



---

## North Coast News & Views No. 138

---

### **Flood Recovery Support Now At 27 Locations**

Recovery Centres and assistance points continue to open their doors to flood-affected communities across NSW, with new facilities now operating in Nimbin and Woodburn and provide individuals, families, farmers and business owners easy access to a range of Government support, services and advice. There's 14 Recovery Centres and assistant points in the Northern Rivers.

Operated by [Resilience NSW](#) staff, the Recovery Centres bring together a range of NSW Government agencies, community organisations and service providers under one roof and provide access to accommodation, lost document replacements, mental health and wellbeing services, business support, clean-up services, financial assistance, and insurance and legal support.

Unfortunately, due to the severe weather in the region, services at Recovery Centres and Recovery Assistance Points in Northern NSW have been suspended and are expected to resume on Saturday 2 April.

View [Recovery Centre opening hours here](#) and for anyone wanting to be assisted remotely, Service NSW is operating as an online one-stop shop, with Customer Care specialists also available by phoning **13 77 88**.

Read [Media Release with full list of Recovery Centres](#).

---

### **Northern Rivers Flood Assistance Update**

With the second big flood in a month wreaking havoc across the region, the team at Regional Development Australia - Northern Rivers (RDA-NR) have compiled and will continue to update, information and resources available to support recovery across the Northern Rivers.

Please [visit regularly for updates](#).

---

### **Flood Rental Support Payments Now Open**

Applications are now open for [Flood Recovery Rental Support payments](#) of up to \$18,000 to help flood-affected residents in highly-impacted areas with the costs of short-term rental accommodation.

The one-off lump payments were part of the NSW Government's \$285 million Temporary Housing Support package.

The Flood Recovery Rental Support Payment is only available to individuals and families who live in or own a property that is considered uninhabitable due to being directly impacted by the flood in the high impacted suburbs.

Read [Media Release](#).

---

## **Small Business Support Program Extended**

Small businesses hit hardest by the Omicron wave have been handed a further lifeline, with the [Small Business Support Program](#) extended to a new closing date of 29 April 2022. The financial support package has assisted businesses, workers and the performing arts across NSW with cash flow and to continue trading.

The Small Business Support Program provides eligible businesses a lump sum payment of 20 per cent of weekly payroll with a minimum payment of \$500 per week and a maximum payment of \$5,000 per week. Businesses with an annual turnover of between \$75,000 and \$50 million that experienced a decline in turnover of at least 40 per cent in January 2022 and the start of February 2022 are eligible.

Read [Media Release](#).

---

## **Industry Insights - National Visitor Survey For December 2021**

The [National Visitor Survey snapshot December 2021](#) is now available. The report provides statistics on how Australian residents travelled in each state or territory and nationally during this period.

Below is a snapshot of key results for the North Coast and wider industry for 2021;

Overnight visitors for 2021 increased by 13.2% nationally, declined by 6.4% in NSW and remained flat for the North Coast year on year.

Visitor nights increased by 16.6% nationally, by 3.1% in NSW and again remained flat for the North Coast year on year.

Overnight visitor expenditure increased by 33.3% nationally, by 10.9% in NSW and by 13.2% for the North Coast year on year.

The higher growth nationally in overnight visitation, compared to NSW and the North Coast is reflective of NSW's higher frequency of open borders in 2020 and other states therefore having greater comparative capacity for growth in 2021 when they relaxed entry restrictions previously in place for interstate visitors.

With 18.5 million visitor nights across 2021 the North Coast was the leading region nationally for visitor nights for the second year running. The region achieved the third highest rate of overnight visitation with 4.3 million visitors only behind Sydney and Brisbane.

Average expenditure for overnight visitors per visitor per day (\$185) and per visitor for their total stay (\$787) both increased by 13% year on year. The average expenditure per visitor per night in commercial accommodation increased by 9% year on year to \$253.

For 2021 the North Coast received 5.2 million day trip visitors a decline of 6% year on year. Expenditure per day trip visitor to the North Coast was \$135 which represented an annual increase of 13%. The increase in per visitor spend offset the decline in total visitors leading to a 5% increase in total expenditure with day trip visitors spending a total of \$703 million in 2021 on the North Coast.

---

### **New Film Series Invites NSW Visitors To Feel New**

The NSW Government has released a series of short films as part of their Feel New tourism brand, capturing the uplifting emotions experienced by visitors to NSW.

The film series is part of the NSW Government's Feel New tourism brand launched in October 2021, developed to differentiate NSW from other destinations by focusing on its unique combination of vibrant culture and natural wonder that leaves a lasting impression on visitors long after their visit ends.

