

# North Coast Food & Beverage Trail

## Project Overview



# North Coast Food & Beverage Trail

Destination North Coast was successful in an application to the Federal Government's **Regional Tourism Bushfire Recovery Grants** and obtained funding approval to develop a 'virtual' North Coast Food & Beverage Trail.

## Why A Food & Beverage Trail?

Themed trails such as farmgate and brewery/distillery trails, not only appeal to a broad section of existing visitors to the region to encourage longer stays, they tend to open up new and high yielding markets whilst simultaneously encouraging product and experience development and diversification.

**Food Tourism and Economic Impact** - The World Food Travel Association suggests taking the estimated economic impact of visitors to your area and multiply it by 25% to get the estimated economic impact of expenditure by visitors who identify as 'Food Tourists'

Align with **NSW Food & Wine Tourism Strategy & Action Plan 2018-2022.**



# North Coast Food & Beverage Trail Project Overview

A whole of destination project designed with potential **broad-reaching, long-term positive financial impacts** to the region's tourism industry.

Destination North Coast, in partnership with Destination NSW, will develop, build and market the dynamic online food and drink trails planning tool for North Coast NSW, that **connects travellers with producers and operators**.

The trail platform will continue to exist on **visitnsw.com** indefinitely.

In alignment with the Destination North Coast DMP; the North Coast Tourism F & B Trail will

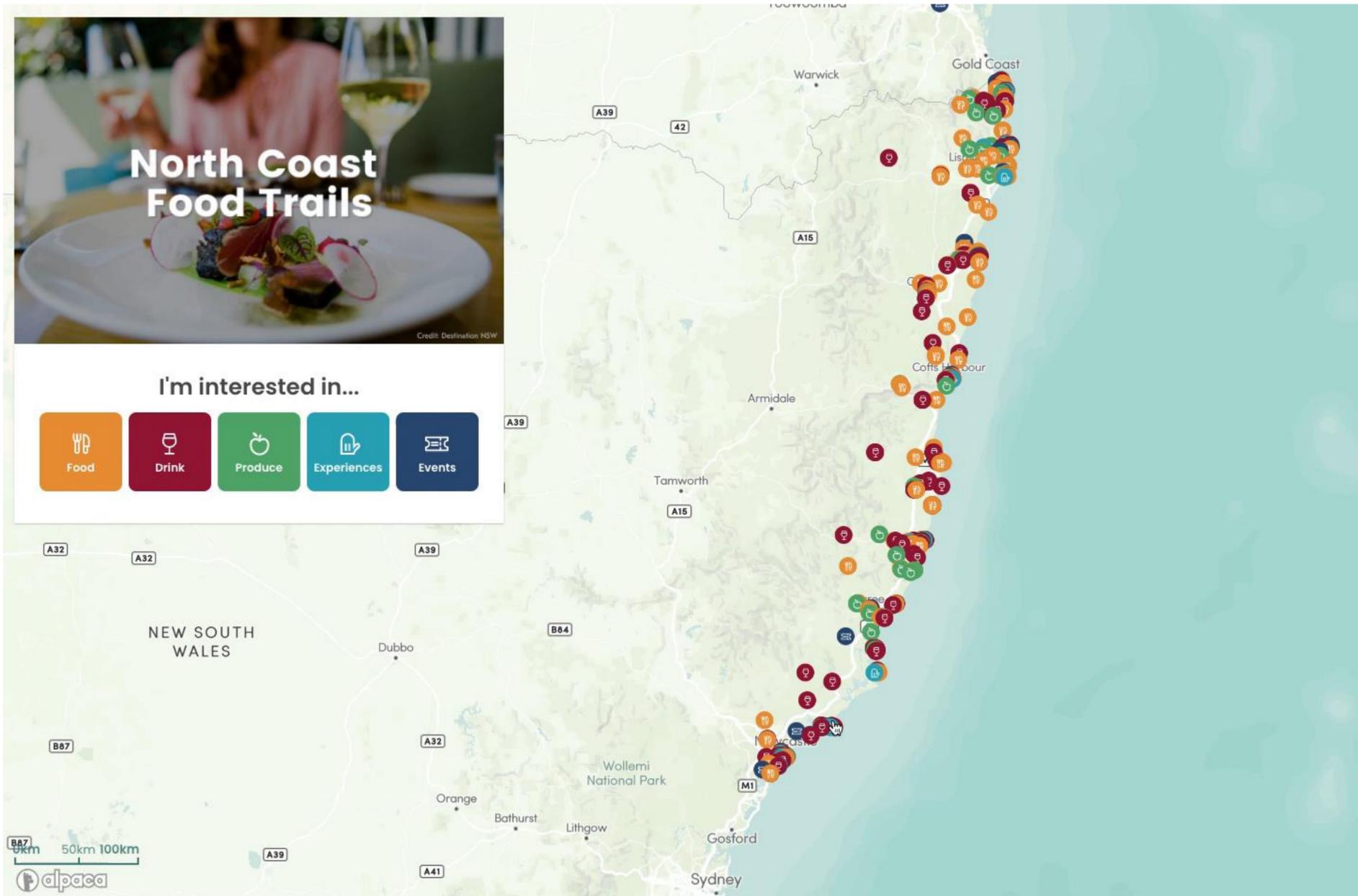
- 1. Encourage dispersal to lesser-known towns and operators via promotion of food experiences**
- 2. Increase the association of North Coast with food related tourism**
- 3. Increase representation of the North Coast food businesses and producers in tourism**
- 4. Increase product development of food-related tourism experiences**

