



Destination  
North Coast NSW

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## North Coast News & Views No. 97

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### **NSW State Budget Reinforces Commitment To The Visitor Economy**

The NSW Government has strengthened its commitment to the State's visitor economy, investing \$200 million in the 2020-21 NSW Budget to drive visitation and visitor spending in NSW to pre-COVID levels.

The NSW Budget was handed down this week by Treasurer Dominic Perrottet, unveiling a raft of stimulus and infrastructure-related measures to kickstart the recovery of the state's economy.

In particular, the state's visitor economy will be boosted through initiatives including support for small to medium businesses such as tax reform and skills training; funding for regional NSW communities and National Parks through infrastructure, maintenance and jobs programs; and the growth of precincts and associated industries.

The Budget will help support Destination NSW's work to return the visitor economy to pre-COVID levels by 2024 and its vision to position NSW as the premier visitor economy in the Asia-Pacific.

Read [Destination NSW Media Release](#).

Regional NSW communities will be supported on the road to recovery through historic investment in roads, recovery and resilience efforts and transformational infrastructure projects.

### **Budget highlights for regional NSW include:**

- NSW businesses are set to benefit from thousands of dollars in tax relief and a raft of other support measures designed to improve their cashflow and help them hire more staff.
- \$300m for the Regional Growth Fund including \$100m for the Stronger Country Communities fund and \$75m for Resources for Regions
- \$100m over two years for the Regional Job Creation Fund to help attract and expand businesses across regional NSW
- More than \$200m to help the State's 128 councils to deliver infrastructure, facilities and services to build a better NSW including more than \$9.4m under the Local Infrastructure Renewal Scheme

- Investment in projects including: the Port Macquarie Koala Hospital conservation, education and tourism precinct, and the Coffs Harbour Jetty Foreshore precinct development
  - \$39m for State National Parks to improve visitor experiences including new walks, lookouts, picnic areas and accessibility
  - National Parks across the state will receive significant support to improve visitor experiences, and councils will be provided with funding to develop local areas.
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## **Out & About Voucher Scheme To Help Local Business Recovery**

NSW residents will be given \$100 worth of digital vouchers that can be used at eateries and on arts and tourism attractions across NSW as part of a flagship \$500 million program to help business, stimulate the State's economy and support local jobs.

Treasurer Dominic Perrottet said the \$500 million [Out & About program](#) was designed to boost businesses hit hard by the pandemic, by encouraging people to get out and enjoy the best of NSW.

Service NSW will operate a pilot of the scheme throughout December in the Sydney CBD and launch Out & About across NSW in the new year.

Read [Media Release](#).

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## **Expressions Of Interest Open For Austrade's Business Events Grants Program**

The Australian Trade and Investment Commission (Austrade) is calling on business event owners to register expressions of interest (EOI) to take part in the Federal Government's \$50 million Business Events Grants program.

The program will allow eligible businesses to apply for grants of up to \$250,000 to cover up to 50% of the cost of participating in approved business to business events in Australia in 2021. Business Event Owners should submit their EOI (by 30 November 2020) to be included in the schedule of approved events when the program opens for grant applications in mid-December.

Find [more information](#) and apply via [Austrade](#).

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## **WELCOME to Country To Launch Marketplace**

[WELCOME to Country](#) are set to launch the first not-for-profit online marketplace for indigenous tourism experiences.

Set up to empower Aboriginal and Torres Strait Islander tourism operators and communities to create sustainable economic and wellbeing outcomes, Welcome to Country already has nearly 90 bookable experiences attached, including indigenous art, cultural performances & talks, food gatherings, all-terrain vehicles, scuba diving and more.

[Welcome to Country will launch](#) at 7.30pm, 2 December 2020 with a free virtual event directed by indigenous actor and board member Rhonda Roberts.

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## **Booking.com Shares Latest Research On Key Travel Trends**

Findings from over 20,000 travellers across 28 countries, including 995 from Australia, reveal nine key trends that will shape the future of travel.

Travel innovation is expected to accelerate faster than ever and it is anticipated that travellers will have a heightened level of travel safety and will seek out more sustainable travel offerings whilst keeping their wanderlust alive.

Read the [report here](#).

