



Destination
North Coast NSW

North Coast News & Views No. 105

20-Year Economic Vision For Regional NSW – Refresh

The [Clarence Valley was honoured to host](#) the announcement of the revised [20-Year Economic Vision For NSW – Refresh](#) which identifies ecotourism and domestic tourism as key drivers for regional NSW economies.

Launched by Deputy Premier and Minister for Regional NSW John Barilaro, the vision was first released in 2017 but has been updated in response to the changed economic landscape and opportunities that have emerged in regional NSW following the drought, bushfires, floods and COVID-19 pandemic.

The vision identifies that within five years the NSW Government will investigate driving the growth of ecotourism and domestic tourism through:

- supporting local, regional and state organisations to establish distinctive value propositions in tourist destinations based on regional endowments
- opportunities to improve access to, and management of, areas of significant natural amenity and ecotourism potential
- innovative models to promote the preservation and enhancement of natural endowments.

Since the 2017 launch, the vision has guided \$124 million of State Government investment in tourism and culture projects that are complete, underway or committed.

Latest National Cabinet Meeting Updates

Last Friday, the [Prime Minister gave an update](#) on the latest National Cabinet meeting with some significant steps forward.

The key outcomes included lifting international passenger arrival caps, an update on quarantine arrangements and the COVID-19 vaccine strategy.

Tourism Australia Holiday Here This Year Campaign Blitz

[Tourism Australia](#) has released details of a new \$5 million marketing push aiming to inspire Australians to holiday in Australia with this nationwide blitz aimed at inspiring Australians to plan and book their next domestic getaway. This initiative is the first activation of Tourism Australia's Holiday Here This Year campaign for 2021.

Watch [Holiday Here This Year](#) video.

Funding Boost To Support Coastal Councils

The NSW Government this week announced it has awarded [\\$500,000 in funding for the Ballina region](#) to assist Council and other land managers to undertake important coastal works to protect the region's water ways and coastline.

Close to [\\$150,000 goes to Kempsey and Nambucca Valley Shire Councils](#) to undertake works to manage the region's coastline and estuaries and plan for the future and protect the unique coastal assets.

NSW Crown Land gets \$51 Million Funding Boost

The NSW Government will provide a [record \\$51.7 million from its Crown Reserves Improvement Fund \(CRIF\)](#) to maintain and upgrade Crown reserves and community facilities across the State. Minister for Water, Property and Housing Melinda Pavey said this year's fund has received a \$40 million stimulus boost to support communities impacted by bushfires and COVID with infrastructure improvements to support jobs and local economies.

Find more information about [Crown Reserves Improvement Fund](#).

Boost For Aboriginal And Torres Strait Islander Businesses

The NSW Government has signed a new agreement with [Supply Nation](#), which will give Aboriginal and Torres Strait Islander businesses a boost by connecting them more closely with government departments for goods and services supply opportunities.

Read [Media Release](#) to learn more.

NBN Network Investments In Regional NSW

NBN has earmarked more than \$2 billion to network investments over the next three years to benefit residential and business customers living and working in regional areas of Australia. The national network investment plan shows higher wholesale speeds and greater network capabilities to millions through upgrades to the number of premises connected via Fibre-to-the-Premises (FTTP) technology.

The establishment of 85 regional Business Fibre Zones across Australia will mean businesses within these Business Fibre Zones will now have access to a business grade Enterprise Ethernet fibre connection, offering broadband at the same speeds and cost as metropolitan areas. View the [Business Fibre Zone Regional NSW map](#) and [connect online to check applicability](#) and retail telecommunication providers who offer the NBN Enterprise Ethernet build at no additional cost.

Richmond Valley Regional Job Precinct

The [Richmond Valley has been announced as the location for the state's next Regional Job Precinct](#), the second of four precincts which are part of the NSW Government's bush-led recovery from drought, floods, bushfires and COVID-19.

Deputy Premier John Barilaro said Richmond Valley was a clear choice for a Regional Job Precinct, due to its strengths in agriculture, renewable energy and manufacturing sectors.

