



Destination
North Coast NSW

North Coast News & Views No. 112

Trans-Tasman Travel Bubble Confirmed

New Zealand and Australia will finally have a two-way, quarantine-free travel bubble operating from 19 April 2021. New Zealand's Prime Minister Jacinda Ardern confirmed the highly anticipated news on Tuesday afternoon, stating that while reciprocal travel would be a major boost for both nations, specific COVID protocols would still apply to travellers while the threat of the virus remains.

There is still a cautionary note with the bubble to operate on a "continue, pause or suspend" contingency basis, depending on active COVID cases, rates of community spread etc. The news was received positively by both Qantas and Air New Zealand, with both airlines releasing revised frequencies for travel between our two countries.

Read [news article](#).

This is an exciting and important step in rebuilding tourism to Australia, and also provides a framework for the resumption of inbound travel from other key international markets in time. Prime Minister Scott Morrison welcomes two-way Trans-Tasman travel as part of Australia's flight-path to recovery.

Read [Press Release](#).

Tourism Australia is inviting New Zealanders to take advantage of exclusive travel access to Australia and enjoy all of the experiences and destinations that have long made Australia such a highly sought-after destination among international travellers.

A new \$3 million 'Be the First' campaign will kick off in New Zealand from today and is scheduled to run until June 2021 across TV, out-of-home, online, print and radio, and will be supported by a range of PR and partner activities.

All marketing activity will be amplified via partnerships with airlines, the State and Territory Tourism Organisations and key distribution partners who will provide tactical offers aimed at stimulating travel to Australia from New Zealand.

Find [more information](#) on the campaign.

Here Are Some Ways Industry Get Involved

- Align your marketing activity and messaging to support the campaign. See example messaging below.
- Share your great photos by tagging #SeeAustralia so they can be promoted on Tourism Australia's social media channels. Images selected will be credited and tagged in any content used. Tips and tricks from Tourism Australia's social media team can be found [here](#).
- Subscribe to Tourism Australia's weekly industry e-newsletter [Essentials](#) for updates on how to get involved.

- Download [images](#) and [videos](#) free of charge from Tourism Australia's galleries.
 - Share your story, product or experience with [Tourism Australia via email](#) to have it be considered for the Media Hosting Program or by connecting the [Destination NSW media team](#).
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Investment NSW – New Department Leading The Way

Investment NSW, a new NSW Government agency, is now open for business, reinforcing the State's position as the economic engine room of the country.

As a central NSW Government agency, Investment NSW will drive all trade and investment attraction activities within the NSW Government, which will maximise economic benefits and jobs growth.

Investment NSW will:

- Target local and global businesses to drive investment
- Provide rapid responses to business needs
- Be a single point of accountability and one-stop-shop for the private sector
- Help Australian businesses to scale up and 'go global' for maximum jobs growth
- Market Sydney and NSW on the world stage as a destination for tourism, major events, business investment, international study and global talent.

The establishment of [Investment NSW](#) brings together a number of groups from across government into the Premier and Cabinet cluster including Destination NSW.

\$100 Million Job Creation Fund – Closing Soon

The \$100 million [Regional Job Creation Fund](#) supports existing businesses in regional NSW to grow and encourages interstate or overseas businesses to invest in regional NSW.

The Regional Job Creation Fund supports regional investment and job creation by offering up to \$10 million in co-funding to activate or bring forward regional projects. Examples of eligible projects include the:

- replacement, upgrade or adaptation of plant and equipment at an existing regional NSW business
- establishment of an additional production line for an existing regional NSW business
- onshoring of activity currently done overseas to a regional NSW location
- development of new regional tourism experiences and visitor attractions
- relocation of a business operation from out of state to regional NSW.

The Regional Job Creation Fund's focus is to co-fund projects creating at least five sustainable regional jobs. Applicants must provide a minimum 50% cash co-contribution to the project and the NSW Government contribution will be no more than \$20,000 per new job created through the project.

Applications close 14 May 2021 or when program funding has been fully allocated.

Local Government NSW Destination and Visitor Economy Conference

The [Local Government NSW \(LGNSW\) Destination and Visitor Economy Conference](#) will be held from 26 - 28 May 2021 in Port Macquarie.

The conference offers the opportunity to:

- Learn from national experts on best practice in the visitor economy
- Explore how successful councils are achieving their goals in the visitor economy and how other councils can adopt these strategies

- Network with like-minded people who are passionate about growing their local visitor economy

Futurist Craig Rispin and Destination NSW CEO Steve Cox will share insights into what makes for an effective destination strategy.