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## **Industry Development And Other Opportunities**

### **Save The Date – Destination NSW Wine Experiences Webinar Series**

- Sip, Chat & Discover: Creating Bookable Winery Experiences, 2 December 2020, 4.30-5.05pm
- Sip, Chat & Discover: Wine Tourism Panel Discussion, 9 December 2020, 4.30 - 5.30pm

Whilst geared at Winery Experiences/Wine Tourism, these sessions will be equally valuable to distilleries and breweries.

Booking links will be available soon so please check back to the [NSW First web pages](#) to browse tourism business resources and events.

The recent [Discuss & Develop session recordings](#) are also now online in case you missed them.

### **JobTrainer To Support Australia's Economic Recovery**

The [JobTrainer](#) program will help job seekers aged 17 to 24 to upskill or reskill in areas of demand, and extend wage subsidies for apprentices and trainees.

Through JobTrainer, the Federal Government is offering training to young people whilst providing support for businesses to retain their apprentices and trainees.

### **Global Ecotourism Conference**

In addition to the live conference being staged in Margaret River, WA, the [Global Eco Asia-Pacific Tourism Conference](#) will, for the first time, offer a live-streamed program at [selected ECO Destination locations](#) across the country one of which is in Coffs Harbour with details below.

[Registration required for the event](#) on 2 December 2020, Central Block at C.ex Coffs International Stadium.

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## **Funding And Other Opportunities**

### **Street Scapes Grant For Councils**

Building on the success of the award-winning Streets as Shared Spaces grants program, the NSW Government recently announced the [Your High Street grant program](#) which aims to enhance the amenity and functionality of high streets throughout NSW to support local business recovery, boost economic stimulus in response to the pandemic, improve the comfort and experience for the community, and enable permanent improvement projects. Applications close

29 January 2021.

### **Boost for NSW Screen Industry**

The NSW economy will be boosted and jobs created with \$175 million for screen production through the Made in NSW fund under a landmark announcement made by the NSW Government last week.

The fund will be managed by [Screen NSW](#) to attract international film and television production and support major Australian TV drama and new feature films.

Read [Media Release](#).

### **Reminder - Tourism Australia - Advance Program**

Second round applications for Tourism Australia's [internationally focused marketing and distribution partnership program](#) are open with the aim of increasing consideration of Australia for new international business events or to grow international delegate attendance for events already confirmed for Australia. Closing 30 November 2020 with proposed projects to be completed by 30 June 2021.

### **Reminder – Bushfire Local Economic Recovery Fund**

[Three funding streams to support recovery](#) of bushfire impacted communities. Applications close 11 December 2020.

### **Reminder – Export Market Development Grants**

A reminder that the [Export Market Development Grants](#) (EMDG) close on 30 November 2020 unless businesses are using an approved EMDG Quality Incentive Program (QIP) Consultant who can lodge a claim on your behalf until midnight on 2 March 2021.

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

### **Eco Lane Walking Tours – Byron Bay**

Eco Lane's Artisan Tours are Byron Bay's only Arts and Industrial Estate walking tours.

Eco Lane have created these guided trails to share their love and connection to some creative corners that could otherwise be missed.

Three hour experiential walking tours are running every Thursday at 11am and every Saturday at 3pm.

Available via [online pre-booking only](#).



### **[Extension of Wollumbin/Mt Warning Summit Track Closure](#)**

Wollumbin National Park has been closed since March 2020 to comply with COVID-19 rules on public gatherings and physical distancing.

During this closure, a safety audit and inspection identified significant safety issues with the Wollumbin Summit track. The National Parks and Wildlife Service (NPWS) is extending the current closure of Wollumbin National Park in order to address these concerns.

### **[Grafton Regional Gallery Redevelopment](#)**

The Grafton Regional Gallery has undergone a major redevelopment throughout 2020 which includes the addition of new state of the art exhibition space, flexible function spaces for sustainable operations, enhanced accessibility, a new café area to enhance visitor experiences and new artist in residence accommodation.

[Solitary Island Coastal Walking Tours](#) provides logistic and transportation support for walkers on the Solitary Islands Coastal Walk.

[Clarence Distillery](#) has recently opened in Yamba and is now distilling gin made of local botanicals and organic Macedonian Juniper Berries.

[Nature Domes](#) is new unique 'Dome' accommodation on a stunning farm in Toms Creek

[Tallaringa Luxury Camping](#) provides private glamping on a property in Nunderi overlooking the cane fields

[Cooly Eco Adventures](#), an exciting new tour operator has started adventure tours of the Tweed and specialising in eco-conscious whale and marine adventure tours.

