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**Destination**  
**North Coast NSW**

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## **North Coast News & Views No. 127**

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### **NSW Tourism And Events Recovery Turbocharged**

More than \$530 million will be invested in reviving events across the state and getting tourism back on track as part of the NSW Government's COVID-19 Economic Recovery Plan.

The tourism and events recovery package includes:

- \$250 million for the expanded Stay & Rediscover scheme providing a \$50 voucher to all NSW adults to redeem at accommodation premises across NSW;
- \$150 million to support the recovery of major event activity across the state including \$50 million for a Regional Events Package to support major events, festivals, agricultural shows and community events across the regions.
- \$60 million for an Aviation Attraction Fund to incentivise international airlines to re-commence flights to Sydney;
- \$6 million to bring business events back to the city;
- \$50 million for the CBDs Revitalisation Program to support events and activations in CBDs across Greater Sydney and surrounds; and
- An Event Saver Fund to provide immediate support to organisers if events are cancelled or disrupted by any public health orders during the 2021-22 summer.
- \$25 million for the Festival Relaunch package - to stabilise established commercial and not-for-profit festivals, big and small, so they can program with confidence into 2022/23.
- \$10 million for a Recovery Marketing Campaign including an extension of the successful roadtrips campaign launched in 2020

Premier Dominic Perrottet said this package would bring back tourists and supercharge the businesses and attractions that contribute \$38 billion to our economy, making the state one of the world's most popular destinations.

Minister for Tourism Stuart Ayres said the much-needed investment will help revive shuttered businesses and bring tourism providers back to their vibrant best.

24-Hour Economy Commissioner Michael Rodrigues said the lights of our cities have been dimmed for too long.

The tourism recovery package is a key part of the NSW Government's COVID-19 Economic Recovery Strategy.

Read [Media Release](#).

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## Regional Recovery Package To Kickstart Economy And Create New Jobs

The NSW Government today unveiled a \$200 million recovery package for regional NSW that will create new jobs and support events, shows and festivals to boost tourism and help young people reclaim the best years of their lives.

Deputy Premier and Minister for Regional NSW Paul Toole said the Regional Recovery Package includes a \$50 million Regional Events Package, \$30 million Regional Job Creation Fund and \$40 million for priority infrastructure projects across Regional NSW.

Treasurer Matt Kean said the \$200 million of new funding is a key part of the NSW Government's COVID-19 Economic Recovery Strategy.

The \$200 million Regional package builds upon the NSW Government's record investment in regional NSW through the \$2 billion Regional Growth Fund and the \$4.2 billion Snowy Hydro Legacy Fund and 30 per cent of the Restart NSW Fund.

The \$200 million Regional Recovery Package includes:

- \$30 million for the Regional Job Creation Fund Round Two (to be open for applications in early 2022)
- \$50 million Regional Events Package (see breakdown in Media Release)
- \$40 million for priority infrastructure projects across Regional NSW.

Further announcements will be made with respect to the remaining \$80 million.

Read [Media Release](#).

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## Roadmap To Recovery And Reopening

NSW has taken its first steps towards reopening and has since passed the [80% double-vaccination target](#) a week earlier than expected which has seen a further easing of restrictions this week.

From 1 November, 2021, travel between Greater Sydney and regional NSW will be permitted giving regions more time to lift vaccination rates. Read the Minister for Health's [media release](#) for more information.

Wednesday [1 December 2021](#) marks another milestone to reopening when people who are not vaccinated having greater freedoms.

### Re-opening Resources

[COVID-19 Information](#) - The latest information from NSW Government

[Business Rules for NSW](#) - Rules and restrictions that apply to businesses throughout NSW

[COVIDSafe Business Toolkit](#) - Includes posters, signs and stickers for businesses to display

[Vaccination Compliance and Obligations](#) - What businesses need to know?

[Proof of COVID-19 Vaccination](#) - What you need to know?

