



Destination  
North Coast NSW

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## North Coast News & Views No. 128

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### **New Tourism Campaign To Make You 'Feel New'**

The NSW visitor economy has a whole new feel about it with the NSW Government unveiling a new tourism campaign called 'Feel New'.

Launched by Premier Dominic Perrottet and Minister for Tourism Stuart Ayres, 'Feel New' reveals the unique attributes of NSW that distinguish it from other destinations.

Connecting the abundant natural wonders and vibrant culture for which Sydney and NSW are world famous, the game changing campaign inspires a deep emotional connection to our state, with the promise that a trip to NSW will leave visitors feeling reenergised long after they leave.

Download the '[Feel New' Industry Toolkit](#). To access the 'Feel New' marketing campaign assets, visit [Destination NSW Resource Hub](#) and to view the brand strategy and campaign launch webinar follow this link: [Feel New Visitor Brand - Destination NSW](#).

View the [Destination NSW 'Feel New' TV ad](#).

Read full [Media Release](#).



## NSW COVID Restrictions Eased Ahead Of Schedule For The Fully Vaccinated

In response to the faster-than-expected rate of vaccination, the NSW Government will further ease rules for those who are fully vaccinated by [bringing forward many of the roadmap](#) changes scheduled for 1 December to Monday 8 November 2021.

Restrictions will further ease for all people in [NSW on 15 December 2021](#) (previously 1 December) or when the state reaches 95% fully vaccinated.

Find out about the [Roadmap for current and future easing of restrictions](#) for all NSW.

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## \$86 Million Injection To Kickstart Arts, Screen And Culture In NSW

Artists, musicians, theatres, venues, festivals and cultural organisations in NSW will be supported with \$86 million in funding from the NSW Government to reopen with confidence and welcome back audiences.

Treasurer Matt Kean said the stimulus would support individuals and businesses to bounce back quickly and reignite the economy through their cultural offerings.

Minister for the Arts Don Harwin said the NSW Government's commitment was testament to the importance of the arts through the recovery and reopening phase of the pandemic.

The \$86 million in funding will be delivered by [Create NSW](#) through the following programs:

- \$50 million for the [Performing Arts Relaunch package](#) - to assist the sector to relaunch by providing certainty and confidence for arts companies as audiences return to theatres and other performance venues
- \$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
- \$5 million Theatre and Film Strategy - for the development of a film studio and theatre infrastructure strategy that will help secure international productions and turn Sydney into the Broadway of the Southern Hemisphere
- \$5 million for Culture Up Late - to extend the successful evening program across some of Sydney's vibrant cultural institutions, providing more opportunities for audiences to experience museums and galleries and helping to reignite the city after dark
- \$1 million for Film Festivals - to support the delivery of local and international film festivals across Sydney, Western Sydney and South Western Sydney in independent and commercial cinemas and outdoors where possible
- In addition, the NSW Government has established an Event Saver Fund that will provide support in the event major festivals and events are impacted by COVID-19 cancellations or postponements in 2022.

The latest \$86 million funding for the arts and cultural sector is in addition to the [\\$75 million funding for the performing arts and live music](#) announced earlier this year, and the \$50 million [Rescue and Restart funding package](#) announced in 2020.

Read [Media Release](#).

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## Qantas Group Brings Forward International Flying

Qantas and Jetstar will bring forward the restart of more international flights from Sydney and operate regular flights to Delhi, the first commercial flights for Qantas between Australia and India in almost a decade.

The airline will also bring back earlier than planned two of its Airbus A380 aircraft and is in discussions with Boeing about accelerating the delivery of three new 787 Dreamliners, which have been in storage for most of the pandemic.

The faster ramp up follows the Federal and NSW governments' confirmation that international borders would reopen from 1 November and the decision by the NSW Government to remove quarantine requirements for fully vaccinated arrivals, which significantly increases travel demand.

These decisions - together with plans for the reopening of other domestic borders - support the return to work by early December 2021 of all Qantas and Jetstar workers based in Australia and New Zealand who are currently stood down.

Read [Media Release](#).

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## **Reminder To Register Short-Term Holiday Rentals**

Holiday home providers are [reminded to register their properties](#) if they want to rent them out.

Minister for Planning and Public Spaces Rob Stokes said new rules for short-term rental accommodation (STRA) providers came into effect on 1 November, requiring holiday homeowners to register their property before it is rented.

Along with registering their property, owners must also:

- have a [COVID-safe plan](#) in place,
- adhere to [NSW Fair Trading's Code of Conduct](#), and
- by 1 March 2022, meet fire and safety requirements, such as clear evacuation diagrams, fire alarms, extinguishers, and emergency contacts.

