



Destination
North Coast NSW

North Coast News & Views No. 93

Tourism Australia Launch Next Holiday Here This Year TV Ad

You will recall that Tourism Australia first launched the Holiday Here This Year campaign in January 2020 to support the bushfire recovery by urging Australians to take a domestic holiday and provide a much-needed boost to tourism operators and communities around the country.

This next iteration of the Holiday Here This Year campaign involves a strategic two-phased approach that started with the roll out of an [inspirational teaser video](#) which was released last Friday, and which was followed by a [television commercial](#) that encourages Australians to start booking and planning a domestic holiday. The campaign is fronted by two of our most iconic home-grown personalities, Hamish Blake and Zoe Foster-Blake, with a key focus of the campaign centred on encouraging Australians to travel like international travellers. To not just book a holiday, but also a tour or tourism experience. The campaign will continue to showcase some of the worst-hit bushfire areas, along with popular tourism destinations that have been badly impacted as a result of COVID-19.

Tourism stakeholders can download the [updated industry toolkit](#) to access the campaign logo and other useful tools for use in your own marketing activity and post on your social media channels to encourage consumers to visit you soon using #HolidayHereThisYear.

Review updated [Holiday Here This Year Factsheet](#).



Funding Approved for Coffs Harbour Premier Aboriginal Experience

[Bularri Muurlay Nyanggan Aboriginal Corporation](#) (BMNAC) in partnership with the [Coffs Harbour and District Local Aboriginal Land Council](#) (CHD & LALC) has had funding approved via the NSW Regional Growth Tourism Environment Fund (RGTEF) for development of a [cultural eco-retreat in Coffs Harbour](#).

This represents a 5.4 million dollar investment into what has been a long-term vision to expand infrastructure of existing BMNAC tourism experiences in the Orara East State Forest at Sealy and Korora Lookouts and to pursue the development of cultural eco-tourism accommodation at Coffs Creek.

When complete, locals, interstate and international will be able to stay locally, take in the spectacular natural beauty of the Coffs Harbour scenery, enjoy live performances and learn about the unique cultural heritage of the Gumbaynggirr traditional landowners of the region which will continue to support, preserve and celebrate this ancient and special culture and keep it alive for future generations to share.

Destination North Coast looks forward to supporting the development of this immersive Aboriginal cultural experience and extends hearty congratulations to all involved in securing funding for this landmark development.

NSW Small Business Month

[Small Business Month](#), brought to you by the NSW Government, is the only dedicated festival for small businesses in NSW.

Hundreds of free and low-cost activities are available in October to support NSW small businesses.



Small Business Month 1-31 October 2020

Resilience NSW Business Toolkit

Prepare for emergencies and disasters in five simple steps by downloading the free [Get Ready Business toolkit from Resilience NSW](#) as part of Small Business Month.

[Resilience NSW](#) has created information to guide individuals, councils, community service organisations and businesses.

Local Jobs Program

The federally-funded [Local Jobs Program](#), brings together expertise, resources and access to funding at the local level to focus on reskilling, upskilling and employment pathways for people of the North Coast. The program is part of supporting Australia's economic recovery from the COVID-19 pandemic.

The Local Jobs Program supports tailored approaches to accelerate reskilling, upskilling and employment and will provide for:

- 25 Employment Facilitators across 25 regions
- a Local Jobs and Skills Taskforce in each of these regions
- a Local Jobs Plan developed for each of these regions
- projects funded through a Local Recovery Fund in each of these regions

For more information, contact the Local Jobs and Skills Taskforce Interim Employee Facilitators; Mid North Coast Taskforce - [Mark Almond](#)
Northern Rivers (North Coast) Taskforce - [Valerie Shavgarova](#)

Northern Rivers Rail Trail Inc

Destination North Coast attended a workshop in Casino this week where [Northern Rivers Rail Trail Inc](#) presented the Draft Masterplan for the Casino to Bentley section of the Northern Rivers Rail Trail.