# Project Stages

01	<p><b>Platform Development &amp; Website Build</b> (April - October 2021)</p>	<ul style="list-style-type: none"> <li>• Key objectives of platform identified</li> <li>• ATDW audit &amp; gap analysis</li> <li>• Platform proposal approved</li> <li>• Trail platform build by Alpaca Travel</li> <li>• Content build on visitnsw.com</li> </ul>
02	<p><b>Industry Engagement</b> (June 2021 onwards)</p>	<ul style="list-style-type: none"> <li>• Industry briefings - Project Overview followed by Campaign Launch briefing</li> <li>• ATDW / Get Connected support</li> <li>• Product and experience development support / initiatives</li> <li>❖ <i>New ATDW listings to be completed by August for website build</i></li> </ul>
03	<p><b>Content Development</b> (July - October 2021)</p>	<ul style="list-style-type: none"> <li>• Image &amp; video content audit</li> <li>• Content shoot/s</li> <li>• Trail collateral assets</li> <li>• Itinerary content developed</li> <li>• Industry Toolkit</li> </ul>
04	<p><b>Launch &amp; Campaign Activity</b> (November - December 2021)</p>	<ul style="list-style-type: none"> <li>• Collateral rollout</li> <li>• Hosted famils</li> <li>• Launch Event</li> <li>• Digital strategy and promotions in market</li> <li>• Campaign monitoring</li> <li>• Campaign reporting &amp; insights</li> </ul>
05	<p><b>Review and Ongoing Strategic Development</b> (From January 2022)</p>	<ul style="list-style-type: none"> <li>• Website reporting of platform/page performance</li> <li>• Ongoing product and experience development</li> <li>• Ongoing industry support and opportunities</li> </ul>

# Proposed Timeline

ITEM	APR 21	MAY 21	JUN 21	JUL 21	AUG 21	SEP 21	OCT 21	NOV 21	DEC 21	JAN 22	FEB 22
Trails Platform Solution Developed	Active	Active	Active								
Product & Experience Audit		Active	Active								
Industry Engagement			Active	Ongoing							
Content Development				Active	Active	Active	Active				
Micro-site Build						Active	Active				
Live								Active	Active	Active	Ongoing
North Coast Festival of Food								Active			
Digital Campaign In-Market								Active	Active		
Reporting										Active	Active



**North Coast Food Trails**

Credit: Destination NSW

I'm interested in...

- Food
- Drink
- Produce
- Experiences
- Events

NEW SOUTH WALES

Warwick, Gold Coast, Lismore, Coffs Harbour, Armidale, Tamworth, Dubbo, Orange, Bathurst, Lithgow, Gosford, Sydney

Scale: 0km, 50km, 100km

alpacaca

The image shows a map of the North Coast of New South Wales, Australia, with various food-related icons (Food, Drink, Produce, Experiences, Events) overlaid on the map. The map includes major roads (A39, A15, A32, B87, B84, A32, A39, A41, M1) and cities (Warwick, Gold Coast, Lismore, Coffs Harbour, Armidale, Tamworth, Dubbo, Orange, Bathurst, Lithgow, Gosford, Sydney). A filter overlay titled "I'm interested in..." is positioned in the top left, with five buttons: Food (orange), Drink (maroon), Produce (green), Experiences (teal), and Events (dark blue). The map also features a scale bar (0km, 50km, 100km) and the alpaca logo in the bottom left corner.

