



North Coast News & Views No. 109

Federal Government Announces \$1.2 Billion Tourism Support Package

Last week, the Federal Government [announced](#) a new \$1.2 billion support package for the tourism and aviation industries. The package includes:

- [Tourism Aviation Network Support \(TANS\) program](#), which halves the cost of up to 800,000 airfares (or around 45,000 seats a week) to drive recovery in regions reliant on international tourism. You can read more about the TANS program below.
- Extending the \$50.0 million [Business Events Grants program](#) by three months to support the events sector.
- Extending the \$94.6 million [Zoos and Aquarium program](#) by six months, so that zoos, aquariums and wildlife parks maintain their animal populations.
- A further support package for [travel agents](#), so they can continue to process refunds and hold credits for Australian consumers. More details on this measure will be announced shortly.

In addition, the [Small Medium Enterprise Loan Guarantee Scheme](#) will be extended.

Visit [Austrade](#) for tactical industry advice.

\$12 Million Marketing Boost For Tourism Operators

[Tourism Australia](#) has announced a new \$12 million content creation initiative aimed at supporting tourism businesses across Australia in their recovery and driving increased visitation by helping them to better market their experiences and attractions.

The [National Experience Content Initiative](#) will provide a suite of new visual imagery for up to 1,800 tourism experiences from around 57 regions across Australia to ensure that operator's marketing materials and online product listings stand out in search results and are booked more often by domestic and international travellers. The National Experience Content Initiative is scheduled to run until June 2022 and is being delivered in close consultation with State and Territory, and Regional Tourism organisations.

The program will seek to engage locally-based professional photographers and content creators from each of the regions, with each featured tourism operator to receive at least 100 to 200 images as well as video footage to use across their social media channels, websites and brochures and to share with the world. Content developed will also be published on the Tourism Australia image and video gallery which is accessible by the general public, media and trade free of charge.

Industry Insights

Tourism Australia Webinar Unpacks Tourism & Aviation Support Package

During last week's Tourism Australia webinar CEO Pip Harrison was joined by Austrade and the Department of Infrastructure, Transport, Regional Development to give an update on the \$1.2 billion support package for the tourism and aviation industries (mentioned above). If you missed it, view the [recording of this session here](#).

Research From Roy Morgan Regarding Business Events

[Research commissioned](#) by [Business Events Sydney](#) shows that more than half of Australians are comfortable attending an in-person event right now.

The [Destination Australia Conference](#) hosted by Tourism Australia in Sydney last week (attended by Destination North Coast, our Board and many key industry stakeholders) backed up this research.



Industry Development And Other Opportunities

Australian Tourism Exchange 2021 (ATE) Applications Close Soon

As a reminder, applications for ATE21, being held in Sydney and online, 6-9 June 2021 (with the online event following immediately afterwards). See details of the [new format for this year](#) and the [ATE21 Seller Selection Criteria](#) before [applying](#).

Helping Hotels Lower Their Power Bills

Delivered by the Federal Government, the [Hotel Energy Uplift Program](#) provides grants to support small and medium hotels with up to 99 guestrooms to reduce their energy use, improve energy productivity and deliver carbon abatement. The program aims to assist hotels to upgrade equipment to reduce energy consumption, upgrade the building fabric to save energy such as improving windows, drapes or insulation, undertake energy management activities and assessments. Applications will close on 1 April 2021 (or until funding is exhausted).

rEVENTS Academy – 7 Week Intensive Program For Event Organisers

Delivered as a 7-week long facilitated and interactive online training program, the [7-week Intensive Foundation Program for Events](#) by [rEVENTS Academy](#) offers a convenient way to improve event management skills in a flexible online learning environment, while at the same time learning alongside other like-minded event managers and committee members. Split into 10 modules between 3 May and 18 June 2021, this program covers everything that event committees and organisers need. [Register here](#).

North Coast Reflections Holiday Parks Opportunities

[Reflections Holiday Parks](#) is seeking applicants for a long term contract to manage two popular parks on the NSW North Coast. The parks at Seal Rocks and Urunga/Hungry Head are "incredibly popular and require very customer service-oriented teams," said Reflections CEO Steve Edmonds, adding that the portfolio was thriving with people seeking an easy, outdoors-focused worry-free holiday option. [Applications to tender](#) close on 26 March 2021.

Barrington Coast Social Media Workshop – Writing & Content Creation

This [free workshop](#) is aimed at businesses who already use social media but want some tips on writing and creating content and is not aimed at beginners. 8.45am - 4.00pm (lunch is provided), Wednesday 24 March 2021 at Yalawanyi Ganya on Biripi Way, Taree (meet in reception).

Succeed In The Tweed - Event Workshop

If you are an event organiser, market operator, or a small business looking to run an event, please join Tweed Shire Council for a free workshop where the team will share valuable information and insights. [Details and register here](#)

PRIMEX Sustainable Farming Expo

PRIMEX, Australia's Sustainable Farming and Primary Industries Expo, Casino, returns between 20-22 May 2021 with plans in place to showcase the largest and most diverse farming, machinery, primary industry, and agribusiness exhibition anywhere in Australia.

Part of the PRIMEX Expo is the Paddock to Plate program which connect farmers with foodies!

The **PRIMEX Paddock to Plate program** showcases locally produced foods and products to one of the largest audiences in the region. Unique to the Northern Rivers, Australia's Sustainable Farming and Primary Industries Expo creates the connection between farmers and foodies, where they can see, taste, and share a variety of food experiences and destinations.