Planning and Public Spaces Minister Rob Stokes said that with more than 12,000 properties on the NSW Planning Portal, owners are encouraged to register early to avoid missing out on the expected swell of visitors.

[Register now](#).

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## **New Digital One-Stop-Shop For Visitor Attraction Signposting**

A new digital one-stop-shop has streamlined the process for tourism businesses and councils to apply for white on brown tourism attraction signs, creating more opportunities to showcase their destinations.

The Visitor Attraction Signposting Program, a partnership between Destination NSW and Transport for NSW, has been improved according to the guiding principles of the NSW Visitor Economy Strategy 2030 - putting the visitor first, leading with the State's strengths, and accelerating digital innovation.

Deputy Premier and Minister for Regional Transport and Roads Paul Toole said visibility was key to creating a seamless visitor experience in regional NSW.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the digitally enhanced and streamlined wayfinding program would enable the State's tourism regions to offer a more enjoyable and hassle-free road trip experience.

A range of categories of attractions and tourism businesses are eligible for visitor signs including galleries, museums, national parks, Aboriginal cultural attractions, historic towns or properties, wineries and more.

Visit [Destination NSW](#) for more information.

Read [Media Release](#).

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## Free Hospitality Training Caters For Skills Gap

Whether it's a first job or a career change, the NSW Government is out to attract job seekers with free training opportunities designed to help fill skill shortages in the hospitality sector.

The NSW Government has announced around 3000 free training places across 29 different courses are now available to study at TAFE NSW and other registered training providers, including barista training, safe food handling, responsible service of alcohol (RSA) and introduction to cooking courses.

Premier Dominic Perrottet said the free training would help attract more workers to hospitality venues, at a critical time in the sector's recovery from the pandemic.

This announcement complements the free training already being funded under the joint State and Federal JobTrainer program.

Find course information and [enrol in a free TAFE hospitality course](#).

To explore other free hospitality courses available to study, [visit the NSW Department of Education](#).

Read [Media Release](#).

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## NSW Tourism Awards 2021 Finalists

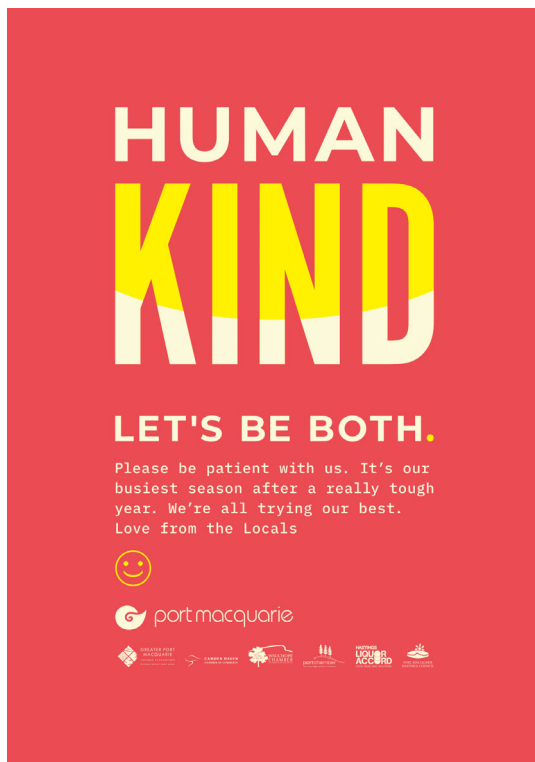
The [North Coast](#) fared very well with many of our fine operators and three of our regions/Local Government Areas, finalist across many and varied award categories in the NSW Tourism Awards 2021.

Congratulations to all for shining so bright and we wish you every success at the Awards presentation and gala event being held in Sydney in February 2022.



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## Around The Region



### Port Macquarie-Hastings HumanKind Campaign

The busy holiday season combined with potential staff shortages and additional check in measures, may lead to a somewhat disrupted visitor experience.

In an attempt to help ward off frustrations, Port Macquarie-Hastings Council are asking people to be kind when they visit. Kind to the local community and to the staff who will serve them.

The [HumanKind campaign](#) is a suite of assets designed to be a highly visible reminder to be patient and kind with collateral including banners, posters, stickers, print ads and art being distributed to 150 key tourism-related businesses and high tourist-traffic areas throughout the region and promos via online channels.

Use the hashtags #HumanKind - #BeKind - #iloveportmacquarie.

### Ballina Byron Gateway Airport

Residents and visitors are being urged to arrive early at the Ballina Byron Gateway Airport to avoid the inconvenience of traffic delays and parking changes. Car parking is reduced and changed traffic conditions are in place while the airport carpark is being upgraded.

