



Destination
North Coast NSW

North Coast News & Views No. 102

NSW Visitor Economy Strategy 2030 Launched

A new strategic roadmap outlines the NSW Government's bold plan to make NSW the premier visitor economy of the Asia-Pacific by 2030 and to aid recovery and turbocharge visitor economic growth.

The strategy developed by Destination NSW features these 2030 targets:

- To reach \$65 billion in total visitor expenditure, up on the previous overnight visitor expenditure target of \$55 billion by 2030 which was set in 2018
- A new focus on the day trip market, worth an estimated \$10 billion by 2030
- Growing opportunities in regional NSW as a key to the future, to contribute \$25 billion total
- The domestic market will be the primary focus until international travel resumes

The new strategy aims to deliver economic prosperity, create new jobs and enhance the lifestyles of the people of NSW over three phases – Recovery to 2024, Momentum to 2026, and Accelerate to 2030.

Read [Media Release](#) and the full [Visitor Economy Strategy 2030](#).



Business Registrations Open For Dine & Discover NSW Program

[Eligible businesses across the state can now register](#) to take part in the NSW Government's major economic stimulus program, Dine & Discover NSW.

The program will create an economic boost for dining, arts and tourism businesses, which have been impacted by COVID-19, and encourage customers to get out and about safely.

The program is intended to reinvigorate local economies by encouraging people to support local businesses in a safe way.

The pilot of this program will begin in Sydney with the findings from the pilot to inform a state roll-out expected to commence in March running through until 30 June 2021.

Find more information on [Dine & Discover NSW](#), review eligibility and register your business to be part of the program.

Tourism Australia's Travel Takeover Week

The [Travel Takeover Week](#) is multi-million-dollar media campaign that will feature Australian travel programming and advertising nationally across multiple media partners. After a challenging 2020 and disruptions to many summer holiday plans, Travel Takeover Week aims to kickstart domestic travel for 2021.

For the week of 31 January to 6 February Holiday Here This Year advertising and content will 'flood' media with advertising and content to be integrated into media roadblocks/takeovers, TV program and event sponsorships, publisher created content and in-program editorial integration. Destinations, products and experiences from across Australia will be featured to encourage consumers to plan and book the Australian holiday they have always dreamed of.

The timing coincides with Australians returning to work from their summer holidays and aims to help get over the holiday blues and give Australians something to look forward to by inspiring them to book their next Australian holiday.

Industry can support the Travel Takeover Week with some specific activities which include:

- Align your media and advertising activity to support the campaign.
- Download the Holiday Here This Year [industry toolkit](#) and add the campaign logo and other useful tools to your marketing activity.
- Post on your business social media channels to encourage consumers to book using #HolidayHereThisYear and the Holiday Here This Year giphy stickers.
- Share your deals and news at internationalmedia@tourism.australia.com to be considered to be promoted through supporting PR activities.

Working Holiday Maker Survey

The [Working Holiday Maker survey](#) is designed to help the Federal Government understand how important Working Holiday Makers are for business viability and highlight the challenges in recruiting a regional workforce.

If you have employed or tried to employ Working Holiday Makers recently, you are invited to take part in the survey that Austrade has extended with a new deadline of 29 January 2021. Learn more about this [project here](#).

Across Our Regions



MidCoast Council

MidCoast Council have a new administration and customer service centre where all community members are welcome and it is called Yalawanyi Ganya.

[Watch the special story](#) integral to the naming of this centre and the [planning and consultation](#) central to it.

The tourism team at MidCoast Council have unveiled a brand new consumer facing [tourism website for the Barrington Coast](#). The website aims to inspire, showcase and facilitate the immersive experiences within the region and is another tool in the belt of Council's Destination Management team to increase visitor length of stay, dispersal of visitors and to drive preference for the Barrington Coast within source markets.

Concurrently, they have installed a new Content Management System that will assist in driving better conversion and loyalty.

Read [Media Release](#).

Lismore Attracts Major Sports Events

The North Coast will become the new home plate for the Sydney Blue Sox with regional NSW fans being treated to the return of the [Australian Baseball League's \(ABL\) premier All-Star series](#) for the first time in three years.

The NSW Government will partner with Baseball Australia to hold coveted All-Star games and a home series of the Sydney Blue Sox this weekend at Lismore's Albert Park and bring them back again in 2022.

[Lismore will play host to an NRL Trial Match](#) between the Gold Coast Titans and the New Zealand Warriors at Lismore's Oakes Oval on Saturday, 27 February 2021. The main game will commence at 5.30pm with matches leading up to the main game including under 16 and 18 representative games between Northern Rivers Titans and Central Coast Roosters and a Titans physical disability team exhibition match.

Lismore City Council is currently undertaking the second stage of a \$12 million refurbishment of Oakes Oval and Crozier Field to upgrade the playing fields, grandstands and amenities, Gordon Pavilion and join the two facilities via a covered walkway and spectators' terrace.

Read [article here](#).

