



Destination  
North Coast NSW

---

## North Coast News & Views No. 91

---

### Regional Tourism Recovery Package To Get Visitors Flowing Again

Destination North Coast welcome the Federal Government announcement of a **\$250 million package** to support regional recovery, comprising:

- A new round of the **Building Better Regions Fund** of \$200 million, with **\$100 million specifically for tourism**, available to all of regional Australia.
- A new **\$50 million Recovery of Regional Tourism Fund** will also be established to support nine highly internationally-exposed tourism regions across the country. The fund is to be used to create jobs, drive domestic tourism, assist market diversification and adaptation, and must deliver a quick impact. It can be used for encouraging interstate flights, marketing, events or festivals, adapting product for domestic travellers or upgrading visitor information services.

The **North Coast** is the only NSW destination on this list. Discussions with Austrade regarding the governance and execution of the funds are expected to take place in early October. DNC will share relevant details at the earliest opportunity to do so.

Read [Media Release](#) or view [Factsheet](#).

---

### Greater Capacity At Theatres, Cinemas And Corporate Events

Entertainment facilities including theatres, cinemas and concert halls across NSW will be able to increase their capacity to 50 per cent and corporate events at function centres will be able to welcome up to 300 attendees from this week.

The Premier's Major Events Taskforce has agreed theatre, cinema and concert goers can return to entertainment venues in greater numbers and that corporate events at function centres can increase attendance, provided venues have COVID-Safe plans and adhere to public health requirements.

Minister for the Arts Don Harwin said this is a major step forward to recovery for the Performing Arts sector, with entertainment facilities now able to sell tickets for seated events at 50 per cent of capacity, to a maximum of 1,000 tickets.

The changes mean a boost to box office revenues for the hundreds of theatres, cinemas and concert halls across the state. For some it means reopening their doors.

Read [Media Release](#).

---

## **Holiday Travel Preparation**

As the North Coast gears up for a busy school holiday period, it is a fitting time to refresh your understanding of the latest [public health regulations in regard to COVID-19](#), spend some time with your staff to make sure your safety and hygiene measures are implemented, ensure social distancing measures are in place within your business and that your signage is clear and easily understood.

The NSW Government have also developed a [COVID Safe Summer Plan](#) as an additional measure to support all stakeholders to work together to keep public spaces open and assessable.

The [contactless registration system](#) supports businesses to manage the entry of customers into your business premises and alleviates the need to manually capture and enter customer details.

**NSW National Parks** across the state are experiencing higher than usual visitation and [bookings are required](#) for anyone planning a getaway. Booking maximum capacity rules apply so [pre-planning is required](#).

---

## **Lord Howe Island Announces 2nd October Reopening**

NSW Health has repealed the Public Health Order that restricted travel to Lord Howe Island from the Australian mainland during the Coronavirus pandemic.

As a result, visitors and Lord Howe Island residents will be free to travel to the island from Friday, October 2 without needing to quarantine.

Qantas is offering [scheduled daily return flights](#) between Lord Howe and Sydney from the 2nd October and [Eastern Air Services](#) continues regular flights between Port Macquarie and the Island.

Find more information on travelling to [Lord Howe Island](#).

Photo supplied by Lord Howe Island Tourism; photo credit Zach Sanders.



---

### **FlyPelican Extends Regional Service**

Regional carrier [FlyPelican](#) has decided to extend services between Ballina and Canberra and Ballina and Dubbo until the end of January. Return services between Canberra and Ballina operate Monday, Thursday and Friday whilst Dubbo and Ballina are scheduled Monday, Tuesday and Friday.

---

### **ABS Releases New Tourism Jobs Figures**

The number of filled jobs in the tourism industry fell by 15.1 per cent in the year ending June 2020 - around 109,000 jobs, according to [new figures](#) released by the Australian Bureau of Statistics (ABS).

---

### **JobKeeper Changes Come Into Effect This Week**

It's been six months since the Federal Government announced the JobKeeper coronavirus wage subsidy. As of the start of this week, tiered rates apply based on average hours worked by employees.

Find full information at the [Australian Taxation Office](#).

---

### **Forecasting And Tourism Research**

Tourism Australia has compiled some forecasting and forecasting tools that provide some good

insights from industry leaders as many seek to predict the road ahead.

Deloitte – [COVID-19 recovery for the tourism sector](#)

BCG – [Travel recovery insights portal](#)

McKinsey – [Global consumer sentiment insights](#)

Skift – [Tourism Recovery Index](#)

McKinsey and Skift – [Insights, Analysis and Actions for Travel Executives](#)

CT Group – [Leadership insights tracker](#)

Tourism Australia Research – [Travel sentiment tracker](#).

---

## Industry Development And Other Opportunities

### [Small Business Month – October](#)

Don't forget it is NSW Small Business Month and there are lots of events and activities to support your business.

### [Destination North Coast Social Media Resources](#)

Have you visited the new DNC Library of Social Media Resources which we hope is a valuable tool for your business. There's information for beginners and tips and tricks to help drive your social engagement that we hope, will give you a competitive edge.

Let us know what you think.

### [Discuss And Develop Your Business: Creating A Get Connected Listing](#)

Destination NSW invites you to join their next Discuss and Develop your Business session on Creating a Get Connected listing which will see your tourism product/service listed on [VisitNSW.com](#). In this session, they'll provide a step by step guide to creating an amazing listing for your tourism business and you will:

- Find out how to register for 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.