The [airport carpark upgrade](#) is expected to be completed in December 2021. Once completed, this project will provide an additional 100 carparking space, dedicated ground transport and rental carparking areas, installation of solar PV system over part of the long term carpark, a new simplified carpark management system including boom gates, and landscaping.



### SMART Drumlines - Coffs Harbour

Last month, the NSW Government announced its record [\\$21.4 million 2021/22 Shark Management Program](#).

This increased funding comes after an extensive consultation program and supports the expansion of effective, evidence-based shark management measures in 2021/22, including rolling out SMART (Shark-Management-Alert-in-Real-Time) drumlines in Coffs Harbour.

15 SMART drumlines will be deployed in Coffs Harbour between Diggers Beach and Sawtell Headland. These units will be set every morning and retrieved every evening.

Find out more about SMART drumlines including:

- [A map showing the location of the SMART drumlines](#)

- [Frequently Asked Questions](#)
- [A video showing how SMART drumlines work](#)

Coffs Harbour is the first location to receive the new SMART drumlines, with Tweed Heads and Forster to also receive them in the coming weeks. This [map shows the NSW Shark Management Program measures](#) that are proposed to be installed across the state.

### **The Tweed Visitor Pledge**

It started with the [Icelandic Pledge](#) in June 2017, and follow-up initiatives to encourage visitors to commit to responsible behaviours when they travel have become increasingly common.

Tweed Tourism Company see this is a great way to express identity as a destination and give the region's visitors the opportunity to get to know and respect the individuality of the Tweed. It isn't about preaching to people, but rather acknowledging that the Tweed aims to grow tourism sustainably and in a way that works with community values and harnesses the positive impacts of tourism for that community.

The [Tweed pledge feedback survey](#) will take as little as 5 minutes to complete.

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## **Industry Development & Other Opportunities**

### **INVITATION - North Coast Flavour Trails Industry Launch Event**

Join Destination North Coast and Destination NSW to get the inside scoop on this amazing, free to join and commission free, new digital asset for our region.

Be first to have a live demonstration of the website and mapping platform and start to envisage how visitors will navigate around the platform to find new and exciting food, beverage and agri-tourism product and experiences.

[Webinar registration](#) - 10.00am - 11.00am, Wednesday 10 November 2021.

### **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 and presents as an amazing opportunity designed to support individual businesses through dedicated one-on-one mentoring and flexible group learning options. Places are limited and applications close Friday, 12 November 2021.

[Register NOW](#) - 11.00am - 12.00pm 2 December 2021.

### **SIGN UP - The Northern Rivers Rail Trail Product & Experience Development Workshop**

The Northern Rivers Rail Trail will be a hero experience for the North Coast providing visitors with exceptional nature-based and recreational experiences. The trail has great potential to support local businesses, create jobs and boost the economy. With funding confirmed for the Tweed and Casino to Lismore sections of trail, now is the perfect time for North Coast tourism businesses and local governments to get 'Rail Trail' ready and in the best position to identify and develop products and experiences.

Join the Rail Trail Product and Experience Development Workshops which will cover:

- Rail trail product and experience gaps and opportunities identified through the project audit
- Case study findings and considerations from rail trails in Australia and New Zealand



- What makes a great visitor product and experience
- The opportunity to brainstorm ideas & network with other interested tourism businesses
- More information and how to sign up to the one-on-one mentoring program to help advance your business development ideas

Find more information on this program and click below to register for your nearest workshop.

[CASINO - 1 December 2021, 9am - 12pm, Windara, Casino](#)

[LISMORE - 3 December 2021, 9am - 12pm, Lismore Workers Club](#)

[TWEED - 7 December 2021, 9am - 12 pm, Murwillumbah Services Club](#)

### **Know Your Numbers Blockbuster**

This practical webinar delivered by [Sparrowly Group](#) as part of the North Coast Business Accelerator & Mentoring Program (available to all stakeholders) is aimed at helping businesses improve their financial literacy and learn how to build and use spreadsheets to model and forecast different aspects of your business and make data-driven decisions;

[Register here](#) - 11.00am - 12.00pm, 2 December 2021.

### **Tourism Australia Industry Webinar**

The next [Tourism Australia \(TA\) webinar](#) is tomorrow, 11am where TA staff will be joined by new Chairman Michael Issenberg, and there'll be an update from the Minister, the Hon. Dan Tehan MP. TA will be launching the latest iteration of the [Holiday Here This Year](#) campaign which will focus on gifting over the festive season.

### **NORTEC Free Small Business Webinars**

NORTEC provides free access to online learning for small businesses through the [NSW Business Connect program](#). Topics for upcoming webinars include branding, apps for business, bookkeeping for beginners and more.