Find more [information and register to attend](#).

Taree Universities Campus – Addressing The Skills Shortage



The slogan for [Taree Universities Campus](#) is Go Further Close to Home with the aim to connect people to learning and opportunities locally in the MidCoast region.

Taree Universities Campus (TUC) offers campus-like facilities to support students studying a range of undergraduate courses presented by various universities. The Taree Universities Campus is a learning and development hub, focused on supporting students in their online/distance studies. TUC offers extra support in finding alternate pathways to study, building qualifications, and connecting students with professional placement and employment opportunities locally.



Opportunities abound for distance education Uni students at TUC!

The organisation is truly unique sitting at an exciting crossroads between the local business community, fantastic Australian universities and MidCoast residents aspiring to go further with their education.

Find [Tourism and Hospitality Course information](#).

Industry Development And Other Opportunities

Develop Digital Capabilities With Business Connect

The COVID crisis and subsequent restrictions on people movement has highlighted the need for businesses to stay on top of digital tools, systems and technologies.

[Business Connect](#) offer events and recorded webinars to support development of digital skills. From building an online store and developing a social media strategy to safeguarding digital assets against cybercrime.

Browse the [events gallery](#) and filter by 'Digital' in the 'topic' drop down menu for event information or explore the [online toolkit for recorded webinars](#) on topics such as '[what tech and digital do I need to survive COVID-19](#)', '[shifting from physical to digital retail](#)' and '[low cost online marketing](#)'.

Free Hotel Bookings Links With Google

Google has [released information on a new, free way for hotels and travel companies](#) to reach potential customers, through booking links via Hotel Ads. The ads display real-time pricing and availability for specific dates of travel. Google suggests that users find the hotel booking links to be highly useful when researching where to stay, as well as a valuable source of potential customers for partners.

Australian Tourism Industry Survey

The [TravMedia's Australian Tourism Industry Survey](#) is collecting information about how stakeholders have been affected over the past 12 months and future plans once international borders open.

TravMedia will share the survey results with all respondents in a live webinar and press release to help the industry sectors work more effectively with each other on the path to recovery.

The survey will take 5-10 minutes with the questions to vary depending on the participants role in the travel industry as media, influencer, PR, marketer or operator. Closes 23 April 2021.

Earthcheck And Travello Form A Partnership For Travelling With A Purpose

Two of the world's leading travel brands, Australian travel tech company [Travello](#), and sustainability advisory group [EarthCheck](#) have partnered to deliver exceptional travel experiences.

The two companies have joined forces to support destinations and tourism operators as they rebound from the COVID-19 pandemic that decimated the tourism industry.

The partnership provides destinations a unique offering by combining their key strengths to provide a ready-made technology solution to support destinations and operators to connect online with a domestic travel market which now has developed significant pent-up demand. The partnership aims to drive longer term sustainability and encourages visitors to be more than tourists and to have a positive impact on the destinations they visit.

Read [article here](#).

Funding And Other Opportunities

Regional Arts Touring Grant

[Regional Arts Touring funding](#) supports projects that provide access to arts and culture for audiences living in regional NSW.

Funding is available for tours of all artforms, including performing arts, music, visual arts, literature, history, museums and multi-arts. Applicants should demonstrate strong audience development and engagement strategies.

Regionally based artists and independent organisations can apply for assistance with touring to Sydney and Western Sydney venues. Closes 9 April 2021.

Live Music Support Package Funding

The [Live Music Support Fund](#) helps live music venues stay open and create employment opportunities for musicians, promoters and technicians. Closes 19 April 2021.

Australian Geographic Society - Project Sponsorships

This [Project Sponsorship](#) supports Australian scientists, community organisations and individuals in developing projects across the key areas of science, environment, adventure and community. Closes 30 April 2021.

NSW Export Assistance Grant

The [NSW Export Assistance Grant](#) helps eligible export businesses in NSW access global markets. If you are an exporting business, or if you were exporting goods or services before the impacts of COVID-19, bushfires or drought, you may be eligible for an export assistance grant.

This grant will be provided as reimbursement of 50% of eligible expenses, up to a maximum of \$10,000 per eligible business, for expenses already paid since 1 January 2020.

iPromise Grants

This [grant](#) provides financial assistance to help schools, community organisations and businesses implement sustainability projects. The theme for 2021 is 'Energy Efficiency'. Closes 25 June 2021 .

Northern Rivers Large Grants Program

The [Large Grant Program](#) helps not-for-profits tackle the varied challenges currently facing the Northern Rivers community. Closes 3 May 2021.

