



Destination
North Coast NSW

North Coast News & Views No. 96

Labour Shortages And Employment Opportunities

Labour Market Information Portal

The Australian Government's [Labour Market Information Portal](#) brings together data from a range of official sources to help you understand your local labour market.

The Department of Education, Skills and Employment is currently undertaking a review of the Labour Market Information Portal (LMIP) website in order to better meet the needs of its users. You can support this review by completing a [short survey](#).

Opportunities For Farm Work

The overlap with tourism and agriculture is strong and Australia's agriculture sector is currently facing a significant labour shortage due to the COVID-19 pandemic. That includes agricultural businesses here on the North Coast. With many Australians currently out of work due to the economic impacts of COVID-19, now is a great time to consider farm work. School leavers, uni students, grey nomads and jobseekers are all urged to consider jobs on offer on Australian farms now.

The [Australian Government's Harvest Trail](#) supports farm employment by providing opportunities for workers, employers and service providers.

[Australian Farmers' FarmHub](#) is an agricultural job and career website to support jobseekers find temporary, skilled and career based work in Australia's agricultural sector.

You can also find opportunities to work with local producers by way of the My Future Workforce platform for the [Northern Rivers](#) and [Mid North Coast](#).

Business NSW Northern Rivers Branch

The Northern Rivers branch of Business NSW is holding a Hospitality Industry Forum Workforce Development & Employment Strategies on Monday 16th November 2022, 5.30pm – 7.00 pm, downstairs at the Ballina RSL Club and invites members of the tourism and hospitality industry to attend and make time to be part of this important conversation and strategy development.

Hospitality Industry Forum Workforce development & employment strategies

Please join us

Date: Monday 16 November

Time: 5.30pm – 7pm

Where: Ballina RSL Club
(downstairs)

RSVP: by Thursday 12 Nov to

rebecca.watling@businessnsw.com

For more information please call
Jane Lavery on 0419 260 220 or
Damon McCarthy on 0448 986 935

Dear Business Leader

The Northern Rivers tourism and hospitality sector is experiencing a crisis in securing staff and have raised concerns about the capacity to recover from the impacts of a global pandemic without an industry led approach to recruitment and employment.

Challenges that have been raised include:

- Maintaining and growing current staffing levels
- Accessing apprenticeship/traineeship wage subsidy support
- Advocacy for extending visa holders for immediate industry needs
- Longer term workforce development strategies to support industry recovery and growth

We have brought together industry support stakeholders to work through these challenges and to create a pathway forward that addresses both the short term and long term needs of tourism and hospitality businesses in the Northern Rivers

We look forward to seeing you. Please RSVP to enable a Covid safe environment.



NSW Invites Interstate Holidaymakers On A Great Escape

NSW is inviting interstate residents to cross the border and enjoy a 'Great Escape' now that travel restrictions between States are soon to be lifted.

An extension of the NSW's Government's 'Love NSW' tourism recovery campaign, '[The Great Escape](#)' is targeting those travellers eager to venture beyond State borders after the restrictions of the past few months.

NAIDOC Week

This week has seen a focus on Indigenous tourism this week as we acknowledge and celebrate [NAIDOC Week](#) and the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.

The week is a great opportunity to [participate in a range of activities](#) and to support your local Aboriginal and Torres Strait Islander community.

Value Of Tourism To The North Coast

If you missed it last week, do take a few moments to read and review the information provided in the '[Value of Tourism](#)' document now on the Destination North Coast website.

Highlighting the importance and value of tourism and our industry during the 2019 calendar year, this data will provide a benchmark in our bushfire and COVID-19 recovery.



Every minute of every day, Tourism delivers \$9,787 of visitor spend to the North Coast region. That is almost \$14.1 million per day! A value that has grown by 13.5% in the last year alone.



For the period of January 2019 to December 2019. Sources include Tourism Research Australia, State Tourism Satellite Accounts, 2018-19; Official Airline Guide OAG 2019; STR Tourist Accommodation 2019; Department of Foreign Affairs and Trade, Australia's Trade by State and Territory 2018-19

Ballina Flights Return

Ballina Byron Airport welcomes Qantas 737's to the Northern Rivers NSW region.

