



Destination
North Coast NSW

North Coast News & Views No. 101

Happy New Year to all of our North Coast stakeholders from the Board and staff of DNC!

Having travelled through the North Coast over the festive season it was obvious that we have been an immensely popular destination for visitors. This period has not been without challenges as we have had to continue to mitigate the constantly evolving disruptions from COVID-19. Regardless of the challenges faced by our operators, they have adapted and in turn delivered memorable summer holiday experiences for our visitors when it often felt this would not be possible.

With vaccines being developed and approved in a variety of countries, in addition to the experience that we have developed in dealing with these challenges, it feels like better times are ahead for our industry and communities. Inevitably we will face further hurdles along the way, but as we always do, the tourism industry will find ways to navigate these challenges and continue to deliver unforgettable experiences for our visitors.

The team at DNC look forward to working with our amazing industry throughout 2021.

Australia Has A New Trade And Tourism Minister

A ministerial reshuffle in Federal Cabinet late last year saw the Prime Minister Scott Morrison name Dan Tehan as Australia's new Trade and Tourism Minister. Upon being sworn in as the new Minister in charge of Tourism, Minister Tehan noted he would work hard to grow and promote Australia's tourism sector through what continues to be a very challenging period for the industry.

The changes will see incumbent Tourism Minister Simon Birmingham assuming responsibility for Finance, following the departure of Mathias Cormann from Parliament.

The Australian Tourism Industry Council (ATIC) noted that the change would see the tourism portfolio retained in Federal Cabinet, which was "critical given ongoing COVID related issues facing the industry".

See response from [ATIC](#), the [Australian Tourism Export Council](#) and [Tourism & Transport Forum](#).

COVID-19 Updates

As of 1 January 2021, hospitality venues are required to use the NSW Government QR code system to assist with NSW Health contact tracing.

Information about setting up the QR code system is available here: [NSW Government QR codes](#).

It is important we all keep abreast of [changes and updates](#) as they occur especially with the recent development of more highly infectious strains entering the community.

Ongoing Support For NSW Small Businesses

The NSW Small Business Commission has released its updated [Retail Tenancy Guide](#) to provide clarity over retail lease arrangements and help avoid disputes.

The guide has been developed in consultation with business and key industry associations, and provides detailed advice for both lessees and lessors at each stage of a tenancy agreement, including:

The new regulation will see the annual turnover threshold for eligible businesses reduced to less than \$5 million, down from \$50 million, and excludes non-retail commercial leases. Eligible landlords of small retail tenants will also be able to access further land tax relief of up to 25%, where they provide rent reductions to their eligible tenants from 1 January to 28 March 2021.

To find out more about the regulation and the land tax relief available for eligible landlords, visit [Service NSW](#).

Changes In Short-Term Holiday Accommodation Regulations

[Laws imposing new obligations](#) on booking platforms, hosts, letting agents and guests started in NSW on 18 December 2020. The new industry [Code of Conduct](#) provides clear obligations for hosts and guests centred on minimum standards of good behaviour.

All participants, including booking platforms, will be required to comply with the Code and with directions and requests from the Commissioner.

Read more about the obligations for:

- [booking platforms](#)
 - [hosts](#)
 - [guests](#)
 - [letting agents and facilitators](#)
-

Coffs Council Secures Landmark High Value Airport Lease Deal

Coffs Harbour City Council has secured Palisade Investment Partners as its commercial operating partner for the long-term lease of Coffs Harbour Airport, with the value to the community forecast at almost \$500 million over the term of the lease and option.

The revenue generated from this deal is expected to fund strategic community projects into the future and to allow Council to invest in improved services for current and future generations.

Read [Media Release](#).

Big Banana Expansion Plans Revealed

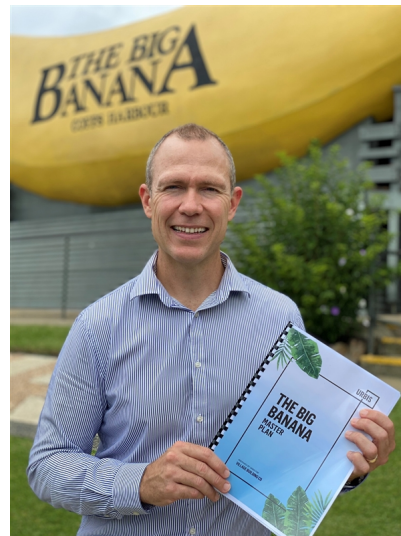
On its 56th birthday, [The Big Banana Fun Park](#) announced a \$50M 20-year Master Plan outlining a major expansion of the iconic North Coast tourist attraction.

