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Destination  
North Coast NSW

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## North Coast News & Views No. 118

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### LAST CHANCE - North Coast Tourism Symposium & Gala Dinner

Join industry colleagues and tourism leaders at the [North Coast Tourism Symposium and Awards Gala Dinner](#). Don't miss out, [ticket sales](#) close this evening!

Feedback from the last Symposium highly rated the speakers and content of the presentations and included...

"I thought the choice of speakers and topics was very relevant and useful to tourism business operators. I found the symposium inspiring and worthwhile to attend."

**See you in Urunga, Thursday 24 June 2021**

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### NSW Pilot Plan To Welcome Back International Students

The New South Wales Government has announced a [pilot plan for international students](#) to return to the state in the second half of 2021. The plan would enable 250 students a fortnight to return to New South Wales and quarantine in specially approved student accommodation. The plan is with the Federal Government for final review.

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### NAIDOC Week 2021

NAIDOC Week celebrations are held across Australia each July to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.

NAIDOC is celebrated not only in Indigenous communities, but by Australians from all walks of life. The week is a great opportunity to participate in a range of activities and to support your local Aboriginal and Torres Strait Islander community. This year's [NAIDOC Week theme](#) is: Heal Country, Heal Our Nation.

Find (or upload) [NAIDOC Week events](#) in your region.

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### Russell Crowe To Build Film Studio In Coffs Harbour

Russell Crowe, Coffs Harbour's most famous local resident, will establish a film studio in the coastal city, cashing in on the influx of filmmakers from around the world following the COVID-19 pandemic.

Pacific Bay Resort Studios & Village, Coffs Harbour, will be the first fully integrated feature-film production and post-production complex in Australia, merging advanced virtual studios and sound stages with accommodation and lifestyle facilities: all located on 100 Coffs Harbour coastal resort acres.

The plan is to create a studio complex, offering cast and crew the latest virtual production technology, while ensuring Coffs Harbour and Australia benefit from delivering targeted on-campus career training supported by tertiary educational institutions such as the Australian Film Television and Radio School (AFTRS) to help meet the current skills gap.

Coffs' internationally capable airport is only eight minutes' drive from the proposed studio and village and combines with the adjoining M1 national highway for rapid access to major cities.

While lifestyle and full studio facilities may co-exist at Pacific Bay Resort Studios and Village, two nearby lots further enhance the appeal of bringing international and local feature films to the region.

Read [news article](#).



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## Tourism Australia Update

Last week, the second phase of Tourism Australia's [Holiday Here This Year - City Escapes](#) campaign went live with advertising across TV, cinema, out of home, print, digital and social media. The campaign, which builds on the first phase launched in March, encourages consumers to come back to the cities and experience all the wonderful food, accommodation, and activities our vibrant cities have to offer.

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## Around Our Region

### Supporting Agricultural Shows And Field Days

Agricultural shows are an integral part of Australian culture and the most authentic and accessible display of Australian farming and regional life. Around 500 shows and field days were cancelled in 2020 as a result of COVID-19.

In September 2020, the Supporting Agricultural Shows and Field Days program was launched to provide operational support for agricultural shows and field days who had to cancel because of COVID-19 in 2020.

Agricultural shows and field days contribute more than \$1 billion to the economy annually. They attract more than 6 million patrons and are supported by more than 50,000 volunteers.

Find the [full update on this program](#) and the list of successful recipients.

### **Port Macquarie-Hastings**

Port Macquarie-Hastings Council are currently seeking the services of an experienced [Heritage Advisor](#) to act as a key advisor to Council staff and external stakeholders on heritage planning matters under a two-year contract agreement. The successful candidate will have experience preparing reports on heritage related matters providing advice and recommendations on a course of action for each matter having regard for relevant legislation, heritage conservation and a solutions-based focus. The contract is for two years from 1 July 2021 to 30 June 2023.

### **Ballina Shire Council Climate Change Policy**

The Ballina Shire Council is inviting input from the community for their climate Change Policy via [this survey](#). Have your say before the survey closes on 26 June 2021.

### **Kyogle Council Seeking Feedback On Rural Land Use Zones**

Kyogle Council is inviting the community to provide feedback on a proposal to create a single rural land use zone across the Kyogle local government area. The proposed amendment to the Kyogle Local Environmental Plan (LEP) would see all land currently zoned RU2 (Rural Landscape) in the LEP reclassified as RU1 (Primary Production). The Planning Proposal will be on public exhibition until Friday 2 July 2021. [Seek information and submit comments](#) before 2 July 2021.

### **Calling Coffs Coast Foodies**

Are you a food producer? This Survey from Coffs Harbour City Council, Future Food Systems and Coffs Coast Harvest, is to support investigation of opportunities for local "paddock (and ocean) to plate" businesses.

Complete this short, anonymous, [online survey](#) as part of an important research project for the Coffs Coast local agri-food industry. Closes 26 July 2021.

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## **Industry Insights**

### **Urban Insights Travel Report**

Such was the interest sparked by the [Executive Summary](#) of this [Urban Insights Wanderlust or Wanderbust? Travel Marketing in a New Australia](#) Report that it was purchased by the Research Department at Destination NSW. It contains a number of highly relevant insights drawn from a wide range of data sources and focuses on the challenge's tourism and travel brands, bodies and businesses are facing today in addition to in depth consumer review of current tourism marketing stimulus.

### **Pandemic Effect Could Tip Sustainable Travel Intent**

Consumer website Booking.com has released their [2021 Sustainable Travel Report](#), revealing the pandemic might have been the tipping point for travellers to finally commit to their own sustainable journey.

