



Destination
North Coast NSW

North Coast News & Views No. 99

NSW COVID-19 Restrictions Eased

From Monday 7 December, NSW residents and businesses will enjoy the benefits of increased capacity in venues, stadiums and theatres and greater numbers at outdoor gatherings and events as COVID-related restrictions are further eased.

The one person per four square metre rule has been replaced by one person per two square metres in venues, except gyms and nightclubs.

The changes include:

- Hospitality venues, retail and places of worship: one person per two square metres (except gyms and nightclubs)
- Outdoor stadiums: 100 per cent seated capacity, one person per two square metres for unstructured seating areas
- Indoor stadiums/theatres: 75 per cent seated capacity
- Outdoor gatherings:
 - Up to 100 people (up from 50)
 - Up to 5000 people for outdoor events that are fenced, ticketed and seated (subject to one person per two square metres compliance)
 - Up to 3000 people for other organised outdoor events (subject to one person per two square metres compliance).

Find more information about [NSW health advice and restrictions](#).

However, it bears repeating that [recording customer information digitally has become mandatory](#) for many NSW venues and businesses with strict penalties in place for non-compliance. The rules apply to hospitality venues, entertainment facilities, function centres, Visitor Information Centres, commercial tour operators, wedding services and many others.

Find [more detail](#).

Whilst visitors from both interstate and intrastate are to be encouraged and welcomed, it is all

of our combined responsibilities to remain diligent with our COVID Safe practices and [COVID Safe Plans](#) and work together to ensure 2021 starts on a positive note.

Alfresco Dining Gets A Boost In NSW

From last week, pubs and small bars across the state will be able to use footpaths and public spaces to ensure customers can enjoy a day or night out in a COVID-safe way this summer. The alfresco dining trial that has breathed life back into The Rocks and Darling Harbour will now be made available to all of NSW.

Streamlined alfresco dining approvals will be available from 1 December, giving businesses time to open up their doors well ahead of the \$500 million [Dine & Discover NSW program](#) being rolled out across NSW in the New Year after trials in The Rocks, Sydney's CBD and Broken Hill.

Read [Media Release](#) and find [more information](#).

Working Holiday Makers Supporting Tourism Recovery

The NSW Tourism Council with support from Business NSW and other key stakeholders have recommended changes to the [Working Holiday Maker \(WHM\) visa to support tourism and hospitality supply](#). Allowing Working Holiday Makers to work in tourism and hospitality in rural and remote areas as part of their 6 months to qualify for their second or third year WHM visa will help ease labour shortages in both sectors. There is also a call for the Government to go one step further and extend all current WHM visas for another year to encourage holders to stay and help fill crucial roles.

Are you an employer of seasonal or casual workers?

Austrade has commissioned Flinders University to run a survey telling government how Australia's Working Holiday Maker (WHM) program is addressing skill needs in regional Australia.

If you have employed or tried to employ Working Holiday Makers recently, you are invited to take part in a short survey by clicking on the link below.

Read Working Holiday Maker Program [online survey information sheet](#) and [fill in the survey](#) which closes on Wednesday 23 December 2020.

Australians Urged To Give The Gift Of Travel This Holiday Period

Tourism Australia has released the next phase of their Holiday Here This Year campaign which encourages Australians to support our tourism industry and jobs this festive season by gifting a holiday or a travel experience.

With the majority of state borders now open, this latest marketing push from Tourism Australia urges those who are in a position to do so, to take the opportunity to reconnect with friends and family while enjoying one of the many experiences on offer across Australia, from a city staycation to a winery tour, a surf lesson or a wellness retreat.

Read [Media Release](#).

Tourism Australia has also updated inspirational holiday content and deals on [Australia.com](https://www.australia.com). Ways for industry to get involved are covered in the [campaign toolkit](#) which has been updated with festive messaging.

Destination NSW Road Trips Recovery Campaign

Some of Australia's biggest names in music are headlining a new tourism campaign encouraging Australians to take a road trip in NSW and support local communities.