Clarence Valley Council Special Event Sponsorship - Round One Open

Events that contribute to the strength and vibrancy of the Clarence Valley economy by attracting visitors are important and Council's Communications and Industry Engagement team supports them via the [Special Events Sponsorship program](#). Round One for 2021/22 is open until 2 May 2021 for events occurring between July 2021 and February 2022.

North Coast Product And Experience Development

Award Winning Yaegl Cultural Garden

The [Yaegl Cultural Garden](#) at [Yamba Museum](#) has been awarded the 2020 Innovation and Resilience prize from Museums and Galleries of NSW.

Created in close collaboration with the local Yaegl community, Yaegl artists and gardeners, the mosaic features a dolphin and dingo totem, six language poles and three yarning circles. A great way to celebrate Yaegl story telling.



Grafton Regional Gallery

For those that have been eagerly awaiting the grand re-opening of the [Grafton Regional Gallery](#), your wait is over. This amazing new space is fully made-over and open to those keen to browse, check out the exhibitions or maybe visiting to sign up to take part in future events. The [2021 art program](#) is also now available.



Byron Bay Coastal Walks

The spectacular coastline draws millions of visitors to the region every year but how many scratch below the surface? Leave that to [Byron Bay Coastal Walks](#), a new tourism operator offering supported walks between Ballina and Byron Bay and beyond.



Byron Bay Coastal Walks specialise in creating personalised itineraries for their customers...perhaps a special interest group, a corporate weekend, a family celebration but always with the notion of building a unique and customised experience.

[Penny](#) and her team are already building strong networks, partnerships and collaborations.

North Coast In The News

Lighthouse Cottages To Stay In

The North Coast's unique lighthouse cottages make for the perfect winter get-away according to this article in [Australian Traveller](#) which included:

- [Assistant Lighthouse Keepers' Cottages](#), Cape Byron State Conservation Area, NSW
- [Sugarloaf Point Lighthouse Keepers' Cottages](#), Myall Lakes National Park, NSW
- [Smoky Cape Lighthouse B&B and Cottages](#), Hat Head National Park, NSW

The Best Of Australian Beaches

Lord Howe Islands Ned's and Blinky Beach along with Wategoes Beach, Byron, make the cut on this list of 20 beaches every Australian needs to visit in [The Australian](#) recently.

NSW Road Trips

Some of the North Coast's legendary road trips feature in this [Australian Traveller](#) write-up including:

- [Legendary Pacific Coast](#)
- [The North Coast Hinterland Adventure](#)
- [Coast to Country](#)

North Coast Events

To aid in your planning, please note upcoming events (and an event cancellation) across the region.

2021 National Storage Ironman Australia To Move Dates Due To Flood Impacts

Organisers of the [2021 National Storage IRONMAN Australia](#) have confirmed that the event cannot take place in Port Macquarie as planned on Sunday May 2 and will now be held on Sunday 5 September 2021.

This decision has been made in conjunction with Port Macquarie-Hastings Council and will allow the region additional time to recover from the recent flooding event and ongoing impacts.

Read [Media Release](#).

Kyogle Unveils Writers Fest Program

The [Kyogle Writers Festival](#) has been hyped as a small town festival with big ideas. The inaugural event to be held from 14-16 May 2021 seeks to bring the best of contemporary Australian writing to Kyogle with a mind to explore meanings of 'Country' in this unique area, which incorporates the Traditional Lands of the Bundjalung and the Gidjhalab.

Over forty writers are participating (including novelists, short-story writers, poets, non-fiction writers, local historians and song writers) and the festival program includes conversations with authors, panel discussions on topics such as Indigenous writing (anchored by Daniel Browning, host of RN's Away! Indigenous arts and culture programme), writing in a time of climate change, and poetry readings.

Read [news article](#) and [buy tickets](#) now.

Northern Rivers Food Harvest Food Trail

The [Northern Rivers Food Harvest Food Trail](#), 1-2 May 2021, is guaranteed to be a very Northern Rivers experience, reflecting on and celebrating the distinctive provenance of the region's food. The Trail will offer lots of wonderful eating and drinking experiences, jammed-packed with our most-acclaimed restaurants, producers, farmers and growers.

For those without a car or less keen to travel there are two tours on offer.

- [Table Under a Tree](#) will host a small group tour along the Trail, where you'll be offered special insights into seasonal, local produce, and the people behind it.
- [Playing with Fire Native Foods and Explore Byron Bay](#) have joined forces to offer Indigenous tours in the Bangalow Parklands.



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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