



Destination
North Coast NSW

North Coast News & Views No. 107

\$20 million Regional Events Acceleration Fund – Launched Last Week

In case you missed it, the [Regional Events Acceleration Fund](#) is big news for regional NSW and our events industry and is aimed at helping 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.

Events hosted between March 2021 and June 2022 can apply for two streams of funding:

- Stream One supports existing regional events by funding operational improvements and infrastructure needed to boost event attendance and improve visitor experience. Applications can request funding support between \$50,000 and \$200,000
- Stream Two supports the attraction of major international and domestic events to regional locations, with a particular focus on major sporting events that provide national or international exposure. Applications for Stream Two can request funding at a minimum of \$100,000.

Destination North Coast encourages eligible organisations seeking funding, to attend the online information session hosted by the [Department of Regional NSW, tomorrow 11.00am – 12.00pm, Wednesday 3 March](#). The session will provide a high-level overview of the program, guidance on the eligibility requirements and the application, followed by a Q&A.

Nominations Open For NSW's 2021 Top Tourism Town Awards

NSW Tourism Industry Council is on the search to find New South Wales' Top Tourism Town and New South Wales' Small Tourism Town of the year.

The [Top Tourism Town Awards](#) will showcase the value of tourism to the towns and communities across NSW and celebrate their commitment to encouraging tourism and increasing visitation to their destination.

Nominations close on Monday 22 March, with full submissions due Monday 26 April 2021.

Increases To JobSeeker Allowance

The Australian Government has [announced a series of measures to support job seekers](#)

as Australia continues to recover from the economic challenges of COVID-19. These include:

- permanently increasing the rate of working-age payments by \$50 a fortnight from 1 April 2021
- permanently increasing the income-free earnings to \$150 per fortnight for JobSeeker Payment and Youth Allowance (other) from 1 April 2021
- temporarily extending the waiver of the Ordinary Waiting Period for certain payments for a further three months to 30 June 2021
- temporarily extending the expanded eligibility criteria for JobSeeker Payment and Youth Allowance (other) for those required to self-isolate or care for others as a result of COVID-19 to 30 June 2021.

Find more information about [the changes to JobSeeker](#).

Grow Your Business With Help From The JobMaker Hiring Credit

Businesses that increase their headcount and payroll by employing people aged 16 to 35 may qualify to receive a new wage subsidy called the [JobMaker Hiring Credit](#).

To be eligible, new employees must:

- be 16 to 35 years old
- commence employment between 7 October 2020 and 6 October 2021
- work or be paid for an average of at least 20 paid hours per week during the reporting period, and
- have received the JobSeeker Payment, Parenting Payment or Youth Allowance (except if they are receiving the allowance because they are undertaking full-time study or are a new apprentice) for at least 28 consecutive days (or 2 fortnights) in the 84 days (or 6 fortnights) prior to starting employment.

Find out more about [JobMaker Hiring Credit](#).



Mental Health Support For Tourism Industry Small Business Owners

[Ahead for Business](#) is a program to support the mental health and wellbeing of small business owners. The free digital hub provides access to a variety of resources such as business and mental health and wellbeing articles, videos, podcasts and self-assessment tools.

Visit the [tourism communities page](#) to find out about resources specifically for small business owners in the tourism industry.

ATDW Online Marketplace

[Australian Tourism Data Warehouse](#) is an online marketplace giving your tourism product digital visibility. In partnership with Tourism Australia and State and Territory Organisations, ATDW helps tourism operators retain Australia's position as the premier destination of choice for visitors worldwide.

To gain and retain online visibility, tourism businesses MUST have and continue to refresh and update their [ATDW/Get Connected listing](#). This quick video spells out all the reasons why.



Business NSW - Business Conditions Survey

[Business NSW](#) is seeking feedback and requests business owners take 5-10 minutes to fill in their March 2021 [Business Conditions Survey](#).

Across Our Regions

MidCoast - Shop Local, Support Local With #shopmidcoast Gift Card

In September 2020 MidCoast Council supported through NSW State Government Community Resilience and Economic Recovery Funding, established a shop local gift card program through card provider Why Leave Town.

