



Destination
North Coast NSW

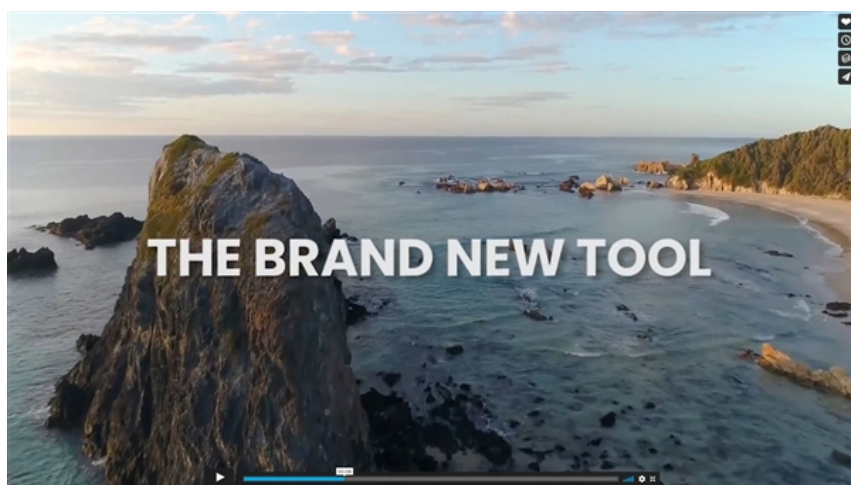
North Coast News & Views No. 108

Destination NSW Launches Media Centre To Deliver On All Content Needs

Destination NSW has launched a new [Media Centre](#) to support every professional publishing and content creation need, providing access to the latest travel and tourism news and an extremely large collection of content assets. Media and content creators can now discover more than 30,000 images, videos, B-roll, press releases and editorial-ready content about Sydney and New South Wales.

Developed to meet the criteria of a range of media and content creators from the world's leading media outlets and content platforms, the magazine-style interface delivers an easy and intuitive user experience, and aims to deliver news and emerging NSW travel trends first, before any other publisher.

Read [Media Release](#), register to use the [Media Centre](#), download the Destination NSW Media Centre [sizzle reel](#) and [images](#).



Have You Registered For The Dine & Discover Program

The NSW Government has launched [Dine & Discover NSW](#) to support local dining, arts and

tourism businesses and encourage the community to get out and about. All eligible businesses across NSW can now register for the scheme.

Don't miss your opportunity to hear directly from Victor Dominello, NSW Minister for Customer Service about how you and your business can get involved via an [online event](#) being held at 11:30am – 12.00pm, Monday 15 March 2021.



The Hon. Victor Dominello MP

Planning Changes To Boost Farm Businesses And Regional Tourism

More farms across regional NSW will be able to open their gates to visitors and diversify their businesses under proposed changes to the planning system as part of COVID-19 recovery measures. The proposed changes will make it easier for farmers across NSW to start, run and grow an agritourism business, such as farm stays, cafes, restaurants, retreats, roadside stalls and small wedding reception venues.

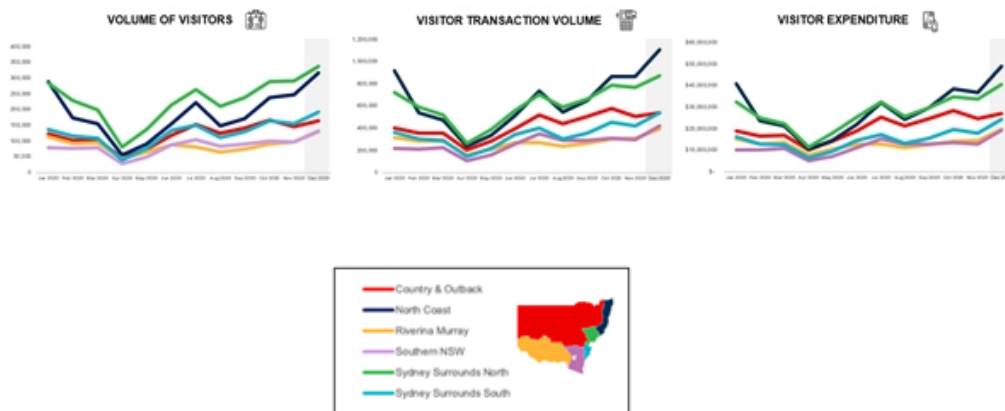
The [proposed changes are open for public feedback](#) until 19 April 2021.