[The Star Boutique Accommodation](#) is Wauchope's newest accommodation located in the centre of town. This art deco building, tastefully converted into 7 apartments.

[Sylva Lagoons](#), a 570 acre beef cattle and native timber producing farm in the Richmond Valley region being shared by the owners for camping enthusiasts.

[Grow Sustainable Living](#) is a working organic farm at Toms Creek which runs regular sustainable farming workshops and is open for farm tours/morning teas every weekend.

[The Davis Farm](#), Sancrox, a small farm selling farm gate produce and providing animal petting and farmyard experiences.

[Out There Collective](#) presents a stunning property offering artist/workshop studio where owner and artist Francessca O'Donnel provides regular mosaic art classes and runs a small 2 bedroom Airbnb. This picturesque five acre rural property is approximately half an hour from Port Macquarie.



### **Aussie Ark Devil's Experience**

AEA Luxury Tours is the first Sydney-based tour operator to take Australians to [visit the Aussie Ark](#) where guests will witness first hand the historic efforts bringing the Tasmanian Devils back to the mainland to rewild Australia. The interest in this is extraordinary... even Chris Hemsworth would agree!



AEA Luxury Tours have designed a [three-day trip](#) to take people for the full experience that includes meeting the critters and the amazing Aussie Ark people, plus amazing experiences in Barrington Tops and Hunter Valley as well.

Read [Media Release](#).

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## **North Coast In The News**

### **[The Idyllic Coastal Village Of Nambucca Heads Features On Urban List](#)**

A shout out to the quintessential Australian summer holiday and days of old where visitors can enjoy surfing and fishing, late afternoon swims and eating fresh prawns whilst watching the sun

set from the jetty.

### **[52 Weekends Away – Best Places To Stay](#)**

Great exposure for some Tweed and Byron properties including [Soma Byron](#), described as a cross between a health spa and a boutique ashram and [Crystal Creek Rainforest Retreat](#) in the Tweed, with five types of accommodation boasting expansive valley and rainforest views.

### **[Coffs Coast Tourism](#)**

General Manager of Coffs Harbour City Council catches up with Fiona Barden, Section Leader, Industry and Destination Development, to discuss the many experiences and attractions across the region available to visitors.

### **[Peter Gilmore's Guide To Eating In Byron And Beyond](#)**

Chef Peter Gilmore visits some favourite local haunts in Byron and the Tweed.

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## **North Coast Events**

To aid in your planning, please note upcoming events across the region.

### **Regional Triathlons**

[NX Sports](#) brings to the region the annual [Kingscliff Tri](#) (28 and 29 November 2020) and coming into its 3rd year, the [Yamba Triathlon](#) (5 and 6 December, 2020).

Yamba Tri is a family friendly short course offering panoramic views over local beaches, the lighthouse, and Yamba township... fast becoming a firm favourite on the multi-sport calendar!

### **Open Studios – Ballina, Byron & Beyond**

[Meet the artists in their studios](#) and discover their secrets. 28 November to 6 December 2020.

### **NSW Touch State Cup**

This is the premier [NSW Touch Football representative event](#) and is conducted in Port Macquarie each year commencing on the first Friday in December. As the title suggest this is the State Championship and open to all NSW Affiliated Members. 4 - 6 December 2020.

### **The Potter's Christmas Market**

Many favourite Mud Trail [potters are gathering together under the roof](#) of the beautiful Federal Hall for a Christmas market producing a COVID Safe event that combines passionate artisans, a stunning hinterland village and a unique shopping experience. 28 - 29 November 2020 is your opportunity to support artists, and your local community and find that special Christmas gift.

### **Gintonica Ginormous Gin Tasting**

The [Farmers Wife Distillery](#) will be joining [Gintonica](#) to officially attempt to break the Guinness World Record for the 'Largest Gin Tasting Event (Multiple Venues)'.

An afternoon of gin tasting and the inaugural Gin Ashes... will this become the sporting event of the season? More [information and book here](#).

### **Cheeses Loves You – Producer Masterclass**

Owner/producer extraordinaire Debbie Allard, of [Cheeses Loves You](#), Burringbar is running a Producers Masterclass at [Harvest Newrybar](#), 4.00pm - 6.00pm, Sunday 28 November 2020.

Bookings required with [ticket sales here](#).



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## 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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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)

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