



Destination  
North Coast NSW

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## North Coast News & Views No. 103

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### **The Rainforest Way - The Long Road**

Episode 4 of [Destination NSW's Long Road](#) series, featuring the [Rainforest Way with Troy Cassar-Daley](#) went live on the long weekend.

Warm and personal and highlighting some of the areas Troy visited when growing up in the north of the region, the episode presents a heartfelt showcase of all things North Coast.



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### **Dine & Discover – Register Your Business**

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

With every NSW resident aged 18 and over eligible for four \$25 vouchers worth \$100 in total: two \$25 vouchers for eating in at restaurants, cafes, bars, pubs and clubs from Monday to Thursday, and two \$25 vouchers for entertainment and recreation including cultural institutions, live music, and arts venues, available 7 days a week (both streams exclude public holidays), and with vouchers only able to be redeemed with participating business, it makes sense to register early in preparation for the program going live in coming months.

The [Service NSW mobile app](#) is already available for participating businesses, so they can scan and track voucher usage over the life of the program.

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## **Building Better Regions - Infrastructure Projects Stream**

The recently opened [Building Better Regions Fund](#) supports projects that provide economic and social benefits to regional and remote areas and is open to Local Government Areas and incorporated not-for-profit organisations.

For Round Five, there is a total of \$200 million available, with \$100 million dedicated to tourism-related infrastructure projects which supports the Australian Government's commitment to:

- Drive economic growth
  - Build stronger regional communities into the future.
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## **AIME 2021 Cancelled**

The organisers of the [Asia Pacific Incentives and Meeting Event \(AIME\)](#) have announced the cancellation of the 2021 tradeshow. Whilst options for a virtual event were explored, it was felt the lack of meaningful in-person meetings and activities would devalue the conference so the hard decision was made to cancel it.

Whilst disappointed, Destination North Coast fully supports this decision in order to preserve the premium face to face business event experience that AIME is known for and we are confident that AIME will return in 2022 and remain a key feature of the annual business event industry calendar.

Read [news article](#).

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## **Across Our Regions**

### **[Regional Arts Fund Recovery Grant Recipients](#)**

Congratulations to the seven organisational recipients of the Australia Government's Regional Arts Fund Recovery Grants who will share a total of \$371,603 to deliver arts projects across regional NSW! On the North Coast this includes:

- SMOKE – This project involves the recovery and re-ignition of dance theatre work SMOKE which is in its early stages of development on Bundjalung Country, inspired by their cultural heritage and lineages.
- Ringside Restart, Mullumbimby Circus Festival – Ringside Restart is artistic recovery of the 2021 Mullumbimby Circus Festival, which will be a COVID-safe reactivation of the event after the cancellation of the 2020 Festival.
- Arcadian Creative Management: Gumbaynggirr Music Futures – In partnership with organisation Grow the Music, Indigenous singer songwriter Warren H Williams and classically trained musician and composer Julianne Croft will deliver workshops to and record songs with

emerging Gumbaynggirr artists from the Nambucca Valley.

### **[Temporary Accommodation To Support Local Hospitality Staff In The Clarence](#)**

With many hospitality businesses unable to fulfil their normal operating hours due to staff shortages, Clarence Valley Council is supporting the local hospitality industry with access to local, affordable accommodation. The hope is that this will lessen the negative impacts of staff shortages to these local businesses and also more generally to the Clarence Valley visitor experience.

Consent has been granted to extend the use of the Pacific Highway workforce accommodation in Yamba Business Park for a further two years and offers a practical solution to an increasing problem.

### **[Barrington Coast Destination Marketing Campaign 2021- Partner Program](#)**

MidCoast Council is investing \$200,000 into a targeted multi-media tourism campaign that will go into market in March 2021. Local tourism operators are invited to partner with Council to leverage off this huge campaign opportunity by boosting the campaign even further with paid participation.

The campaign strategy is presented by Leonards Advertising, the preferred supplier to NSW local government for over a decade. There'll be a carefully constructed mix of online, outdoor and social media advertising with the potential to also use radio advertising depending on the level of paid participation.

Have your [FAQs answered](#) and [register to be part](#) of the Barrington Coast Partner Program.

### **[Byron Shire Connecting With The Northern Rivers](#)**

Byron Shire Council's Agricultural Extension Officer [Andrew Cameron](#) is looking to connect with farmers and landholders, in a bid to revitalise and support the primary production sector in Byron Shire.

The free consultations aim to help new land owners manage the land productively and sustainably.

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## **Industry Development And Other Opportunities**

### **Tourism Australia Resources**

The latest version of Tourism Australia's (TAs) [Domestic Travel Sentiment Tracker](#) is available with data from earlier in January. Some general take-aways include:

- Overall general confidence has held steady, but travel sentiment is significantly down this wave, particularly booking intention and perceptions of Australia being a safe destination to travel
- Travel restrictions is the number one barrier with interstate trips being most impacted (40% of Australians are now not comfortable travelling interstate, up from 26% previously)
- It does seem that travel has been more impacted with the border closures and movement restrictions, rather than the virus itself.

Tourism Australia have also made available their internal [Aboriginal and Torres Strait Islander Reference Guide](#) – a resource developed for our teams which contains interesting, educational and useful advice relating to:

- Key Definitions & Terminology used when referring to/writing about Indigenous cultures
- Indigenous History and Identity and the pathway to reconciliation
- Language Groups and Place Names

- Spirituality and the core values and beliefs of Indigenous society
- What you need to know when visiting Indigenous communities for meetings, famils, film/photo shoots etc
- Importance of art
- Use of and how to access images/videos

TA have also provided their [Sustainability Fact Sheet](#) about the important role this concept plays in tourism, as well as the sorts of content their PR team is looking for from operators to help promote Australia.