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Accessible Wifi Available

## Cassegrain Wines



WINE AUSTRALIA WINERIES PORT MACQUARIE [SHOW MORE](#)

### Details

10 Winery Drive, Port Macquarie, Australia, 2444 [Get directions](#)

[Phone](#) [Email](#) [Website](#) [Facebook](#)

[Caters for people with sufficient mobility to climb a few step... \[more\]\(#\)](#)

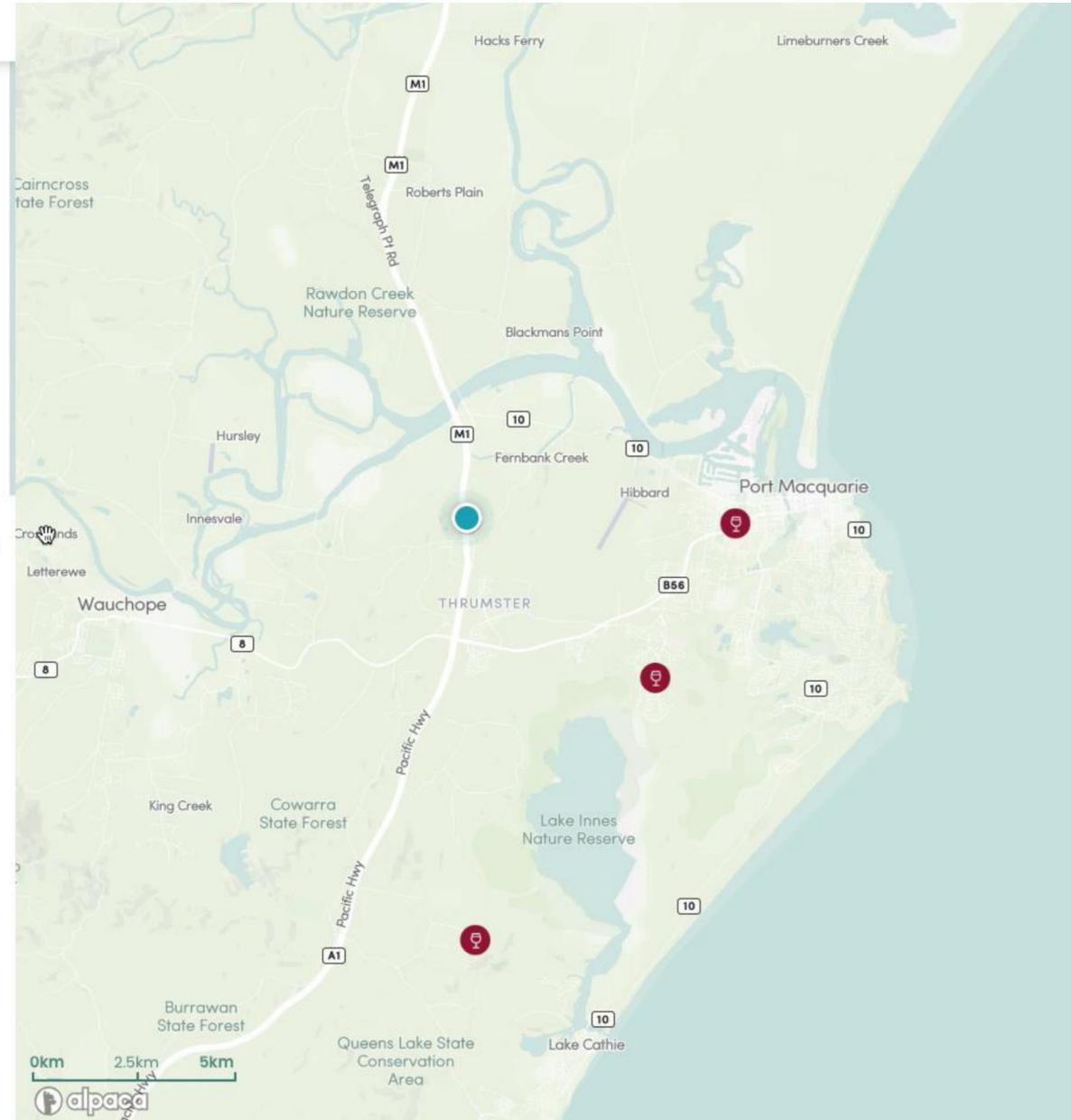
[Bistro/Cafe/Deli, French, Modern Australian, Private Dining, ... \[more\]\(#\)](#)

