



Destination
North Coast NSW

North Coast News & Views No. 113

Destination NSW's The Long Road Series Drives Returns For Visitor Economy

Destination NSW's road trips web series, The Long Road, has amassed more than 2.5 million views since launching late last year.

The six-part series starring Australian artists Guy Sebastian, Amy Shark, Troy Cassar-Daley, Ocean Alley, Polish Club and Connie Mitchell (Sneaky Sound System) has not only proven incredibly popular among viewers, it has also contributed to significant leads to industry through the broader road trips program.

Each episode features one musician or artist exploring one of NSW's suggested road trips, meeting local operators involved in the visitor economy and experiencing the unique natural beauty and breadth of attractions available along the itinerary.

[The Long Road Episode 4](#) featured the North Coast's Rainforest Way with Troy Cassar-Daley (310,320 views so far).

Destination NSW's road trips program is an extension of the Love NSW and The Great Escape campaigns to drive domestic visitation in the wake of bushfires, drought and the pandemic. The Long Road web series and extensive media and partnership programs is calling on travellers to book a NSW escape.

The program has delivered more than 848,000 visits to Destination NSW's consumer websites, since its launch, translating to 207,000 direct leads to operators.

The paid media program is ongoing. Watch the full [The Long Road series here](#).



Trans-Tasman Travel Commences This Coming Weekend

[Quarantine-free travel](#) between Australia and New Zealand will commence this Sunday. As one of our closest neighbours and largest inbound markets, Australia has strong tourism ties with New Zealand and they are an important market for us. Pre-pandemic, 1.4 million New Zealanders spent \$2.6 billion annually in Australia.

Tourism Australia has [launched a 'Be the First' campaign](#) to encourage New Zealanders to take advantage of exclusive travel access to Australia while they can. Find more background information on the campaign and find out [how industry can get involved](#) and read [Minister Tehan's release](#) on the campaign.

More Than \$2.3 Million For Councils To Manage Their Coastlines

The NSW Government this week announced more than \$2.3 million in coastal funding has been awarded to councils through the [2020-2021 Coastal and Estuary Grants Program's](#) planning stream which will provide assistance to councils in managing their coastlines.

The councils of Ballina Shire, Bellingen Shire and Byron Shire are to be congratulated for their successful applications for funding.

Last year the NSW Government increased its funding ratio for planning grants and now provides \$2 for every \$1 provided by a council, which will assist them with developing their Coastal Management Plans (CMP).

There are currently five funding streams under the Coastal and Estuary Grants Program with one stream dedicated to planning and studies, and the other four designed to implement works identified in certified coastal or estuary management plans.

Councils can apply for funding to undertake planning and studies at any time during the year, while applications for funding to implement works are available annually.

Read [Media Release](#).

We Are Explorers Launches New Road Trip Campaign With Destination NSW

With the current focus on domestic travel, the challenge for many roadtrippers is deciding which journey is best suited to their adventure appetite.

Digital travel publisher [We Are Explorers](#) are solving this problem in their latest collaboration with [Destination NSW](#) called '[What Type Of Road Tripper Are You?](#)'.

As part of this multi-channel digital campaign, readers are encouraged to take an interactive quiz to determine their road trip persona, together with a series of customised itineraries that match their personality.

Road trips remain the safest way to travel during these unpredictable covid times, and this campaign has been designed to encourage a fun, safe experience for travellers.

Read [Media Release](#).

National Visitor Survey Monthly Snapshot

[Tourism Research Australia](#) has released its domestic travel figures for the month of January. Positively, Australians took more overnight trips in January than at any time since the start of the pandemic.

Read the [full report here](#).

Industry Development And Other Opportunities

Applications Close Monday – Destination North Coast – Project Manager Role

An exciting opportunity for an experienced Project Manager delivering a series of tourism projects and initiatives that have been financed through stimulus funding. The role will be required to lead and coordinate a series of high-profile projects that cover a variety of sectors and aspects of the tourism industry on behalf of Destination North Coast.

Working with the operational team at Destination North Coast the successful applicant will assist in the design of the projects and initiatives before then taking on the lead role in overseeing the communication of and delivery of the programs.

The Project Manager will be employed on a 12–13-month contract based on 25 hours per week. The role will enable the successful candidate to work from home but will need to be able to travel throughout the North Coast of NSW on a regular basis. Remuneration will be dependent on experience and relevant skills for the role.

View [more details and apply](#).

Boost Program Extended Through FY21/22 With \$1 Million In Funding

[Tourism Australia's Business Events Boost Program](#) has received a further \$1 million in funding to extend through the next financial year. Launched in June 2020, the Program will continue to provide Australia's business events industry with the opportunity to access funding support to deliver industry-led projects that will help win domestic business events across FY21/22. Industry are encouraged to apply online via the Business Events Australia website, with applications open from 3 May to 30 June 2021 for projects and activity taking place before 30 June 2022.

NSW Small Business Rebate Scheme

Small businesses are encouraged to sign up for a new \$1500 rebate scheme to help cover the cost of NSW and local government fees and charges. The [Small Business Fees and Charges Rebate](#) was designed to benefit tens of thousands of small businesses across the state as NSW continues its post-pandemic recovery.

Read [Media Release](#).

Nominations Are Now Open For The Caravan Industry Association Awards

In anticipation of the upcoming [National Conference](#), the [Caravan Industry Association of Australia](#) is currently seeking nominations for several high-profile industry awards.