Over the past 15 years, The Big Banana has developed into a diverse Fun Park with rides and attractions for all ages. It features the biggest Water Park between the Gold Coast and Sydney, the biggest Giant Slide in the country, a 36-hole Mini Golf Course, a 4D Ride Simulator, Laser Tag Arena, Toboggan Ride, Ice Skating Rink, World of Bananas Theatre and Tour Experience, "Going Bananas" Cafe and Gift Shop, and much more.

The new Master Plan will see the addition of new rides and attractions and includes the addition of up to 50 cabins for holiday accommodation.

Read [Media Release](#).

Image: The Big Banana General Manager Michael Lockman (supplied)

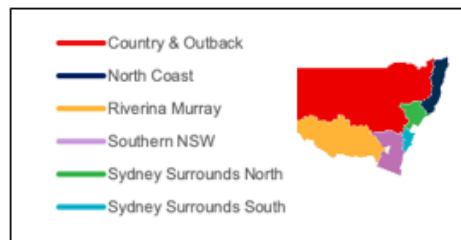


DNSW Westpac Tourism Expenditure Monitor - October 2020

Destination North Coast is pleased to see a definite line of improvement in the recently released Destination NSW Westpac Tourism Expenditure Monitor.

Highlights from the [October Westpac Tourism Expenditure Monitor](#) include:

- Visitors volumes, transactions and expenditure increased from September to October in all Destination Networks and the Sydney region. There has been a steady growth in these metrics since August for all Destination Networks apart from Southern NSW
- The North Coast experienced the highest MOM percentage increases again for October across visitor volume, transactions and expenditure – even though the border with QLD had been closed since August



The Key Travel Trends Emerging For Aussies In 2021

According to a recent article on [Nine.com.au](#) quoting research from Tourism Australia on emerging travel trends for Aussies, we're going to be seeking remote destinations and the wide open road as well as continuing to embrace travel to regenerate and as a force for good. Indigenous experiences will be highly sought and local produce will take central stage with the rise of agritourism.

Read [article here](#).

10 Marketing Trends for 2021

The turbulence of 2020 makes it difficult to predict what will be next for the digital marketing sector and what will best resonate for consumers. However some research and analysis foresees a new set of consumer trends and process shifts which will likely be key in how people connect, communicate and market in 2021.

[Liana Technologies](#) looked at the big shifts coming out of COVID-19 and the big leap in digitalisation and predicts certain habits we have developed will continue to evolve and that things like increased video consumption, influencer marketing and hybrid events are here to stay...at least for the foreseeable future.

Adventure Travel Trade Association 2020 Trend Snapshot

The [Adventure Travel Trade Association](#) (ATTA) produces an [Adventure Travel Trend Snapshot Report](#) that is a compilation of data resulting from a survey of adventure travel industry operators on topics such as destinations, activities and industry best practice

Key findings include:

- Top adventure activities are hiking; culinary, cultural, and wellness-focused activities; and electronic bike cycling
 - Custom itineraries and greener/sustainable/low impact itineraries remain in high consumer demand
 - 80% of adventure travel tour operator clients are between the ages of 45-64
-

Industry Development And Other Opportunities

Destination NSW Releases New Photographic And Video Content

Destination NSW invites tourism operators, industry bodies and media organisations to take advantage of its new suite of photographic and video assets celebrating the beauty of NSW, which are available in its expansive [Content Library](#).

The new content, which has been created by some of Australia's most talented photographers and videographers, includes [a hero NSW video](#) along with image categories such as; 'above the action'; 'sunsets and sunrises'; 'bird's-eye view'; 'aquatic and coastal'; 'ocean pools'; 'flora and fauna'; 'natural attractions'; and 'see the stars'.

Check the [Destination NSW Content Library](#) for the complete suite of brand-new NSW content. Find [information and assistance in navigating](#) the Content Library online.

Destination NSW has also become the first Australian State Tourism Organisation to offer a Content Library service in various foreign languages. The Content Library can be translated from English to Traditional Chinese, Simplified Chinese, Korean, Japanese and German.

Information on how to register and use the Content Library is [available here](#).

Future Women NSW Rural Scholarship

The NSW Government has launched the [Future Women NSW Rural Scholarship Program](#), an initiative offering scholarships to twelve women living in rural, regional and remote areas of NSW.

Twelve women will receive access to a series of leadership development opportunities as part of the 12-month Future Women Platinum Program. Each scholarship is valued at \$5,500 and includes travel costs to attend the Future Women Leadership Summit in Sydney (9-10 March 2021) to celebrate International Women's Day. Applications close 28 January 2021.

