



Destination  
North Coast NSW

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## North Coast News & Views No. 95

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### Value Of Tourism

Together with Destination NSW, DNC produce the '[Value of Tourism](#)' document highlighting the value of our industry. Due to the various sources of data this document references we are unable to release it until the second half of the following year. This year due to bushfires and COVID-19 this lag period has been exacerbated, but it does provide a timely reflection on the importance of the visitor economy to our region and what we need to build back towards.

### What are some of the key changes that have happened from 2018 to 2019?

- Every minute of every day tourism delivered \$9,787 of visitor spend to the North Coast. This is \$14.1 million per day and \$5.1 billion annually, a 12% increase on 2018.
- Tourism continues to deliver 9.5% of our jobs supporting 7,394 businesses (+4.5% YOY) and employing just under 22k residents
- Visitors stayed in North Coast hotels for 28.5 million nights (+14%), with an average nightly rate of \$185
- Airports in the region supported 10,616 flights (+0.4%) with a total capacity of 849,143 seats (-0.8%)

Throughout late 2019 and all of 2020 our industry has experienced an unprecedented amount of challenges. As always the industry has risen to the challenge, adapted where necessary and capitalised when the opportunity has been right to do so. Many parts of our industry have seen increased activity since the opening of inter-regional travel early in June. Unfortunately the benefits have not been shared by all sectors of our industry with events, internationally focused businesses and excursions and attractions not experiencing the same uplift. As a result we continue to endeavour to find ways to support these entities to adapt and mitigate these challenges to ensure their survival beyond the pandemic.

We have started to see prospects for the business events sector improve over recent months. With capacity for such events being increased to 300 attendees our business events representatives have experienced an increase in requests for events and tenders being

distributed.

At DNC we remain committed to improving the visitor experience and therefore maximising the visitor economy. By working with local councils we can make these commitments a reality. In turn enabling councils to more proactively manage tourism across their region, ensuring they obtain the greatest value from the sector, provide career pathways for their constituents, whilst reducing the impact on the community.

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## **NSW/Victoria Border To Reopen From 23 November**

Destination North Coast welcomes yesterday's announcement from the NSW Premier of the upcoming reopening of the NSW border with Victoria. Advance notice of the reopening date should give people confidence to make plans and book holidays in the lead-up to Christmas and the holiday period.

Read [Media Release](#).

With this announcement comes the decision that [QR code registration will become mandatory](#) for hospitality outlets throughout NSW with plans for this still being finalised.

In another positive step the [Framework for National Reopening by Christmas](#) was announced following National Cabinet meeting last Friday.

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## **New Welcome To Country Campaign**

Destination NSW and Tourism Australia have partnered with [Welcome to Country](#), Australia's premium marketplace for Aboriginal and Torres Strait Islander tourism experiences, to launch a new statewide campaign.

The '[Experience Your Own Backyard](#)' campaign showcases 14 NSW Aboriginal tourism operators and encourages people to get out and experience their own state, support Aboriginal tourism and reinvigorate the local tourism economy.

The campaign kicked off last week and will run until 30 November 2020. For more information on North Coast participation, [click here](#).

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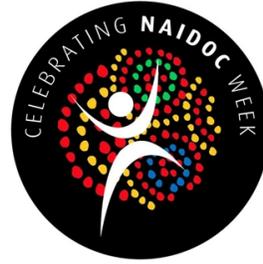
## **Naidoc Week 2020**

[NAIDOC Week](#) celebrations are traditionally held around the country each July to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples, however was postponed to November due to the impacts and uncertainty surrounding COVID-19. NAIDOC is celebrated not only in

Indigenous communities, but by Australians from all walks of life.

This year's theme is Always Was, Always Will Be. This recognises that First Nations people have occupied and cared for the continent for over 65,000 years.

Image: 2020 National AIDOC logo.



**Always Was,  
Always Will Be.**  
**8-15 NOV 2020**

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## Applications For The Advance Program Opening Soon

Second round applications for Tourism Australia's internationally focused marketing and distribution partnership program will be open from 9 November 2020. Industry are encouraged to submit applications to receive financial and marketing support through Business Events Australia for industry-led projects which aim to increase consideration of Australia for new international business events or grow international delegate attendance for events already confirmed for Australia. Proposed projects must be completed by 30 June 2021.

For full details and to apply online see the [Advance Program Prospectus](#) with applications closing 30 November 2020.

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## Billabong Zoo - TA's Best Social Post

Nobody could match [Billabong Zoo's](#) Kissing Koala's which rated as Tourism Australia's best performing [Facebook post](#) and [tweet](#) last week.

This example shows the far reaching impacts of social media and goes to our request for feedback on the information in DNC's [Library of Social Media Resources](#).

Please take a couple of minutes to complete this [Library of Social Media Resources Survey](#) as feedback on the value of the information provided.