Find [Paddock to Plate Program flyer](#) and [Exhibition Prospectus](#).



Funding And Other Opportunities

REMINDER: Tourism Product Development Fund

The NSW Government recently announced that \$3 million is available through the 2020/21 [Tourism Product Development Fund](#).

- **Refresh and Renew Fund** - Grants of \$10,000 (excluding GST) are available to successful applicants for eligible activities. While matched funding is not required, it is expected the projects will cost greater than \$10,000 (excluding GST) and must meet an identified gap in consumer expectations. [Review Grant Guidelines](#).
- **Experience Enhancement Fund** - Funding of between \$50,000 and \$150,000 (excluding GST) is available per applicant, on a matched dollar-for-dollar basis for eligible project costs. [Review Grant Guidelines](#).

[Applications for both funding programs](#) close at 9am on 31 March 2021.

REMINDER: \$20 Million 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.

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.

Applications close 17 December 2021 (or when funding is fully committed).

REMINDER: Regional Business Event Development Fund

Grants of up to \$30,000 are available to eligible applicants to create, attract and support business events for regional NSW, and to motivate business event owners to incorporate regional NSW in their plans. [Applicants may apply for funding based](#) on the following scale:

- Up to \$15,000 (excluding GST) for a business event with up to 150 delegates (projected attendance)
- Up to \$30,000 (excluding GST) for a business event with over 150 delegates (projected attendance)

[Applications are open](#) and close 30 April 2021.

REMINDER: Restart Investment to Sustain and Expand (RISE) Fund

Provides targeted funding assistance for arts and entertainment sector organisations seeking to restart, re-imagine or create new activities. The [program is intended to assist](#) by providing funding for the presentation of new or re-shaped cultural and creative activities and events including festivals, concerts and tours. Closes 31 May 2021.

REMINDER: 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

The Sherwood - Lismore

Just opened this month is a newly renovated gastropub that is open 7 days in Lismore's CBD. This family friendly (proudly pokie free) hotel complete with kids play area, a function room and accommodation, will be a great addition to the Lismore hospitality scene. The opening event was sold out and by all accounts, there's a great range of craft beers on tap, good playlist and great atmosphere.

At 75 Molesworth Street, Lismore, it's a hop skip and a jump from our office!

I Need Coffee – Gloucester Café & Event Space

[I Need Coffee](#), located in the town of Gloucester, is dedicated to the pursuit of getting a coffee. With a rotating menu that follows seasonal fruits and vegetables, this refreshing new cafe will have something for all. Owners [Jack & Jess](#) like to share their love of food, art, events and essential oils and they offer Paint & Sip art events, catering and workshops.

Chido Cantina – Lennox Head

Chido Cantina serves modern Mexican cuisine with many Mexican favourites such as tacos, burritos, nachos & bowls on the menu. Chido Cantina is set in the main street of Lennox Head with the beach just across the road and walking distance from most holiday accommodation in town. The bar at Chido Cantina offers a variety of locally sourced beers, Mexican inspired cocktails & organic wine. The bright & chic decor create a relaxed atmosphere that can cater for a family night out, a romantic evening for two or larger functions.

North Coast In The News

The Great Road Trips Of NSW: Rainforest Way Itinerary

Supported by Destination DNSW partnership activity is this [great article in Australian Traveller](#) as part of the media program for the NSW Road Trips campaign. Covering off many of the Northern Rivers more out-of-the-way gems, this article encourages visitors to leave the coast and head for the hills and of course, guides them to grab a great coffee, visit one of the region's amazing regional galleries and to take in a heritage-listed rainforest or two.

Husk Distillers Wins The 2020 Hottest Gin Countdown

[Husk Distillers](#) recently took out the #1 spot in the [Hottest 100 Gins, Convent Garden Brisbane](#). Having started the coloured gin craze it is fitting that their original [Ink Gin](#) is awarded this gong.

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

North Coast Events

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

IRONMAN Australia In Port Macquarie

This sold out event will be held on 2 May 2021 and will see competitors swim in the calm waters of Hastings River, ride along the Pacific Ocean and run in the heart of Port Macquarie to finish this thrilling race in the spectacular coastal setting. A good one to watch from the sidelines!

Bellingen Writers Festival

The Bellingen Writers Festival will be back on the June long weekend (11 – 14 June 2021) with tickets on sale from 22 March. Sign up to keep across announcements, the line-up and ticketing details.

Murwillumbah Arts Trail

Murwillumbah Arts Trail is back 28-30 May 2021 with almost 100 artists featured in various venues across Murwillumbah. Welcome to the Tweed Valley open studios art trail.

The North Coast Ceramics Group 'Mudtrail' Events

In 2021 the **North Coast Ceramics Group (NCC)** has several events in the North Coast of NSW where attendees will have a chance to view and buy handmade functional pieces, stunning sculptures and timeless artworks that spark joy in any space.

- In April, the Newrybar community hall will house the group's annual Easter Mudtrail Market with the market running from the 3rd to 4th April 2021.
- In its ninth year, the popular Mudtrail is on again. Grab yourself a map, schedule in your studio choices and get moving around the gorgeous Northern Rivers. With twenty-one ceramic studios open to the public, some offering demonstrations and hands-on experiences. Book it in for the 14th and 15th of August.
- Towards the end of the year, the NCC holds the Christmas Mudtrail Market; for visitors, it's an opportunity to start Christmas shopping and is hosted in the village of Federal 27th to 28th November 2021.

The North Coast Ceramics Group invites you to their unique 2021 events. See [**Media Release**](#).



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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