



# Destination North Coast NSW

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## News And Views No. 123

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### NSW Government COVID-19 Support

The NSW Government have released new eligibility guidelines for the [NSW COVID-19 Business Grants](#).

You can access a [COVID-19 Business Support webinar recording](#) with updated information and find how to access support from the [NSW Business Concierge](#).

More NSW Government support:

- [2021 COVID-19 package for businesses](#)
  - [Commercial leases and COVID-19 FAQ's](#)
  - [Expansion of the JobSaver Program](#)
  - [Extension of Dine & Discover Voucher scheme](#) (extended until 30 June 2022)
  - [Extension of the Residential Tenancy Support package](#)
  - [Go Local First campaign](#)
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### Destination NSW Update

In last week's edition of DNSW's Insights industry e-newsletter, CEO Steve Cox provided an update on activities current and upcoming and shared optimism for the future in the hope that it gives others some positive energy too.

DNSW are encouraged by rising vaccination rates which is seen as a key to moving through this pandemic, and they acknowledge how important that is for all of us engaged in the visitor economy. Being able to get back to business, resume travel, gatherings and events as soon as it is safe to do so is the light at the end of the tunnel.

In the meantime, Destination NSW is planning a suite of initiatives to ensure we're ready to accelerate out of the blocks when restrictions begin to ease which include:

- Recovery campaign planning: the team is gathering intel on consumer sentiment and what visitors are looking for post lockdown. They're preparing assets for all marketing channels, engaging partners for conversion campaigns and having ongoing discussions with media to promote the resilience and innovation from NSW businesses
- The NSW First industry development team recently relaunched the [NSW First resources](#), making this helpful information more easily accessible to businesses. Destination NSW is also partnering with Restaurant & Catering Australia and social media giant Facebook to deliver a suite of free, new skills development and training programs - read more on this in the Industry Development section below
- Information gathering and advocacy: listening to businesses and industry partners is a significant part of DNSW's role, and they continue to collate information and case studies to share with NSW Government stakeholders around the impact of COVID-19. DNSW know many of you are concerned about eligibility criteria for support programs and confidence to restart activity and events when it is safe to do so, and they share feedback with their counterparts across government
- Providing updates on support for businesses and individuals: the NSW Government has announced a range of support programs to help ease financial pressure during this challenging time. Destination NSW provides guidance and updates to stakeholders via [Insights](#) and direct communications to industry about what may be available to our network. [Service NSW](#) is working hard to deliver as much support and process as many grants as possible.

In line with the National Plan endorsed by the National Cabinet several weeks ago, Destination NSW is preparing for a phased return to activity.

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## National Cabinet Update

The [52nd National Cabinet meeting](#) took place last Friday and key discussion points were around Australia's current COVID-19 response, recent outbreaks and the Australian COVID-19 Vaccine Strategy. Encouragingly, Australia's COVID-19 vaccine roll out continues to expand and gain pace with more than 16.5 million doses of COVID-19 vaccines having been administered in Australia.

Since the meeting on Friday, the Prime Minister has reiterated the [national plan for Australia](#) that includes learning to live with COVID-19 in the community once we reach the 70 per cent vaccination rate, and in particular move past crippling lockdowns.

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## COVID-19 Vaccinations And The Workplace Employer Guide

The Australian Chamber of Commerce and Industry has released a [new guide for employers](#) on how to approach the COVID-19 vaccination with employees.

Keep your workplace COVID-19 safe and know your obligations with up to date workplace safety information on the [Australian Government Business](#) website.

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## Buy Regional

One way to support each other and other regional communities (perhaps especially during lock-down) is to [Buy Regional](#) which is a NSW Government program and online marketplace designed to encourage support for country communities and buying direct from producers. This is also a good opportunity for new businesses who may not be aware of this portal which may provide an additional way to distribute your product.

Other platforms of a similar vein are [Buy from the Bush](#), [Stay in the Bush](#), [One Day Closer to Rain](#) and [Thankful4Farmers](#).

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## **Tourism Australia Vaccination Campaign**

Tourism Australia (TA) recently launched a vaccination initiative called "It's our best shot for travel" and "It's our best shot for events". The social media and print initiative encourages Australians to support the tourism and business events industry by getting vaccinated against COVID-19.