[COVID-19 Vaccinations and Your Business](#) - What you need to know?

[Contract Tracing and Isolation Rules](#) - What businesses need to know?

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## Confidence Guaranteed

The NSW Government has committed to providing a [Summer Holiday Stock Guarantee for Small and Medium Enterprises \(SMEs\)](#) and will expand the Small Business Fees and Charges Rebate for all eligible small businesses.

Small and medium business owners will be able to open with confidence thanks to a suite of support measures from the NSW Government, as part of the Economic Recovery Strategy.

The expanded Small Business Fees and Charges Rebate will be eligible for use until 30 June 2022.

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## Alfresco Restart Package

Hospitality businesses will be able to apply for a \$5,000 grant to set up outdoor dining - whether that's to help set-up curbside dining or a pub-style courtyard.

The Alfresco Restart initiatives being rolled out from November include:

- The Festival of Place - including the Long Summer Nights Program at the Rocks, Darling Harbour and The Domain, Streets as Shared Spaces Program, Summer Night Fund Program and Open Streets Program;
- Emergency temporary alfresco measures for outdoor dining in parks or on private land with the owner's consent; and
- \$5,000 grants for hospitality businesses to establish new alfresco settings;
- Permanent outdoor dining as an exempt development for pubs and small bars state-wide.

This package is part of the NSW Government's efforts to slash red tape and support businesses and communities to recover from the pandemic.

Read [Media Release](#).

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## \$25 Million For Agricultural Shows And Field Days

The Australian Government is providing a further [\\$25 million to help agricultural shows and field days](#) bounce back post-pandemic and continue to deliver ongoing benefits to their communities.

Minister for Agriculture and Northern Australia David Littleproud said Round 2 of the Supporting Agricultural Shows and Field Days Program would open soon and the Supporting Showmen and Women Program would be extended for an additional year.

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## Funding Boost For Regional Arts And Culture

Audiences and creatives in regional NSW will benefit from increased employment opportunities and exciting community initiatives as Regional Arts Development Organisations receive a funding boost from the NSW

Government.

The [NSW Government, through Create NSW](#), will invest over \$3.4 million in the Regional Arts Network in 2021/22 that includes \$200,000 per annum to each Regional Arts Development Organisation (RADO) across the State, which is an increase from \$168,000 in core operational funds in 2020/21.

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## Bonza Airlines

Australia is set to see a new ultra-low airline launch in the market from early next year.

While still subject to regulatory approvals, the newly formed independent airline [Bonza](#), has announced its plan to enter the market to "provide greater travel choices for ordinary Australians", with the carrier backed by US private investment firm 777 Partners and founded by former Virgin Blue Chief Commercial Officer Tim Jordan.

It is expected the new airline will be of particular benefit to regional areas by providing new routes and greater travel opportunities. Bonza will also look to fill what it perceives to be a vacuum in the domestic low-cost aviation sector, particularly after the Tiger brand was cut by Virgin Australia owners Bain Capital last year.

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## Google Now Showcases ECO Certification In Accommodation Listings

Google has started showcasing accommodation businesses' ECO Certification status on its listings. The move comes in response to an increasing traveller demand for sustainable travel options and a call for greater transparency from an industry plagued by greenwashing.

This presents as another great opportunity for Ecotourism Australia's members to stand out in the global market.

Read [Media Release](#).

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 Applications for the Innovate with nbn™ Grants Program is open until 30 Nov



## Innovate With nbn™ And Bring Game-Changing Technology To Regional Australia

Do you have a game-changing technology-based business idea that will help improve the lives of regional Australians?

The Innovate with nbn™ Grants Program is back again in 2021 with applications open until 30 November 2021. If you're based in regional or remote Australia and own a business that is harnessing the benefits of the nbn™ network to develop digitally innovative ideas or solutions, then we want to help bring your ideas to life.

Find [more information and apply](#).

