



Destination  
North Coast NSW

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## North Coast News & Views No. 139

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### Flood Inquiry Submissions Portal

The NSW Government invites the public to share information and ideas about the recent climate catastrophes to impact the Northern Rivers.

An independent expert inquiry will examine and report on the causes of, preparedness for, response to and recovery from the flood event.

The [Inquiry](#) welcomes [submissions](#) from all flood-affected residents, emergency and support personnel, organisations and the general public.

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### Free Assessment And Demolition For Flood-Affected Properties

Free structural assessments and demolition is on offer for residential, small business and primary production property owners in flood-affected regions to help them repair or rebuild as quickly as possible and will be available to both uninsured and insured residential and commercial property owners (including small businesses and primary producers).

The Australian and NSW government's co-funded [Property Assessment and Demolition Program](#) will meet the full cost of demolishing structures that are uninhabitable and beyond economical repair.

Read [Media Release](#).

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### Working Holiday Makers Support Flood Recovery

The Australian Government is making changes to encourage [Working Holiday Makers](#) (WHMs) to support communities affected by flood disasters in northern NSW and Queensland. WHMs supporting flood recovery efforts since January 2022 can count this work when applying for second and third WHM visas from mid-2022. Read [Media Release](#).

Other new flexible WHM changes include an age increase for Italian and Danish workers. From 1 July 2022 the age limit for Italian and Danish citizens wanting to work and travel in Australia will increase by five years - from 30 to 35 years of age (a reciprocal arrangement for Australian citizens). Read [Media Release](#).

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## **\$25 Million To Connect Communities In Regional NSW**

People across regional NSW can celebrate their community and reconnect with neighbours and friends at local markets, carnivals, festivals and fairs, thanks to the NSW Government's new \$25 million [Reconnecting Regional NSW - Community Events Program](#). The funding is designed to help regional councils stage shows, festivals, picnics and recovery events, while also supporting local job creation and injecting cash into local economies. Closes 24 June 2022.

Read [Media Release](#).

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## **Legal Services Funding For Flood Victims**

The [Northern Rivers Community Legal Centre](#) (NRCLC) will receive a \$680,000 funding boost to deliver critical legal services to people recovering from the flood crisis with the funding allocated by the NSW Government from the Commonwealth's \$5.45 million package.

Read [Media Release](#).

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## **Commercial Landlord Hardship Fund**

Commercial landlords who provided rental relief to tenants between 14 January and 13 March 2022 can now apply for grants of up to \$3,000 a month per eligible property. This third tranche of the [Commercial Landlord Hardship Fund](#) would allow eligible landlords to offset the costs of providing rental assistance to tenants who experienced disruption during the Omicron wave. Applications close 31 May 2022.

Read [Media Release](#).

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## **Champion Regional NSW As A Destination Network Board Member**

Destination NSW, on behalf of the Destination Networks, is inviting applications for the position of Board Director for the state's Destination Networks.

Not-for-profit companies limited by guarantee, [Destination Networks](#) are the champions of the visitor economy in regional NSW, engaging with a diverse range of stakeholders to identify, prioritise and facilitate opportunities for the visitor economy growth of each region. Destination Networks coordinate destination management planning and work closely with local government, local tourism organisations and visitor economy operators across regional NSW. They are also responsible for developing and implementing their region's Destination Management Plan in partnership with Destination NSW and visitor economy stakeholders in each region.

Appointments are for three years and will be effective from 1 July 2022. The Director appointments will supplement existing ongoing Director roles on each Destination Network Board.

Request a [Board Recruitment Package](#) with applications closing 2 May 2022.

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## **NSW'S Top Tourism Town Finalists Announced**

[NSW Tourism Industry Council](#) has announced the finalists for the [2022 NSW Top Tourism Town Awards](#), with 30 towns from across the state vying for the prestigious accolade.

The Awards provide communities, business chambers, visitor centres and local governments the chance to show how their town encourages tourism development, increases visitation and drives the visitor economy for our state.

Congratulations to North Coast finalists!