Accredited Visitor Information Centre And Visitor Information Outlets

There has recently been a [change in status to some visitor information centres](#) within the Accredited Visitor Information Centre (AVIC) Network which has seen the introduction of Visitor Information Outlets (VIO).

AVICs proudly display the trademark registered yellow on blue 'i' tourism information sign and their core business function is disseminating visitor information, marketing the area of its responsibility and undertaking relation tasks e.g. accommodation & tour bookings etc. VIOs can display the white on blue 'I' information sign.

Local Council Industry Opportunities

Free Workshop For MidCoast Creative Businesses

If you are an advertising or marketing business, architect, graphic designer, visual or performance artist or an arts society or group, you're [invited to register for a free workshop](#) in 2021.

The workshop is led by creative practitioners with extensive business skills and aims to assist local creative businesses in developing business plans to 'futureproof' their operation, thanks to MidCoast Council and NSW Government funding. Running over two days the workshop will cover the basics of business, as well as take a deeper dive into entrepreneurship, financial literacy, marketing, and overcoming the challenges of sustaining and growing a creative business.

Free Grant Writing Workshops For MidCoast

Accessing grants can provide big boosts for community groups, event organisers and businesses and provide long lasting benefits for MidCoast communities. Free workshops across the MidCoast in February and March are designed to help groups and businesses write winning grant applications.

Workshops will be held across the region, kicking off in Wingham on Wednesday 3, Gloucester on Thursday 4, Tea Gardens on Friday 5 February and Elands on Monday 1 March 2021. There will be a choice of day or evening workshops offered in Forster on 2 and 3 March and Taree on 3 and 4 March 2021.

The [grant writing workshops](#) are an initiative of MidCoast Council and are funded by the NSW Government through the Bushfire Community Resilience and Economic Recovery Grant.

Tweed Tourism Operator Update

Local tourism operators are invited to attend a 'Tourism Education Session' at the Tweed Regional Gallery & Margaret Olley Art Centre where gallery staff will share information with tourism industry staff about the upcoming [Archibald Prize Regional Tour](#).

Places are limited to maintain social distancing. Tuesday 19 January 2021, 3.00 – 4.00pm with [bookings essential](#).

Port Macquarie Council's Event Sponsorship Program

Are you planning an event in the Port Macquarie-Hastings region in the second half of 2021? [Council's Event Sponsorship Program](#) provides a financial boost of up to \$5,000 for events that attract (or have the potential to attract) visitors to the region and/or destination exposure and a notable digital reach. Applications close 19 February 2021.

Funding And Other Opportunities

Building Better Regions Fund Community Investment Opens

Local communities across Australia, especially those hardest hit by the loss of regional tourism, are a step closer to sharing in \$200 million under a fifth round of the successful [Building Better Regions Fund \(BBRF\)](#) which supports the Australian Government's commitment to drive economic growth and build stronger regional communities. \$100 million of this funding is

dedicated to tourism-related infrastructure projects.

The Community Investments Stream will fund new or expanded local events, strategic regional plans, or leadership and capability strengthening activities that provide economic and social benefits to regional and remote areas. Infrastructure projects are not eligible under the Community Investments Stream.

The guidelines, released just before the holiday break, mean eligible proponents (including incorporated not-for-profit, local government agency or body or non-distributing co-operative) can now start developing their applications for grants of \$5000 to \$1 million to cover 50% or more of eligible project costs. Applications close 5 March 2021.

NSW Government's Greater Cities and Regional Sport Facility Fund

Sports facilities will also be created and upgraded across the state under the [NSW Government's Greater Cities and Regional Sport Facility Fund](#). The two-year program was a highlight of the recent NSW Budget and will see \$50 million available to organisations and councils in 2020/21 with a further \$50 million available next financial year. The Greater Cities and Regional Sport Facility Fund will provide grants from \$100,000 - \$1 million. Applications close on 26 February 2021.

\$4M Surf Club Facility Program

The NSW Government recognises the critical role Surf Life Saving Clubs have in local communities delivering on-beach safety, training and education and keeping people active and connected and the [Surf Club Facility Program](#) is part of their four-year commitment to support the upgrade of local Surf Life Saving Clubs (Surf Clubs) facilities across NSW.

Eligible clubs will be able to apply for grants of between \$30,000 and \$350,000 until 3 March 2021.