Best-performing Facebook post

[Koala kiss cam at Billabong Zoo in Port Macquarie, New South Wales](#)

- Reach: 1.1 million
- Impressions: 1.2 million
- Engagements: 30.9 k
- Video views: 348.8 k

Australia.com  
Posted at 09:00

There's no escaping the kiss cam today little ones! 🥰  
Still fun to watch the super cute video from Billabong Zoo on repeat, we certainly did! Situated in the Port Macquarie region of NSW, about 4.5 hours north of Sydney, this wildlife park is home to more than 200 native and exotic animals.



1,185,074  
People reached

33,064  
Engagements

Watch post

## **Flying High In The Macleay Valley**

Tourists to the bushfire-impacted Macleay Valley will soon be able to test their limits at a new Skydiving Adventure Park thanks to the Bushfire Local Economic Recovery Fund, co-funded by the NSW Nationals in the state and federal governments.

NSW Nationals Member for Oxley Melinda Pavey announced \$11,283,000 to help deliver the Macleay Valley Skydiving Adventure Park at Kempsey Regional Airport, including construction of training facilities, canopy swoop pond, canopy piloting hangar, an indoor rock climbing gym, amenities and accommodation facilities.

Ms Pavey said the project will provide a major attraction to the region and help to promote Macleay Valley to tourists as an adventure sports capital in regional NSW.

Further information can be [found here](#).

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## **Crescent Head Holiday Park Upgrade**

Kempsey Shire Council have opened 12 beautiful new holiday cabins at [Crescent Head Holiday Park](#) on the Macleay Valley Coast.

The new cabins provide a much-needed upgrade to the park, making superior accommodation available on the doorstep of the popular Crescent Head foreshore for the high-value traveller.

Council's Director Corporate and Commercial, Stephen Mitchell, said Crescent Head was the perfect location for high quality cabin-style accommodation.



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## **Industry Development And Other Opportunities**

### **Get Ready Business Toolkit**

Local business owners can prepare for emergencies and disasters in five simple steps by downloading the free Get Ready Business toolkit from [Resilience NSW](#).

Learn more and [download the toolkit](#).

### **Business Connect Online Toolkit**

[Business Connect has launched an online toolkit](#) offering pre-recorded webinars, training videos and factsheets that focus on practical advice and training on a wide range of topics.

### **Free Webinars For Small Business**

[NetStripes](#) is a verified digital and marketing system that takes small and medium businesses from goal setting to goal achieving. It is a comprehensive system that includes skills training, strategy, advisory and innovative web technology to guide entrepreneurs to achieve their dreams and goals.

The next NetStripes webinar is:

- [Innovation for Profitability](#) – 4:00pm to 5:30pm, 11 November 2020.

### **McKinsey Report On What The World Can Learn From China's Recovery**

This [report](#) is an update on the initial May survey findings and offers insights on what lessons other markets, individual global travel and tourism companies, and the industry as a whole might take from China's recovery.

### **Keeping Businesses Operating Through Crisis**

Information is available in the Australian Government '[Guide to continuing your business](#)' to assist business owners respond to current challenges. The guide includes details on how to create a business continuity plan, where to find expert advice, help to manage debt, tools for taking businesses online, and effective marketing tips for connecting with customers.

### **Hema Maps Introduces New App**

Australian technology company Hema Maps has introduced the [4x4 Explorer App](#), a new tool designed to help 4WD road trip travellers navigate and share their domestic holidays. The new tech delivers, quick zoom and 3D topographic views, user generated photo integration, itinerary building tools, location reviewing & more than 45,000 unique maps to explore.

### **Visitor Services Officer – Ballina Shire Council**

Ballina Shire Council has a vacant part time role with the visitor services team. The role requires weekend work and the panel is considering one or two individuals for the role. [Applications close](#) Friday 20 November 2020.

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## **Funding And Other Opportunities**

### **[\\$50 Million Package For NSW Arts And Culture](#)**

The NSW Government 's \$50 million Rescue and Restart package for NSW arts and cultural organisations to ensure the sector continues to make an important contribution to the NSW economy during and after the COVID-19 pandemic, closes soon. Closes 12th November 2020.

### **[Frequency Initiative For Arts And Culture](#)**

Frequency, a new \$240,000 podcast program from Create NSW and Screen NSW in partnership with Audible, will support the development of up to eight new Australian stories from NSW storytellers across various genres. Closes 12 November 2020.

## **SWIFF's Nextwave Youth Film Festival**

The [Screenwave International Film Festival](#) (SWIFF), based in Coffs Harbour, are the creators and producers of the [Nextwave youth film education program](#).

Now in its sixth year, SWIFF is on the hunt for the next wave of young regional filmmakers. If you're aged between 10 – 25 years, live within regional Australia, keen to make a film, get your work seen and win some awesome prizes...then SWIFF want to hear from you!

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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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