Ballina Shire Council Unveils New Interpretive Signage

[Interpretive signage](#) honouring former world champion race walker Kerry Saxby-Junna has recently been unveiled and now forms part of the Kerry Saxby Walkway near the Ballina War Memorial Pool. The Walkway starts at the River Street entry to Captain Cook Park (adjacent to Ballina RSL) and continues to the end of North Wall. Visitors can interact with the installation by standing on the podium to take photos, with the Richmond River as a beautiful backdrop while learning about her important contribution to athletics and her connection to Ballina. This stretch of walk is one of the most beautiful walks in Ballina and this new interpretive signage aims to inspire the local community and visitors.

Read [article here](#).

The Tourism team at Ballina have been putting together [virtual site visits to support business events](#). Here's one for the centrally located Richmond Room filmed by local, [Trevor Worden](#).

Coffs Harbour Catches Footy Fever

Coffs Harbour has secured another national sporting event, with the AFL announcing it will bring a game to the city on 3 March 2021. The [Sydney Swans vs Collingwood](#) game will be part of the AFL Community Series.

Meanwhile, the [NRL comes back to the bush](#) with an epic showdown between the Sharks and Titans to be held at C.ex Coffs International Stadium Sunday 30th May 2021 with kick-off at 2pm.

Port Macquarie-Hastings Bicentenary

The [Port Macquarie-Hastings Bicentenary 2021](#) is an opportunity for the community and visitors to come together and commemorate the past, present and future across a range of activities and initiatives planned between 10 – 18 April 2020. The centrepiece of the program will be an immersive night-time legacy installation; weaving culture and heritage in a world-class immersive story-telling experience on the façade of the Historic Courthouse on Clarence Street, Port Macquarie. Set to launch on Saturday 10 April, the CBD will come to life with a number of COVID-Safe night-time activities to explore.

[Port Macquarie-Hastings General Community Grants](#) provide funding to community groups and organisations to establish, strengthen and/or implement projects which align with the Port Macquarie-Hastings Towards 2030 Community Strategic Plan objectives and benefit local residents. Closes 31 March 2021.

Kempsey Shire Council's New Visitor Information Centre

Kempsey Shire Council's temporary management of the [Slim Dusty Centre](#) has seen it re-open with the addition of the [Visitor Information Centre](#) so visitors can now visit the Slim Dusty Museum, get local tourism information, purchase a local gift from the retail shop and enjoy a coffee and small bite at the café.

Bellingen Council's New Tourism Video

Bellingen Council has been hard at work

developing [new video content](#) which speaks to the character of their community and their desire to attract visitation that positively align to shared values and the local sense of place.

This will build a foundation for future branding for the Shire.



Funding And Other Opportunities

[Stronger Communities Programme](#)

Provides each of the 151 Federal electorates with \$150,000 to fund small capital projects that improve local community participation and contribute in creating vibrant viable communities. Closes 22 March 2021.

[Community Heritage Projects](#)

Focuses on enabling local councils and communities to identify, conserve, interpret and promote heritage. In this round there are three broad categories of grants;

- Aboriginal Cultural Heritage
- Caring for State Heritage
- Community Heritage

Some activities in this grant stream are only available to local government organisations while others are open to a broader group of applicants. Closes 8 February 2021.

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

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

Applications must clearly demonstrate a focus on one activity from activity areas including:

- Enhancing environmental sustainability
- Fostering cultural vibrancy
- Economic strength

Closes 23 February 2021.

[Protecting Our Places Grants](#)

Powers Aboriginal community groups and organisations to protect, conserve and restore cultural landscapes and waterways. Closes 28 February 2021.

[Business Events Grant Opportunity](#)

Aims to support the event industry including the tourism sector to fund Australian businesses to participate as buyers or sellers at pre-approved business events including exhibitions, conferences and conventions from up until 31 December 2021. Closes 30 March 2021.

[REPOST – Live Music Australia Program](#)

Provides support to the live music sector, with a focus on small to medium venues that support high quality original Australian live music that is professionally staged.

It aims to revive business ventures in local suburbs, towns and regions across the country,

building capacity for a sustainable live music scene with strong community roots, in all parts of Australia. The first year of funding is aimed at preparing live music venues to become operational following the impacts of COVID-19 on the industry. [Apply here](#) with applications closing on 18 February 2021.

North Coast Product And Experience Development

Tweed Eco Cruises Adds Rum Running To Their Repertoire

Add a scenic Tweed River Cruise with a visit (and tasting) at Husk Farm Distillery and you have the new [Rum Runner Cruise](#) which departs Wednesdays, 9am – 3pm and includes a delicious seafood lunch.

Small Works Gallery Murwillumbah

[Small Works Gallery](#) is a small event space and gallery that has recently opened in Murwillumbah. The space is available for hire for workshops and exhibitions and is the brainchild of Kirsten Devitt co-owner of neighbouring '[Each to Own](#)' store.