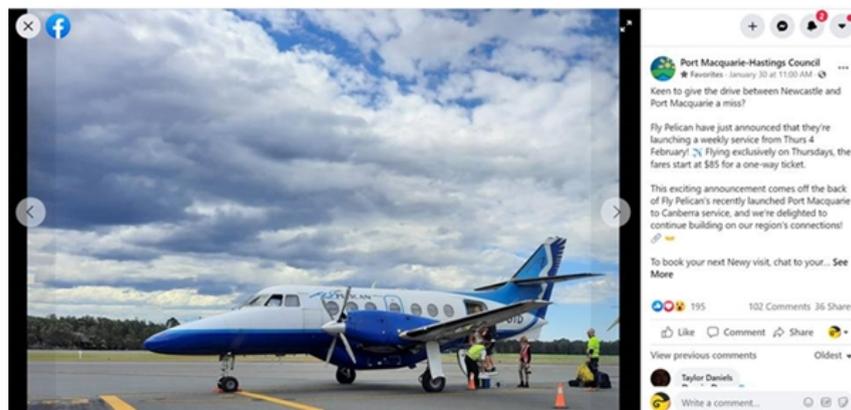
Read [article here](#).

Fly Pelican Offers New Weekly Service; Newcastle To Port Macquarie

The travel time between the Hunter Region and Port Macquarie is set to grow shorter after [Fly Pelican](#) announced a weekly service which launches today.

The new service will fly on Thursdays with fares starting at \$85, one way. The announcement comes on the back of Fly Pelican's successful launch of a 3 x weekly service to the Sunshine Coast earlier this month.

Read [Media Release](#).



Congratulations Wajaana Yaam Adventure Tours

[Discover Aboriginal Experiences](#) collective welcomes four new members including [Wajaana Yaam Adventure Tours](#), Coffs Harbour. This collective of quality, authentic Aboriginal guided tourism offerings is part of Tourism Australia's [Signature Experiences of Australia](#) program and membership is a reflection on the outstanding product and service offering presented by Clark and Kamla Webb and the Wajaana Yaam Adventure Tours team.

Industry Insights

Westpac Tourism Monitor Report

Destination NSW's [Westpac Tourism Expenditure Monitor Report](#) for November 2020 is now available. Some key findings include:

- Across Regional NSW there was a small decrease in visitor volumes, transactions and expenditure comparing October to November, potentially due to the beginning of October having a long weekend and school holidays in NSW.
- Nearly all Destination Networks experienced YOY % increases in visitor volumes, transactions and expenditure. Australian bushfires were devastating parts of NSW in November 2019, which may explain some of these YOY increases. North Coast experienced the highest YOY percentage increases across all measures for November.
- All Destination Networks experienced YOY % increases in visitor volumes, transactions and expenditure apart from Riverina Murray which was negatively impacted by Victorian/NSW border closures. Australian bushfires were devastating parts of NSW in November 2019, which may explain some of these increases between November 2020 and November 2019. North Coast experienced the highest YOY percentage increases across all measures for November amongst all Destination Networks.

The Re-emergence Of Travel

This [report from Travalyst](#) explores the options available to the tourism industry in the year ahead, how to collectively build a more sustainable and balanced future.

McKinsey Report On 2021 Trends

[McKinsey Report on 2021 Trends](#) suggests 2021 will be a year of transition and digitalisation.

Across Our Regions

Arts Mid North Coast Announces Month Long Celebration – SHINE

Thanks to Create NSW's Restart program, [Arts Mid North Coast](#) are excited to announce a month long celebration of all things arts and culture on the Mid North Coast - SHINE! The month of April will SHINE a light on the arts, culture and heritage of the region. Artists and organisations will have the opportunity to apply for microgrants of [\\$1000 to assist in the development and staging of events](#) and programs as part of SHINE.

The Australian Good Food Guide 2021

Whilst a tough year for many in the hospitality industry, our region has some shining stars who have been recognised in the [Good Food Guide](#). Congratulations to all including:

Pipit Restaurant (Pottsville); Paper Daisy (Cabarita Beach); Fins (Kingscliff); Potager (Carool), Season (Kingscliff); Taverna (Kingscliff); Fleet (Brunswick Heads); St Elmo Dining Room & Bar (Byron Bay); Di Vino (Byron Bay); Light Years (Byron Bay); Beach (Byron Bay); Forest (Byron Bay); Harvest (Newrybar); The Loft (Lismore); Karrikin (Yamba); The Stunned Mullet (Port Macquarie) and Bills Fishhouse & Bar (Port Macquarie).

Lord Howe Island's Biodiversity Boom

The World Heritage-listed [Lord Howe Island](#) is experiencing a biodiversity boom following the successful completion of one of the world's largest rodent eradication programs.

Within the space of just 18 months, the \$15.5 million program has all but wiped out an estimated 300,000 plus rodents and other feral pests. There have been no confirmed sightings of rodents since the baiting was completed in November 2019. It's expected the island will be officially declared rodent free in the second half of this year (two years after baiting began).

Read [article for more information](#).