Aboriginal Heritage Grants

Supports the conservation and promotion of significant Aboriginal heritage in NSW. The [Aboriginal Cultural Heritage Grants](#) category is for:

- improving knowledge and understanding of items by developing conservation management documents for Aboriginal cultural heritage nominated for or gazetted as Aboriginal Places or listed on the State Heritage Register
- doing works within a conservation management document to conserve and protect items of Aboriginal cultural heritage that are gazetted as Aboriginal Places or listed on the State Heritage Register
- increasing understanding, respect, and celebration of and cultural participation in Aboriginal cultural heritage. Closes 8 February 2021.

Community Conservation Grants

This [Community Conservation Grants](#) assists in the protection of our native species, habitats, landscapes and cultural heritage. Closes 26 February 2021.

Re-Imagine: Industry Collaborations

Supports [future-focused, cross-industry collaborations](#) across and beyond the cultural and creative industries.

Eligible activities include:

- Action research – undertaking research, producing knowledge, sharing information sharing, critical reflection
- Transformation models – exploring new ways of doing business, producing, presenting, or reaching new audiences
- Market development – gathering and sharing market intelligence, peer-to-peer exchange,

partnerships and collaboration, expanding audiences and networks

- Cross-industry collaborations – across cultural, creative and other industries to build future pathways and ways of working

Applications close on 23 February 2021.

Re-Imagine: Sector Recovery Initiatives

The [Re-imagine: Sector Recovery Initiatives fund](#) is offered in acknowledgement of the significant forces of change and evolution facing the cultural and creative industries. This investment will support the sector to re-imagine practice and operations, and test ideas and models for a more resilient, equitable and thriving future. Closes 23 February 2021.

Wine Export Grants

To help counter the impacts of COVID-19 on in-market events, Wine Australia is offering \$1 million towards [Wine Export Grants Round 2](#). Wine producers may be eligible for up to \$25,000 in reimbursement for the cost of promotional activities in any export market. Closes 1 May 2021.

North Coast Product And Experience Development

Coffs Trails

A Coffs Coast resident and hiking enthusiast has put together a [Coffs Trails website](#) as an opportunity for visitors to know about the many walks around the area. Destination North Coast understands there's another 50+ hikes to plot out onto what is already a great resource and database of local hikes for visitors and locals alike.

Local Travel Photographer/Videographer Adds New Talent To Portfolio

Local travel photographer/videographer Ryan Fowler pilots his latest [Australian 'Top 5' Photo locations series](#).

Read [Media Release](#).

Product Adaptation In The Tweed

Well-known Tweed Tour Operator, [Catch a Crab](#) has been severely impacted by COVID-19 given their client base was 95% international tourists. The owners have moved sideways into hospitality and converted the Catch a Crab riverside café into an oyster bar.

After many months of blood, sweat and no doubt the odd tear, the Oyster Shed opened mid-December and the response from domestic tourists and the local market has been very promising. Whilst Catch a Crab tours are still available on a limited schedule, the rebrand to "The Oyster Shed" comes on the back of being owners of the existing Birds Bay Oyster Farm.

Support and buy local when you visit [The Oyster Shed](#).

Bite Food Tours – Coffs Coast

Touring some of the much loved favourite foodie venues of the Coffs Coast region along with some new finds, Sydney-evacuee Awia Markey lives and breathes all things food. She created [Bite Food Tours](#) believing food is a great way to connect people, and experience other communities through their food.

Guests on Bite Food Tours can expect a friendly, qualified local guide, local cultural and culinary history and information, and a pace/energy level to suit each guest...and of course, lots of opportunities for sampling, sipping and wining and dining on local treats.

Byron Bay Eco Walk With Plastic Free Boy

[Plastic Free Boy](#) (as previously featured in this newsletter) invites families and visitors on an exciting and informative eco-tour through the forest up to the lighthouse and back through the iconic beaches of Byron Bay. Visitors will appreciate this environment through the eyes of a local 14-year-old kid, who grew up swimming with turtles and dolphins and has since been making films to educate people about the problems of and solutions to plastic pollution.

Find information about the [Byron Bay Eco Walk](#) and read [full article](#) about this new venture.

Byron Bay Cycling Track

Late last year saw the official opening of a new cycling track at Byron Bay's Cavanbah Centre which is a one-of-a-kind facility for the region and was made possible thanks to a \$250,000 grant from the Australian Government's Community Sports Infrastructure Fund, that was awarded to the [Byron Bay Cycle Club](#).

Escape The Expected – Self-Guided Escape Walks In Port Macquarie

Locals and visitors alike looking for a fun and interactive experience which takes you around Port Mac's beautiful foreshore and interesting spots, should check out [Escape the Expected](#) and their self-guided escape walks. Solve clues, work together and beat the clock and discover Port Macquarie.