New Markets for Tweed Heads

[Tweed Farmers Market](#) - New farmers market commenced at Jack Evans Boat Harbour and will continue every 1st and 3rd Saturday of the month.

[Tweed Twilight Market](#) - Makers & Finders brings their signature high-quality art and design products to Tweed Heads with street food, live performance and entertainment to the foreshore of Jack Evans Boat Harbour. Held every 2nd Friday of the month.

Upcoming Tweed Gallery & Margaret Olley Art Centre Exhibitions

[Arthur Boyd: Landscape Of The Soul](#) touring exhibition is on show from 8 January – 28 February 2021. This is a free exhibition.

[Sidney Nolan: Ned Kelly Series](#) will be on display from 19 March to 22 August 2021. Adult ticket \$12.

Reminder - The Tweed Gallery is the first stop on the [2020 Archibald Prize Regional Tour](#) and begins this Friday 22 January until 7 March 2021. Adult ticket \$12.

Ramada Hotel & Suites Ballina Launches into 2021 With A New Website

[Ramada Hotel Ballina](#) offers the ideal place for visitors to the region to sit back, put their feet up and relax. Their new website is sure to make a splash and continue to attract visitors to the Ballina region.

Walker Street Casino Gets A New Bar

There's a new kid on the block with the opening of [Walker Street Café and Bar](#); a new and modern café and bar located in the heart of Casino offering a scrumptious range of dine-in and takeaway food and beverages.

Gather In Yamba

[Gather Yamba](#) is a beautiful new cafe in Yamba with cooking and baking by owners Prue and Sibilla who started Gather because they love food and especially knowing where it comes from. The focus here is on locally sourced and organic as much as possible. Fresh cooking shared with friends and family is the go here.

Nicholson Fine Foods Tasting Tours - Yamba

The foodie '[Talk and Taste](#)' guided tour through Nicholson Fine Foods are free for groups of up to 6 people. Bookings should be made in advance.

The Blue Goose Hotel – Grafton

The recently re-opened [Blue Goose Hotel](#) in Junction Hill has long been a favourite with the locals and visitors to Grafton and surrounding areas. With new ownership and management and having been recently refurbished, it is sure to do well. Read [Clarence Valley News](#) article.

New Monthly Night Food Market For Bangalow

A [new monthly evening street food market](#) is set to open in Bangalow on 5 February 2021 and will be held on the first Friday of every month at the Bangalow Primary School, from 5 till 9pm.

Organisers say Eat Street will bring together the best of the region's chefs, artisan food and drink makers, musicians and locals for a night of feasting and celebration. They say the aim of the market 'is to connect eaters with local chefs and artisans that are using the best produce our region has to offer'.

Go Fish Adds Platypus Paddle

Go Fish's [Byron Bay Rainforest Fishing Experience](#) has proved so popular that they've also created the non-fishing version of this experience, the [Platypus Paddle](#).

Fish and Chips Gets Sofisticated On The Coffs Coast

[Sofisticated Seafood](#) is a local Woopi (Woolgoolga) fishermen selling to the public straight from the sea. Fresh and cooked!

[Seasalt Fishmongers](#) of Toormina is a premium fish deli selling and supplying sustainable seafood and cooked fish and chips.

Salt On The River Front At South West Rocks

[Salt @ South West Rocks](#) has recently opened 7 more luxurious waterfront villas (some with 3 bedrooms), added a second pool and new outdoor entertaining area. As the only accommodation in South West Rocks that's right on the riverside (and being right next door to the [Riverside Tavern](#)), Salt has been designed and built to provide the perfect location for couples and families to relax and enjoy the pristine area that is 'the Rocks'.

Stick Bar Livens Up Port Macquarie's Nightlife

Serving up eclectic and international cuisine including their specialty sticks, [Stick Bar](#) also serves a wide range of beverages including their Stick signature cocktails.

New Seafood Secrets In Port Macquarie

[Sea Secrets](#), Port Macquarie serving secrets on a plate.

Squeaky Gate Farm Shop

[Squeaky Gate Farm Shop](#) in Kew (Camden Haven) is based on the "Farm Shop" concept in the UK selling quality local and regional produce and artisan food items, home and giftwares.

East Ballina's Shelly Beach Cafe Opens

[Shelly Beach Café](#), located in a picture-perfect spot above Shelly Beach in East Ballina is now open 7 days a week.

Serving breakfast and lunch with an extensive menu featuring local produce, take-aways are also on offer.



North Coast In The News

[Lord Howe Island – New Celebrity Hotspot?](#)

Prevention Magazine reports Chris Hemsworth and wife Elsa Pataky have made a return to the island after their first visit (just in October last year!). Lord Howe has obviously made a big impression!

[Hidden Treasures Of Diamond Beach](#)

Cantering along an empty beach at Diamond Beach on the Mid North Coast gets a glowing report in Equestrian Life.

COVID-19 Resource Centre

The [DNC COVID-19 Resource Centre](#) makes it easy to access relevant information and find links to appropriate Government and other resources.

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