



Destination
North Coast NSW

North Coast News & Views No. 94

Further Easing Of NSW Coronavirus Restrictions

NSW coronavirus restrictions have been further eased with groups of up to 30 allowed in restaurants and up to 300 people can attend weddings from 1 December 2020. However, at this stage there is no change to dancing at weddings, with only the bridal party (of up to 20 people) allowed on the dancefloor.

Read [Media Release](#).

Bushfire Local Economic Recovery Fund

Jointly funded by the Australian and NSW Governments, this package will support social and economic recovery in regional communities most affected by the 2019 -2020 bushfires including the 13 North Coast mainland Local Government Areas.

This [Bushfire Local Economic Recovery Fund](#) (BLER) will provide \$250 million of further funding to support the social and economic recovery of communities affected by bushfire.

Find [detailed information](#) about eligibility, funding categories, how to apply for funding and the assessment process.

Great Southern Nights Venues, Artists & Dates Announced

More than 2,500 artists and 300-plus live music venues across NSW are primed for the Australian-first music event, Great Southern Nights, with tickets for over 900 gigs now on sale.

[Great Southern Nights](#) has been created to kick-start the recovery of the live music, hospitality and tourism industries in a COVID-safe environment.

View the [North Coast Gig Guide](#) including an interactive [Road Trip map](#) so visitors can extend their stay before or after attending a show.

To get involved in the Great Southern Nights campaign by using imagery, videos and key messaging on your own channels, view the toolkit which is [available here](#).



Regional Job Creation Fund

The [Regional Job Creation Fund](#) supports regional investment and job creation by offering up to \$10 million in co-funding to activate or bring forward regional projects in engine, enabling or emerging engine industries.

Examples of eligible projects could include the:

- replacement, upgrade or adaptation of plant and equipment at an existing regional NSW business
- establishment of an additional production line for an existing regional NSW business
- onshoring of activity currently done overseas to a regional NSW location
- development of new regional tourism experiences and visitor attractions
- relocation of a business operation from out of state to regional NSW.

The Regional Job Creation Fund's focus is to co-fund projects creating at least five sustainable regional jobs.

Detailed information about the Regional Job Creation Fund, the eligibility requirements, how to apply, and the assessment process can be found in the [Regional Job Creation Fund Program Guidelines](#).

Northern Rivers Rail Trail Gets A Step Closer

Communities from Casino to Murwillumbah are set to benefit from a rail trail that will attract thousands of visitors a year and create much-needed jobs and investment for the Northern Rivers. Legislation was passed in the NSW upper house to allow the use of the rail corridor between Casino and Bentley (and between Condong and Crabbes Creek in the Tweed Shire) for a recreational trail, while retaining the land firmly in public ownership and ensuring it can be easily returned for public transport purposes, if ever required.

It is expected the project will support 200 direct and indirect jobs and once completed, attract more than 80,000 visitors annually.

Read [Media Release](#).

The [Northern Rivers Rail Trail – Casino to Bentley draft master plan](#) is also available for review.



Tweed Heads To Sydney Charity Run Via Grafton's Jacarandas

This week, Mark Avery set off with the challenge of running 20 marathons in 20 days for [Gotcha4Life](#) which will take him from Tweed Heads with a plan to finish at the Opera House in Sydney on the 15th November some 1000kms later.

The planned route takes Mark along the Tweed coast to Byron and Ballina, then down to Evans Head and Maclean. A slight detour has been added in to allow Mark to experience Grafton during jacaranda season before he gets back on track and on his way to Coffs, Nambucca, Crescent Head, Port Macquarie, Taree, Forster and the Myall Lakes before continuing on towards Sydney.

Visa Application Charges Refunded Or Waived

Good news for travellers impacted by COVID-19 travel restrictions.

The Federal Government is offering [refunds or waivers of Visa Application Charges](#) to tourists, working holiday makers, seasonal and pacific workers, prospective partners and temporary skilled workers whose travel has been impacted by the COVID-19 pandemic. Visitor visa holders who are overseas and whose visas expired or will expire between March 2020 and December 2021 will be eligible for a waiver when they apply for a new visa.

Industry Development And Other Opportunities

REMINDER: Library of Social Media Resources - Feedback Requested

To help inform our activities, Destination North Coast request all industry stakeholders take a couple of minutes to complete this [Library of Social Media Resources Survey](#) as feedback on the value of the information provided?

North Coast Tourism Update

Last week, Destination North Coast along with guest presenters from Destination NSW and

Tourism Australia, held and industry update. Most regions and sectors of the industry appeared to be well represented amongst the 50+ attendees.

Thanks to all who took time out of their busy schedules to join us on the day. If you missed the live session, please [view the recording](#) or if you'd like to review any of the presentations, please find them below.

