



Destination
North Coast NSW

North Coast News & Views No. 106

Regional Events Acceleration Fund

To support the social and economic recovery of our regions, the NSW Government's \$20 million [Regional Events Acceleration Fund](#) helps organisations to attract new major international and domestic events to regional areas and supports existing regional events to grow even bigger and better.

Funding will help meet the costs of attracting or retaining major events, such as premier sporting fixtures or competitions, and helps fund the operational and infrastructure improvements existing events need to increase visitation and length of stay.

The types of events eligible for funding include:

- major sporting and lifestyle events
- major food and beverage events
- major music, art and culture festivals.

The Regional Events Acceleration Fund offers two streams – Major Event Operations and Infrastructure grants and Major Event Attraction and Enhancement grants.

Find [more information](#), review [Funding Guidelines](#) and [apply](#). Applications will close 17 December 2021.

Indigenous Tourism Fund

The [Indigenous Tourism Fund \(ITF\)](#), developed in consultation with the Indigenous tourism sector, includes business support and grants for Indigenous-owned tourism businesses. The ITF

will deliver complementary programs to grow the size and number of Indigenous owned tourism businesses across Australia.

In summary, the Federal Government's new support for Indigenous tourism through a comprehensive package of business support and grants under the \$40 million Indigenous Tourism Fund includes:

- \$10 million will go towards a National Indigenous Tourism Mentoring Program to offer businesses individualised support.
- up to \$12 million under the [Tourism Grants for Indigenous Business Program](#) to help businesses and community organisations develop new products, and purchase systems and equipment.
- up to \$17 million will be available for States and Territories to co-invest with the Commonwealth on significant Indigenous tourism projects. This is a real opportunity to expand the range of Indigenous tourism experiences available across Australia.
- to ensure the fund is Indigenous led, \$1 million will be provided for the establishment of a National Indigenous Tourism Advisory Group consisting of successful Indigenous experts from a variety of fields to advise on priorities for the sector and the implementation of the fund.

Applications close 22 March 2021 with more detail to be supplied as it becomes available.

New Qantas Flight Routes Will Benefit The North Coast

From 1 April, Qantas will add three new routes and extra seats to popular destinations on the New South Wales north coast:

- Melbourne to Coffs Harbour – daily flights, adding more than 1,750 seats on the route each week.
- Brisbane to Coffs Harbour – four days per week, adding around 600 seats on the route each week.
- Canberra to Byron Bay – Qantas's first ever direct service connecting the two destinations, offering two flights per week.

More seats will also be added between Sydney and Coffs Harbour with the introduction of the larger two-class 717s during the April school holidays. These will operate alongside the Q400, offering around 500 extra seats on the route each week (a total of 4,300 seats).

These new flight routes attest to the continuing popularity with travellers of Coffs Harbour and Byron Bay.

Read [Media Release](#).

Event Here This Year Campaign

Tourism Australia (TA) recently launched the latest iteration of their business events marketing campaign, Event Here This Year, to support the recovery of Australia's business events industry. The dedicated Event Here This Year recovery campaign seeks to drive increased demand across the sector by promoting the value of face-to-face events and showcasing the breadth and

quality of Australia's business events offering.

Led by TA's specialist business events unit, [Business Events Australia \(BEA\)](#), the campaign is supported by BEA's domestic partnership program, the Business Events Boost Program, which provides funding for industry-led marketing and distribution projects to encourage business events activity in Australia.

Industry is encouraged to adopt the campaign and messaging across their own marketing activities, with an [Event Here This Year campaign toolkit](#) and [campaign factsheet](#) available to download via the Business Events Australia website.

NSW Showcased In New Food And Lifestyle Program Three Blue Ducks

NSW's outstanding produce and world-class culinary experiences will be in the spotlight in a new six-episode food series starring the trio of chefs behind NSW-born restaurants, Three Blue Ducks.