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## Virgin Resumes Direct Flights From Coffs Harbour To Sydney And Melbourne

Coffs Harbour Airport welcomes the recent announcement that Virgin Australia will resume its service to Sydney and launch a new seasonal service to Melbourne, coinciding with Summer holidays and easing restrictions.

The seasonal service from Melbourne to Coffs Harbour will run from 18 November 2021 to 25 April 2022 and operate up to seven services a week, expected to provide more than 2,400 seats a week between the two destinations.

The Sydney to Coffs Harbour service recommences on 11 November 2021 and will run at least daily, with up to 14 flights a week, injecting almost 5,000 seats each week between the two destinations.

Read [Media Release](#).

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## Extra Dine And Discover Vouchers To Help Boost Economy

NSW Premier Dominic Perrottet has announced NSW residents will each receive two more [Dine and Discover Vouchers](#). The two new \$25 vouchers will be distributed from December 1, via the Service NSW app.

Participating businesses do not need to reapply. Those who want to join the program are encouraged to register, download the scanner app and get ready to redeem.

Read [Media Release](#).

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## Around Our Region

### Lismore - Northern Rivers Rail Trail

The Building Better Regions Fund recipients have been announced with a big winner being Lismore City Council who are receiving \$9,863,615 funding for the Casino to Lismore Northern Rivers Rail Trail. Read [Media Release](#).

This is very timely given Destination North Coast has a Northern Rivers Rail Trail Product and Experience Development project currently in train with the aim being to develop a critical mass of appropriate visitor experiences ahead of the trail being open. Keep an eye out for more information on industry capacity building activities to be announced soon.

### Byron Shire - Disability Inclusion Action Plan

Byron Shire Council invite input on the region's Disability Inclusion Action Plan. You can download the draft plan, complete the online survey and join the conversation on the [Byron Shire Council website](#).

### Byron Visitor Pledge

Eco-operator Wendy Bithall of Vision Walks with other local partners, has developed a Byron Pledge, based on the Icelandic Pledge which was developed to encourage visitors to travel responsibly. Community

members including Byron Youth Theatre, Southern Cross University and Aunty Delta Kay support this initiative.

Visitors are encouraged to [sign the pledge and agree to be respectful](#) of the local environment and community.

With travel to and within regions recommencing, other local businesses may see benefit in supporting The Byron Pledge and sharing it with networks. Please [contact Wendy](#) directly to show your support.

### **Port Macquarie-Hastings Destination Brand**

PMHC have endorsed the new Brand Strategy and agreed on a new visual identity. This announcement represents the outcome of a 6 month co-design process with over 120 locals. Find [more information](#).

### **Barrington Coast Celebrates Grant Funding For MBT At Kiwarrak**

The [Manning Great Lakes Tip Riders](#) mountain bike club has received \$404,000 as part of the [Bushfire Local Economic Recovery \(BLER\)](#) grants fund.

Kiwarrak Mountain Bike Park was destroyed by the Black Summer bushfires and the funding will help create accessible trails for those with adaptive bikes, trails of various difficulty levels to suit riders of all abilities, toilets, change rooms and undercover barbecue areas for community use.

This is a huge win for mountain bike riders in the region, with riders of all abilities being able to enjoy the awesome trails plus allowing the club to improve the infrastructure.

### **Tweed Shire - International Recognition For Tweed River**

[Tweed Shire Council](#) has recently been recognised as one of 3 top leaders in global river management at the prestigious 21st Thiess International Riverprize for its work on the Tweed River.

**Tweed Tourism Wins \$20,000 Grant** - Tweed Tourism Co has been successful in its [Building Better Regions Fund](#) grant application, a federal-based program, and will partner with [EarthCheck](#) on a project to create a Nature-Based Tourism Action Plan aimed at increasing the visitor stays and the value of visitors for nature tourism to the Tweed region in NSW.