Michael Thurston – [Industry Insights](#)

Mitch Gunn – [DNSW Update](#)

Dom Mehling – [Tourism Australia Update](#)

DNC Business Events – [Activity Update](#)

Challenges & Opportunities – [Looking Ahead](#)

Destination Australia 2021 - Save The Date

Tourism Australia will be hosting the seventh annual [Destination Australia conference](#) on 4 March 2021 at the ICC Sydney. After the unprecedented challenges of 2020, the conference will focus on the future of Australian tourism, with high profile speakers sharing consumer insights, global trends and discussing key opportunities for the tourism industry in a post COVID world. For those unable to attend in person, the conference will also be offered online.

ATEC Program Supporting Australian Tourism Exporters Attract Domestic Visitors

Following the success of its pilot series of domestically focused workshops for tourism operators, ATEC will expand its program nationally this November. The five-module program takes an in-depth look at three crucial elements of domestic distribution through a series of one hour online Domestic Ready workshops: consumer marketing, product distribution and pitching your product.

Find [more information here](#).



Resilient Tweed Initiative

A partnership between Tweed Shire Council and The Tweed Tourism Company (TTC) is a new initiative, 'Resilient Tweed'. Developed by [EarthCheck](#), the program will assist the region to take a holistic approach to sustainable tourism management.

Step One for the project is a [feedback survey](#) for Tweed-based tourism stakeholders. For interested parties, you can contact TTC's Industry Liaison Sally Scott on sscott@thetweed.com.au with regard to the project.

Destination NSW Training Resources Now Available

If you missed or want to refresh your knowledge of recent Webinars presented by Destination NSW Trade and Industry Team, the following are now available;

How to use the DNSW Content Library – [Recording available](#)

Creating a Get Connected Listing – [Recording Available](#)

Find other training resources delivered through the [NSW First Program](#).

North Coast Product And Experience Development

New Partnership Opportunity For Slim Dusty Centre

Kempsey Shire Council has entered a partnership with Slim Dusty Foundation to help secure the future of the Slim Dusty Centre.

Recognising a unique partnership opportunity will see Council take over and reopen the Slim Dusty Centre for six months, while preparing a detailed business case that may see ownership of the Centre permanently transferred to Council.

Read [Media Release](#).

Innovation Continues With Collaboration

With limitations on number of patrons at cafes and restaurants, a number of local Sawtell restaurants have come up with an innovative idea to assist with expected increased numbers over the Christmas period. The group of restaurateurs have applied to run two parklets (utilising a number of car parking spaces) as temporary cooking and serving spaces throughout December and January. Each restaurant will provide a limited menu from these parklets, for takeaway only, allowing customers to enjoy some of the amazing tastes, but also experience the beautiful picnic options around Sawtell – the magnificent fig lined main street, the scenic headlands or the parks alongside the estuary. Rather than disappoint customers by having to turn them away, the restaurant owners have considered a way to satisfy more destination visitors. Councils destination marketing team will produce a map, showcasing these favourite local picnic spots and the restaurants participating in the promotion to distribute through accommodation houses.

Explore Byron Bay – Guided Aboriginal Tours

Proud Arakwal Bundjalung custodian, Delta Kay, is passionate about sharing Aboriginal culture to guests during her guided tours at Cape Byron and Broken Head.

[Explore Byron Bay](#) has been born out of a desire to make positive change through story, Delta will share the significance and local history of the land whilst sharing her Bundjalung knowledge of bush tucker (food), natural medicine, tools, weapons and artefacts.

With a maximum group size of just 10 people, this is a personal and immersive cultural experience.

Read recent [Travel To Change the World](#) article on Explore Byron Bay.



New flight service to Lord Howe Island

Eastern Air Services have launched a new service between Newcastle Airport and the World

Heritage listed Lord Howe Island. The service will commence on Saturday 14th November. Services will initially be offered on Saturdays with intent to expand the service. Bookings can be made directly through easternairservicesaus.rezdy.com or through travel agents.

Frida's Field Paddock To Plate Eatery Opens

The Byron Bay hinterland welcomes [Frida's Field](#) a new paddock-to-plate eatery on a regenerative farm in Nashua, 25 minutes south-west of Byron between Bangalow and Clunes. Ingredients are grown in an orchard directly behind the restaurant and in another garden nearby.

Currently open for Saturday long lunches with plans to add a casual Friday dinner service.

Read recent [Broadsheet article](#) on Frida's Field.

Framework for National Re-opening by Christmas

The National Cabinet met on Friday to discuss Australia's COVID-19 response, recent progress following the Victorian outbreak, easing restrictions (including international border measures), helping Australians prepare to go back to work in a COVID-safe environment and getting the economy moving again. The Commonwealth, New South Wales, Victoria, Queensland, South Australia, Tasmania, the Australian Capital Territory and the Northern Territory agreed in-principle to a new '[Framework for National Reopening Australia by Christmas](#)', building on and enhancing the 3-Step Framework for a COVID Safe Australia developed in May 2020.