Developed by Destination NSW, the seven-part series evokes feelings of [joy](#), [connection](#), [freedom](#), [awe](#), [rejuvenation](#), [belonging](#) and [adventure](#), reaffirming NSW's position as the feel-good state.

Read [Media Release](#).

---

### **THRIVE 2030 - Australia's National Sustainable Visitor Economy Strategy**

The Minister for Trade, Tourism and Investment Dan Tehan launched the [THRIVE 2030 Strategy - The Re-imagined Visitor Economy](#) in Townsville at the end of last week.

*THRIVE 2030* is Australia's national strategy for the long-term sustainable growth of the visitor economy. The Strategy sets a target of returning visitor expenditure to pre-COVID levels of \$166 billion by 2024 and growing it to \$230 billion by 2030, and it includes actions for governments and industry under three key themes: Collaborate, Modernise, and Diversify.

Read [Media Release](#).

---

### **Additional Funding To Attract International Visitors**

The Federal Government is investing an additional \$60 million to bring back international visitors to the regions hardest hit by international border closures. Australia's tourism recovery is bouncing back strongly, with high domestic vaccination rates, our international and state borders open, international arrival numbers growing, cruise ships returning to Australian waters, and confidence to travel ramping up.

Read [Media Release](#).

---

## No Red Tape For Hospitality Workers From Interstate

The number of hospitality workers is being boosted to help NSW businesses struggling with staff shortages.

The [Automatic Mutual Recognition](#) initiative allows certified Responsible Service of Alcohol (RSA) staff from Victoria, South Australia, Tasmania, Western Australia and the ACT to work in NSW without needing new credentials.

The Automatic Mutual Recognition program is part of a new [Federal Government program called JobPass](#), which aims to support and improve occupational mobility across Australia.

Read [Media Release](#).



## Single Use Plastics Ban Begins 1st June 2022

The NSW Government has committed to banning certain problematic plastics, such as single-use plastics, and addressing the problem of plastic waste.

From 1 June 2022, the supply of lightweight plastic shopping bags will be banned in NSW including degradable, biodegradable and compostable plastic bags. From 1 November, the supply of single-use plastic straws, stirrers, cutlery, bowls and plates and expanded polystyrene (EPS) food service items will be banned in NSW. The [National Retail Association \(NRA\)](#) has been engaged by the NSW Government to provide information sessions and communication resources. Find [more information](#).

## Destination North Coast Welcomes New Business Events Executive

Kelly Sutton comes to DNC with 20 years working in hotel and resort management roles as well as Event Project Management. Kelly was a part of the team that delivered the Rugby World Cup in 2011 before moving to the Sydney Cricket Ground working across the sales and operations teams.

With a passion for the hospitality and tourism industry, she has been part of management teams at the Watsons Bay Hotel in Sydney as well as Daydream Island Resort and Spa in North Queensland.



Kelly feels very grateful to call Sapphire Beach on the Coffs Coast home and feels blessed to be a part of the wonderful community that makes the Mid North Coast unique. Kelly brings a strong understanding of business events, sales and marketing and is extremely passionate about driving business to the region.

Importantly, she is really excited about and has jumped straight into the Business Events Executive role with Destination North Coast and can't wait to get working with clients, suppliers and venues to showcase what the beautiful Mid North Coast has to offer in the business events space.

---

## Around The Region

### First Australian Visitor Centres App

[TripTech](#) has announced their newest white label partner, [TTG \(The Tourism Group\)](#). Through this collaboration, TripTech has built Australia's very first nationwide visitor centre app (Australian Visitor Centres - Explore Australia). The app features every Accredited Visitor Information Centre throughout the country and curated content from local Explore Visitor Centres. It brings visitor centres online to help roadtrippers journey through Australia's regions and council areas and learn the latest information on regional events, news, accommodation, and things to do. Read [Media Release](#).

### Port Macquarie Hastings Council - Calling Aboriginal Or Torres Strait Islander Artists/Designers

Council are calling for [Expressions of Interest \(EOI\)](#) from Aboriginal or Torres Strait Islander artists/designers, who reside in the Port Macquarie-Hastings local government area, to help design and create a mural at Town Beach, to recognise [Reconciliation Week 2022 'Be Brave. Make Change'](#).

This project will be conducted on the undulating retaining wall between Town and Oxley beaches, in a proactive approach to reduce graffiti whilst reflecting Council's commitment to building positive relationships, respect and opportunities with our local Aboriginal community. EOIs close 11 April 2022.