View [Media Release](#).

DNSW Westpac Tourism Expenditure Monitor Report - December 2020

The latest [DNSW Westpac Tourism Expenditure Monitor report](#) for December 2020 has just been released and shows:

- The Christmas holiday period drove strong month on month growth in visitor volumes, transactions and expenditure (up 23%, 22% and 28% respectively comparing November and December 2020). This is despite the Northern Beaches COVID outbreak in mid-December which lead to the reintroduction of border closures.
- Sydney experienced its fourth consecutive month of growth in visitor volumes, transactions and expenditure. However, Sydney is still significantly behind 2019 levels of in terms of visitor volumes, transactions and expenditure - down 20%, 16% and 13% respectively (YOY).
- Across all Destination Networks there was a solid increase across all metrics for December 2020, compared to December 2019 – a time when bushfires were wreaking havoc throughout the state.



New Opportunities For NSW Operators To Sell Online

Two Online Travel Agents are seeking NSW activities, tours, attractions and accommodation to sell via their travel platform to domestic and international markets (when borders reopen).

Pelago, a destination discovery platform in Australia, Singapore, Malaysia, Thailand and Indonesia, and Hong Kong and Taiwan's KKday are seeking to onboard new operators in preparation for the return of international travel to service the demand from these markets.

Pelago is a new platform backed by Singapore Airlines that is due to launch domestically in 2021, and its initial customer base will include Singapore Airlines' Krisflyer loyalty customers.

The platform is currently building its product in readiness for launch and is seeking food and drink tours and experiences, outdoor and nature activities, health/spa/wellness offerings, classes and enrichment opportunities, attractions and theme parks and hotels that are open to be packaged with experiences. To be involved [contact Pelago via direct email](#).

KKday is one of the largest Online Travel Agents in the Hong Kong and Taiwan markets, reaching more than 500 cities in 80 countries. It records more than 4 million active users monthly who are seeking local tours, outdoor activities, attractions and shows, cultural experiences, art and craft workshops and more. To be involved [contact KKday via direct email](#).

To find out more about creating bookable tourism products and selling them online, take a look at the [NSW First guides](#), tutorials and [on demand webinars](#) for tourism businesses, created by [Destination NSW](#).

Local Jobs Program

The Federal Government [Local Jobs Program](#) brings together expertise, resources and access to funding at the local level to focus on reskilling, upskilling and employment pathways for people and is part of supporting Australia's economic recovery from the COVID-19 pandemic.


Specialist Employment Facilitators can support employers in the Accommodation, Tourism and Hospitality sector by providing them with a regular list of suitable employee candidates for a range of positions.

If your business would like to be a part of this program to **receive regular connections with suitably qualified candidates** each fortnight; please contact [Peter Skorupanovic](#), North Coast Employment Facilitator or [Janine Culnane](#), Mid North Coast Employment Facilitator.

'Open For Business' Bushfire Recovery Video: Clarence & Richmond Valleys

The fifth of the ['Open for Business' video series](#), a partnership between Tourism Australia and the National Bushfire Recovery Agency (NBRA) was released this week. This video features the [Clarence Valley and Richmond Valley](#). The series illustrates the recovery of communities impacted by the 2019/20 summer bushfires. A total of 15 videos will be released, sharing stories from bushfire affected regions across Australia.

The Clarence Valley also laid claim to having the best performing insta post last week on Australia.com, one of the many good reasons to tag your posts with #HolidayHereThisYear and #LoveNSW.

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| <p>Best performing Instagram post</p> | <p>Swimming echidna in Clarence Valley, NSW</p> <ul style="list-style-type: none"> • Reach: 1.2 million • Impressions: 1.4 million • Engagements: 156.3k • Engagement rate: 11.45%  <p>The image is a screenshot of an Instagram post from the account 'australia'. The post features a photograph of an echidna swimming in a lake. The echidna's head and back are visible above the water, while its body is submerged. The water is clear, and the background shows a shoreline with trees. The post includes a caption and several hashtags, and it has received 156.3k engagements and 1.2 million reach.</p> |
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New Direct Rex Air Service To Port Macquarie

Port Macquarie-Hastings Council welcomes the exciting announcement that Rex Airlines will be commencing direct services between Port Macquarie and Sydney from 28 March. The new services will provide travellers with more options and greater flexibility when flying to Sydney and beyond.