Holiday Here This Year

Tourism Australia have launched the next iteration of their [Holiday Here This Year](#) campaign. This phase of the campaign has already generated over one thousand pieces of media coverage. Two iconic Australian personalities, Hamish Blake and Zoe Foster-Blake, were revealed as faces of the campaign.

First launched in the wake of the devastating summer bushfires, the campaign will continue to showcase some of the worst-hit areas, along with popular destinations that have been badly impacted as a result of COVID-19. Activity will be rolling out in several bursts over the coming year.

How to get involved:

- Download the [updated industry toolkit](#) to access the campaign logo
 - Post on your social media to encourage consumers to visit you soon using #HolidayHereThisYear and use one of the campaign giphy stickers
 - Download the [social media guide](#) for more tips and make sure you follow Tourism Australia's social media channels
 - [Facebook.com/seeaustralia](https://www.facebook.com/seeaustralia)
 - Instagram ([@Australia](#))
 - [Twitter.com/australia](https://twitter.com/australia)
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Strict New Laws To Regulate Short-term Rentals (NSW)

Short-term rental accommodation hosts, guests, letting agents and online booking platform operators will soon be subject to strict new laws with a mandatory Code of Conduct for the industry to begin in December. Minister for Better Regulation and Innovation, Kevin Anderson, said the new Code, which was released today, includes clear guidance and obligations for hosts and guests centred on minimum standards of good behaviour. Also included are formal avenues for complaints and dispute resolution and the ability for NSW Fair Trading to ban problematic hosts or anti-social guests from booking short-term rentals for five years. The Code of Conduct which can be [viewed here](#) will come into force on 18 December 2020.

Airbnb Regional Platform

Accommodation giant Airbnb is providing \$70,000 in funding for a new [Australian Regional Tourism \(ART\)](#) platform to help rural communities develop "world class farmstays". The system will be available on ART's online The Tourism Hub portal, providing hands-on agritourism workshops to help regional communities diversify their local economies and build sustainable tourism.

ART Chair Coralie Bell said "this partnership comes at a critical time for regional Australia, and firmly demonstrates Airbnb's commitment to regional tourism".

Airbnb spokesman Derek Nolan said the initiative was a longterm investment in the capacity of regional operators which will "help the bush bounce back". "Our guests are always looking for unique experiences that take them off the well-beaten path and give them a true sense of Australia beyond the big cities," he said, with the partnership being showcased now at airbnb.com.au

Byron venues band together to help Melbourne's hospitality industry

Restaurants, bars and cafes across Byron Bay and the Northern Rivers are joining forces with an initiative which spans various venues to raise awareness and support for Melbourne's hospitality industry.

From November 6, venues are invited to provide much needed donations via hospitality relief charity Tip Jar.

Tip Jar founder Michael Bascetta says it is great to see the support from the hospitality industry outside Melbourne. "The funds will go directly towards saving our great Australian hospitality industry and the people in it," Bascetta said.

"If even just a fraction of Australia donates just a \$10 tip, we'll be able to immediately begin helping those individuals who need it most right now. If there was ever a time to give a tip, it's now. Restrictions are lifting but we are still at limited capacity, with a huge number of people at risk of not receiving their previous standard working hours."

So far, the chef and restaurant line-up includes David Moyle (Harvest Newrybar, Barrio Eatery & Bar), Jason Saxby (Raes at Wategoes), Darren Robertson (Three Blue Ducks), Josh Lewis (Fleet), Ben Devlin (Pipit), David Lovett, Jason Barratt (Paper Daisy), Giorgio Ravelli (Cadeau) and Wal Foster-Eyles (Natural Ice-cream Australia).

Donate to #ByronForMelbourne [here](#).

North Coast In The News

Capella Lodge, Lord Howe Island – The Best!

[Capella Lodge](#) has recently been named best Australian Lodge the Condé Nast Traveler 2020 Readers' Choice Awards' Australia Pacific category. The Lodge reopened earlier this month, following a seven-month hiatus due to the Coronavirus pandemic.

Tweed Eco Cruises On Prime Time TV

COVID combined with border closure restrictions has created challenging times for large and small businesses alike on the Tweed.

[Tweed Eco Cruises](#) and owner/operator Kylie Peterson were featured in a story on the ABC's [7:30 Report](#) this speaking of these challenges. Destination North Coast joins the Tweed Tourism Company and pay tribute to all of the small business owners who provide jobs for our residents, and form the backbone of the Tweed economy which has been particularly hard hit by the border closures.

North Coast Events

[Destination Tweed](#) are thrilled to announce the launch of the [Tweed Artisan Food Weekend](#) 27-30 November 2020 program when a selection of farmers, producers, chefs and eateries are collaborating for a long weekend of culinary delights in the Tweed - from on farm experiences to cooking workshops to curated long table events.



There's something for everyone including celebrated chefs designing pop up long table events in desirable locations from the coast to the valley, on farm tours, pasta making, coffee grinding, along with a unique selection of bespoke events that showcase the natural food bowl of the Tweed.

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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