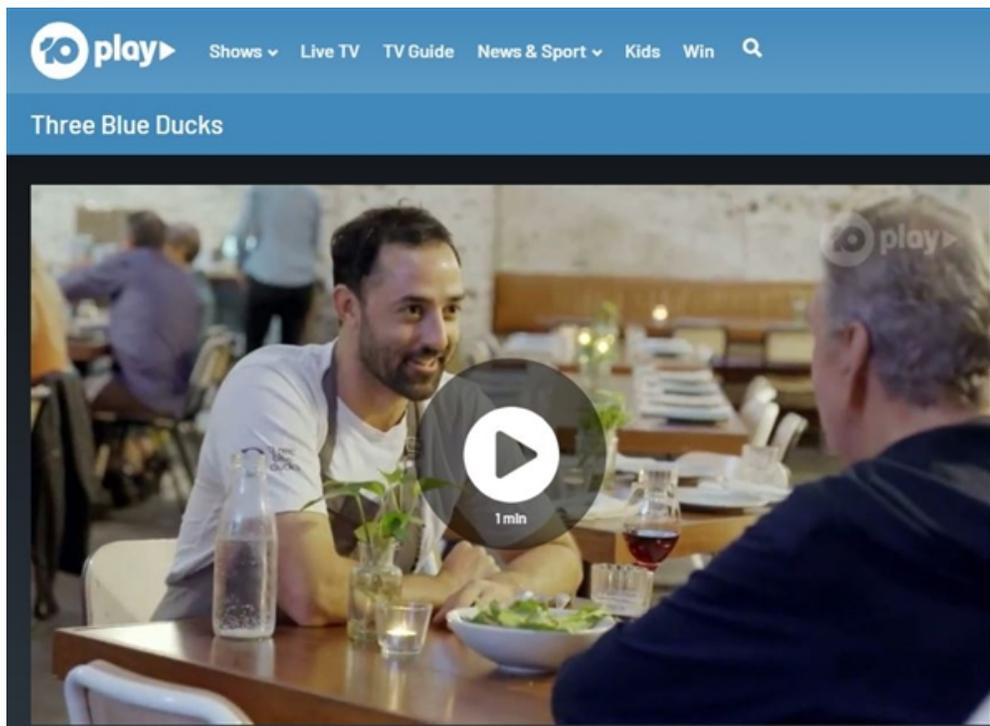
The program, which takes its name from the highly acclaimed restaurants, will air on Network Ten from 20 February - 20 March 2021. It features chefs Andy Allen (MasterChef Australia), Darren Robertson and Mark LaBrooy road tripping across NSW and Australia in the name of menu research.

Supported by Destination NSW, the series features 'must visit' NSW food destinations.

The series premiered last Saturday on Channel 10 and featured Gloucester in the Barrington Coast region. The Ducks visited [Mackas Australian Black Angus Beef Farm](#) to pick up some produce for Andy to incorporate into a new recipe for the menu at Three Blue Ducks Rosebery.

Byron Bay and Brunswick Heads are among other regions showcased in this series.

Read [article here](#) and [watch episode](#) here.



Coffs Harbour To Host Iconic Rally Championship

Motorsport fans from across the country will make tracks to Coffs Harbour later this year when some of the world's best rally drivers compete to claim the coveted FIA Asia Pacific Rally Championship, thanks to vital support from the NSW Government.

Read [Media Release](#) here. Great result Coffs Harbour!

Destination NSW Communications Reports

Destination NSW (DNSW) actively markets Sydney and regional NSW to interstate and overseas media. Below are high level stats on the amount of coverage generated for NSW from October to December 2020.

December 2020 – DNSW's PR activity generated 547 media clippings, delivering more than \$3.4 million in AVE (Advertising Value Equivalent) and reaching an audience of 42,293,843. There were 491 Australian domestic and 56 international media stories. Online sources produced the largest volume of coverage with 299 clips, 54.7% of the total.

November 2020 - DNSW's PR activity generated 4,462 media clippings, delivering more than \$26.2 million in AVE (of which over \$4 million was for the North Coast) and reaching an audience of 967,409,621. There were 3,871 Australian domestic and 591 international media stories. Television produced the largest volume of coverage with 1,535 items, 34.4% of the total.

