



Destination North Coast NSW

News & Views No 134

Australia Reopening To Secure Our Economic Recovery

The Prime Minister announced on Monday that Australia will reopen to all fully vaccinated visa holders, welcoming the return of tourists, business travellers, and other visitors from 21 February.

This announcement will give certainty to our vital tourism industry, and allow them to start planning, hiring and preparing for our reopening.

Read [Media Release](#).

New Support Payments For SMEs Hit Hard By Omicron

The NSW Government will cover up to 20 per cent of a small or medium business's weekly payroll as part of a new package of measures to help those who have suffered a large cut to turnover during the Omicron wave.

The [Small Business Support Program](#) helps those businesses with annual turnover of between \$75,000 and \$50 million with a decline in turnover of at least 40 per cent.

The minimum payment will be \$500 per week and the maximum \$5,000 per week with applications are expected to open in mid-February.

In addition, the existing Small Business Fees, Charges Rebate will be increased by 50% from the current \$2,000 limit to \$3,000 and employing businesses will be able to use the rebate to obtain Rapid Antigen Tests (RATs). This measure is designed to support worker availability by helping reduce costs to small businesses and enabling healthy staff who have been exposed to COVID-19, but test negative, to return to work. RAT rebates are expected to be available from late March.

NSW Businesses Encouraged To Sign Up For New Voucher Programs

Eligible accommodation providers across the State can now register to take part in two of the NSW Government's new voucher programs - Parents NSW and Stay NSW.

Both programs will be implemented using the existing Dine & Discover NSW infrastructure.

Customers can pool multiple [Stay NSW vouchers](#) (available soon) with friends or family for the same booking at registered accommodation providers, big or small. [Parents NSW vouchers](#) (now available) can be combined and used to redeem up to \$250 off your accommodation account.

Participating businesses will be able to redeem vouchers seven days a week, including public holidays. Customers will be able to search for participating accommodation providers on the easy-to-use hotel finder.

Discover NSW registered businesses do not have to re-register to accept Parents NSW vouchers, but can still register if they have yet to do so.

Find more information on how to [register a business](#).

Read [Media Release](#).

Regional Job Creation Fund Turbocharges Businesses In The Bush

Businesses can now apply for [Round Two of the NSW Government's \\$140 million Regional Job Creation Fund](#), which is set to create at least 2000 new jobs in regional NSW over a three-year period.

Grants will range from \$100,000 to \$5 million to help fund projects such as replacing plant equipment, upgrading technology and developing iconic tourism experiences.

[Expression of Interest](#) must be submitted by 5pm Friday 18 February 2022.

[Read Media Release](#).

Great Southern Nights Announces Full Line-Up

The NSW Government's live music initiative [Great Southern Nights](#) has added over 30 new artists to complete a stellar line-up performing from 18 March to 10 April.

Ball Park Music, Confidence Man, Illy, Kate Ceberano, Marcia Hines, Montaigne, Sheppard and The Jungle Giants are among the headline performers added to an already star-studded line-up for the three-week program being delivered by Destination NSW and Australian Recording Industry Association (ARIA).

Household names, emerging talents and grassroots local acts will take part in Great Southern Nights from 18 March to 10 April. Check full line-up and book tickets

Read [Media Release](#).



Airbnb & Australian Regional Tourism Partnership To Support Agritourism

Airbnb and [Australian Regional Tourism](#) (ART) have extended their partnership with the aim of enhancing and growing agritourism within regional Australia as farmers look at new ways to diversify their operations.

To further this economic and social transformation, the collaboration with Airbnb will directly fund ART to develop a National Agritourism Sector Development Plan to support the emerging sector. Building Better Regions Funding will further contribute to supporting many regional, rural and remote tourism operators who are in desperate need of crucial resources and support at this time of rebuilding.

Read [Media Release](#).