The [#ShopMidCoast gift card program](#) is part of a multi-faceted approach from MidCoast Council to promote and encourage shopping and supporting local businesses. With over 100 businesses participating from day one, the program provides a large amount of consumer flexibility helping to keep money in the region. Growth and participation of the program has been rapid with approximately 300 local businesses coming on board in the first 4 months of operation; from hairdressers to boat cruises to restaurants and many others there is something for everyone. In the first 20 weeks of operation, over \$95,000 worth of cards had been purchased. Participation is free and easy for business and media resources have been made available to encourage businesses to promote their involvement in the program. Feedback from participating businesses note that being part of the program is a nice way to be part of something bigger whilst supporting the shop local concept.

As a destination, it is fantastic to see businesses working together to benefit our entire region. Well done team MidCoast!



Lismore - Southern Cross University Partnerships

Southern Cross University (SCU) is looking to partner with SMEs that are looking to accelerate the commercialisation of products or solutions that build economic resilience for NSW businesses to recover from the impacts of the COVID-19 pandemic by way of their [Innovation Districts Challenge #2](#).

The theme for Innovation Districts Challenge Two is economic resilience with a focus on:

- Business sectors most impacted by the COVID-19 pandemic (for example tourism, international education etc).
- Ongoing supply chain weaknesses and sovereign supply chain capacity.
- Strengthening local communities in the management and recovery from outbreaks.

Expressions of interest close Friday, 5 March 2021.

Bellingen - Destination Video

The team at Bellingen have recently shared [another stunning video clip](#) highlighting the nature-based assets of the region.

Tweed Region - Social Media Workshop

Tweed Tourism Company is pleased to announce the return of in-person workshops and events, starting with a Social Media Workshop aimed at beginners, with an advanced workshop to follow later this year.

This [introduction to social media marketing workshop](#) will provide practical help for small business owners and marketers including the latest tips and tricks for navigating Facebook, Instagram and more.

The cost is \$25 per participant including a light lunch and the workshop will be held in Murwillumbah, 11.00am-1.00pm, 15 March, 2021.

Tweed Artisan Food Weekend

The Tweed Artisan Food Weekend takes place in a host of fabulous venues across the region over the three days, 11-14 March 2021. The collection of bespoke events includes delicious experiences like Paddock to Bottle Cocktail Classes, Picnic in the Paddock and long table lunches.

Share the event with visitors and guests and browse the [full program and buy tickets](#).

Clarence Valley In Focus

The spotlight shines on the Clarence Valley in this [article in News.com.au](#) off the back of a partnership with Tourism Australia and the National Bushfire Recovery Agency.

The best ways to help bushfire and COVID-19 affected areas is to get out and visit and encourage your networks to do the same.

Did you know the [Clarence Canoe and Kayak Trail](#), which covers more than 195km of river, is the longest mapped white-water trail in Australia? And have you visited [Sanctus Brewing Co](#), conveniently located between Maclean and Yamba.

There is lots to share across the region.

Port Macquarie Features In Wotif's Top 10 For 2021

Online Travel [Agent Wotif has announced its Top Aussie Towns for 2021](#) and four NSW destinations have featured on the list with Port Macquarie leading the charge for the North Coast.

Now in its fourth year, the annual Aussie tourism awards recognise some of the country's best destinations for the year ahead, to encourage domestic travellers to hit the road and see more of their own backyard.

Wotif acknowledged the following attributes of Port Macquarie - The ultimate all-rounder. Home to some of NSW's best beaches, excellent eateries, the beloved Koala Hospital, a buzzing city centre and plenty of surrounding adventure – Port Macquarie is always an excellent choice.

This year's winning destinations have been awarded based on their accommodation quality, affordability and traveller satisfaction. New to this year, the awards also recognise destinations that have met the changing needs of travellers over the last twelve months, by offering increased flexibility, good-value deals and appealing activities and attractions.

Great going Port Macquarie!

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