North Coast In The News

The Joys Of Staying In Historic Lighthouses

Destination NSW supported the travel editor of the Australian Financial Review in a visit to [Smokey Cape Lighthouse](#) and South West Rocks which appeared in a great article on [staying in a lighthouse](#). The well-appointed lighthouse keepers' cottages at [Cape Byron](#) and [Seal Rocks](#) also get a mention.

Tripping Along The Legendary Pacific Coast

The [Legendary Pacific Coast](#) and some of our favourite destinations and activities/operators were featured recently in [Caravanning Australia Magazine](#).

Urban List Features Barrington Tops National Park

Urban List had the [Gloucester Tops Circuit in Barrington Tops National Park](#) on its list of best scenic hikes to take around Sydney this summer.

The Tweed Goes Global (And Local Too)

The Tweed featured in Canada's The Globe and Mail's '[10 Travel Destinations we're dreaming about for 2021](#)'!

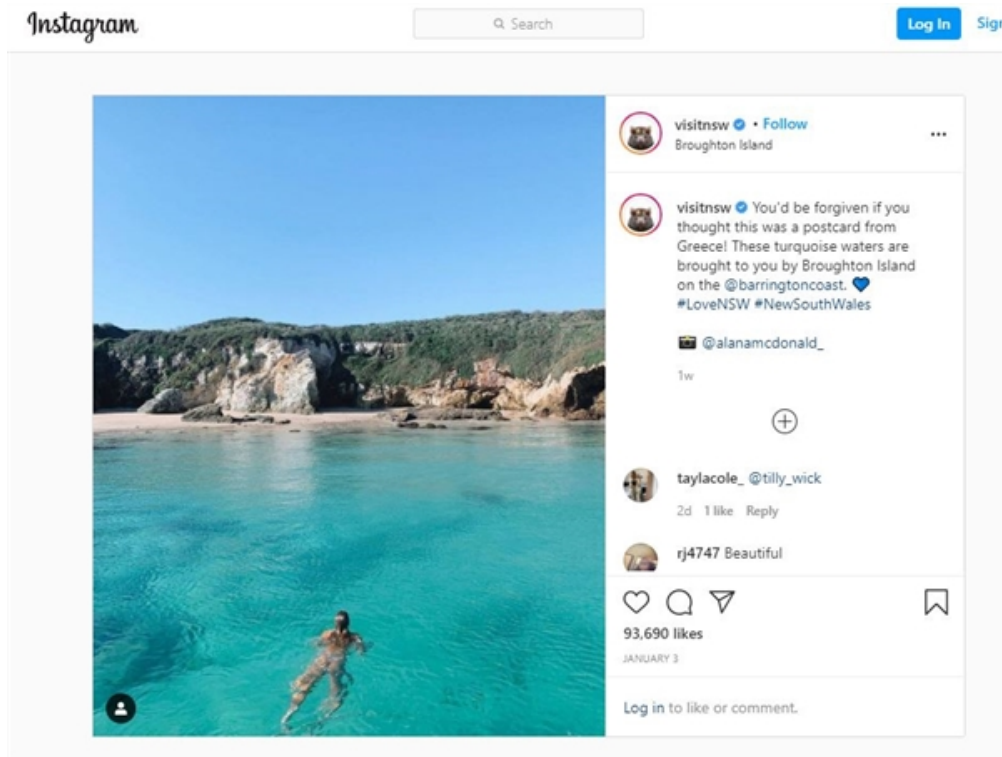
GQ Australia Visits The Tweed

Tweed's foodie scene (and that of Byron and Brunswick Heads) were highlighted as [best in NSW for Australian holidays at home](#) in the latest edition of GQ Australia. The story features [Pipit Restaurant](#) and [Tweed Eco Cruises](#).

Broughton Island, Barrington Coast Gains Insta Fame

A beach on Broughton Island on the Barrington Coast featured in a recent [D'Marge article](#) online titled "photo you won't believe is in Australia blows minds down under" after this image was reposted [@visitNSW](#) with the caption 'you'd be forgiven if you thought this was a postcard from Greece.' With nearly 94,000 likes on Instagram, many people obviously agree.

A great outcome for #[Barrington Coast](#) and a reminder of the many reasons to tag #LoveNSW and #NewSouthWales (and #holidayherethisyear) in all posts!



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.

Destination North Coast
PO Box 146
LISMORE NSW 2480
P: 02 6622 7429
E: admin@dncnsw.com
W: www.dncnsw.com