October 2020 - DNSW's PR activity generated 2,588 media clippings, delivering more than \$14.9 million in AVE and reaching an audience of 469,703,370. There were 2,293 Australian

domestic and 295 international media stories. Television produced the largest volume of coverage with 949 items, 36.7% of the total.

This is amazing exposure for NSW and the North Coast. For the reporting period, October to December, DNSWs' PR activity generated 474 media clippings, delivered over \$7.3 million AVE and reached an audience of over 47 million for the North Coast!

If this isn't reason enough to have an [up-to-date Get Connected listing](#) so as to be in the mix to be included in a media famil and actively promoted by DNSW, we don't know what is?

Industry Development And Other Opportunities

Destination Australia Conference

Tourism Australia's [Destination Australia Conference](#) has now opened for [general registration](#).

The [Program has been released](#) and includes the Minister for Trade, Tourism and Investment, the Hon. Dan Tehan MP opening the conference at the ICC Sydney on 4 March 2021, and speakers from Qantas, THL, Boston Consulting Group and more.

2021 Australian Tourism Exchange (ATE)

Tourism Australia (TA) is planning a hybrid event that includes in-person and virtual event components that ensures the tourism industry can meet, exchange knowledge, and make business connections.

The 41st edition of Australia's largest tourism tradeshow, the Australian Tourism Exchange (ATE), is set to take place in Sydney in June this year, giving tourism operators around the country a chance to meet and do business with travel wholesalers and agents from around Australia and the world.

ATE21 will evolve and adapt with the current climate while remaining true to the purpose of connecting the Australian tourism industry with domestic and international buyers through one-on-one appointments and networking opportunities.

Read [Media Release](#) and find more information on the [ATE21 website](#).

Bookitdoit Launches!

Local Port Macquarie tourism industry identity Mark Ennor is behind a new digital platform called [Bookitdoit](#), which aims to make our region more visible and bookable online for a rapidly growing self-drive market. Catering to regional Australia (no big cities allowed!), BookitDoit offers a categorised directory with filtered search, live mapping and rates, direct bookings, plus itineraries/packages delivered alongside a digital tour guide.

If you have a current listing with ATDW, a corresponding listing has been created for you on BookitDoit. So get on board, support a new North Coast business and claim your free listing.

Workforce of the Future – What do Employers Want?

This is a [livestream event](#) where industry experts will take an in-depth look at what employers need to access an adaptable, well-trained and job ready workforce.

This is a free event happening online from 12.30pm - 1.30pm on Friday 26th February 2021.

Grow with Google OnAir

Tourism businesses are being invited to Grow with Google OnAir Australia: a free three-part online event series designed to help small to medium businesses show up and stand out online. Focused on the travel industry, the series will discuss industry trends, insights and examples of how travel businesses can grow using digital marketing.

[Register online](#) with sessions to stream at 2:00pm on 11, 18 and 25 March 2021.

TAFE NSW North Region Aboriginal Customised Programs

TAFE NSW is currently offering a [Certificate III Guiding \(Cultural Tourism\)](#) for Aboriginal and Torres Strait Islander students delivered at the Ballina Campus with the aim for students to gain knowledge and skills to set up their own cultural experience or to perhaps join National Parks and Wildlife. Interested students can get more information or enrol in course 21BAL-051 by calling 131601.

TAFE NSW are also offering a [Cert III Production Horticulture \(Bushfoods\)](#) course at their Wollongbar campus. Students will learn how to establish, control and grow a variety of native food crops and gain skills in environmentally sustainable practices to market popular organic bushfoods. They'll learn safety skills and ways to control weeds and pests, attend field trips and get a practical insight into the industry and more. A questionnaire (pre-screening questions) is required to be completed and submitted ahead of enrolment. If calling, ask to enrol in Course - 21WLB-029.

[Contact Kristy Perkins](#), Aboriginal Engagement Coordinator, (phone 0409 074 401) for more information and to enrol with courses commencing soon.

Meanwhile, some of Sydney's best restaurants have kicked off pre-apprentice courses for aspiring Aboriginal chefs. The [National Indigenous Culinary Institute](#) 'Skills for Success' program has trained more than 200 participants since 2012 and it creates a direct training pathway for the participants to follow to be employed as paid commercial cookery apprentices in fine dining restaurants. It also completes their formal training qualifications with TAFE NSW while being mentored by Australia's leading chefs in their own restaurants.