### **Arts Mid North Coast MiNi (Digital) Concerts**

Expressions of Interest are now open to emerging music artists based on the Mid North Coast for [Arts Mid North Coast's](#) MiNi (digital) Concerts - an online music video series showcasing some of our best emerging artists playing live in local venues.

Nine acts from across the region will be selected and paid to record 3 original songs performed live at a local music venue. The videos will be professionally recorded and produced and shared across Arts Mid North Coast's social media channels, and provided to artists to include in their Electronic Press Kits and socials channels.

[Expressions of Interest](#) close Friday 19 November 2021.



## Funding And Other Opportunities

### NSW Government Support To Reignite Visitor Economy

The NSW Government will invest more than \$8 million in a suite of grant programs to accelerate the recovery of the NSW visitor economy as the state reopens to visitors.

The \$8.35 million will be delivered through the following programs:

- \$4.1 million Tourism Product Development Fund - to support regional accommodation renewal and new visitor experiences
- \$1.5 million Regional Event Fund - to support new and flagship regional events
- \$2 million Co-operative Marketing Program - leveraging Destination NSW's new Feel New marketing campaign
- \$750,000 Regional Business Event Development Fund - to create, attract and support new business events for regional NSW

The NSW Government, through [Destination NSW, will deliver the grants](#) and support recipients to best manage their project delivery.

The [Regional Event Fund opened yesterday](#) and it identifies and supports new (incubator) and flagship events in Regional NSW that have the potential to act as a 'cornerstone' or flagship tourism event for their area by attracting overnight visitation and delivering long-term benefits to the region. Read [Media Release](#).

The [Regional Business Event Development Fund](#) also opened yesterday and offers grants of up to \$30,000 to attract, create and support business events for regional NSW, and to motivate business event owners to incorporate regional NSW in their plans. Read [Media Release](#).

### Grants For Small Business Month Events

The NSW Government is helping small businesses bounce back from the pandemic with up to \$640,000 in grants available to help organisations host events to generate new ideas and connect with fellow entrepreneurs.

Grants of up to \$2,500 for local councils and \$3,500 for chambers of commerce, industry associations and not-for-profit groups are available to help them organise events for the fifth NSW Small Business Month in March 2022.

Further details on how small businesses and supporters can participate in [NSW Small Business Month](#) will be released in the coming weeks.

### Clubgrants - Infrastructure Grants - Arts & Culture

The [Office of Responsible Gambling](#) offers funding for arts and cultural infrastructure, sport and recreation infrastructure and projects that assist communities with essential infrastructure and disaster readiness. Closes 22 November 2021.

### Stronger Communities Programme

The Stronger Communities Programme supports the Australian Government's commitment to deliver social benefits in communities across Australia. Round 7 of the program will provide \$22.65 million to fund small capital projects in each of the 151 federal electorates. [Round 7 of the program](#) will continue to support Australia's economic recovery from the COVID-19 pandemic. Federal Members of Parliament (MPs) identify potential projects and invite applications from their electorate. Closes 19 January 2022.

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## North Coast Product And Experience Development

### Tweed River House

[Tweed River House](#) is now open with glowing reviews are coming in.

Enjoy Wollumbin sunsets from the River Terrace and the serenity of the magnificent Tweed caldera. Bookings recommended, open Thursday to Sunday.

### Saltwater Freshwater Art Exhibition 2021

The [Saltwater Freshwater Art Exhibition 2021](#) showcases Aboriginal artists and cultural practitioners from the Gumbaynggirr, Dughutti, Biripi and Worimi nations. The exhibition includes finely crafted fibre art fashion pieces modelled by Aboriginal models at the opening nights and exhibited at each gallery. The program also offers Aboriginal storytelling (Yarning culture with our Elders), language sessions (Learn our Lingo), weaving workshops, artist and curator talks..

[Manning Regional Art Gallery](#), 10am - 4pm until Sunday 28 November.

### Tweed Artisan Food Weekend

The 5th [Tweed Artisan Food Weekend](#) will bring three days of bespoke food experiences. Brought to you by Destination Tweed, it will be held 18-21 November, 2021. Read [Media Release](#).



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## North Coast In The News

### Australian Traveller - Best Towns In Australia

We are thrilled to see Yamba as number one in [Australian Travellers Top 100 Best Towns in Australia](#) list!

'Liberally blessed with a perfect climate, quasi-bohemian lifestyle and peerless surf beaches, the jewel in Yamba's board-riding crown is the revered and treacherous Angourie point break - beginners need not apply. Picture postcard pretty, Yamba prides itself on providing a wholesome, safe and peaceful getaway.'

Byron Bay comes in at number 7 and South West Rocks was just pushed out of the top 10, at number 11.

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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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