The new Destination NSW Road Trips program is an extension of its Love NSW and Great Escape campaigns designed to drive growth in domestic visitation. It includes 28 refreshed drive itineraries, The Long Road web series - starring Aussie musicians - and extensive media and partnership programs.

NSW road trips are an 'always on' 365-days-a-year initiative with targeted promotional activities through to the end of the 2020-21 financial year. It is an integrated and evolving program of activity aligned to consumer mindsets, travel behaviours and seasonal opportunities.

The targeted promotional campaign through to July includes:

- The [Long Road web series](#)
- New landing page featuring all road trip itineraries on [VisitNSW.com](https://www.visitnsw.com)
- Widespread domestic advertising including digital, Facebook, YouTube, Instagram, digital publishers such as We Are Explorers and influencer marketing
- High impact editorial coverage in broadcast, print and online, including integration with Better Homes and Gardens and Hayden Quinn's Taste of Australia NSW 10-episode season
- Geo-specific Spotify ads that are triggered when you arrive in specific destinations on a road trip
- Cooperative marketing campaigns with partners including Tripadvisor, Kayak, Helloworld, Welcome to Country and Wotif to drive bookings

The new [road trip landing page on VisitNSW.com](#) has been user-tested live for the past two weeks, and has already seen +330% increase in organic leads to industry.



Port Macquarie Koala Hospital Launches World First Wild Koala Breeding Program

In a world first, the Port Macquarie Koala Hospital along with several leading research institutions will breed koalas for release to the wild.

The Koala Hospital will partner with established leaders in their field, Taronga Conservation Society, the Australian Museum and University of Sydney while Forestry Corporation of NSW will provide the land on which the breeding facility is built.

Read [Media Release](#) and [Port Macquarie Hospital Wild Koala Breeding Program Factsheet](#).

New Board Members For NSW Aboriginal Tourism Operators Council

The [NSW Aboriginal Tourism Operators Council](#) (NATOC) recently announced a number of appointments to the NATOC Board, including new Chair Dwayne Bannon Harrison and Craig Layer as the new CEO, to help keep NSW Aboriginal tourism the number one in Australia for domestic and international tourists.

NATOC acknowledge the important contribution of retiring Chair Margret Campbell, who held the position for the last four years.

Read [more information](#).

From North Coast Councils

Cape Hawke's McBrides Beach Walking Track

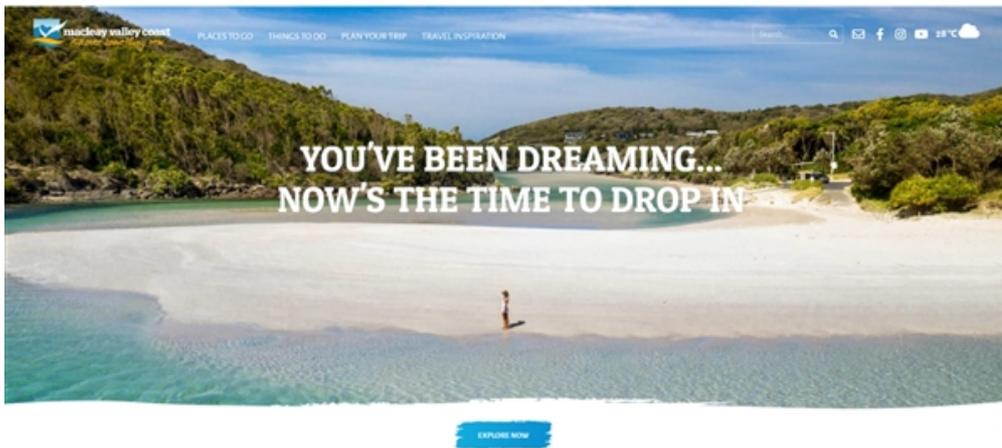
The NSW National Parks and Wildlife Service has started construction on a new \$73,000 walking track to provide safe pedestrian access to stunning McBrides Beach in Booti Booti National Park at Cape Hawke near Forster on the Barrington Coast.