Many in the tourism and business event sectors have already launched vaccination initiatives and TA are joining industry colleagues in the call for action. While the health impacts of COVID-19 are the priority, TA recognise the serious economic impact as a result of the ongoing border closures and travel restrictions. COVID-19 has meant that thousands of tourism businesses and communities as well as the business events sector have suffered severely, especially at the moment.

Getting vaccinated will give governments confidence to ease border restrictions and consumers' confidence to resume their normal lives. This in turn will allow Australians to reconnect with friends and family across the country, as well support the tourism and business events industry.

Tourism businesses are encouraged to get behind the initiative by sharing this message on your own channels and in doing so, create a groundswell to help get Australians vaccinated. [Download the campaign toolkits](#).

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## **Australia Hits Five Million Followers On Instagram**

The official [Tourism Australia page @australia](#) has amassed over five million followers on Instagram, making it the most followed national destination page in the world. Tourism Australia (TA) mainly posts user-generated and industry-supplied content, which encourages travellers to continue sharing their own stories

and experiences on an ongoing basis. Each post aims to inspire the audience, motivating them to make the decision to travel around Australia by sharing bookable experiences.

Tag [@Australia](#), [#SeeAustralia](#) or [#HolidayHereThisYear](#) to give TA permission to repost.

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## Mental Health Support For Businesses

With the extension of lockdowns in regional NSW it's good to know support is available for the mental health of your business. The [Australian Government's Business website](#) has information and links to support services for business owners and employees.

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## Around Our Region



### Ballina Airport Carpark Upgrade Underway

An additional 100 carparking spaces will be provided at the Ballina Byron Gateway Airport as part of a significant carpark upgrade project.

The Airport Boulevard project has included realignment of Southern Cross Drive, which will now enable more carparking spaces to be constructed at the airport.

Other features of the carpark upgrade include dedicated ground transport and rental carparking areas, installation of solar PV system over part of the long-term carpark to support the energy needs of the airport, a new simplified carpark management system including boom gates, and landscaping.

Read [Media Release](#).

### Kempsey Shire Council Takes Ownership Of The Slim Dusty Centre

The future of the [Slim Dusty Centre](#) as a cultural, community and tourism facility has been secured, with Kempsey Shire Council agreeing to permanently take over ownership and management of the facility.

The Slim Dusty Centre, including the Kempsey Visitor Information Centre, currently closed due to the public health orders, will reopen under Council management.

Read [Media Release](#).



### Lismore Business Activation Plan Announced

Find the [Plan snapshot, details and links to current opportunities](#).

With the new Business Activation Plan, Lismore City Council recognises important opportunities to renew Lismore and Nimbin as dynamic and flourishing business centres, celebrating our local community and enticing people here to the heart of the Northern Rivers.

With this Plan, Council seek to enhance shared spaces and experiences in our town centres, and to boost promotions and support opportunities that benefit local business, events and community members.

Read [Media Release](#).

### **Clarence Valley**

The Clarence Valley Hinterland Cluster aims to bring together tourism-related businesses and government agencies to strengthen Grafton as a dedicated tourism destination and the gateway city to nature-based tourism attractions in the surrounding hinterland. Tourism-related businesses are invited to an online [introductory networking meeting, 10 am-12 pm, 1 September 2021](#).

The Clarence Valley Living Sustainably Awards are open and aimed at recognising outstanding contributions or achievements which enhance environmental, economic and social sustainability, the awards are now in their eleventh year. [Nominations close 15 September 2021](#).

### **Port Macquarie-Hastings Council's Major Events Marketing Grant Program**

Formerly known as Council's Event Sponsorship Program, a new grant round (for events Jan - June 2022) opens Monday 30th August and closes 19th September, 2021. So, if you're planning (or thinking about) an event that will attract, or have the potential to attract visitors to the Port-Macquarie Hastings region, [check out the Program here](#). If you'd like to talk over any event ideas, big or small, please contact [Laura Harvey](#).

### **Richmond Valley - Locals Supporting Locals**

From local bakers, butchers and fresh food providers, to hardware, homewares and delicious takeaway food options - the Richmond Valley has it all! Find out how to [Support Local in the Richmond Valley](#).