[Public votes are open](#) until 27 April 2022. Help spread the word and support North Coast towns across the three categories.

#### **Top Tourism Town less than 1500 residents**

- Bowraville, North Coast
- Karuah, North Coast

#### **Top Tourism Town less than 5000 residents**

- Cabarita Beach, North Coast
- South West Rocks, North Coast

#### **Top Tourism Town greater than 5000 residents**

- Coffs Harbour, North Coast
- Tweed Heads, North Coast

Winners will be announced 18 May 2022 at the [Local Government NSW Destination & Visitor Economy Conference](#).

Read [Media Release](#).

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### **NSW Releases Australia's Largest Investment In Koalas**

The NSW Government has released its new Koala Strategy, backed by an unprecedented amount of funding and more than 30 actions to conserve and grow koala populations.

The five-year plan is a comprehensive roadmap that will help deliver the NSW Government's ambition to double the number of koalas with the strategy focused on conservation and the establishment of partnerships with conservation groups and communities.

Read [Media Release](#) to find out more and link to the [Koala Strategy](#).

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### **Industry Insights**

#### **National Visitor Snapshot - January 2022**

The [NVS snapshot for the month of January 2022](#) is available and provides statistics on how Australian residents travelled in each state or territory and nationally during this period.

## Tourism Businesses Report - June 2016 to 2021

The [Tourism Businesses Report](#) provides statistics on Australia's 330,000 plus tourism businesses. Find out about changes in business size, numbers and contribution from June 2016 to June 2021.

## Around The Region

### Ballina Flood Support Initiative

#AMomentAway is a new program and campaign activity to encourage people from across the nation to purchase experience vouchers for those impacted by the recent North Coast weather events.

The campaign is designed to boost income for tour and activity operators impacted by the floods whilst encouraging impacted residents facing mental health challenges to enjoy #AMomentAway with Australian's near and far are encouraged to [donate an experience gift](#) voucher for a local activity or tour and gift it to someone impacted by the floods.

Ballina Shire Council have produced an [Industry Toolkit](#) to support operator involvement.



### Take 3 For The Sea Visitor Litter Program - Join Ground Swell

Take 3 for the Sea has launched [Ground Swell](#), a program designed to help NSW businesses develop and implement action plans to keep travel destinations litter free.

Between March - November 2022, the Ground Swell team will lead participating tourism businesses on a litter reduction journey. [Join Ground Swell 2022](#), a project created to empower tourism businesses of all types to reduce and reverse the litter impact visitors knowingly or unknowingly leave behind in coastal, country, urban and remote locations.

### Ride The Wave Festival - Market Stall Application

The Ride the Wave Festival established in 2021 has become an annual fundraising event for Make A Difference PMQ (M.A.D) that showcases the Port Macquarie Hastings region to the wider community whilst advocating for the disadvantaged and marginalised. Hosted at Town Beach, Port Macquarie festival organisers invite [Expressions of Interest for market stall applications](#) for their [Ride the Sound Wave](#) music festival taking place across the weekend of 25-26 June 2022. M.A.D is a local not for profit charitable organisation.

### Artwalk Port Macquarie Has New Exhibition Space

As part of this year's [Artwalk](#) event, there's an exciting new temporary exhibition space at the Port Macquarie Coach Terminal from 10 June 2022 to 2 September 2022 with local creatives and groups invited to apply to present their work in a unique format where it will line the internal walls of the Terminal as a pop-up gallery. Find [more information and express interest](#) in exhibiting with applications closing 12 May 2022.

### National Parks & Wildlife Service - Mid North Coast Updates

The Trial Bay Visitor Precincts Coast and Foreshore Protection Strategy provides a framework to address coastal damage from storms, climate change-induced erosion and other impacts and will inform planning for the Macleay Coast Destination project. [Open for public comment](#) to 29 April 2022.

### Macleay Coast Destination Project

Planning is underway for the \$6.7m [Macleay Coast Destination project](#), a project funded by the NSW State Government which aims to revitalise the visitor infrastructure in Arakoon National Park to meet contemporary customer expectations, helping to boost the regional visitor economy and contribute to community well-being.