Richmond Valley Made Paddock to Plate Field Day

The team at [Regionality](#) are excited to work with Richmond Valley Council to develop their industry and initiate the Richmond Valley Made Paddock to Plate Collaborative. All farmers, producers and rural land owners in the Richmond region are invited to learn more about ways they can diversify and develop the potential of their farm businesses at a [field day from 9.30am to 1.30pm on Wednesday February 24, 2021](#).

Those attending will discover opportunities on farm and beyond the farm gate and learn from the experiences of local producers on the path to developing their businesses.

Opportunity For Ballina Surf Coaches

[Ballina Shire Council is seeking tenders](#) for surf school licences, elite surf coaching licences and stand up paddleboard coaching licences for the next three year period.

Screenworks Regional To Global Screen Forum

[Screenworks](#) will be delivering the [Regional to Global Screen Forum](#) (formerly The Business of Producing) from 25 - 27 March 2021 in Lennox Head. Not only are they changing the name, but they will also be programming the event to better reflect the priorities and needs of the practitioners Screenworks supports.

Southern Cross University To Receive \$15 Million In Extra Funding

Southern Cross University, with campuses at the Gold Coast, Lismore and Coffs Harbour, will [receive \\$15 million over four years](#), including \$9.2 million in 2021 to deliver [short courses](#) and national priority places.

Tweed Tourism Hinterland Gems

The [Tweed Hinterland Drives Guide](#) (launched in 2020) is entering phase two, with The [Tweed Tourism Co. \(TTC\)](#) bringing the content to life to inspire visitors to discover more of the region. Through this mobile and website experience, visitors will be able to follow themed

itineraries including foodie, nature, immersive arts and family-based trails.

The project kick-starts in February with filming across the region to bring the itineraries to life. Additionally, this project looks to unearth and compile 'treasured local knowledge'. All hinterland operators will have the ability to be a part of this project through having an up to date, [FREE ADTW listing](#). For local businesses who would like to be considered for a little extra, please [express your interest](#) (EOI) in the project. Or contact [Sally Scott](#), Tweed Tourism Company, for more information.

Industry Development And Other Opportunities

Business Connect – Business Support Services

As a reminder, [Business Connect](#) is a dedicated and personalised NSW Government program that provides trusted independent business advice and events to help you start, run, adapt or grow your small business.

This service has over [120 Business Connect Advisors](#) who are able to offer confidential advice tailored to your business needs to support you reach your business goals and to support short and longer-term challenges. New to the team is [Jennifer Lloyd](#) (pictured) with over 20 years travel and tourism experience across multiple facets of the industry including retail, corporate, wholesale, cruise, specialist groups and tourism board.



There are also many [online resources and webinars](#) to assist with skills development and to help your business achieve its potential.

Reminder: Tourism Australia Webinar

The first [Tourism Australia industry webinar](#) for the year will be held tomorrow, Friday 12 February at 12.30pm where TA will be joined by Minister Tehan and they'll present an outline of TA's plans for the coming year.

Destination Australia Conference

Tourism Australia's [Destination Australia Conference](#) has now opened for [general registration](#). TA will be sharing the program in the coming week but the Minister for Trade, Tourism and Investment, the Hon. Dan Tehan MP will be opening the conference at the ICC Sydney on 4 March 2021, and there'll be speakers from Qantas, THL, Boston Consulting Group and more.

Webinar: Growing Regional Economies Through Agritourism

Hear from Huw Phillips, Advocacy and Policy Manager at Airbnb on recent trends, tools for growing agritourism and opportunities to collaborate with Airbnb.

Hosted by [Australian Regional Tourism](#) with [registration required](#) for this Webinar to be held between 2.00pm – 3.00pm Wednesday, 17 February 2021.

Australian Tourism Industry Council - Tourism Insurance Survey 2021/2021

Sourcing insurance cover has emerged as a significant challenge to the visitor economy in New South Wales and across Australia.

[NSW Tourism Industry Council / Business NSW](#) is collaborating with other state tourism industry councils across Australia to identify the specific issues of concern in relation to insurance for tourism and hospitality businesses. The goal of the project is to identify and highlight the challenges faced by all parties and in turn explore potential solutions to improve the viability of all businesses involved.

NSW Tourism Industry Council / Business NSW is seeking input from businesses involved in the delivery of tourism and hospitality goods and services within the visitor economy.

Please take five minutes to [complete the survey](#). Where relevant, please encourage your members/stakeholders to participate.

rEVENTS Academy – Supporting Rural & Regional Events In 2021

[rEVENTS Academy](#) is a robust support program that provides event committees with the tools, resources and team work to assist them in delivering a high-quality event that drives overnight visitation in their community.

rEVENTS Academy aims to support event sustainability; higher quality events; efficiencies; event growth; regional success; collaboration and enhanced experiences.