### **Byron - Short-term Rental Accommodation Survey**

To progress Byron Shire's short-term rental accommodation (STRA) planning controls to manage holiday letting Byron Council must prepare an Economic Impact Assessment (EIA). The EIA will look at the economic and social impacts of different holiday let options such as the maximum number of days a property can be let in any year.

Urbis, an independent consultancy, is preparing the EIA on behalf of the Department of Planning Industry and Environment (DPIE) and Council and invites property managers and owners who provide non-hosted holiday letting, and all Byron Shire property owners, whether currently holiday letting or not, to [complete a survey](#) before 7pm, 1 September 2021.

Visit [Council's Short-term rental accommodation planning controls page](#) for more information on the planning controls.

### **The Tweed**

BEATs 2021 - Business Excellence Awards Tweed Shire - have been awarded. Congratulations to [Mavis's Kitchen](#) for winning the 'Best Tourism & Visitor Experience', and [Tropical Fruit World](#) who picked up the 'Business of the Year' accolade. Highly deserved on all fronts.

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## Industry Insights

### Destination NSW New Regional Snapshots

Destination NSW has published [regional visitor data up to March 2021 for the North Coast](#).

### Australian Tourism in 2020

Tourism Research Australia has [released a report](#) which describes how the bushfires and COVID-19 have affected Australia's tourism industry throughout 2020 and how government and industry responded. It also highlights the importance of a domestic-led recovery, and the challenges still being faced in 2021.

### New COVID-19 Webinar: Asia Pacific Hotel Performance Analysis

Performance recovery in the Asia Pacific region varies greatly by country. What does the latest data tell us? What are the expectations for the coming months? Get those answers during [today's complimentary webinar](#) hosted by STR at 3.00pm with registration required.

### Business Events Consumer Demand Project 2021

Tourism Australia has undertaken new international business events research to understand the factors influencing decision makers when choosing a destination for events, including how Australia is perceived and the impact the global COVID-19 pandemic has had on decision making. Findings from the [Consumer Demand Project](#) indicate that despite the ongoing challenges of COVID-19, association and incentive decision makers are optimistic about the industry's future.

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## Industry Development & Other Opportunities

### Destination North Coast - COVID Impacts & Industry Support Survey

Thanks to the many North Coast tourism business owners and lead managers who have taken the time to fill in the DNC COVID Impacts & Industry Support Survey.

There's still time to provide input to this survey which will help inform our advocacy on your behalf. Please take a couple of minutes to complete this short [Industry Survey](#) including as much information as you are able so that we have detail on the impacts to your business of the current lockdown and travel restrictions. Please complete the Survey by close of business tomorrow, 27 August 2021.

### Hospitality And Social Media Skills Boost For NSW Visitor Economy

The NSW Government has partnered with Restaurant & Catering Australia and social media giant Facebook to deliver a suite of free, new skills development and training programs designed for individuals and businesses engaged in the State's visitor economy.

The programs, delivered by Destination NSW, will be offered to individuals and businesses wishing to upgrade their customer service skills and enhance their social media capability.

Read [Media Release](#) and find more detail below.

### NSW Tourism & Hospitality Businesses: Online Short Courses

Destination NSW with Restaurant and Catering Australia, will [deliver three, free online short courses](#) - known as micro credentials - for NSW tourism and hospitality businesses. Course content covers Customer Service, Managing Customer Expectations (COVID-19), and Emotional Awareness in Customer Service.

### Webinar Series: Facebook And Instagram For Tourism



- [Optimising your Facebook presence](#), 11:00am - 11:45am, Thursday, 02 September 2021
- [Engage your audience on social media](#), 11:00am - 11:45am, Wednesday, 15 September 2021
- [Create stories on social media](#), 11:00am - 11:45am, Wednesday, 13 October 2021
- [Capturing social content on your phone](#), 11:00am - 11:45am, Wednesday, 27 October 2021
- [Inspire action on Instagram](#), 11:00am - 11:45am, Wednesday, 01 December 2021



### **NSW Performing Arts COVID Support Package**

Targeted emergency support is available for the arts sector including individual artists and small to medium arts and cultural organisations impacted by COVID-19 restrictions who can apply for [COVID Development Grants](#) to support the development of new work. Funding will cover performances impacted by NSW Government Public Health Orders from 26 June 2021.