Planning Amendments For Agritourism Update

The Department of Planning, Industry & Environment has released a [summary report](#) detailing the submissions received during the exhibition of the Agritourism and small scale agriculture development explanation of intended effect (EIE) in March-April 2021. A draft of the [Standard Instrument \(Local Environmental Plans\) Amendment \(Agritourism\) Order 2021 \(LEP Order\)](#) has been prepared.

Aviation Recovery Framework

The Australian Government has released its [Aviation Recovery Framework](#), which aims to help the sector navigate its way back to a position of strength. Strategic priorities include building a sustainable pipeline of workforce skills for the future; adopting and integrating emerging aviation technologies; and better connecting regional communities by investing in regional aviation infrastructure.

Aviation Attraction Fund

The NSW Government has announced applications are open for the \$60 million [Aviation Attraction Fund](#) program, to build aviation capacity across NSW by supporting airlines to return to the state's airports.

The Aviation Attraction Fund forms part of the NSW Government's COVID-19 Economic Recovery Plan. It has been designed to secure international and domestic routes at airports across the state from Sydney to Shellharbour, Moruya to Moree and Broken Hill to Ballina.

Applications for the Aviation Attraction Fund are open until 30 June 2023 and will be managed by Destination NSW on behalf of the NSW Government.

Read [Media Release](#).

New NSW Department Of Enterprise, Trade And Investment

Amy Brown has been appointed Secretary of the newly formed Department of Enterprise Investment and Trade, the establishment of which is at the heart of the NSW Government's commitment to economic development, embracing science, innovation and emerging technology while setting up the NSW economy for sustained success into the future.

Find [more information](#).

\$85 Million To Bolster Performing Arts & Live Music

The NSW Government has announced a further [\\$85 million](#) in funding to support the performing arts and live music sector.

The \$85 million package is on top of \$125 million in funding announced in 2021 to support the performing arts and live music sector. Applications are open to eligible NSW venues, promoters and producers to relaunch performing arts activities.

Applications Open For Newly Created Role At Destination NSW

Applications are now open for Director, Regional Hub - a newly created executive role at Destination NSW. Reporting to the General Manager Policy, Product & Engagement, the Director, Regional Hub, leads the development of the agency's plans and activities to grow the visitor economy of regional NSW in alignment with the Visitor Economy Strategy 2030.

Find [more information and apply](#).

Around The Region

2021 NSW Tourism Awards

Huge congratulations again to North Coast WINNERS, place getters and finalists in the recent NSW Tourism Awards. Amazing results for the region particularly given the hardships of recent years! In case you missed it, find the [results here](#). Special mention to Hall of Fame inductee, [Riverside Holiday Resort Urunga](#).

Australian Good Food Guide North Coast Chef Hats

Continuing the winning theme, 24 North Coast restaurants received coveted Chefs Hats in the [Australia Good Food Guide Awards](#). Check out some regular contenders as well as some newcomers to the list. Congratulations to all.

Port Macquarie Hastings Shire Eco-Certification

Port Macquarie Hastings Shire stakeholders are invited to participate in the region's journey towards Destination Eco-certification. Operators interested in this important certification and also leveraging the opportunity it presents, should [express interest](#) in joining a presentation and workshop, 2.00pm - 3.30pm, 17 March 2022 with location to be advised. This workshop is particularly relevant for any tourism nature-based accommodation or nature-based attraction/activity (eg farm tours, walks, mountain biking, non-motorised water sports etc).

Macleay Valley Tourism Development Officer

Kempsey Shire Council's Economic Development and Tourism team have a fantastic opportunity for a [Tourism Development Officer](#) to join their team on a temporary full time basis to provide high level tourism advice, research, project management and expertise in delivering projects and activities. Applications close 20 February 2022.

Barrington Coast - Free Content Creation Workshop

Due to popular demand, acclaimed facilitator Lyndsey Douglas returns to the Barrington Coast to provide a content creating workshop for your business website, social media, newsletters and other marketing material. Content that is engaging and hits the mark with your customers or audience. [Registration required](#) - 9.45am - 1.15pm (morning tea provided), 21 February, Yalawanyi Ganya, Taree.