[Red wines: Cabernet, Cabernet Merlot, Cabernet Sauvignon, ... \[more\]\(#\)](#)

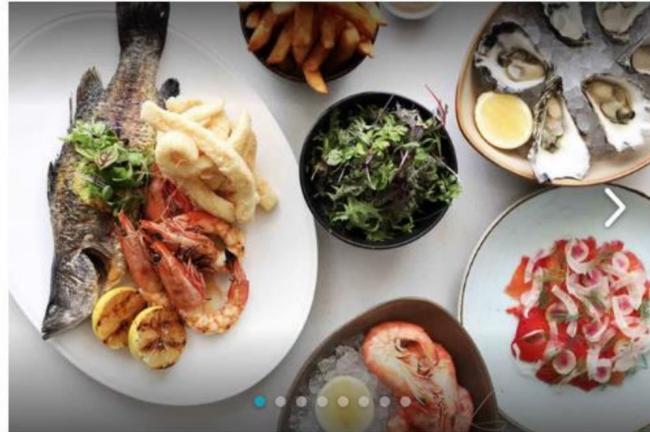
[Ambulant Access, Non-smoking](#)

[Horse Riding, WiFi, Wine Tasting Available](#)

[Parking, Coach Parking, Electric Vehicle Charging Point](#)



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## Bills Fishhouse and Bar

  BARS RESTAURANT AND CAFE PORT MACQUARIE [SHOW MORE](#)

### Details

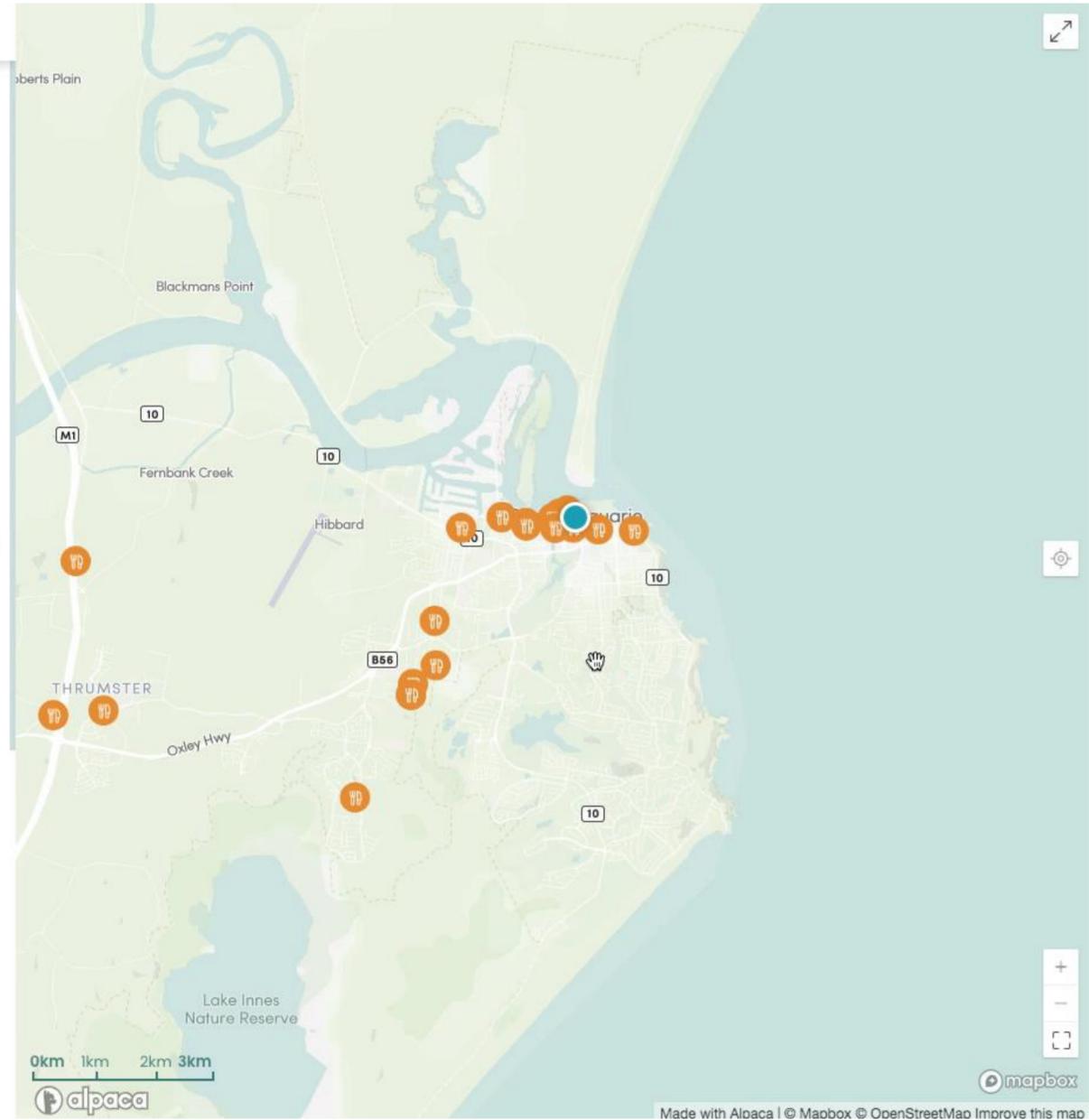
 18-20 Clarence Street, Shop 2, Port Macquarie, Australia, 2444  
[Get directions](#)