There are nine design principles for the project, grouped under five themes (see diagram).

[Feedback on the master plan](#) will help inform the Plan of Management for Arakoon and Hat Head National Parks.

## Industry Development & Other Opportunities

### REMINDER - North Coast Destination Management Plan Review - Stakeholder Engagement Workshops

Destination North Coast wants to hear from local tourism operators, event organisers, local government and industry stakeholders to gather input and plan for the future of tourism and the visitor economy in our region to 2030 as we review the North Coast Destination Management Plan (DMP).

In anticipation of these sessions, here's some things to think about and which we'll look to explore at the workshops:

- What can we learn from other great destinations - what makes them stand out as great places to visit?
- What actions do we need to take to accelerate recovery in the next 2 - 3 years?
- What do we need to do differently to take advantage of emerging consumer trends and travel patterns? Where are the growth opportunities?
- What do you see as the greatest challenges for the region that do or may impact growth in the regional visitor economy moving forward?
- Thinking of the broader North Coast region, how would you like visitors to describe the region as a destination to visit in 10 years' time?

Register for a DMP stakeholder consultation session near you.

- Tue 3 May 9.30-11.30am Tweed, [Coolamon Station](#)
- Tue 3 May 3.00-5.00pm Ballina, [Ballina Islander Resort](#)
- Wed 4 May 9.30-11.30am Clarence Valley, [Maclean Bowling Club](#)
- Wed 4 May 3.00-5.00pm Coffs Coast, [Coffs Harbour Surf Club](#)
- Thu 5 May 9.30-11.30am Port Macquarie region, [Mercure Port Macquarie](#)
- Thu 5 May 3.00-5.00pm Barrington Coast, [Club Forster](#) (please note corrected time)
- Thu 12 May 10.00-12.00 LHI and all unable to attend [Via Zoom](#)

### Business Accelerator & Mentoring Program

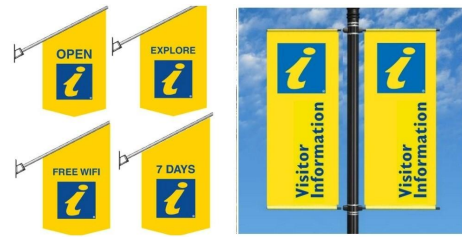
The final intake of [DNC's Business Accelerator & Mentoring Program](#) is open for business owners seeking support to grow and develop their business through mentoring from tourism and business experts. This FREE program developed by Destination North Coast with delivery partner [Sparrowly Group](#) and funded through the Federal Government's [Recovery for Regional Tourism](#) fund has thus far seen over 80 businesses supported.

Find [Tools & Resources](#) developed as part of the program and [Express Interest](#) now. Closes 13 May 2022.

### New Branded Collateral For Visitor Info Centres

Accredited street flags, hats and a range of new shopfront banners are the latest branded items to be added to the accredited VIC network catalogue. Like all other offerings, these items are customisable and

available in various sizes. For quotes and orders, please contact [Carlie @ The Tourism Group](#).



### **Support For Your Business With Business Connect**

Get independent business advice, practical insights and business skills training on a range of topics for your small business via [Business Connect](#) which is a dedicated and personalised NSW Government Program providing advice, events and resources to help you start, run, adapt or grow your small business.

### **Tourism Australia Update**

Tourism Australia's next [Industry Webinar](#) is at 11am, 22 April 2022. The webinar will cover off all you need to know about the Australian Tourism Exchange 2022.

The [Advance Program 2022/23](#), Tourism Australia's international business events marketing partnership initiative, offers the opportunity for Australian industry to access financial support and leverage Tourism Australia's international marketing and distribution expertise to deliver industry-led marketing or distribution projects which:

- increase consideration of Australia for new international business events; or
- increase international delegate attendance at events already secured for Australia.

For full details of the program please read the [Advance Program prospectus](#). For more information on what kind of projects the Advance Program supports see this [infographic](#). Applications close 6 June 2022.