The [new 560 metre walking track](#) will maximise accessibility to McBrides Beach for day visitors.

New Look Tourism Brands And Websites

Visit [Macleay Valley Coast](#) and find a fresh look with a key focus on utilising beautiful imagery and footage and featuring engaging content to entice visitors to book their next holiday in the Macleay.

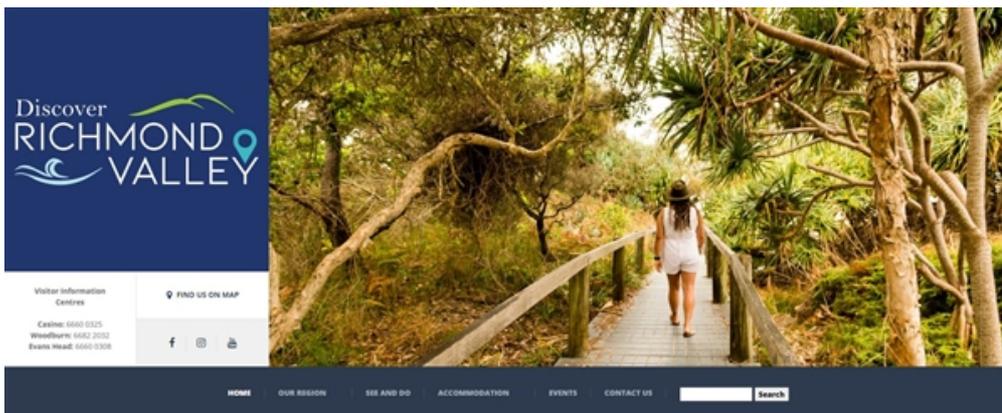
The site had some great updated features including integration from ATDW, easier navigation, and improved map functionality and accessibility, allowing the region to have a sophisticated platform to market the beautiful Macleay Valley Coast.



Discover Richmond Valley

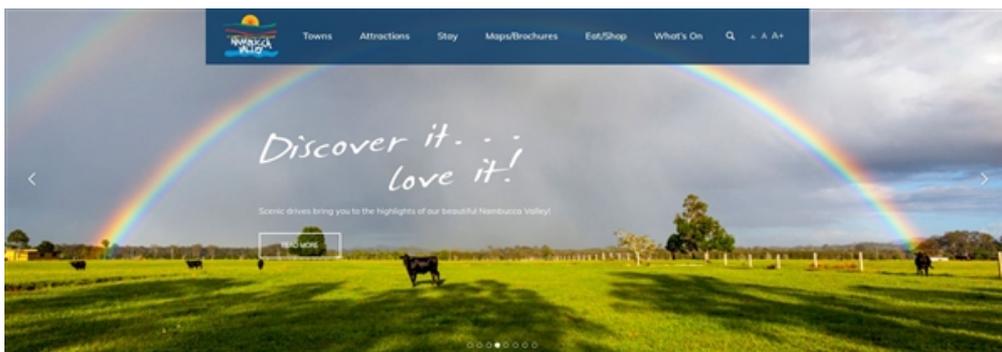
Richmond Valley tourism is sure to benefit from the new tourism brand [Discover Richmond Valley](#), launched alongside a campaign to help boost local businesses and show visitors some of the amazing offerings available in the Richmond Valley. Some amazing [new videos help support other activity](#).

Check the [Discover Richmond Valley website](#) which has also had a refresh.



Nambucca Valley Tourism

It's time to rediscover the Nambucca Valley with a new team at the Visitor Information Centre (opening 4 days a week at this stage) and a [new website](#)!



Industry Insights

[Destination NSW Global Market Update](#)

Destination NSW has developed the fourth edition of the Global Market Update to provide tourism businesses and the travel trade with an overview of key visitor markets for NSW. The resource includes:

- Destination NSW activity, including marketing and travel trade engagement
- Competitor activity overview
- Aviation update
- Consumer confidence and sentiment as a result of COVID-19.

The resources also highlight a 'Recovery Stage Key'. This key will be used as a guide to indicate the level of marketing activity Destination NSW will implement in each international market throughout the recovery phase of COVID-19.