Industry Insights

[Domestic Tourism Forecasts 2021-22 To 2025-26](#)

This report includes forecasts for the 5-year period 2021-22 to 2025-26, covering:

- the national visitor economy (domestic visitor nights, trips and spend)
- purpose of travel
- state and territory domestic tourism nights.

It also explains:

- driving factors
 - differences across states and territories
 - methodology, assumptions and risks.
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Industry Development & Other Opportunities

Nambucca Valley Industry Networking - 23th February

Given the upheaval of the last few years it has been a while since Destination North Coast held a Board Meeting in region followed by the all-important opportunity to meet and network with industry.

Our usual habit (pre-COVID) is to rotate around the region for our monthly Board meetings and we have pleasure in planning our February meeting to be in Nambucca Heads.

After the Board meeting, we invite members of the Tourism Industry to a casual get-together and an opportunity to meet and network with the Board, the DNC team and industry peers.

- What: Evening Industry Networking
- When: Wednesday, 23th February 2022
- Time: 5.30pm - 7.00pm
- Where: Matilda's, 6 Wellington Drive, Nambucca Heads

[RSVP is required by Monday 21st February](#) and for catering purposes, please include any dietary restrictions.

We look forward to being back out in region and meeting in Nambucca.

Destination Management Plan Update

[Meredith Wray](#), whom many of you will know as one of the consultants who worked with DNC to pull together our first Destination Management Plan, has been appointed as the Project Management Consultant to lead the development of a new suite of Destination Management Plans (DMPs) for the Destination Networks across regional NSW. Meredith will oversee the development of a new plan for each of the regions ensuring that all of the Destination Networks and the selected DMP consultants work together so that each plan has a shared consistency while also maintaining its own regional focus.

This cooperative approach is designed to lift the quality of strategic tourism planning for NSW regional areas and drive improved outcomes for local and regional visitor economies.

Meredith has an excellent track record in collaborative tourism planning for regional destinations. She is currently consulting on the [Northern Rivers Rail Trail Product and Experience Development and Mentoring Program](#) for DNC and calls the North Coast home.

Following a thorough application process, [Earthcheck](#) have been appointed to develop the Destination Management Plan for DNC and will work closely with stakeholders across the region to align the region's strengths, priorities and opportunities with the Visitor Economy Strategy 2030.

Earthcheck has a strong understanding of our region and appreciate the challenges faced for the visitor economy over the past few years. Work will commence in the coming months so please make sure you and fellow stakeholders are subscribed to our database to ensure inclusion in this process.

Make Sustainability Your Business

Ecotourism Australia, in collaboration with the Australian Tourism Export Council, is offering an on-demand online course 'How to make sustainability your business' hosted by Certification Manager Nadine Schramm.

Sign up now for [self-directed training webinars and a live Q&A session](#).

Northern Rivers Food Webinar - Are you Ready for the Upcoming Single Use Plastics Ban?

The Plastics and Circular Economy Act 2021 launch was passed in NSW Parliament late last year, meaning it's the end of the road for single-use plastics including bags, straws, plates, bowls and cutlery from June this year.

The legislation is expected to stop 2.7 billion single use items from ending up in our natural environment and waterways over the next 20 years.

At this [FREE lunchtime webinar](#) (tomorrow, 12pm - 1pm, registration required), Linda Tohver from [North East Waste](#) will discuss the implications of this upcoming ban and offer practical suggestions for food & beverage businesses to get ready.

Free RSA Courses To Help Ease Staff Shortages

The NSW Government will fund 5,000 fee-free Responsible Service of Alcohol (RSA) courses to support new workers to enter the hospitality industry and help ease the staffing pressure on licensed hospitality venues.

The free courses will be available from 7 February and will allow more people to get the qualifications they need to enter the workforce during this critical time.