On Monday, 9 November, Qantas introduced the 737's to the airport's existing Sydney flight schedule. The larger 737 aircraft which have 162 economy and 12 business class seats, will operate up to 11 flights per week until early December and then a daily service until end of March 2021. Also included in the new flight schedule are three Qantas Link morning flights taking-off from the airport at 7.30am on Mondays, Thursdays and Saturdays which are a great option for catching forward connecting flights within the Qantas network. This new schedule will see almost 5000 seats added over the summer period which shows a continued strong demand for our region.

Light Rail Study For The Tweed

A \$1 million study into the possibility of a light rail connection between Tweed Heads and Coolangatta has been announced by the NSW Liberal-Nationals government.

Minister for Regional Transport and Roads, Paul Toole, said the study comes after the NSW and Queensland governments signed a Memorandum of Understanding (MOU) earlier this year to assess the cross-border region's needs and build a stronger public transport offering.

Read [full article](#).

Minyon Falls Improvement Works

Work has commenced on a major upgrade to the [Minyon Falls visitor precinct](#) as part of the largest ever investment into National Park visitor infrastructure.

This is the first stage of the \$7.35 million Tweed Byron Hinterland Trails Project, which will deliver high quality nature-based visitor experiences to boost the NSW visitor economy and community wellbeing. The revised master plan will better complement the site's natural and cultural values and provide opportunities for a more diverse range of visitors to enjoy our spectacular national parks.

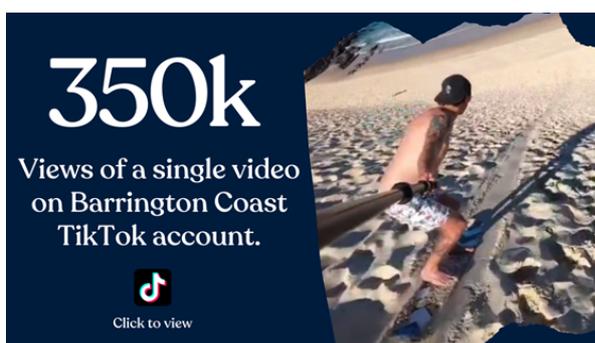
The Minyon Falls visitor precinct, and Minyon Falls Road to Rummery Park campground, will be closed until Friday 18 December 2020.

Please advise visitors to check the [national parks website](#) for up-to-date information.

Barrington Tops Social Media

Check out the response to a single video posted on TikTok by the [Barrington Coast](#) team. Talk about the power of Social Media!

Don't forget to visit DNC's [Library of Social Media Resources](#) for tips to support your business's Social Media activities.



Destination North Coast Business Events Sector Reboot Roadshow

[Register for this FREE](#) virtual event to be held on 1 December 2020.

Reboot Roadshow - 10:00am - 3:00pm

One-on-one client/buyer appointments - 3:00pm - 5:00pm

With the pent up demand and current restrictions on travel and engagement, DNC have identified the most pressing challenge for our Business Events stakeholders is the ability to connect with prospective buyers. As a result we have launched the Destination North Coast Reboot Roadshow, a virtual event that will inspire and educate buyers on our product and destinations whilst providing a platform for them to connect with our BE community and for you to secure new business.

The Reboot Roadshow is a must attend virtual conference for business events clients, media and North Coast industry stakeholders with the event to feature an inspiring keynote, destination profiles, one-on-one meetings, wellness and teambuilding activities, prizes and competitions together making the perfect environment to conduct business. Facilitated one-on-one meetings will match client requirements with relevant regional stakeholders.

The Destination North Coast team warmly invite all in the Business Events community to attend virtually and support a full "Reboot" of North Coast business events.

Your [registration](#) will be acknowledged with a calendar invitation to save-the-date and on the 26 November 2020 you will receive a dedicated link to access the online portal for the Reboot Roadshow.

Industry Development And Other Opportunities

Tourism Australia Webinar Series

Tourism Australia's final webinar for 2020 will be held on [Friday 4 December 2020 at 11am](#) and will have a focus on sustainability. An update from TA on what's in store for 2021 will be covered!