### **Accessible & Inclusive Tourism Conference**

The [Accessible & Inclusive Tourism Conference](#) in the Asia-Pacific (AITCAP) is an annual event showing how catering to the valuable accessible & inclusive market promotes sustainable growth and creates great opportunities for the travel & tourism industry in the region. It helps connect travellers, businesses, policy makers and destination marketing organisations, to create a momentum and contribute to the growth of the sector.

AITCAP is a virtual event being held on 17, 19, 24 and 26 May 2022. Find [full program here](#). The organisers will be at the ATSA Independent Living Expo Sydney ([free registration here](#)) on Thursday May 26th for the last day of AITCAP 2022 to provide an opportunity to meet face to face with live-chat features and virtual get-togethers planned for the virtual crowd.

### **NSW Sommelier's Wine List Awards Open**

The [2022 NSW Sommelier's Wine List Awards](#) are open for entries. The awards support and reward restaurants, wine bars, pubs, clubs and hotels in Sydney and regional NSW. The judges assess the wine lists using criteria including wine list content, presentation, educational content, selection, food and wine matching, service and NSW wine representation. Entries close 19 April 2022.

### **Tourism Capacity Building Program - Local Government Opportunity**

This [Tourism Capacity Building Program](#) is sponsored by Tourism Australia and coordinated by Australian Regional Tourism (ART) and is an online program consisting of 12 modules including:

- Tourism and the Visitor Economy
- The importance of Social Licence
- Destination Management Planning
- Market Segmentation
- Destination Marketing
- Destination Storytelling
- Grant Writing

[Enrol here](#) (fees apply).

### **Expressions Of Interest To Host LGNSW Conferences 2023 & 2024**

Local Government NSW is welcoming [EOI from councils](#) that would like to host future conferences in 2023 and 2024 with the conference providing an opportunity to attract business investment, tourists and increase the economic impact on your local economy. With greater involvement, interaction and engagement, hosting our event is a great way to showcase your LGA. Closes 9 May 2022.



## **Call For Speakers - Sustainable Trails Conference 1-3 Nov 2022 (Tasmania)**

The three-day [Sustainable Trails Conference](#) brings together a broad discipline of trail interests - trail users, designers, planners, land managers, volunteers, clubs and construction experts to share, connect and learn what is driving the trails industry.

The Sustainable Trails Conference is the peak gathering of leaders driving Australia and New Zealand's trail transformation and it's time to share your story! Find [Speakers Submission Pack and apply](#). Submissions close 30 June 2022.

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## **Funding & Other Opportunities**

### **\$2.5 Million To Get Live Music Back On Stage**

The Australian Government is supporting the return of live music with \$2.5 million in grants to be shared by 102 venues under round four of the \$20 million [Live Music Australia program](#). The grants will bring more original live Australian music to communities by funding small-to-medium venues across the country - from pubs in country towns, to clubs and theatres in major metropolitan areas. Read [Media Release](#).

### **Regional Events Acceleration Fund (REAF) Round 2**

Applications to the [Regional Events Acceleration Fund, Round Two](#), have opened.

The \$40 million Regional Events Acceleration Fund is part of the NSW Government's \$2 billion Regional Growth Fund, which is delivering infrastructure and programs that generate economic opportunities, create jobs and improve everyday living in the bush. Event organisers, regional NSW councils, not-for-profit organisations, sporting bodies and Aboriginal Land Councils are eligible to apply for grants. Applications close October 4, 2022 or when funding is fully committed.

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## **North Coast Product Development**

### **Crystalbrook Launches Climate Calories Across 14 Restaurants And Bars**

Forget counting fat calories, climate calories are the way of the future.

Crystalbrook Collection which includes [Crystalbrook Byron](#), will begin labelling all menu items across their 14 restaurants and bars with Climate Calorie information to enable diners to enjoy their meal, comfortable that they are mitigating their environmental impact.

Through Climate Calories, diners will immediately be able to see whether the ingredients in their dish are locally sourced, sustainably grown or caught, have an indigenous connection, consciously reduce waste and were delivered to the restaurant in eco-friendly packaging.