After the presentation, there will be a short Q & A session.

Join this online Zoom session on 12 October 2020, 11am – 11.35am.

### **Discuss And Develop Your Business: How To Use The Destination NSW Content Library**

If you were unable to attend the recent NSW First training webinar supporting access to the stunning imagery and footage held in the Destination NSW Content Library, some of the resources mentioned during the session are provided below:

- The [content library](#) is an easy-to-use resource of inspiring NSW content, available to access for free
- Destination NSW [Content Library Guide](#)
- NSW First Guide: [Promote your tourism business](#)

Find more information on [NSW First Program webinars and guides](#).

### [Destination Byron Seeks Industry Input On Event Series](#)

Destination Byron facilitates meetings and networking events for members and Byron Visitor Economy stakeholders to collaborate and be informed on current and future issues and are looking for input by way of a [short survey](#).

### **MidCoast Cultural Plan 2036**

The first round of engagement for the plan was held in July with more than 650 members of the community sharing their ideas, beliefs and passions.

The second round of engagement is open until 26 October 2020. MidCoast Council is seeking feedback on the draft vision and four key areas of the Cultural Plan which will help Council prepare a Plan that aims to build stronger communities and support the creative and cultural life of residents, workers and visitors.

Get involved and:

1. Complete a survey
2. Visit the Inspiration Wall - Got a great project to share?
3. Register for an upcoming webinar
4. Read the Discussion Paper to find out more and see how your feedback is helping shape the Cultural Plan
5. Share this information and links with family and friends - the more people sharing their ideas and feedback the better!

### **Lismore City Council Wants Input On Rural Tourism**

Lismore City Council wants to hear from residents, particularly those living in rural areas, about whether planning controls should be changed to allow additional forms of rural tourism.

Council has received numerous enquiries from landowners and business operators in recent years about developing facilities for weddings, day spas, yoga retreats, micro-breweries and other similar activities in our rural areas, all of which are currently prohibited for areas zoned for Primary Production (RU1).

Before any changes to planning controls are considered, Council wishes to hear the community's views on:

- What, if any, activities should be permitted with Council consent?
- Where should they be allowed or excluded?

The [Rural Tourism Survey](#) is open until 16 November 2020.

### **Entrepreneur Facilitation Richmond/Tweed - Ballina Region**

Did you know there is free practical assistance to support and encourage individuals to start a business as a way to create their own job. There's free mentoring and business support including:

- helping you develop or refine your business idea
- assisting you to understand how to go about starting a business
- helping you develop a business plan
- working with you to identify your business needs
- referring you to other appropriate support and assistance.

Contact and make an appointment with [Natalie Brookes](#), Entrepreneurship Facilitator, Mob: 0491 153 177.

---

## **Funding And Other Opportunities**

### **[Supporting Agricultural Shows and Field Days Program](#)**

Provides an opportunity to agricultural show societies and field day organisers to apply for a grant to reimburse for costs incurred when a scheduled show or agricultural field day in 2020 had to be cancelled because of COVID-19. Closes 9 October 2020.

### **[Groundswell Project Grant Round](#)**

Supporting organisations tackling the climate crisis. Closes 12 October 2020.

### **[Infrastructure Grants](#)**

Funding categories include; Disaster Readiness, Community Infrastructure, Arts and Culture and Sport and Recreation. Closes 12 October 2020.

### **[Festivals Australia](#)**

Supports community participation in, and access to, the arts and aims to support partnerships and collaboration across the sector. Closes 16 October 2020.

### **[COVID 19 Arts Sustainability Fund](#)**

Aims to provide 'last resort' funding assistance to significant Australian Government funded arts organisations that are assessed to be at imminent risk of insolvency as a direct result of COVID-19, having taken all reasonable action to maintain their financial position. Closes 31 March 2021.

### **[Restart Investment to Sustain and Expand \(RISE\) Fund](#)**

Provides targeted funding assistance for sector organisations seeking to restart, re-imagine or create new activities. The program is intended to assist by providing funding for the presentation of new or re-shaped cultural and creative activities and events including festivals, concerts and tours. Closes 31 May 2021.

---

## **North Coast Product And Experience Development**

### **[Casino's Iconic Water Tower Gets A Mural](#)**

Casino will soon boast a new landmark with a mural set to be installed on its iconic water tower. This will complement [two new scenic and heritage walks](#) to further develop tourism offerings in the town.

Federal Member for Page Kevin Hogan said this is being described as the largest public art project in the history of the Richmond Valley.

Lismore City Council has received over \$590,000 in funding from the Australian Government for two projects to bring back tourism to the city. The Laneways Project will receive \$445,570 to reconstruct and resurface 130 metres of Eggins Lane in the Lismore CBD and a further \$145,000 will support the new, week-long Shine Festival. This includes illuminating some of Lismore's iconic buildings, a visual art show of indigenous storytelling, live multimedia art exhibitions and a live sculpture walk along the river.

---

## **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.

---

Destination North Coast  
PO Box 146  
LISMORE NSW 2480  
P: 02 6622 7429  
E: [admin@dncnsw.com](mailto:admin@dncnsw.com)  
W: [www.dncnsw.com](http://www.dncnsw.com)

---