Northern Rivers Food Webinar: Essentials of Brand Storytelling

[Northern Rivers Food invites](#) industry stakeholders to attend this brand workshop posing the questions;

You're a food and beverage business. You're trying to cut-through all the digital noise. Social and content campaigns chew up so much time and money. And... don't always... work... as they should. What to do? Where to start? How to fix it?

This is a [free Webinar but registration is required](#).

Funding And Other Opportunities

[Infrastructure Grants](#)

The NSW Government offers grants to communities across NSW to support the building, renovation and fit-out of infrastructure. Funding is available for arts and cultural infrastructure, sport and recreation infrastructure and projects that assist communities with essential infrastructure and disaster readiness.

Infrastructure Grants can be used toward the costs of construction, alteration, renovation, completion and fit-out of buildings and community infrastructure in the following categories:

- Arts & Culture: \$50,000 to \$200,000 available per project
 - Community Infrastructure: \$10,000 to \$200,000 available per project
 - Disaster Readiness: \$10,000 to \$200,000 available per project
 - Sport & Recreation: \$50,000 to \$300,000 available per project
- Closes 22 February 2021.

[Arts Projects For Individuals, Groups And Organisations](#)

Funds a range of activities to benefit the arts sector and wider public, including national and international audiences. Closes 2 March 2021.

[Create NSW's 2020/2021 Arts and Cultural Funding Program](#)

Individual artists, arts and cultural workers, practitioners and organisations across NSW are invited to apply for Round 2 of Create NSW's 2020/2021 Arts and Cultural Funding Program.

[Aboriginal Languages Community Investments Program 2021](#)

Aboriginal communities across NSW can apply to this NSW Government funding program that is designed to support projects that reawaken, grow, nurture, promote and raise awareness of Aboriginal languages. Closes 12 March 2021.

[Screenrights Cultural Fund](#)

The Screenrights Cultural Fund makes a difference by supporting people with exciting and innovative new initiatives that foster the creation and appreciation of screen content in Australia and New Zealand. Closes 28 April 2021.

North Coast Product And Experience Development

Food Trucks Brought In to Counter Staff Shortages

Like many businesses on the North Coast, the [Yamba Bowling Club](#) has struggled to find adequate staff over the busy holiday period and had to start closing the restaurant on Monday and Tuesday evening just to give the existing team a break. This in turn resulted in the business turning away upwards of 200 customers who were looking for an evening meal.

As a way to keep those 200 patrons happy and fed (and staying at their establishment), they have started working with a local food truck operator who on Monday and Tuesday nights, gets business they would otherwise not normally have early to mid-week and the Bowlo is happy as are their guests.

Great going Yamba Bowling Club.

Primex To Return In May 2020

The organisers of [Primex Farming and Primary Industries Expo](#) have released their [Exhibitor Road Map](#) which outlines the process and timelines for exhibitors for this years Primex Event to be held 20- 22 May, 2021 in Casino. Primex 2021 is set to include the [Westpac Rescue Helicopter's Outdoor Leisure Show](#) and the event has also been included in [Austrade Business Events Grant](#) offering up to 50% from participation costs.



Tropical Fruit World Tours Are Back

[Farm Tours](#) are back at [Tropical Fruit World](#) where guests can combine a farm safari with fruit tasting or perhaps indulge in a Valentine's Day Special charcuterie board.

North Coast In The News

Love An Aussie Road Trip' Promoting Regional NSW

The [Love an Aussie Road Trip campaign](#) is a funny and heart-warming 10-part video series following media personality Adam Spencer, his two teenage daughters, his partner Leah and her son and daughter on an adventure across New South Wales. Together they create memories, bond and have fun after what's been a rough COVID-19 year. Best of all, they discover the resilience and depth of the Aussie spirit at every stop along the way.

Gloucester and the Barrington Tops are featured in [Episode 8 'Riding the rapids'](#). Port Macquarie and surrounds is well-represented in [Episode 10 'A pit stop to see our furry friends'](#). South West Rocks is on show in [Episode 10 'Beach, surf and cricket'](#).

The Tweed In The Media

[Caravan & Camping with Kids Magazine](#) - Family Holiday on the Tweed Coast page 50-54
[This Magnificent Life](#) - [Midginbil Eco Resort](#) review
[Inside Gold Coast](#) - The Annual 2020 featuring [The Oyster Shed](#).

Hinterland Weddings On The Rise

[Nightcap Ridge](#) was part of the recent [Byron Bay Wedding Fair](#) and received some [amazing coverage on NBN News](#) which showcases their beautiful hinterland venue and property.



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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