn interchange has northbound and southbound on and off ramps providing access to Woodburn and surrounding areas. Exit at this interchange to travel north to Broadwater, Evans Head and surrounding areas.
- Broadwater interchange has a northbound on ramp and a southbound off ramp connecting to Broadwater-Evans Head Road. To travel south on the new motorway from Broadwater, Evans Head and surrounding areas, motorists will use the southbound on ramp at the Woodburn interchange.
- Coolgardie interchange has northbound and southbound on and off ramps providing access to Wardell, Coolgardie and surrounding areas.

Finalisation of this major piece of infrastructure sees close to 90% of the 155-kilometre Woolgoolga to Ballina [Pacific Highway upgrade](#) completed.

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## **State And Federal Government Infection Prevention Commitment**

The NSW and Commonwealth governments have committed a combined \$25.5 million to fund fee-free nationally accredited infection prevention and control training. The training will provide workers with the skills they need to better identify and respond to COVID-19 risks in the

workplace.

Find a [North Coast provider](#) and visit [Training Services NSW](#) for more information.

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## Northern Rivers Food Scene Set To Shine

Food, boutique beer and distillery lovers across Australia are set to put the Northern Rivers on their travel itinerary, with the NSW Government supporting the Northern Rivers Food tourism initiative in conjunction with [Northern Rivers Food Inc.](#)

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres and Nationals Member of the Legislative Council Ben Franklin yesterday announced \$240,000 over three years, as part of the [NSW Government's Food & Wine Tourism Strategy & Action Plan](#), developed by Destination NSW.

Read [Media Release](#).



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## October Is Small Business Month

This year's annual NSW Small Business Month festival will feature hundreds of activities that are designed to support small businesses reboot, connect and recover in 2020. Right across the state there will be a variety of free and low-cost activities including live stream webinars, COVID-Safe events and much more.

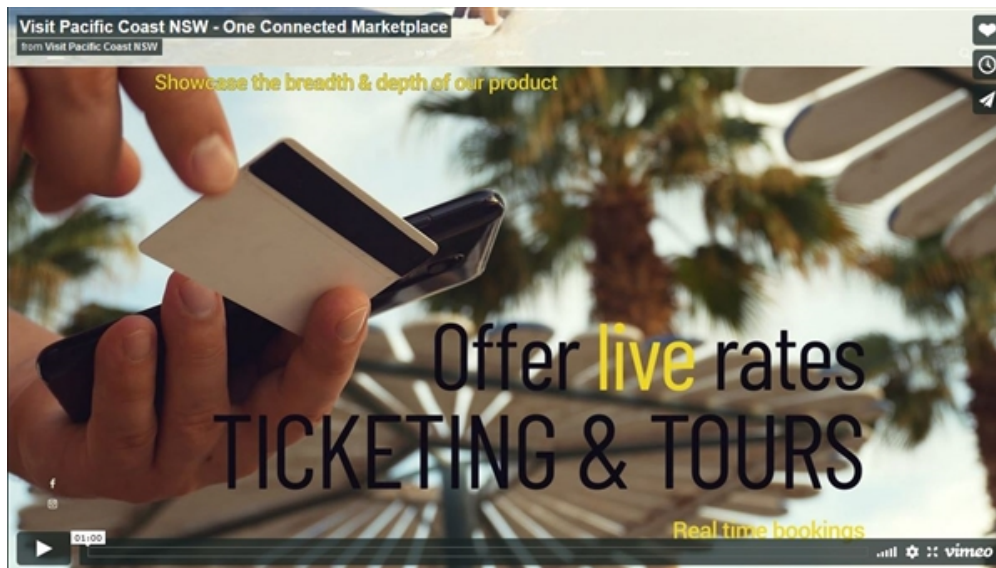
Visit [Small Business Month](#) to find an activity near you or join an online event or [contact the team](#) for more information.

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## Visit Pacific Coast - New Online Tourism Marketplace Launches

Combining content from the Australian Tourism Data Warehouse (ATDW) with Tourism Exchange Australia's distribution integration, this new web tool has been conceived by two Coffs Coast tourism proponents to support the growth of regional tourism businesses.

Read [Media Release](#) and [Visit Pacific Coast](#) website.