There are three major awards currently open for nominations being: The Eric Hayman Award for Excellence, The Gerry Ryan OAM Award for Innovation and the Future Leaders Award.

Winners will be announced at the National Conference Gala Dinner on Thursday 6th May 2021.

Tourism Australia Industry Webinar

Tourism Australia's (TA) [industry webinar series continues](#) with the next one scheduled for

11am, Friday, 23 April. There'll be a general update on all of TA's recent activity and the Regional General Manager for South and South-East Asia, Brent Anderson, will provide an update on the Singapore market.

Small Business Support

Free Webinars For [Small Business From NORTEC/Business Connect](#) are delivered free of charge through the NSW Government's Business Connect program.

Business Wellbeing Training For Small Business Owners

[Everymind](#) has launched [Business Wellbeing, free online training](#) tailored to the unique needs of small business owners. The training will equip you with knowledge and tools to support your mental wellbeing and covers topics such as stigma, effective communication and addressing mental health in the workplace over four 15 minute modules. The training is available until 30 May 2021.

Entrepreneurship Facilitators

[Entrepreneurship Facilitators](#) promote and encourage self-employment and help people start and run their own business and create their own job. They provide tailored mentoring and advice through meetings, workshops and networking events. Entrepreneurship Facilitators operate in [three North Coast locations](#) and anyone wanting to start their own business can access services from an Entrepreneurship Facilitator in these locations.

Funding And Other Opportunities

[Regional Research Collaboration Program](#)

Improves support for regional areas by strengthening rural research capacity. Closes 18 May 2021.

[Strengthening Rural Communities - Bushfire Recovery](#)

Funds a broad range of grassroots, community-led initiatives that directly and clearly benefit local communities. Closes 25 May 2021.

[NAB Foundation Community Grants](#)

Helps you safeguard your community with funding for projects that prepare for natural disasters, support long-term recovery and build resilience against future disasters. Closes 30 July 2021.

[Deadline Extension: Restart Investment to Sustain and Expand \(RISE\) Fund](#)

Targets funding towards the arts and entertainment sector organisations who are seeking to restart, re-imagine or create new activities. Closes 31 December 2021.

[Impact Investment Ready Growth Grant](#)

Provides capacity building grants to mission-driven for-profit and not-for-profit organisations, allowing them to secure investment capital to scale their social impact.

[Closing Soon: 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. [Applications close 30 April 2021](#).

North Coast Product And Experience Development

National Park Campgrounds Reopen

A large number of National Parks & Wildlife Service coastal campgrounds have reopened in the flood-impacted Kempsey/Macleay and Port Macquarie-Hastings regions.

- Kempsey: Trial Bay - Arakoon NP, Point Plomer - Limeburners NP, Delicate Campground - Goolewah NP, Hungry Gate - Hat Head NP
- Port Macquarie: Diamond Head - Crowdy Bay NP, Kylies Beach - Crowdy Bay NP, Googik track is also due to open.

We highly recommend all visitors check the [National Parks & Wildlife](#) website for the most up-to-date information.

Hippy Snaps - VW Kombi Photo Booth Hire Company

Recently arrived in the Clarence Valley, [Hippy Snaps](#) is a new business that could be the perfect addition to your next event or corporate function.

Covering the Tweed to Coffs Harbour and anywhere in between.



North Coast In The News

[The Best 'Secret' Holiday Spots In Australia, As Picked By Nine TV Stars](#)

Today entertainment reporter Brooke Boney recently fell for the NSW North Coast after packing up the car and doing a girls' road trip stopping in at places like Woolgoolga and Yamba.

[Top 12 Beachside Campsites On Australia's East Coast](#)

Coming in on the list are some of the North Coast's hidden gems like Delicate Campground, [Goolawah Regional Park](#) near Crescent Head (offering beach camping and caravan camping and welcomes dogs!) and [Reflections Moonee Beach Holiday Park](#).

Dances connect Biripi people to land and culture

Biripi people gathered at Saltwater to participate in nationwide healing and dance ceremony



Dances Connect Biripi People To Land And Culture

The Saltwater gathering saw a proud and strong group of Biripi people come together in an event at Saltwater National Park as part of a nationwide healing and dance ceremony.

[Read article.](#)

North Coast Events

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

Great Lakes Food Trail

The [Autumn Great Lakes Food Trail](#) is a chance to discover the region's finest produce. This is a time to talk to some the farmers and producers on the Great Lakes Food Trail and take home some of the best food, beer and wine the region has to offer. 18 April 2021 (9am to 4pm)

Murwillumbah Arts Trail

The sixth [Murwillumbah Arts Trail](#) is being held over the weekend of 29-30 May 2021. The arts trail is both a major festival for the visual arts, as well as a vibrant community event.

Read [news article](#).

Travelling Film Festival Visits Murwillumbah And Lismore

[Travelling Film Festival, the regional tour of Sydney Film Festival](#), will have its inaugural edition this June in Murwillumbah and Lismore. TFF has been touring regional NSW, QLD and NT since 1974 and is finally set to tour in the Northern Rivers.

The Travelling Film Festival will present across 4 - 6 June, 2021 at The Regent Cinema Murwillumbah and BCC Cinemas Lismore. The festival will locally premiere 7 award winning films from Australia and around the world.

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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