The research found that Australians are increasingly committed to travelling mindfully, with 61 per cent of travellers believing people need to act now to save the planet for future generations. 72 per cent of surveyed respondents think sustainable travel is a vital part of achieving this, with 51 per cent stating the pandemic has influenced them to want to travel more sustainably.

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## **Industry Development & Other Opportunities**

### **North Coast Business Accelerator & Mentoring Program Survey**

Many thanks to all industry stakeholders who completed the recent North Coast Business Accelerator & Mentoring Program survey.

Your responses and insights will be used to inform the design of this upcoming and important Industry Development Program (which will be launched in more at the North Coast Tourism Symposium).

Destination North Coast is pleased to announce the winners of our 'draw to win' prizes from all Survey Respondents.

First prize valued at \$340 being two tickets to attend the North Coast Tourism Symposium & Awards Gala Dinner went to Gayle Edwards, Salt @ South West Rocks. Congratulations Gayle.

Second prize being a \$200 Coles/Myer Voucher, went to another lucky South West Rocks operator being Bec Laws from Pilot Station Pizza. Well done Bec!

### **3 Ways To Promote Your Product With Destination NSW**

#### **1. Get CONNECTED** - free website membership program

List your business on [visitnsw.com](https://www.visitnsw.com) via [Get Connected](#), so as to receive web traffic and direct enquiries to your business.

#### **2. Get SOCIAL** - engage with NSW social media platforms

Share your content on social media with the hashtag #LoveNSW and #NewSouthWales, and tag @VisitNSW on Facebook and Instagram, @NewSouthWales on Twitter.

Destination NSW monitors these hashtags daily and looks for materials to feature on their channels, so your photos and business may be included.

Watch the [NSW First Quick Tips Web Tutorial on Social Media](#) to find out more.

#### **3. Get CONTENT** - use NSW content to make your business shine

Access image, video and copy collections on the [Destination NSW Content Library](#) and use them in your marketing for FREE to promote your destination and experience in NSW.

Find out how to get involved in Destination NSW opportunities to [extend your marketing reach](#).

Destination NSW delivers the NSW First program to assist tourism businesses around the State to develop, promote and sell their tourism products. Contact the team for [product development assistance](#).



### **Mid Coast Business Awards 2021**

The [Mid North Coast NSW Business Awards](#) recognises growth, entrepreneurship and celebrates business success. From Woolgoolga in the North to Forster Tuncurry in the South, the Mid North Coast is one of the most stunning environments in NSW. As well as many diverse industries, the area is also known as a tourism mecca.

Entering your business is a rewarding experience. It provides an opportunity to reflect on the goals, strategies, and vision that have shaped your success, and the insights you gain from entering will help drive growth and the longevity of your business. Entries close Thursday 29 July 2021.

### **Australian Regional Tourism Convention 2021 Registrations Open**

Registrations for the 2021 Australian Regional Tourism (ART) Convention are now open. The Convention will be held from 11-13 October 2021.

This year's convention theme is 'A Robust Visitor Economy - navigating our new future'.

[Early-bird registrations](#) are now open until 1 July 2021.

Read [Media Release](#).

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## **Funding And Other Opportunities**

### **CLOSING SOON - Indigenous Language and Arts Program**

The [Indigenous Languages and Arts \(ILA\) program](#) invests around \$20 million per annum to support Aboriginal and Torres Strait Islander peoples to express, preserve and maintain their cultures through languages and arts activities around Australia. Closing 21 June 2021.

## **CLOSING SOON - Stronger Country Communities Fund Round Four**

A further \$100 million in funding will be made available for vital community infrastructure and programs, with up to \$50 million targeted at projects that deliver and enhance female sporting facilities and promote female participation in sports. Closing 25 June 2021.

For [more information](#), including guidelines and FAQ's.

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## **North Coast Events**

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

### **Yulefest at Nightcap Ridge**

Christmas in July, or Yulefest as it's now becoming known is coming to Nightcap Ridge!

With the crisp clear days and cold nights by the fire up here in the hills, it's time to bring [Yulefest to the Byron hinterland](#)...a chance to don your Chrissy jumper and head to [Nightcap Ridge](#) for a Christmas in July lunch on July 24 at The Argory, created by Secret Chef Catering.

Relax by the fire with mulled wine before dining on Christmas-inspired canapes, main and dessert using local produce from the Northern Rivers.

There's also a [transfer bus](#) for those wanting to hit the eggnog (Nightcap Ridge is a fully licenced eco-luxe retreat located in the Nightcap National Park in the NSW Byron hinterland.)

Book [lunch tickets](#) now.

### **[Elephant Trail Race - Port Macquarie](#)**

The Elephant Trail Race is a 25-27 kilometre Mt Cairncross course with approximately 1455 metre elevation per lap. Participants can choose distances from 200 kilometres to 5 kilometres, 9-11 July 2021

### **[MidNorth Coast Caravan Camping 4WD, Fishing and Boat Show](#)**

Taking place at Wauchope Showground from 6 August - 8 August 2021 with over 165 exhibitors expected, lots of entertainment, 4WD displays, camp oven cooking, reptile show, bike show and more.

### **[Rainbow Region Dragon Boat Regatta - Ballina](#)**

The annual dragon boat regatta will be taking place at Shaws Bay, Ballina, on the weekend 28-29 August which is a great opportunity to support the event and the many local businesses who sponsor it.

### **[12th Lismore Masters Games](#)**

Returning again to Lismore and being held 24 - 26 September 2021, the Masters Games will see approximately 15 sports and 1500 competitors in the region for the event

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## **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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