[Destination NSW Westpac Tourism Expenditure Monitor Report – September 2020](#)

Summary results from the Westpac Tourism Expenditure Monitor, September:

- Across Regional NSW there were increases in visitor transactions and expenditure from August to and September 2019. Whilst there was a slight decline (1%) in visitor volumes YOY
- North Coast visitor volumes (between Sep 2019 and Sep 2020) declined by 5% YOY
- After experiencing some large month-on-month declines in the last reporting period, the North Coast bounced back with the largest increases in terms of visitor transactions and expenditure value, despite the QLD borders remaining closed during that period.

Courtesy of Tourism Australia, the below sources of industry research and insights helps shed a light on the ongoing impacts of COVID-19.

[Luxury Escapes Travel Trends Report](#)

Luxury Escapes has released its annual Travel Trends Report which is a special preview of their findings from surveying over 6,000 Luxury Escapes customers. It includes commentary from travel business leaders and experts to add further context and perspective to how they imagine travel for 2021 and beyond.

[Sustainable aviation report from McKinsey and World Economic Forum](#)

This report describes fuel source availability and sustainability, production capacity and technology maturity, and quantifies expected costs of the most promising sustainable aviation fuels production pathways. It provides a fact base for stakeholders, including industry decision-makers, as they build a more sustainable future.

[TTF Research On Summer Holidaymakers](#)

Research from Tourism & Transport Forum (TTF) shows that three out of four Australians planning a summer holiday will travel within their own state while 25% won't travel at all in the Christmas break due to continuing concerns over COVID-19.

Industry Development And Other Opportunities

[TAFE NSW - Statement of Attainment in RSA & RCG](#)

This course covers the legal requirements for working in licensed premises serving alcohol



and employment within gaming areas. Successful completion of the course will result in NSW Competency Cards in Responsible Service of Alcohol and Responsible Conduct of Gambling.

- Course Code: 900-80842V01
- Location: Ballina
- 9am – 3:30pm, 14 & 15 December 2020.

Reminder: Training Services NSW Supporting Bushfire Affected Communities

The NSW Government is supporting industries and communities needing more skilled workers to rebuild communities and support displaced workers or business severely impacted by the bushfires through funding various training courses.

Support offered will include:

- 12 months fee free training for apprentices who have lost their jobs as a result of the bushfires
- Prioritise existing part-qualification funding for training that supports recovery and delivering training in skills that support job seeking skills
- Assisting apprentices find new or permanent employment using Continuing Apprentices Placement Service (CAPS)
- Free replacements of Trade Certificates lost in fires.

Funding And Other Opportunities

NSW Summer Fund To Support Local Communities

Regional councils can sign up for a share of \$1.3 million from the NSW Nationals to deliver free events, activities or experiences to enliven local public spaces this summer with grants of up to \$10,000 available.

Councils will be able to host outdoor markets, micro-festivals, open-air theatre, street parties, lawn libraries and street entertainment as part of the NSW Government's efforts to support community wellbeing and economic recovery in our local centres.

- Round 1 is open now and closes 14 December 2020
- Round 2 opens 15 December and closes 22 January 2021

Australia's First Arts And Entertainment Loan Scheme Open

Arts and entertainment organisations will have access to \$90 million of loans, guaranteed by the Commonwealth, following the finalisation of a landmark agreement between the Morrison Federal Government, ANZ and the Commonwealth Bank. The Show Starter Loan Scheme is Australia's first arts and entertainment industry specific loan scheme. The \$90 million credit line is backed by a 100% Commonwealth guarantee will be available until 30 June 2021, or until funding is exhausted. Eligible organisations can apply for loans of up to 50% of the total cost of their new arts and entertainment activity.

Creative Innovator Program

This grant is open to individual creatives or small groups with either an existing project or a burgeoning idea. Closes 14 December 2020.

Australian Heritage Grants

Provides organisations or individuals with funding to protect, manage and conserve places on Australia's Heritage List. Closes 7 January 2021.

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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