[The Tweed Tourism Company](#) is encouraging locals and visitors to shop local and give the gift of The Tweed this festive season with a gift guide to make it easy to shop local. Customers who spend \$50 or more at a participating business will go in the draw to WIN a Tweed Getaway valued at over \$1,000. [Register your business here](#) and check out the many benefits of being involved. It is just \$100 + GST to participate with the Tweed Tourism Co managing the mechanics of the competition as well as all marketing and promotion. Register by 5 November 2021 to be involved.

### **Coffs Harbour - Business Resilience Extended Program**

Continuity planning to build business resilience is essential for all businesses. **6 Degrees** and **Coffs Harbour Chamber of Commerce** have collaborated to bring an expanded Business Resilience event on Wednesday 27 October at Opal Cove Resort.

**6 degrees** **FESTIVAL OF NEW THINKING** **FREE FULL DAY EVENT**

**BUSINESS RESILIENCE | 27 OCT 9:00 - 5:00**

**Continuity Planning**

**Healthy Mindsets & Workplaces**

**Finding New Markets & Customers**

**9am to 1pm:** When the unexpected happens you need Continuity Planning (lunch included)

**1pm to 2.30pm:** When times are tough you need Healthy Mindsets + Workplaces

**2:30pm to 5pm:** When the market shifts you need New Markets & Customers

[Book one, two or three sessions](#) - ALL sessions are FREE.

### **Feature In The Ballina Coast & Hinterland 2022 Calendar**

The Ballina Visitor Information Centre is creating a 2022 Ballina Coast and Hinterland scenic calendar. Operators need to have great digital images to be featured. Find [more information](#).

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## **Industry Development & Other Opportunities**

### **APPLY NOW - Second Intake - Business Accelerator & Mentoring Program**

North Coast tourism businesses are invited to apply by [Expression of Interest \(EOI\)](#) to participate in the Destination North Coast [Business Accelerator & Mentoring Program](#). Visit our dedicated program page and watch the recording of the launch event which includes interviews and feedback from mentees that are currently in the Program.

This Program is free of charge, fully funded by Destination North Coast (DNC) and the Australian Government under the Recovery for Regional Tourism Fund so presents as an amazing opportunity designed to support individual businesses through dedicated 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. Places are limited and applications close **Friday, 12 November 2021 at 5pm**.

### **Additional Business Development Webinars**

The following webinars will be delivered by [Sparrowly Group](#) on behalf of Destination North Coast as part of the **Business Accelerator & Mentoring Program** and are made available to all stakeholders. We encourage your attendance to learn and develop your business.

### **Business Amplification With Your ATDW Listing Webinar**

Learn the benefits of being listed on ATDW, find out about new features and learn step by step how to set up or update your listing to ensure it is optimised. [View the recording](#) of this recent webinar and access other helpful resources.

### **Maximising Your Distribution Webinar**

Distribution partners can help increase awareness of your business and attract new bookings; find out who they are and how to work with them during this practical 20 minute webinar.

[Register now](#) - 11am, 27 October 2021

### **Destination North Coast Food And Agri-Tourism Workshops**

To support delivery of the North Coast Flavour Trails platform and planned North Coast Festival of Food event (26-27 March 2022), Destination North Coast recently ran two online workshops aimed at supporting food, beverage and agri-businesses develop compelling experiences as a catalyst for visitation. Recordings of these sessions are available for a limited period at the below links.

[An Intro To Agritourism - The Intersection of Tourism And Agriculture](#)  
[Food Tourism 101](#)

### **REMINDER: Destination NSW Campaign - Industry Update**

Visitor economy stakeholders are invited to a webinar to launch the state's new Tourism Campaign which will mark the reopening of the state as visitors are welcomed back to Sydney and NSW. Building an inspiring brand is key to rebuilding the NSW visitor economy and its resilience with the campaign designed to deliver

growth in visitor nights, visitor spend and to accelerate NSW's trajectory to becoming the premier visitor economy of the Asia Pacific.