Read [Media Release](#) for more information.

Tourism Australia Working Holiday Makers Survey

Tourism Australia is surveying current and previous working holiday makers to help capture insights about their positive experiences during their Australian working holiday. These learnings will be pulled together to help promote working holidays to a new generation of youth via platforms such as [Australia.com](#). If relevant, please fill in this [10 minute survey](#) and share with appropriate networks to help inform this report.

Northern Rivers Food – Free Webinar

The [3 Keys to Accelerating Food Brand Growth With Personal Branding](#) is a free webinar being held at 12.00 – 1.00pm Wednesday 3 March 2021.

Join [Northern Rivers Foods](#) and leading Personal Branding experts [Vim + Zest](#) and find out how.

Sourdough Business Women (SBW)

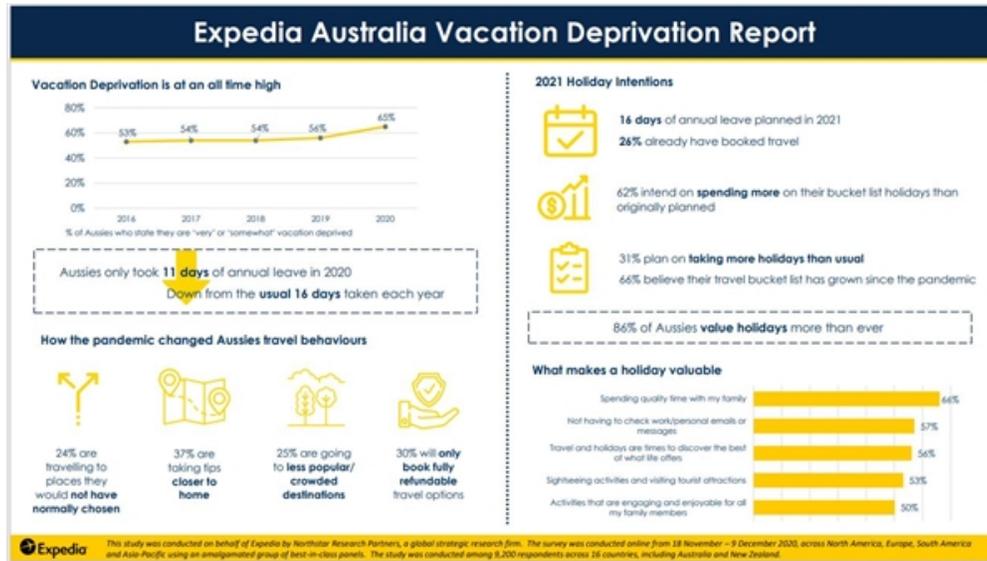
[Sourdough Business Women](#) are ready to reconnect again in 2021 through hubs, networking events and get-togethers. This year's theme for the group is Collaboration for Conscious Business.

Check out and [register for the first SBW Hub](#) to be held at Byron Community College, Mullumbimby 4.45pm – 6.30pm, Wednesday 3 March 2021 with special guest Pam Brook of Brookfarm and Cape Byron Distillery.

Expedia Vacation Deprivation Report

This study reveals that 2021 is the year where Aussies take advantage of their days off more than ever, with majority planning to take more leave and spend more on holidays this year.

Read [Media Release](#) and see Factsheet below.



Funding And Other Opportunities

[REPOST: Building Better Regions - Infrastructure Projects Stream](#)

The 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. In this round, there is a total of \$200 million available, with \$100 million dedicated to tourism-related infrastructure projects supporting the Government drive economic growth and build stronger regional communities into the future. Closes 5 March 2021.

[COVID-19 Consumer Travel Support Program](#)

Provides a one-off payment in financial year 2020-21 to assist travel agents and tour arrangement service providers who have been disproportionately impacted due to the COVID-19 pandemic. Closes 13 March 2021.