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## NSW Tourism Champions Showcase

Please check out [Mount Warning Tours](#), 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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## Industry Development And Other Opportunities

### Discuss And Develop Your Business: How To Use The DNSW Content Library

Join Destination NSW (DNSW) to find out how to access stunning imagery and footage to help promote your business and destination.

The content library is an easy-to-use resource of inspiring NSW content, available to download for free. In this session:

- Discover what type of content is in the library
- Find out how to access the content and how you can use it for your business
- Get tips on how to search and order content
- Learn about best practice for image credits and social media use.

[Register for this event](#) to be held at 2.00pm - 2.35pm, 23 September 2020.

### **Discuss And Develop Your Business: Creating A Get Connected Listing**

Join DNSW for this Discuss and Develop your Business session on Creating a Get Connected listing to ensure your product displays on DNSW's consumer website, [VisitNSW.com](http://VisitNSW.com) so visitors can find information about what to see, things to do and where to stay across NSW.

To be obtain this free listing, tourism businesses need to join Destination NSW's online membership program, Get Connected. In this session:

- Find out how to register for a Get Connected listing through the Australian Tourism Data Warehouse (ATDW)
- Follow a live demonstration on how to create a product listing
- Discover how to make your Get Connected listing stand out
- Get tips on best practice images, copy and video to add to your listing
- Learn about where your product is distributed once it is live

[Register for this event](#) to be held at 11.00 - 11.35am, 12 October 2020.

### **Tourism Australia COVID Travel Portal**

Last week Tourism Australia (TA) debuted a new "[Australian COVID Travel Portal](#)" which brings all the key safety information, travel restrictions and guidelines from across the country into a centralised resource for the industry and travellers.

The new portal aims to give consumers the confidence to plan and book an Australian holiday and help them travel around the country safely.

### **AusIndustry Southern Queensland And Northern NSW Newsletter Series**

AusIndustry are producing a Southern Queensland and Northern NSW Newsletter Series and will send regular updates on business announcements, support and information.

[Subscribe](#) to stay informed.

### **Transport NSW Regional Train Station Upgrades**

Local businesses and suppliers are invited to attend an online information session for accessibility upgrades at nine train stations in regional NSW as part of the [Transport Access Program \(TAP\)](#), an initiative to provide a better experience for public transport customers by delivering accessible, modern, secure and integrated transport infrastructure.

Planning is underway for accessibility upgrades for train stations at Casino, Dubbo, Grafton, Griffith, Gunnedah, Narrabri, Moree, Queanbeyan and Taree.

For more information, join the Transport for NSW project team at 5.30-6.30pm, Tuesday 29 September, 2020 at the [online information session for local businesses and suppliers](#).

### **ARTC Early Bird Registrations Extended**

Early bird registrations for the virtual 2020 Australian Regional Tourism (ART) Convention have been extended until today, Thursday, 17 September 2020.

The [Convention](#) will be held from 27-29 October 2020 with the theme, Building resilient and adaptive communities that thrive.

### **rEVENTS Academy – Events Reimagined In 2021 And Beyond**

Learn how to continue to deliver great festivals and events in a COVID safe world. The expert team at [rEVENTS Academy](#) will explore a range of techniques and strategies to keep your event fresh, and provide information and examples as to how you might reinvigorate or reimagine your event or festival to suit the changing times.

[Book your place for this masterclass](#) to be held 12 - 1pm , 21 September 2020.

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## Funding And Other Opportunities

### [Country Arts Support Program \(CASP\)](#)

Supports community arts and cultural development in regional NSW. Closes 29 September 2020.

### [NSW Government - Local Sport Grant Program](#)

Aims to increase regular and on-going participation opportunities in sport in NSW. Closes 7 October 2020.

### [National Landcare Program - Smart Farms Small Grants](#)

Supports one to two year projects to increase farming, forestry and fishing communities' awareness, knowledge, skills and capacity to adopt best practice sustainable agriculture. Closes 9 October 2020.

### [Increasing Resilience to Climate Change](#)

Increasing Resilience to Climate Change provides funding to address climate change risks and vulnerabilities facing NSW councils. Closes 15 October 2020.

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## North Coast Product And Experience Development

### **Discover The Richmond Valley's Newest Art Trail Walk**

The Richmond Valley has many murals which depict the history of the region and are a tribute to people who helped shape the beautiful valley you see today. There's great diversity in the range of [art styles](#) created by talented artists and students across the Northern Rivers.