With the Casino to Bentley section already fully funded, they have registered an [online petition to the NSW Parliament](#) to call upon them to fund the rest of Stage 2 of the Northern Rivers Rail Trail, from Bentley to Eltham.

Northern Rivers Rail Trail Inc are requesting industry and community support and sharing of this information and link across multiple networks to gain the momentum needed to complete this full section of the trail.

Industry Development And Other Opportunities

North Coast Industry Update Webinar

Destination North Coast invite stakeholders to a 'whole of industry' update. The team will update on current and upcoming regional developments and projects and will be joined by Mitch Gunn, Destination NSW and Dominic Mehling, Tourism Australia, to provide an update on state and national marketing and market development activities.

Registration is required and we look forward to you joining us via [Zoom, 10.00am – 11.30am, Thursday 22 October, 2020](#).

Social Media Review

Did you know 71% of Australian's are active on Social Media? If you're looking for a [social-savvy base of consumers for your business](#), look no further than Australia. If this article doesn't convince you, consider this [Infographic from Constant Contact](#) courtesy of Social Media Today which might guide you on the social networks to invest time and money on for your business?

Whilst on the topic of Social Media, Destination North Coast request all industry stakeholders take a couple of minutes to complete this [Library of Social Media Resources Survey follow-up](#) as feedback on the value of the information provided? Does it hit the mark?

Free Marketing Webinar Series For Northern Rivers Businesses

[Vim & Zest](#) in collaboration with [Northern Rivers Food](#) presents a free webinar series to support local businesses to utilise their websites and support product marketing. This webinar series commences [12.00pm - 1.00pm Wednesday 28 October](#) with limited tickets available.

Training And Upskilling Support - TAFE NSW Webinar

Organised by Destination Country & Outback but available across all Destination Networks, is this opportunity to take part in a [webinar with TAFE NSW](#) aimed at identifying existing skill gaps in the Hospitality and Tourism Industry and finding bespoke training solutions to address them.

Meet and interact with Amanda Glassop, Head Teacher Hospitality, Commercial Cookery, Events & Tourism to discuss training options for your business and employees.



Funding Opportunity - Ballina Festivals And Events

[Ballina Council's Festival and Events Sponsorship Program 2021/22](#) is now in its tenth year and has been a huge success for community festivals and events.

All event organisers are invited to express an interest for access to funding which offers event organisers the opportunity to apply for sponsorship from a pool of approximately \$100,000 of funding for any events held between July 2021 to June 2022. Applications close on Friday 23 October 2020.

North Coast Product And Experience Development

Botanica Lord Howe Island Tour

APT Travel Group's [Botanica World Discoveries](#) has added a new [Lord Howe Island tour](#) to its burgeoning domestic portfolio. The eight-day small group tour departs Sydney on 8 April 2021 and includes return flights, all meals, sightseeing and accommodation. It will be hosted by local expert and botanical guide, Dr Ian Hutton OAM who has lived on the island for over 40 years.

Shop Local With Bogo's Newest Releases

Just in at [Bago Maze & Wine](#) are these little beauties:

- [Tannat 2016](#) – pair with rich stews, beef dishes or a nice dark 70% chocolate
- [Unwooded Chardonnay](#) – pair with seafood, vegetable terrines or served as an aperitif
- [Dreaded Friend](#) – pair with BBQ meats and cheeses.



North Coast In The News

Rewilding Tassie Devils in Barrington Tops

The #DevilComeback is a historic effort to return the iconic Tasmanian Devil to mainland Australia for the first time in 3,000 years through the collaborative work of Aussie Ark, Global Wildlife Conservation and Wild Ark.

[Aussie Ark](#) have worked tirelessly over the past decade to build an insurance population of the

endangered species and to date, more than 390 devils have been born and raised at Aussie Ark in a way that fosters natural behaviour in the animals, preparing them for release into the wild.

Having Chris Hemsworth and Elsa Pataak help with the release, doesn't hurt [media coverage](#) either!