Read [article here](#).

Industry Development And Other Opportunities

Tourism And Hospitality Roadshow - March 2021

TAFE NSW in partnership with Coffs Harbour City Council, Nambucca Valley Council and Clarence Valley Council is excited to present the Tourism and Hospitality Roadshow for March 2021, connecting local businesses with local job seekers!

All three events will run from 9.30 – 11.30am and be held as follows;

- Monday 15 March - Coffs Harbour Racecourse, 62 Howard St, Coffs Harbour
- Monday 22 March - Clarence Valley, 139 Fitzroy Street, Grafton
- Monday 29 March - Nambucca Valley, Council Chambers, 44 Princess Street, Macksville

Register for your [preferred Tourism and Hospitality Roadshow](#).

Tourism Australia Industry Webinar

[Tourism Australia](#) (TA) is hosting their next [industry webinar](#) at 11am, Friday 12 March 2021. The team will be joined by Dr Nick Coatsworth, Deputy Chief Medical Officer to get the latest updates on the COVID situation and vaccination program, Simon Hickey, CEO of Western Sydney Airport to talk about the future for aviation; and Brent Anderson, TA's Regional General Manager for South-South East Asia to give an update on where things are at in his region.

Australian Festival Industry Conference 2021

The [Australian Festival Industry Conference](#) (AFIC), Australia's only conference for festival management personnel, will return on Wednesday 1 – Friday 3 September and be held at a new destination being Sea World Resort on the Gold Coast. The expanded conference program across 2.5 days will feature a number of presentations, panel discussions and workshops.

Read [Media Release](#).

Northern Rivers Food - Monetising Food Trails Workshop

[Northern Rivers Food](#) invites operators to a "Monetising Food Trails" workshop which is designed for farmers and food and beverage producers interested in opening up their premises to trial new ventures that could add value or create on farm products or services.

[Buy tickets here](#) with numbers strictly limited at the workshop to be held at 8.00am-11.00am, Monday 29 March 2021, Byron at Byron Resort, 77-97 Broken Head Rd, Byron Bay.

Ballina - Building Resilience Through Business Events

Launching a new marketing approach to attract business events to the region, this networking function is for conference & event suppliers.

Ballina Shire Council and Tourism Australia are working together to stimulate demand for domestic business events in the Ballina Coast and Hinterland. This will enable the region's recovery following the Coronavirus pandemic.

Shared during this event will be new destination marketing tools to target the corporate sector, positioning Ballina Coast & Hinterland as a business events destination of choice.

Hear from:

- Julie Stewart, Manager of Ballina Byron Gateway Airport. Hear how Julie succeeded in making the airport one of the top regional airports in Australia, at a time when travel was restricted.
- Claire & Evan Harding from the multi-award winning Barefruit Marketing will share their journey through COVID, how marketing strategies have adapted in response to marketplace changes.

[Register to attend](#) at 2.15pm – 3.15pm, Tuesday 23 March 2021, Lennox Head Cultural Centre.

Byron Shire's Economic Outlook Workshop

.id – Informed Decisions – has been working with Byron Shire Council to better understand the state of the local economy and to provide economic forecasts out to June 2022. .

The [findings will be presented via Zoom](#) from 3.00pm - 4:30pm, 30 March 2021, and will include;

- Latest economic activity in the Northern Rivers
- The status of Jobs and Business Activity in Byron Shire
- The impact of changes in Tourism and People Movement
- Estimates on how key industries are likely to perform during the COVID recovery period
- How to use the new Economic Outlook tool on Council's website.

Funding And Other Opportunities

[Further Funding Stimulus For NSW Showgrounds](#)

The NSW Government has allocated a further \$20 million for showground upgrades across the State to improve community infrastructure, support jobs and stimulate local economies in response to the COVID-19 pandemic.

Funded improvements so far have included the rebuilding of grandstands and pavilions, and upgrades to kitchen and amenities blocks, lighting and electrical systems, water and sewerage networks, roads and fencing.

This further funding injection brings the total to \$55 million worth of investment in showgrounds under the Showground Stimulus Funding Program, part of the NSW Government's \$2.3 billion Health and Economic Stimulus Package.