[Tourism Australia's first webinar for 2021](#) will be held on Friday 12 February 2021 at 11am. Tourism Australia's Managing Director, Phillipa Harrison, will be giving an update on Tourism Australia's activity over recent months and plans for the year ahead. The new Minister for Trade, Tourism and Investment, the Hon. Dan Tehan MP, will also be joining the webinar.

### **Updating Policies, Procedures And Processes**

As part of risk management, it's important to have clear policies, procedures and processes in place. These create standards and help everyone to know how to operate.

The Australian Government's Business website has [tips to help you get your policies, procedures and processes right](#).

### **Northern Region Business Enterprise Centre Free Training For Small Business**

[Northern Region Business Enterprise Centre](#) (NRBEC) is providing six opportunities for small businesses to expand skills and knowledge and help businesses grow in 2021. Pre-booking is required for each session.

[Grants: Know Your Govt Funding Opportunities](#) – Tuesday 16 February 2021, 10am - 11am.

[Mailchimp For Beginners](#) – Tuesday 2 February 2021, 10am - 11am.

[Canva For Intermediates](#) – Thursday 4 February 2021, 10am - 11am.

[SEO - Get Discovered, Stay Discovered](#) – Tuesday 9 February 2021, 10am - 11am.

[Unleash Your Entrepreneurial Talent](#) – Thursday 11 February 2021, 10am - 11am.

[Creative Content Tools - Unlock Your Creative Marketing Genius](#) – Wednesday 17 February 2021, 10am - 11.30am.

The Northern Region Business Enterprise Centre is funded under the [Australian Government's Australian Small Business Advisory Services Digital Solutions](#) program.

## **Funding And Other Opportunities**

### **[NAB Foundation Community Grants 2021](#)**

The NAB Foundation is currently seeking applications for Community Grants. Grants are for projects that help communities prepare for natural disasters, support long-term recovery and build resilience to future disasters. Closes 31 March 2021.

### **[Community Business Grant: Business Resilience](#)**

Seeks to provide organisations with targeted support to better understand their business model,

its vulnerabilities, and put strategies in place to improve resilience.

Support to successful organisations will include:

- Analysis of your current business model or models – with particular focus on key partners, activities, resources and revenue streams
- Assessing the vulnerabilities of the organisation through its business model/s
- Working with management/board to develop strategies which address the vulnerabilities and opportunities. Closes 5 February 2021.

### **[REPOST: COVID 19 Arts Sustainability Fund](#)**

Aims to provide 'last resort' funding assistance to significant Australian Government funded arts organisations that are assessed to be at imminent risk of insolvency as a direct result of COVID-19, having taken all reasonable action to maintain their financial position. Closes 31 March 2021.

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

#### **[Tropical Fruit World Adds EV Charger](#)**

**[Tropical Fruit World](#)** has installed an Electric Vehicle (EV) charger for those driving electric vehicles to power up while shopping, touring or dining in their café. With the farm's focus on sustainability and continuously building on the quality of their attraction and services, this is a good fit for the business and their customers.

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### **North Coast In The News**

#### **[Best Places To Visit In Australia This Year](#)**

Getting a gong in this esteemed list is the Tweed region and lots of our quality operators like **[Husk Distillery](#)**, best known for their colour-changing Ink Gin; the **[M-Arts Precinct](#)** in Murwillumbah, and **[Red Earth Brewery](#)** in Cudgen.

Port Macquarie is on the list and is favoured for artist galleries (and art classes), cute little waterside cafes and the very well curated art museum at the **[Glasshouse](#)** along with the famous **[Koala Hospital](#)** and **[Mansfield Estate](#)** eco-retreat.

#### **[Coastbeat Goes On Local Coffs Harbour Food And Art Tour](#)**

New-ish local operator Bite Food Tours (recently featured in this newsletter) and their **[Art, Bites & Sips](#)** walking tour at street level in Coffs Harbour, received a great write up in Coastbeat. The article poses the question of when's the last time you explored your local streets/town and saw it with new eyes which is perhaps something we should all set out to do whilst simultaneously supporting local tour operators.

#### **[This Magnificent Life In The Tweed](#)**

This Magnificent Life recently featured the delights of the 112 acre **[ecOasis Retreat](#)** with six expansive chalets and included some of the Tweeds wonderful producers and food outlets including **[Dona Cholita](#)** and **[Mercado Juarez](#)** bringing the heart and soul of Mexican food to

the hinterland village of Burringbar. Nearby [Mavis's Kitchen](#) has earned its reputation for some of the best food on the North Coast.

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## **North Coast Events**

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

### **[The National Cartoon Gallery holds First Event In New Exhibition Space](#)**

The new exhibition space at the [National Cartoon Gallery](#) will open with the Bill Leak exhibition on Friday 5 February at 6.30pm. Don't miss the opportunity to see this talking piece that is the Bill Leak exhibition and a chance to be one of the first to check out Coffs Harbour's newest cultural asset.

### **[Great Lakes \(Surfing\) Pro](#)**

The elite four-day event will form the first of four stops on the Vissla NSW Pro Surf Series and will take place at Boomerang Beach from Tuesday 16 - Friday 19 February, 2021.

### **[Run Fest Port Macquarie](#)**

Now in its 10th year, the Port Macquarie Running Festival is held annually. The success from previous years has seen numbers grow to over a thousand competitors since the inaugural event. 6th and 7th March 2021.

### **[Kingscliff Triathlon](#)**

Along with an Olympic Distance event, there's the option to enter the Sprint, Tempta, Pinky, Aquabike, Kids or Teams race. 28 March 2021.

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## **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.

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