Read [Media Release](#).

### **Caravan Industry National Awards 2022**

Held on the Gold Coast recently, the [award ceremony](#) saw the announcement of several prestigious awards with [BIG4 Great Lakes at Forster Tuncurry](#), awarded the 2022 ReviewPro People's Choice Caravan Park of the Year Award recipient. What a great endorsement!

### **Hastings Farm Gate Tour - New Organisation At The Helm**

To help ensure the long-term viability of this event, the [Hastings Farm Gate Tour](#) will be run under a new not-for-profit Incorporated Association (Earth Logic Incorporated) based in the local Port Macquarie Hastings area. An annual event which began in 2013, the Hastings Farm Gate Tour is a celebration of quality locally grown produce. The tour, run over the June long weekend, allows locals and visitors to experience farm life across the Hastings, Port Macquarie & Camden Haven region via a self-drive tour.

Interested farm hosts (and event sponsors) should [contact Jacqui Murray](#), President of the newly formed not-for-profit.

Read [Media Release](#).



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## North Coast In The News

### **The Coffs Coast Food And Wine Festival**

[Announced recently and celebrated](#) by local Member for Coffs Harbour Gurmeh Singh, is the allocation of \$225,500 to the Coffs Coast Food and Wine Festival through Round One of the [Regional Events Acceleration Fund](#) (REAF). The Festival will run 4-13 June 2022.

Congratulations to event organisers, [Amplify Events](#).

### **Barrington Tops In Concrete Playground**

A recent article in [Concrete Playground](#) explores the seven reasons Barrington Tops is an underrated weekend getaway spot.

### **Tweed Foodie Venues Highlighted In Qantas Magazine**

People flying around the countryside over the holiday period with Qantas will be reading about the fabulous Tweed and the amazing foodie finds featuring the incredible Pipit Restaurant and Ben's mentions of Tyalgum Gelato Shop, Bastion Lane Espresso, Jordy's and Okky. Read the [Qantas Magazine article](#).

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## North Coast Events

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

### **Screenwave International Film Festival 2022** (SWIFF) - Coffs Coast - 21 April-6 May 2022

For 16 days and nights each year, Coffs Harbour comes alive for [SWIFF](#). Audiences travel from all corners of Australia to dive deep into the world of cinema and performing arts.

### **Grafton To Inverell Cycle Classic**

Australia's toughest [one day cycling race](#) has plenty of opportunities for riders in 2022. 7 May 2022.

### **Riverlight Ulmarra**

A [riverside lantern festival](#) for families and visiting friends. 14 May 2022.

### **Kyogle Writers Festival**

[Kyogle Writers Festival 2022](#) comprises over 50 separate events including author talks, workshops, poetry readings and performances, panel discussions and lively conversation. There'll be themed panels on topics such as Indigenous Writing, Food Cultures and Writing, Nature Writing, Sport, Speculative Fiction, Poetry and Journalism in Rural and Regional Areas. 12-15 May 2022.

### **Ross Noble - On the Go LIVE - Lennox Head Cultural Centre**

The [Lennox Head Cultural Centre](#) and A-List Entertainment are excited to bring you [English funny man - Ross Noble](#) appearing live 8.00pm-9.30pm, 17 May 2022.





### **Primex Field Days**

[Primex](#) is one of Australia's most diverse and fastest growing field days held annually in the Northern Rivers. Held over three days, Primex hosts 400+ exhibitors, over 1,000 suppliers and attracts over 20,000 visitors nationally. 19-21 May 2022.

### **Festival of the Sun (FOTSUN)**

[Festival of the Sun](#), Port Macquarie, is described as one of the best boutique music festivals you can experience on the festival calendar. 19-22 May 2022.

### **Boots And Beach Country Music Festival**

The new [Boots & Beach Festival](#) takes place at the Breakwall Tourist Park in the heart of Port Macquarie. 26-29 May 2022.

### **Casino Beef Week**

[Casino Beef Week](#) takes place over 11 days, the festival provides entertainment, education and an authentic country experience for the whole family. 21-31 May 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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