 Phone  Email  Website  Facebook

 Modern Australian, Seafood, Dinner, Late night

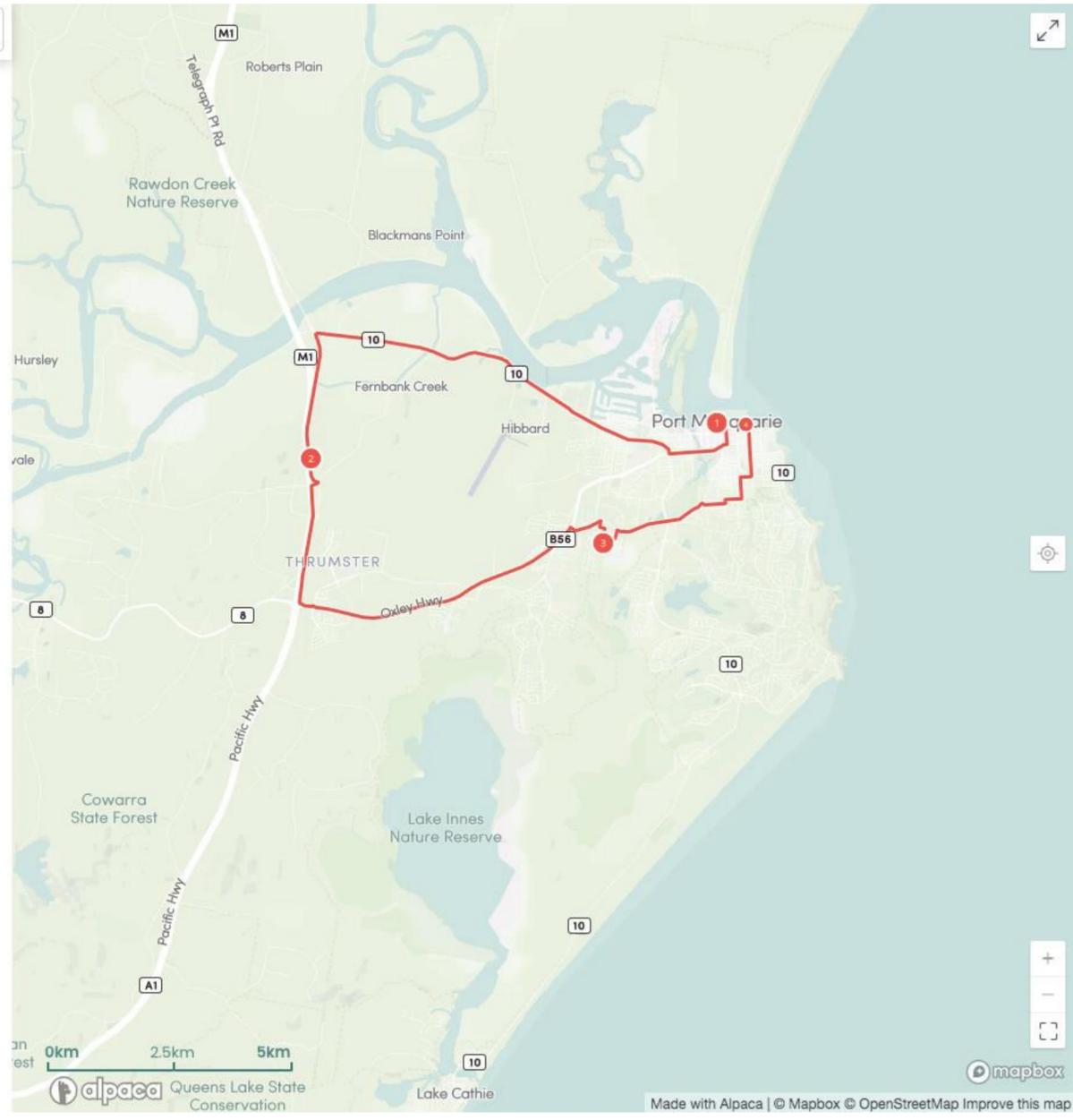
 Non-smoking

Bills Fishhouse and Bar is a casual, modern dining space that embraces locally sourced, seasonal and sustainable ingredients to produce simple, uncomplicated food. A space that boasts a buzzing vibe. A place for a casual evening drink, a shared feast with friends or a light bite after a beach day. Aimed to bring people together over a mutual love of good food, good wine and



< **Reorder** Done

- ☰ ①  Bills Fishhouse and Bar
- ☰ ②  Cassegrain Wines
- ☰ ③  Peak Speciality Coffee Experience
- ☰ ④  ibis Styles Port Macquarie



# How can I get involved?

## *Pre-launch:*

- Review and update Get Connected / ATDW listings
- Raise awareness and encourage participation in upcoming Destination North Coast and NSW First industry development programs TBC
- Industry Toolkit will be provided for local stakeholders with collateral and brand assets so they can associate themselves with the trail

## *Campaign activity:*

- Like and share marketing content using Industry Toolkit collateral provided
- Monitor visitation (both in-person and digital)

## *Post-Campaign activity:*

- Collateral assets should continue to be used by local stakeholders to promote the trail platform and cross-promote other local food & drink businesses
- Continue to participate in product development activities available via Destination North Coast and NSW First.

**THE SUCCESS OF THE TRAIL PLATFORM WILL BE DETERMINED BY THE OVERALL QUALITY AND QUANTITY OF NORTH COAST FOOD & DRINK PRODUCTS AND VISITOR EXPERIENCES**





# Destination North Coast NSW

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**Business Accelerator & Mentoring Program**

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## PROJECT BACKGROUND

This Project is one of the main projects DNC will deliver as part of the \$1.25M funding from the Federal Government's Recovery for Regional Tourism Fund that Michael talked to

## OBJECTIVES OF THE PROGRAM

Build capacity within our industry, to support our industries resilience and to ensure we are well-placed to ride-out current and future shocks and disruptions.

- Build a stronger, more resilient and sustainable North Coast tourism industry