[Aboriginal Languages Community Investments Program 2021 \(closing soon\)](#)

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.

[Westfield Local Heroes Awards Program \(closing soon\)](#)

Westfield Local Heroes is celebrating Australian and New Zealand people who've made a positive impact in their local community or environment. Nominations are now open for local community members (or heroes) to be recognised as part of an awards program that celebrates their incredible achievements. Nominations close 14 March 2021.

[NAIDOC Local Grants \(closing soon\)](#)

Supports communities to celebrate the histories, cultures and achievements of Aboriginal and Torres Strait Islander peoples during NAIDOC Week (4 – 11 June 2021). Closes 15 March 2021.

[Screenrights Cultural Fund](#)

Supports people with exciting and innovative new initiatives that foster the creation and appreciation of screen content in Australia and New Zealand. Closes 21 April 2021

North Coast Product And Experience Development

Husk Distillery

Tweed rum distillery Husk has a new addition to their range of sugar cane spirits, [Husk Botanic](#). The new bottle distils their white sugar cane rum with gin-style Australian botanicals including lemon myrtle, strawberry gum and grapefruit peel for a sweet and zesty tippie.

Tweed Regional Museum

[The Tweed Regional Museum](#), Murwillumbah, is giving visitors a unique opportunity to sink their teeth into history, with their latest exhibition, [Grow Make Eat](#).

The exhibition features native foods, case studies on agricultural experimentation and a display of almost every food product manufactured in the Tweed Shire.

The Sunseeker – Byron Bay

With a retro aesthetic and designer touches, Byron Bay's newest boutique accommodation [The Sunseeker](#) combines luxury with the artistic mindset of the famous Northern Rivers beach town. The refurbished 80s motel offers beautiful rooms and bungalows, plus a lush palm-fringed pool perfect for the modern traveller.

Iluka – The Freshwater Kitchen

There's a new kid on the Iluka cafe block. [The Freshwater Kitchen](#) crew offer mouth-watering donuts, wholesome local food and a coffee machine as big as the universe. Another great food addition to the Clarence Valley.

North Coast In The News

BookItDoIt

Mark Ennor, Founder of regional product and experience platform [BookitDoit](#) recently received some great coverage when interviewed on [Ticker TV](#).



The Tweed In The Weekend Australian

Another great feature on The Tweed this weekend in [the Weekend Australia](#) by visiting journalist Graham Erbacher, organised by Tweed Tourism Company for their recent "Arts &

Artisans" media famil. So many wonderful Tweed businesses mentioned!

The Tweed also featured in [Delicious Magazine](#) and aptly labelled 'the Northern Rivers celebrated creative hub'.

Historical Port Macquarie

Port Macquarie was featured in a recent article in the [Canberra Times](#) whilst [Macquarie Waters Boutique Apartments](#) was included in a Yahoo! Lifestyle AU story titled '[Ultimate Aussie Travel Guide for the Holidays and Beyond](#)', and the [Port Macquarie Koala Hospital's new wild breeding program and Cowarra State Forest](#) site was named a '[2021 Travel Highlight to Look Forward to](#)' on Traveller.com.au.

North Coast Events

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

[Port Macquarie-Hastings Bicentenary Events](#)

Did you know that 200 years ago, Port Macquarie was established as one of Australia's earliest penal colonies? The region's history is as fascinating as it is diverse, spanning well beyond the 200 years, with a culture formed by the traditional owners of the land, the Birpai people, as well as early British settlers and multi-ethnic migration.

Take time to explore the history, the place and the stories with a range of Bicentenary events between 10-18 April, including the launch of '[Wakulda-Weaving Our Stories as One](#)'. Wakulda is a nightly immersive digital projection onto the Historic Courthouse in the heart of Port Macquarie. There are also [40 Satellite Events](#) to choose from!

[Plunge Art and Culture Festival – Clarence Valley](#)

The Plunge Festival is an award winning event aimed at promoting the diverse range of arts and cultural activities to locals and tourists in the Clarence Valley. From 26 March to 30 April 2021, the festival includes workshops, exhibitions, show, talks entertainment and music.

[Evans Head Drive-In Airshow](#)

Touted as the complete airshow experience, flying enthusiasts shouldn't miss this 2-day event at the [Evans Head Memorial Aerodrome](#), 9.00am -7.00pm, 27-28 March 2021.

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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