### **Tourism Australia's Industry Webinar**

Tourism Australia's next [industry webinar will be held at 11am, Friday 10 September 2021](#). The webinar will include an update from Australia's Deputy Chief Medical Officer, Professor Michael Kidd, AM. Managing Director, Phillipa Harrison will give an update on Tourism Australia's recent industry vaccination initiative. Other updates will come from TA's Executive General Manager, Business Events Australia, Robin Mack with an update on Tourism Australia's approach to business events.

### **8 Weeks to Well Challenge With GreenX7**

This time last year Tim Jack Adams took absolute pleasure in hosting an 8 week challenge for our industry - he met some wonderful people, built some great connections and hopefully helped to create strong foundations for participants to improve their mental, emotional and physical health. With the news of longer border restrictions, tighter lockdowns and for many of us not being able to open our doors, it is again time to do a battery check.

If you feel like you need another check-in, reset and recharge then join Time Jack Adams (and the DNC team and Board members who'll be participating) for the [8 Weeks to Well Challenge](#) to recharge your battery and bring some health, happiness and balance back to your life.



### Desk Light Conversations

If you find you can't commit to the 8 Week to Well Challenge, but see benefit in connecting and conversing with others and are missing your equivalent of a 'fireside chat', join Tim Jack Adams (and friends and colleagues) every [Wednesday evening at 7.30pm via Zoom for a Desk Light Conversation](#).

### Online Webinars And Training With NORTEC

Make the most of the lockdown and get business savvy with NORTEC's online webinars. As a NSW Small Business Connect provider, NORTEC is offering a range of [free online webinar and training opportunities for small business](#).

### [Koori Mail Indigenous Art Award 2021](#)

The Koori Mail Indigenous Art Award 2021 is a new art prize for Aboriginal and Torres Strait Islander artists. The Award encourages entries from established, mid-career and emerging Indigenous artists from across the country working in any medium and is free to enter. Entries close 24 September 2021.

### Reboot Your Tourism Business

From the 23rd August (yes, there's a few to catch up on), Tourism Tribe started a 30-day Tourism Business Reboot Challenge. Every week day for 30 days they'll be [posting a Youtube video, blog post or going live on Instagram](#) with new content containing an actionable piece of advice to help you improve your online presence and business skills!



### 7-week Intensive Regional Event Management Training Program

rEVENTS Academy's comprehensive [Regional Event Management Training Program](#) is back starting 6 September through to 22 October, 2021 - ready for regional event committee's to accelerate their event management skills in a flexible online learning environment.

The course covers all facets of Event Management in 10 bite sized modules based on the holistic '[Ten Key Steps to Successful & Sustainable Event Management](#)'.

### Tropical Fruit World Shares COVID Wellness Packs

In response to the extended lockdown, Tropical Fruit World have released new [Wellness Packs](#) - treat yourself (you deserve it) or share with others as a treasured gift.



## North Coast In The News

### [RN Breakfast](#)

Cicely Sylow, owner of [Dunbogan Caravan Park](#), features in this RB Breakfast piece that considers adaptations to combat some of the climate impacts including more frequent flooding and bushfire events.

### [Sydney Weekender Comes To NightCap Ridge](#)

The charming village of Federal in the Byron Bay Hinterland was where Sydney Weekender presenter Mel Symons ate her fill of Japanese treats from renowned [Doma Café](#) and followed up with a gelato from ['Benilato' Gelato Cart](#). However, [Nightcap Ridge's luxe accommodation](#) seemed to really hit the mark and is where she settled in for her stay in the middle of heritage-listed [Nightcap National Park](#).

### [Escape To Nambucca Valley](#)

'A holiday in Nambucca is nothing fancy, it's all about fishing - it's one of the best flathead holes on the coast - swimming, surfing, long walks on deserted beaches, admiring the public 'art' left by generations of holidaymakers on the v-wall, and strolling along the foreshore boardwalk'...sounds perfect right about now!



### [2021 delicious. Harvey Norman Produce Awards](#)

Congratulations to the Tweed who won the 2021 delicious. Harvey Norman Produce Award (with the Gold Coast Hinterland) for Outstanding Region of the Year which is the ultimate recognition for the Tweed region's local producers, farmers, chefs, food and beverage manufacturers, hospitality venues and food industry specialists.

Read [Media Release](#).

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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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