### MidCoast Council Visitor Servicing Changes

MidCoast Council considered the future delivery of visitor services at Taree Visitor Information Centre at their meeting last week and provided in principle support for the closure of the centre by 30 June 2022. This is part of the implementation of the Visitor Services Strategy adopted by MidCoast Council and an extensive list of recommendations that will help modernise customer servicing.

Council will be implementing a range of other strategies to get information to visitors in a more cost effective way, and where the visitors are actually looking for it. For example, the use of mobile and pop-up visitor information services has proven successful during peak periods and events.

Find [more information here](#).

---

## Industry Development & Other Opportunities

### Australian Festival Industry Conference (AFIC)

The second [Australian Festival Industry Conference \(AFIC\)](#) is being held across Tuesday 30 August - Thursday 1 September 2022 at Sea World Resort, Gold Coast.

This [year's program](#) will run over 2.5 days and promises to offer all delegates; whether you're a public, private or not-for-profit festival organiser, the latest research, practical tips and education.



### **PRIMEX: New Food & Beverage Opportunities At Nourish Food Marquee**

[Primex](#) is the region's largest sustainable farming expo and the ideal location to provide the connection between our farmers and local food artisans. The priority of Primex organisers is to offer a high quality and extensive range of catering, food, and beverage experiences, with an event that offers retail farmer to foodie relations. Therefore, it's the ideal opportunity for businesses and producers, the chance to build product awareness, generate revenue and be a part of a dedicated and extensive Paddock to Plate and Food Experience program.

- **NEW - Nourish Food Marquee** - Join fellow artisan businesses in this newly created outdoor space under the big marquee.
- **[Paddock to Plate Pavilion](#)** - Food Producers & Chefs combine to build networks and present their artisan experiences in and around the Kitchen Theatre.
- **Event Catering Sites** - There are designated catering locations (purple on site plan) around the event that also add to our visitor foodie experiences. Please register your interest in these selected high traffic areas around the event.

Contact [Primex for more information](#).

### **FREE - Road to Recovery Post-Disaster Marketing**

[Tourism Tribe](#) helps businesses grow digital confidence and business skills and is providing this free course to support industry with [Road to Recovery Post-Disaster Marketing](#).

Tourism Tribe and sister company [Navii](#) have created some content to support Tourism Operators and small businesses recovering from the recent natural disaster.

Read Navii's blog titled "[Disaster Recovery Marketing Tips for Small Businesses](#)" which includes 8 practical marketing tips for small businesses navigating their disaster recovery following a bushfire, flood or cyclone.

### **Asia Pacific Incentives And Meetings Event (AIME)**

Heath Batterham and Jacquie Burnside represented the North Coast and our Business Events stakeholders in Melbourne last week for a successful [Asia Pacific Incentives and Meetings Event \(AIME\)](#), where attendees expressed genuine optimism for the future of business events.

We thank Destination NSW for an incredibly productive event. See [video highlights](#).



---

## Funding & Other Opportunities

### More Support For Travel Agents

The Australian Government is providing \$75.5 million through the [COVID-19 Consumer Travel Support Program](#) to support eligible travel agents and tour arrangement service providers who continue to support consumers to rebook travel using existing COVID-19 related travel credits. Closes 20 April 2022. Read [Media Release](#).

### Arts And Cultural Support For Flood-Affected Communities

Flood-impacted arts and cultural organisations, screen practitioners, individual artists and collaborative groups in NSW will soon be able to access funding to support the immediate recovery of arts and cultural activities in their communities. The [Recovery Grants for NSW Creatives](#) are designed to provide targeted support to individuals and groups in the small-to-medium arts and cultural sector in flood and/or extreme weather-affected NSW communities. Applications close 20 April 2022. Read [Media Release](#).

### Applications Open For Three Regional Touring Opportunities

Audiences, artists, and regional economies across the state will benefit from three NSW Government regional touring funding programs. Applications for [Regional Arts Touring Projects](#) (Round 2), Multi-year Regional Touring and Contemporary Music Regional Arts Touring EOI programs close on 19 April 2022.

### New Visual Arts Commissioning Program

Artists, groups, arts and cultural organisations, collecting organisations and philanthropists across the state can now apply for up to \$100,000 in funding to commission ambitious new work through the NSW Government's \$1 million [Visual Arts Commissioning Program](#). Closes 6 April 2022.