### **Surf's Up At New Museum In Byron Bay**

A priceless 30 year collection of surf nostalgia and culture has been made public, with the launch of the [Legends Surf Museum](#).

The Museum opened last week in a high traffic location at the Cavanbah Arcade, next to Loft Byron Bay and opposite The Beach Hotel and is open seven days a week, from 9am till 5pm.

[Read article](#) here.

### **Big Plans For Mullumbimby's CBD**

The main street of Mullumbimby could end up with half the vehicle traffic, shady spaces for conversation and colourful, locally-made public art welcoming people to town.

That's the vision Byron Shire Council will attempt to actualise, after securing a \$250,000 grant from the State government under the [Streets as Shared Spaces program](#).

[Read article](#) here.

### **New Operators for Ballina Coast & Hinterland**

[Kin Local Eatery, Ballina](#). An old eatery transformed and re-emerging as the home of Kin.

[Ballina Byron Bike Hire](#). Bikes have been in high demand throughout the COVID-19 pandemic and this new shop in Riverwalk Arcade provides sales, repairs and bike hire.

[Bake My Life, Ballina](#). Conveniently located along Cherry Street, is a fresh and modern artisan bakery.

[Mezza @ the Point, Ballina](#). Located in the heart of Ballina (underneath The Ramada) and is open for breakfast and lunch 7 days a week, with dinner coming soon! New management, new menu and new ideas!

### **News Businesses Opening In The Tweed**

Another week and several new businesses open in The Tweed!

[Mist Gallery](#), Cabarita Beach  
[Black Drop Cafe](#), Pottsville  
[Kombucha Cafe](#), Murwillumbah

### **Manning Entertainment Centre Set To Reopen**

The much-loved Manning Entertainment Centre, Taree, reopens on Tuesday 22 September after an extended closure as a result of Covid-19.

The team have been working to prepare for the reopening and is excited to welcome back their loyal patrons.

View the [reopening guide video](#) and find [more information](#).

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## **North Coast In The News**

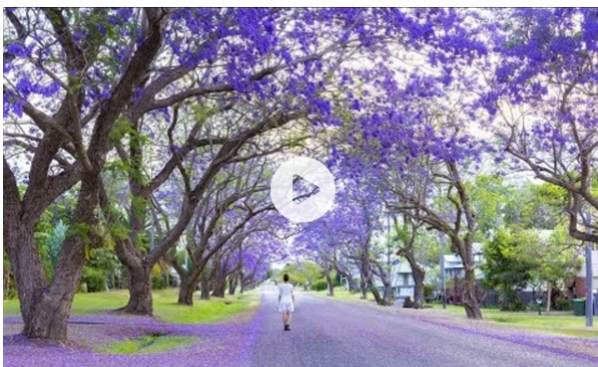
### **NSW Accommodation Properties Shine On *Hotels By Design***

Eight NSW accommodation properties including Blackbird Byron (Byron Bay) and Halcyon House (Cabarita Beach) will feature on the upcoming season of [Hotels by Design](#), airing in Australia from tomorrow.

The series will tell the stories behind Australian and New Zealand hotels and resorts that redefine the holiday experience through great design while inspiring discerning travellers to book a future holiday.

The program is airing on [Saturdays on Network 10](#), and will be available globally through Amazon Prime from December 2020.

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## **North Coast Events**

### **[Grafton Jacaranda Season](#)**

Whilst the 2020 Jacaranda Festival is not possible given COVID-19 restrictions, the flowering season of these majestic trees will continue 'on schedule' as it does every year from about mid-October to mid-November. Whilst crowds cannot gather, the blooms can be viewed safely up and down the streets of Grafton.

### **[Clarence 100](#)**

The Clarence 100 is an annual 106km river paddle event from Copmanhurst to Yamba. The three stages held over three days will see competitors weave their way through the townships of Grafton, Ulmarra, Brushgrove, Maclean and Yamba. This event supports local river and ocean sporting communities in the area on a beautiful river. 9th - 11th October 2020.

### **[Old Bar Beach Festival 2020: The Virtual Edition](#)**

The Old Bar Beach Festival is going online this year with a virtual edition to be enjoyed from the comfort of your own home. This event goes live on Sunday 4 October 2020 at 7:30pm.



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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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