Join the session to:

- Learn about the new strategy and campaign and its benefits for the visitor economy of NSW
- Hear about tips and tools to help you leverage the campaign
- Get an exclusive preview of the new TV commercial, to be aired nationwide from 24 October

The session will be followed by a Q&A with the presenters.

**What:** Destination NSW Brand Campaign - Industry Update, Free online webinar

**When:** 11:00am - 12:00pm, Friday 22 October 2021

[Register Now](#)

### **Tourism Australia Industry Webinar**

Tourism Australia's next [industry webinar](#) will be held at 11am, Friday 5 November 2021. Tourism Australia's Managing Director, Phillipa Harrison, will share an update on recent activities and TA's Regional General Manager of South & South-East Asia, Brent Anderson, will give an update on the Singapore market.

### **Tourism Australia - Give The Gift Of Travel**

Tourism Australia will be launching the next iteration of its Holiday Here This Year campaign later this month. The campaign will encourage Australians to give the gift of travel this holiday season and will highlight the depth and breadth of Australian tourism experiences that can easily be given as gifts. For those Australians who aren't in a position to take a holiday, the campaign encourages them to plan for life beyond the lockdowns and border closures. Tourism Australia encourages all industry to get behind the campaign and share the gifting message in their own channels using the new industry toolkit. Find out [more about the campaign and download the toolkit](#).

### **Are You Ready To Apply For A Business Grant?**

Do you want to apply for government funding or an assistance program to help your business conduct research, grow or recover? The Australian Government has developed the ['Check if You're Ready to Apply for a Grant'](#) checklist to help you understand the grant application process and guide you through the steps you need to take to improve your chances of getting funding or assistance.

### **Industry Survey To Support Pandemic Recovery**

In line with the NSW Roadmap to recovery, the visitor economy is preparing to reopen.

An upcoming challenge will be attracting and skilling staff to provide quality visitor experiences, that will return the travel, tourism and events industry to prosperity.

To assist, TAFE NSW is conducting an industry-wide survey to identify the future job roles, skills and training requirements of the travel, tourism and events industry.

The travel, tourism and events industries' nationally recognised training package is currently being updated, with new training programs due for release in 2022/23.

The survey will inform the development of new TAFE NSW courses and will help ensure training meets the changing needs of the industry during recovery and into growth.

The [survey](#) takes 10 minutes to complete.

### **Save The Date For The Australian Tourism Exchange 2022**

Following the success of this year's hybrid Australian Tourism Exchange (ATE), Tourism Australia will host the event in the same format for 2022. ATE Live 22 will take place from 8 to 11 May 2022 for all delegates,



including international buyers, able to attend in person. ATE Online will follow to connect sellers with any buyers unable to travel to Australia in the period 16 - 26 May 22. The ATE Live location will be announced, and applications will open in the coming month. Find [more information here](#).

### **Tourism Tribe - 3 Step Tourism Business Roadmap out of Lockdown**

As Australia gets closer to saying farewell to recurring lockdowns, border restrictions and reduced visitors, Tourism Tribe's simple 3-step plan will help Tourism Businesses hit the ground running post lockdown.

The [Tourism Business 3-Step Roadmap](#) has been built out of the experience & knowledge of having gone through Australia's most recent 18 months of change, unrest and lockdown. Review and download the free PDF version which also includes a directory of all the different state and territory guidelines and mandatory requirements including safety plans and contract tracing QR code registration.



### **The Future of Travel & The Science Behind It**

Global travel brand [Klook](#) and Deakin University join together to bring Professor Catherine Bennett, Deakin's Chair in Epidemiology and a sought-after expert on the COVID-19 pandemic, to deliver the scientific facts on COVID-19 without the spin, so you can put together a business plan with evidence-based confidence.

Wilfred Fan, the Chief Commercial Officer of Klook, will also be on the panel to discuss the evolving nature of travel post-pandemic and what this means for the travel industry.