Lord Howe Island Star Power

Bless the [Hemsworth's who also holidayed with their extended family on Lord Howe Island](#) this month and were the first visitors to stay at previously previewed [Island House](#). The family participated in many of the island's activities and adventures including hiking to the summit of Mt Gower, birdwatching, fishing and reef surfing.

Holidays With Kids On The North Coast

Holidays With Kids features some of the North Coast's finest destinations in its article on [13 incredible places to holiday in NSW](#) including Lord Howe Island, the Coffs Coast and Port Macquarie.

Holidaying Near North Coast National Parks

[The Border Mail](#) had [Seal Rocks Lighthouse Cottages](#) as one of its top six spectacular wilderness stays in or near national parks whilst the [Illawarra Mercury](#) featured the laid-back bliss of [Yamba](#).

Tweed Valley Weekly

The [Tweed Tourism Company](#) recently [shared an article](#) about just how busy the accommodation sector is on the Tweed at the moment.

In our discussions with key regional stockholders, this is being echoed across the North Coast and everyone is welcoming the chance to claw back some of the business and revenue lost earlier in the year in an unusually busy October holiday period.

Accommodation bookings running hot

By Jonathon Howard

ACCOMMODATION PROVIDERS across the Tweed Shire are reporting a surge in bookings during the school holidays with many families eager to escape the cities.

EcOasis Resort owner Karrisa Ball said the bookings have been running hot this week at their Smiths Creek resort, following a shocking three-month slump earlier this year due to the coronavirus pandemic.

"We're finding lots of our guests are visiting from new regions and have never stayed in the Tweed Shire before – it's fantastic," she said.

"They're really surprised with how much the Tweed has to offer."

Mrs Ball said visitors were coming from as far as Coff's Harbour and as close as Byron Bay, as well as Tweed Coast visitors, who are discovering the valley for the first time.

"We're fully booked this week with only a few nights left during the school holidays. Guests are loving the escape to the country and being allowed to leave the bubbles (as of October 1)."

Crystal Creek Rainforest Retreat Manager Mark Van Renen told The Weekly the business was "absolutely flat out".

"It's really nice that so many locals have now discovered the retreat, right in their backyard, and can experience what people from all around Australia normally experience," he said.

"But we are also seeing a lot bookings from across the state as well as the Gold Coast, much to the disappointment for people in Brisbane.

"But we are delighted that we can welcome back our Brisbane guests as well and those from across North Queensland as well from October 1."

Tweed Holiday Parks is booking out quickly after the Queensland Premier Annastacia Palaszczuk announced the dissolution of the northern boundary of the Queensland bubble, which comes into effect today, Thursday, October 1.

Tweed Holiday Parks Unit Coordinator Andrew Illingworth said the team was "thrilled to hear the announcement".

"The phones have been ringing off the hook since and we're looking forward to seeing our guests from over the border very soon," he said.

Mr Illingworth, along with fellow Tweed Shire accommodation providers, want to assure the public that the health and safety of staff and guests continues to be their top priority.

"Since reopening our parks back in June, our staff members have received safety training and relevant COVID-19 signage has been distributed throughout the parks, reminding guests and staff of their obligations to themselves and others," Mr Illingworth said.

"Our booking system has always remained open for future bookings and with the new border rules being instated, it looks like we have some certainty that guests can book in their future stays including over the Christmas period."

YOUR THOUGHTS: Have you experienced a great local retreat across the Tweed Shire recently? The Weekly would love to hear your story or letter via email to editor@theweekly.net.au



EcOasis Resort owners Karissa and Peter Ball at their Smiths Creek property

North Coast Event

The [Byron Bay International Film Festival](#) returns in 2020 with a special edition hybrid festival to include select cinema screenings, a competition for independent filmmakers, and a unique virtual reality experience.

Screening at Byron Bay's Palace Cinemas and the Byron Theatre, the festival will run from 23 October to 1 November 2020.

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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