[Supporting Australia's Exhibiting Zoos And Aquariums Program](#)

Assisting eligible exhibiting zoos, aquariums and wildlife parks to help sustain these important tourism attractions. Closes 31 March 2021.

North Coast Events

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

Flickerfest 2021

Australia's largest [short film festival touring program](#) includes the best international shorts, best of Australian shorts and Short Laughs Comedy. Dates across the North Coast include

- [Port Macquarie](#) on 5 March 2021
- [Kempsey](#) on 5 March 2021
- [Sawtell](#) on 5 March 2021
- [Murwillumbah](#) 14 March 2021

Glasshouse Port Macquarie - 27 February - 18 April , 2021

[Saltwater Freshwater Arts 2021](#) - Touring exhibition with public art program showcasing Aboriginal artists and cultural practitioners from the Gumbaynggirr, Dunghutti, Biripi and Worimi nations.

[Port Macquarie 200: David Martin](#) profiles the contributions of seven artists who chose Port Macquarie as their subject during the course of two centuries.

Lismore Women's Festival

[Lismore Women's Festival Program](#) has launched with YWCA Australia hosting an array of events to celebrate women in a wide range of fields. Lismore City Hall, 5 – 8 March 2021 with [booking for all events required](#).

The Tweed Artisan Food Weekend

The [Tweed Artisan Food Weekend \(11-16 March\)](#) offers locals and visitors a program of unique and delectable food and beverage experiences across the Tweed shire. Events range from farm tours, local Indigenous experiences, craft beer tastings and smoker demonstrations, lazy distillery afternoons, local art and brews, long table lunches and champagne breakfasts. Check out the [highlights reel](#) to whet your appetite for this year's event.

Visit new locations from the coast to the hinterland and reconnect with where your local food is produced as well as meet the chefs behind the produce and chat directly with the farmers and food producers.

The Tweed offers a magical mix of food, arts and nature which will be highlighted over this (self-appointed!) long weekend.

Port Macquarie Bicentenary Celebrations

The [Bicentenary will be celebrated over the week 10th-18th April, 2021](#) with a range of activities that have been organised to complement the vision 'To walk our place and discover the stories that weave together to make Port Macquarie-Hastings the region it was, it is, and will be'.

At the heart of this event is an immersive nightly digital projection onto the town's Historic Court House. There will be over 35 satellite events throughout the week with a full program soon to be released.

Screenwave International Film Festival 2021

The [Screenwave International Film Festival \(SWIFF\)](#) brings a curation of programs including new films and events that challenge thought and provoke discussion.

Coming to the Coffs Coast 14 – 29 April 2021.

North Coast Product And Experience Development

Copeland Top's Heritage Tours Recommence

NSW National Parks and Wildlife Service guided tours through [Copeland Top's heritage](#)

[precinct](#) near Gloucester have recommenced.

For visitors, there's the chance to discover the history of gold mining in the area on the [Mountain Maid Goldmine Tour](#) available at 10am Wednesday and Saturday or the [Twilight Tour](#) running at 7pm on the first Friday of each month.

National Parks & Wildlife Service Park Upgrades

There are significant upgrades occurring in [Yuraygir National Park](#) with some areas closed and National Park-run campgrounds also closed.

Similarly, [Minyon Falls in Nightcap National Park](#) will be closed from 1 March 2021 for significant works to be carried out.

Please encourage visitors to check the National Parks and Wildlife Service website ahead of visiting these parks.

North Coast In The News

Grow Sustainable Living

The spotlight has recently been on sustainable farmer, Cardia Forsyth, of [Grow Sustainable Living](#) at their Toms Creek farm in the Port Macquarie region, with [ABC News](#) picking up on her use of goats rather than herbicides to eradicate noxious weeds.

The Intriguing Villages Of The Macleay Valley Coast

From the ocean to the hinterland, the fabulous visitor attractions of the Macleay Valley Coast came to life in a recent feature in [Australian Traveller Magazine](#).

Gloucester Tops Circuit Track Recognised By Urban List Sydney

[Gloucester Tops Circuit Track has been recognised by Urban List Sydney](#) as one of the best hikes to do as a short trip from Sydney.

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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