The [RSA courses will be available through TAFE NSW](#) and private providers who already offer government subsidised programs.

Summary of NSW Support Programs

Many of you will remember Jack Dixon from [Back Beach Accounting](#) who supported North Coast industry with a 'breaking down government support' webinar last year which I know many of you found very useful. His latest [blog provides information](#) on current NSW Support Programs that may similarly be of interest to businesses

Funding & Other Opportunities

[Supporting Agricultural Shows And Field Days Program](#)

Provides operational support for agricultural show societies and organisers of agricultural field days that were forced to cancel their events scheduled between 1 January 2021 and 31 December 2021 due to COVID-19 restrictions. Closes 17 February 2022.

[Community Conservation Grants](#)

Assists in the protection of our native species, habitats, landscapes and cultural heritage. Closes 25 February 2022 .

[Visions of Australia](#)

Supports audience access to Australian arts and cultural material, with a particular focus on tours to regional and remote Australia. Closes 25 February 2022.

[NAB Foundation Community Grants](#)

Helps you safeguard your community with funding for projects that prepare for natural disasters, support long-term recovery and build resilience against future disasters. Closes 28 February 2022.

North Coast Product And Experience Development

Sugar Beach Ranch - South Ballina

Surrounded by crystal clear ocean, [Sugar Beach Ranch](#) offers a relaxing, private and picturesque beachfront experience with 60 acres of beautiful native bushland and Australian wildlife. CIdeal for corporate events, weddings or simply a place to stay in two self-contained bungalows for those wanting peace and privacy.

New Tour - Tasting Plate Tours

Tasting Plate Tours have launched a new tour called "[The Gatherer](#)". Spend the morning collecting and gathering the freshest, locally sourced produce while talking with chefs and farm owners before making your way to a secret location to enjoy the bounty! Private tours for groups of 2-8 people (currently limited to 6 during COVID).

New Tour - Tweed Eco Cruises

Tweed Eco Cruises are full steam ahead with the launch of the "[Rum Runner Cruise](#)" including, you guessed it Husk Distillers for visitors to enjoy a guided tour tasting their gin and rum as well as onboard cocktails, grazing boards and seafood lunch cruising home through the rainforest while you relax with a G&T and the sweet sounds of jazz on the top deck.

North Coast In The News

[Horseshoe Bay- South West Rocks - Ranked #2 on Australia's Best Beaches for 2022](#)

Whilst a little-known beach in Western Australia got the top gong, Horseshoe Bay was ranked #2 on the Best Beaches list for 2022 as announced recently by the Minister for Tourism.

[Cellito Beach, Barrington Coast](#)

This 'ultimate bush meets beach hangout' may have been discovered as reported in News.com.au recently.



Bite Food Tours On Sunrise TV

[Bite Food Tours](#), Coffs Harbour was recently interviewed by the [Sunrise crew](#). Awia, the owner and operator of this great company, is also taking good advantage of the [North Coast Business Accelerator & Mentoring Program](#) which seems to be paying dividends.

North Coast Events

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

Rotary Cartoon Awards Presentation Night - National Cartoon Gallery

Celebrate the winners of the [Rotary Cartoon Awards, 6pm Friday 25 February](#), with an evening of fun and laughter. Join Master of Ceremonies Chris Hines at the [National Cartoon Gallery](#), Coffs Harbour.



NSW Touch Football Events - Port Macquarie

[Junior State Cup](#), 25-27 February, followed closely by the [Seniors event](#) (postponed from December 2021) on 25-27 March 2022. These events will adopt a 'Arrive, Play, Leave' format to ensure players and their families play their games and then leave the precinct to assist with crowd dispersal.

Surf Club Coffs Harbour 2022 Wedding Expo

[Surf Club Coffs Harbour](#) are teaming up with [Focus Magazine](#) and some of the Coffs Coast's top wedding vendors for their [2022 Wedding Expo](#).

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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