Some of the things that will be covered in the session will include -

- Which country has handled the pandemic and the post-pandemic recovery the best?
- What does living with COVID-19 look like in the next 1, 3, 5 years?
- What is the most important thing travel operators can get right to allow a smooth transition and prepare for inbound travel?

2.00pm, Wednesday 10 November 2021 - [Register Now](#).

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## **Funding And Other Opportunities**

### **Australian Heritage Grants**

The [Australian Heritage Grants program](#) is the Australian Government's flagship heritage program providing ongoing support to protect and promote national heritage listed places. All national heritage listed places that have been recognised for their natural, Indigenous, or historic heritage values are eligible for funding under this program.

The program aims to:

- improve conservation, preservation and access to national heritage listed places
- enrich appreciation of the values of listed national heritage places through improved community engagement.

Applications close 28 October 2021.

### [Arts Projects - Individuals & Groups](#)

Funds a range of activities that deliver benefits to the arts sector and wider public, including national and international audiences. Closes 1 March 2022.

### **REMINDER: \$20 Million Regional Events Acceleration**

To support the social and economic recovery of our regions, the NSW Government's \$20 million [Regional Events Acceleration Fund](#) helps organisations to attract new major international and domestic events to regional areas and supports existing regional events to grow even to grow even bigger and better. Events hosted between March 2021 and June 2022 can apply for two streams of funding:

- **Stream One** supports existing regional events by funding operational improvements and infrastructure needed to boost event attendance and improve visitor experience. Applications can request funding support between \$50,000 and \$200,000.
- **Stream Two** supports the attraction of major international and domestic events to regional locations, with a particular focus on major sporting events that provide national or international exposure. Applications for Stream Two can request funding at a minimum of \$100,000.

Applications close 17 December 2021 (or when funding is fully committed).

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## **North Coast Product And Experience Development**

### **Byron Collaboration At Its Finest**



[Cape Byron Distillery](#), of Brookie's Gin fame and [Crystalbrook Byron](#) are calling all gin lovers to share their favourite Brookie's cocktail/drink on their Insta Story for their chance to win! Each week, they'll choose the best cocktail/drink and the winner will receive 1 of 8 Brookie's Staycation Hampers - each valued at \$700

The best drink of the 8 winners will then be selected to win the ultimate getaway in Byron - valued at \$3,000! Find [more information and enter](#).

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## **North Coast In The News**

### [The Surf Yamba](#) In delicious.

[delicious. features new kid on the block, the Surf Yamba](#), suggesting the opening of this boutique hotel signals a new era for the charming seaside town of Yamba. Think distinctive design, relaxed sophistication, authentic aesthetics and local luxuries!

### [delicious. Features The Tweed](#)

The newly restored [Tweed River House](#) sits on the banks of the river and has views to majestic Mount Wollumbin. Well-travelled head chef Joseph McGrattan is passionate about using local, native ingredients. And, with a restaurant nestled in the foothills of the abundant Tweed food bowl, his menu is brimming with seasonally-driven dishes featuring the freshest possible produce from the Northern Rivers region.

[Read article here.](#)

The Tweed also gets kudos for being a fine cheese-centred holiday destination in [another article in delicious](#). listing Australia's must-visit cheese regions.

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## **North Coast Events**

To aid in your planning, please note upcoming events and recent event cancellations across the region.

### **Grafton Jacaranda Festival**

The annual Grafton Jacaranda Festival has been given the go ahead following approval of the Festival's COVID Safe Plan. The 2021 Festival will run from 29 October to 7 November 2021 with all events, including free ones, to be ticketed. To make sure you don't miss out head to the [Jacaranda Festival](#) website to see what's on.

### **Cancelled - 2021 Destination Byron Tourism Symposium**

The Destination Byron board have reluctantly cancelled the 2021 Destination Byron Tourism Symposium but look forward to presenting a similar program in 2022.

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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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