- Support and empower tourism operators to develop and advance their offering
- Ensure operators have the necessary tools to weather seasonal highs and lows, market swings, natural and other disasters and safeguarding long-term viability
- Strengthen connections between operators and support networks (DNSW, Business Connect, Regional NSW, Business NSW, travel distribution platforms, the travel trade etc)

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# PROJECT OUTLINE

The Program will support **80 - 100 tourism operators** and some **700 hours** in business support by **31 May 2022**

## PROJECT FORMAT

Step 1 - **Program Launch Events** held across the region where business owners and operators can learn more about the Program and how can support your business.

Step 2 - **Express Your Interest** in joining the Program

Step 3 - Complete a **Business Health Check**

Step 4 - **Business Health Assessment and Mentor-Mentee Matching** and identification of best-fit development pathway

Step 5 - **One-on-one mentoring**

Step 6 - **Group Learning and business resources**

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# PROJECT BENEFITS

The program is designed to support individual businesses through one-on-one mentoring and flexible group learning options. Eligible businesses will have a dedicated and experienced business mentor to support them every step of the way. Benefits include:

- **Pathway learning with the flexibility of working** on key areas or concerns in your business
- **Up to 7 hours of one-on -one mentoring support** including face to face and via Zoom/phone
- **Flexible hours for mentoring sessions** to work around running your business
- **Online Group Webinar Series**
- **Program resources and guidance** so you can put them into action
- **Peer support** through a dedicated Facebook Group
- **Ongoing support** between sessions

This program is free of charge, fully funded by Austrade and Destination North Coast.

This program has been developed and will be run by business and tourism mentors, Sparrowly Group who were appointed after a robust selection process.

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# North Coast Business Accelerator & Mentoring

Register for more information





# Destination North Coast NSW