ATO Webinar Series For Small Businesses

The Australian Taxation Office (ATO) is offering [free webinars for small businesses](#). The webinars cover a wide range of topics and are offered across multiple dates and times.

Councils Seeking Input

[Lismore City Council](#) is seeking feedback from the Nimbin community to inform a review of Nimbin's planning controls to guide future development and growth in and around the village. This consultation closes on 4 December 2020.

[Ballina Shire Council](#) is seeking expressions of interest from professional community artists or facilitator teams to work with local young people to create public art for the new Wollongbar District Park. More information on the Ballina Shire Council website.

[Byron Shire Council's draft Sustainable Visitation Strategy \(SVS\)](#) is on public exhibition and residents, businesses and anyone with an interest in local tourism is asked to have a look and [make a submission](#) before 27 November 2020. The aim of the SVS is to support a visitor economy that cares for and respects local residents, protects the natural environment, celebrates cultural diversity and shares local values.

Funding And Other Opportunities

New Federal Government Grants To Preserve Nation's Heritage

Minister for the Environment, Sussan Ley, says regional communities will be among the key beneficiaries of a new \$5.3 million Federal Government funding round to protect and preserve Australia's national heritage sites, promote tourism and deliver much needed economic stimulus for COVID impacted economies.

Round 3 of the [Australian Heritage Funding Grants Program](#) will place a particular focus on conserving privately-owned national heritage places, many of which have faced significant visitor downturn and temporary closure during the COVID-19 pandemic. Heritage site owners, managers and support organisations are invited to apply for grants of between \$25,000 and \$400,000 as Australians focus more and more on domestic tourism opportunities. Applications close 7 January 2021.

Read [Media Release](#).

Create NSW Rescue And Restart Package

In major step towards recovery, the arts and culture sector will soon receive \$30.1 million through the second stage of the [NSW Government's Rescue and Restart](#) package.

Stage 2 of the Rescue and Restart package will help the recovery of over 160 companies,

including significant investment for 60 organisations across regional NSW, with more than \$24.2 million in funding to immediately kickstart their programs.

Find [more information online](#) and read [Media Release](#).

[Strengthening Rural Communities - Small & Vital \(Round 1\)](#)

Gives small rural, regional and remote communities across Australia the opportunity to access funds that can benefit and help secure their future prosperity. Closes 24 November 2020.

[Innovate With nbn™ Grants Program](#)

Aims to encourage regional and remote Australian business' technology-led ideas, supporting them as they take them to the next level by facilitating further growth and innovation.

5 x \$10,000 covering each of the segments: Agriculture, Health, Education, Tourism, Arts and \$10,000 Innovate with nbn™ Regional Women in Business Grant. Additionally, one regional/remote business or individual will be recognised and awarded with the inaugural 'Innovate with nbn™ award' worth \$25,000. Closes 30 November 2020.

[REPOST – Bushfire Local Economic Recovery Fund](#)

Three funding streams to support recovery of bushfire impacted communities. Applications close 11 December 2020.

North Coast Product And Experience Development

[New Tourist Trail Developed For Orara Valley](#)

As part of ongoing bushfire recovery efforts Coffs Harbour City Council is working with Orara Valley businesses to develop a tourist trail to help visitors discover and explore the many delights of this hinterland gem.

A key part of the initiative is the development of an illustrative map to showcase the natural spaces, cultural and historical experiences and tasty delights of the region – such as [Bindarri National Park](#), the iconic Golden Dog and the famous [swimming holes of the Orara River](#).

Once complete, the [Orara Valley Tourist Trail](#) and map will be published online and in print.

[Funding Supports Revitalisation For Nambucca Heads Tourism Assets](#)

Two years ago, the Nambucca Valley Council was awarded nearly \$500,000 from the State Government to help bring about its grand vision for the well-loved V-Wall precinct. Further funding granted by way of the State Government's COVID Recovery Infrastructure Investment Stimulus will see this work completed, ideally before the Christmas holiday period.