### Flood Recovery Assistance For Creatives

[Arts Northern Rivers](#) have announced direct payments of \$1,000 to directly assist flood affected individual creatives in the Northern Rivers region. Find [more information](#).

### Community Heritage Grants

Supports community organisations to look after Australian [cultural heritage collections](#). New applications close 9 May 2022.

---

## North Coast Product Development

## **The 2021 Tourism Awards Season Wraps Up**

The Qantas Australian Tourism Awards (QATA21) not only saw [Ingenia Holidays South West Rocks](#) bring home GOLD and [Riverside Holiday Resort Urunga](#) awarded BRONZE but also recognised some other North Coast applicants who were Highly Commended by the Judges. This new recognition is for QATA finalists who scored over 80% and demonstrating the high standard of these entries and went to [Tweed Eco Cruises](#), [Lets Go Surfing](#) and [Blue Ginger Picnics](#).

## **Cape Byron Distillery Joins The B Corp Community**

[Cape Byron Distillery was officially accredited with B Corp certification](#) last week after a vigorous application process and are excited to be pioneering sustainable distilling here in Australia. Cape Byron Distillery achieved B Corp Certification by exceeding B Corp Standards not only in reforestation efforts, but across five categories of the B Impact Assessment: Community, Customers, Environment, Workers and Governance.

Cape Byron Distillery is one of only two spirit distillers in Australia to achieve the distinction, which highlights the team's commitment to conducting the highest standard of production and corporate social responsibility. Read [Media Release](#).

## **Common People Brewing Bangalow**

[Common People Brewing Co](#) are very pleased to be welcoming [The Brewer's Kitchen](#) as their permanent food offering.

With a delicious range of treats for your tastebuds, the menu has been cleverly curated by Umberto and Lucy Colombo (who started Byron Bay's Il Buco) and has been designed with the beers in mind.

## **\$35,000 Funding Boost For Camp Oven Festival**

Organisers of the [Clarence Valley Camp Oven Festival](#) have obtained major grants and sponsorships amounting to \$35,000 to bring to the region a festival even bigger and better than usual and it is already known to be a three-day feast for the senses.

With the full festival program will be announced in April, festival passes are available to [buy online](#) and Discover vouchers are accepted via telephone bookings (02 6649 4155). Read [Media Release](#).

## **[Chef 2 Farmer- Ballengarra](#)**

Located about 30 mins from Port Macquarie, Little Eden is owned and managed by the ex-owners of LV's Café. Their focus on regenerative farming and producing organic products via their 'Chef2Farmer' business is inspirational!

## **[Kif & Culture - The Farm Long Lunch And Husk Distillery](#)**

New tour - Departs from the Gold Coast and includes 5 course feast at [The Farm](#) and gin tasting at [Husk](#).

---

## **North Coast Events**

To aid in your planning, please note these upcoming events on the North Coast.

### **Tastefest On The Manning - Saturday 2 April 2022**

A cornerstone event of the Barrington Coast's [bEATS Festival](#), [Tastefest On The Manning](#) showcases the Manning Valley's fresh local produce from passionate providers. With live music all day, visitors will savour



every minute of this food expo including Spanish, Middle Eastern and Italian cuisine.

### **Sculpture in the Gaol - 1-8 May 2022**

[Sculpture in the Gaol](#) - where great ideas escape - is a public art exhibition in a location like no other, the iconic Trial Bay Gaol in South West Rocks. [Artists](#) and [Vendors](#) can register now.

### **IRONMAN Port Macquarie - 1 May 2022**

It's just 4.5 weeks until [IRONMAN Australia's 35th Anniversary Event](#) in Port Macquarie which will be fully subscribed, with 3,000 athletes registered. History shows athletes bring on average, another 2.3 people with them, and stay for 3-5 nights with the event estimated to deliver an economic impact of over \$16m.

IRONMAN also send each athlete a 'Digital Goodie Bag', containing special deals on accommodation, merch, and other related goods and services. Submit a special offer for [IRONMAN competitors via email](#) with the subject line: *IM AUS Goodie Bag Offer* and include your Business Name, by 18 April. The most compelling offers will be selected and included.

### **Harvest Food Trail 2022**

The [Northern Rivers Food](#) (NRF) [Harvest Food Trail 2022](#) will now be held on the weekend 30 - 31 July 2022. The Harvest Food Trail offers a chance to meet with our farmers, producers, growers, distillers and chefs to celebrate all the Northern Rivers food & beverage industry has to offer.



---

### **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.

---

This email was sent to admin@dncnsw.com by admin@dncnsw.com.  
Click [here](#) to unsubscribe.