[National Cartoon Gallery - Rotary Cartoon Awards 2020](#)

The Rotary Cartoon Awards entries are now in the hands of the judges. Be first to know the winning entries by attending the Awards Night – this will double as an opening event for the exhibition of winning entries.

Due to social distancing restrictions, places are limited and booking is essential. [Awards Night Saturday 28th November 6:30pm](#).

North Coast In The News

Better Homes And Gardens Shines The Light On NSW

Popular lifestyle program, Better Homes and Gardens, showcased some of NSW's spectacular

towns and tourism businesses last Friday night with a dedicated 90-minute program filmed on location around the state. The program featured each presenter enjoying a different corner of the state from the Northern Rivers, Central NSW to the South Coast and Sydney Harbour.

The exclusive NSW episode was secured by Destination NSW and will can be [watched on catch up TV](#).

The Today Show Is Coming To Ballina

[The Today Show](#) will be broadcasting live at Summerland Farm this Sunday 15 November. There'll be six live crosses from 7am so do try to tune in on Channel 9.

[The Essence of Yamba In Australian Traveller](#)

Elise Hassey describes the laid-back vibe of this coastal beauty and its surrounding attractions including Angourie and Yuraygir National Park

[Qantas Next 100 Travel Moments](#)

Qantas have launched their Next 100 Travel Moments with the North Coast well represented including the Northern Rivers Food Bowl (p 45), a shout out for some of our treasured 'big things' on a road trip (p 50-51) and with Byron Bay (p 38 and 122) and Lord Howe Island (p 78 and 80) of course making the list.

[Coffs Harbour Wins Major Event Of The Year](#)

After taking out the NSW Award just last month the Elton John Rocks the Coast concerts, this event has been crowned National Major Event of the Year in the Parks and Leisure Australia 2020 Awards.

The [C. ex Coffs International Stadium](#) played host to two nights of Sir Elton John's global 'Farewell Yellow Brick Road Tour' in February 2020 and over 2 unforgettable nights the Stadium hosted approximately 30,000 guests.

The concerts delivered a combined direct and indirect economic output of \$3.6m and provided the equivalent of 32 Full Time jobs within the local economy. The benefits reached across a large number of industries.

[Out & About With Kids At Tiona Holiday Park](#)

Kid-friendly (obviously!) and also pet-friendly, Tiona Holiday Park gets the tick off approval in a double-page review (p 104 - 105) in the Spring edition of Out & About With Kids. The new owners are delivering a little TLC which is obviously paying off!

[Bellingen And The Waterfall Way On Urban List](#)

Misty Rivers, Crystal Falls and a bohemian town...all in our backyard in Bellingen Shire.

[The Tweed](#) has been featured in a host of publications over the past week, targeting potential visitors from Queensland, Clarence Valley and niche markets of luxury and families to name a few...

- [Out & About with Kids feature](#) in Spring edition (p 60 – 63)
- [Signature Luxury Travel](#), you'll find the Tweed feature on page 168
- Must Do Brisbane [girls' getaway story](#) featuring some fabulous new Tweed operators

North Coast Events

[Port Macquarie Surfing Open](#)

The Australian Open of Surfing Port Macquarie Open will kick off in Port Macquarie from Saturday 14th November to Sunday 15th November, providing professional and aspiring surfers with the opportunity to win prize money and gain momentum going into 2021. This is a mobile event with proposed event locations: North Haven, Bonny Hills, Lake Cathie, Lighthouse Beach

and Town Beach.

Keep an eye out for the follow on event to be held in Coffs Harbour 29-20 November 2020.

[Destination Tweed – Tweed Artisan Food Weekend](#)

During the final days of Spring 2020, the **[Tweed Artisan Food Weekend](#)** delivers a range of bespoke foodie delights, designed to offer an insider's experience of the region. Dynamic venues from the stunning Tweed coast to the lush hinterland present a four-day long weekend of events that showcase the outstanding culinary flavours, culture and collective pride of local producers, chefs and farmers.

Read **[Media Release](#)**.



COVID-19 Resource Centre

Recent updates to the **[DNC COVID-19 Resource Centre](#)** makes access to relevant information and finding links to appropriate Government and other resources easier.

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