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## North Coast News & Views No. 140

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### **FINAL CALL OUT - North Coast Destination Management Plan Review - Stakeholder Engagement Workshops**

As we are undertaking the renewal of the North Coast Destination Management Plan we are keen to hear the vision and priorities for the future of tourism on the North Coast from as many of our stakeholders as possible.

These sessions are your chance to help shape the roadmap for tourism across our region by assisting in the compilation of a strategy that will cover from 2022-2030. In turn, the document will outline the priorities and strategies for the region which will have potentially significant impacts on future funding opportunities and support available for operators, which is why it is so vital that your voice is heard in the development phase.

We do appreciate that there have been significant challenges and disruption over recent months and that it may be a challenge for many to attend but if you can, you will be helping to shape the future direction for our industry on the North Coast.

I look forward to engaging with as many stakeholders as possible at the stakeholder sessions and hearing your thoughts on how we can best develop; and grow the value of the tourism sector across the North Coast.

#### **Michael Thurston General Manager**

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](#)
- Thu 12 May 10.00-12.00 LHI and all unable to attend [Via Zoom](#)

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### **One From The Heart Concert - Lismore**

To celebrate the resilience and lift the spirits of the Lismore Community, Lismore City Council, Chugg Entertainment and Helium will stage a free concert dubbed **One From The Heart**.

With a star-studded lineup featuring The Buckleys, Darlinghurst, Paul Kelly and Dan Kelly, Daryl Braithwaite, Sheppard, Lime Cordiale, Jon Stevens and Lismore's own Grinspoon, One From The Heart

aims to support the flood affected Lismore region by bringing the community together to enjoy live music at Lismore Showgrounds on **Sunday 15 May**.

Each family within the most affected areas (postcodes 2471, 2472 and 2480) will be able to order four free tickets to the show. There will also be an additional 1,000 tickets available to purchase for everyone outside the nominated postcodes from 8am AEST Saturday 30 April.

### [Find more information](#)



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## **Around The Region**

### **NSW Flood Inquiry Coming To Lismore**

Members of the community, businesses and others affected by the February/March NSW floods will have an opportunity to share their stories and ideas for change at a public meeting to be held in Lismore.

#### [Registration required.](#)

When: 5:30 to 7:30pm, Tuesday 3 May 2022

Where: Whitebrook Theatre (Y205), Southern Cross University, Military Road, Lismore.

More information is available on the [NSW Flood Inquiry](#) website.

### **Clarence Valley Special Events Sponsorship program**

Events contribute to the strength and vibrancy of the Clarence Valley economy by attracting visitors and are supported by the **Special Events Sponsorship program**. Round one for 2022/23 is now open for events occurring between July 2022 and February 2023.

Find [more information and apply](#). Closing 18 May 2022.

### **Barrington Coast Social Media Success**

The first quarter of 2022 saw Barrington Coast social media channels going gangbusters with Facebook performing particularly strongly. Four Facebook viral posts in March skyrocketed the reach of the page and resulted in great engagement and audience growth with the posts ranking as the highest reaching since the Barrington Coast page was created in 2012. The total audience is 135,089 (representing a 6% increase on prior quarter) and the reach is 9.6 million which is a 140% increase on the prior quarter and a whopping 209% increase on prior year.

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## **Industry Development & Other Opportunities**

### **SAVE THE DATE: Accommodation Reinvestment Workshops**

DNC and Stafford Strategy will be conducting workshops outlining regional visitor forecasts to 2030 and perceived existing product gaps to support future new investment in the commercial accommodation sector. The sessions will also discuss future trends to leverage, public funding support and where to potential reinvest available funds in view of increasing occupancy levels and yield.

These workshops are aimed at accommodation providers considering reinvesting in their property by way of major renovations or overhauls or those looking for sales or development opportunities.

These workshops are aimed at conveying the research findings conducted already, gaining intelligence for the owners/managers reinvestment guide and to find operators who would benefit from 3 hours of mentoring from Stafford Strategy in relation to reinvesting in their property. These are small and targeted workshops.

Please save the date for an event near you with more details to follow...

Monday 30 May, 9-11am - Tweed (venue TBC)

Monday 30 May, 2-4pm - Byron (venue TBC)

Tuesday 31 May, 1-3pm - Coffs Harbour (venue TBC)

Wednesday 1 June, 9-11am - Port Macquarie (venue TBC)

Wednesday 1 June, 1-3pm - Mid Coast (venue TBC)

### **The Pricing Challenge: The Cost of Producing Quality Food and Beverages & Common Pricing Pitfalls**

At this [Northern Rivers Food industry breakfast](#), a panel of experts will talk about their experiences producing and pricing their products, some of the lessons they've learnt over the years, how they articulate their product's worth to customers and some common pitfalls to look out for when pricing food & beverages. 8am - 10am, May 30th, Crystallbrook Byron.

### **Tourism & Transport Forum Outlook 2022 Conference**

The [Tourism & Transport Forum \(TTF\) Outlook 2022](#) conference will be held on 19 May in Sydney, and will bring together leading tourism and aviation operators, across the public and private sector to discuss key policy issues facing these sectors and hear about how innovation within the industry will shape a reimaged visitor economy. This year's Outlook will feature the theme of New beginnings: rebuilding and recreating our visitor economy.

### **NSW Quick Tips for Tourism Resilience**

Destination NSW's [NSW First Quick Tips Guides](#) provide practical advice to help tourism businesses prepare for, respond to and recover from the impacts of bushfires and natural disasters.

- [NSW First Quick Tips - Tourism Resilience - Prepare for bushfires and natural disasters](#)
- [NSW First Quick Tips - Tourism Resilience - Respond during a bushfire or natural disaster](#)
- [NSW First Quick Tips - Tourism Resilience - Recovery after bushfires and natural disasters](#)

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## **Funding & Other Opportunities**

### **Community COVID-19 Recovery Funding**

Community wellbeing-focused events and initiatives will be eligible for a share of \$5 million in grants, as part of the [NSW Government's \\$130 million COVID-19 mental health recovery package](#).

Aboriginal community organisations, unincorporated community groups, charitable and not-for-profit organisations, councils and joint organisations, are encouraged to apply. Grants of up to \$300,000 are available, with applications open until 2 May 2022.

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

Applications to the [Regional Events Acceleration Fund, Round Two](#), are currently being accepted.

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 4 October 2022, or when funding is fully committed.

#### **REMINDER: State Significant Event Fund**

The NSW Government's \$200 million State Significant Event Fund has been refocused to turbocharge the recovery of the events industry, with Expressions of Interest (EOI) open for events which can be delivered in 2022 and that will significantly stimulate the visitor economy, create jobs, support businesses and contribute to the cultural and social fabric of the state.

Potential applicants should carefully consider the [State Significant Event Fund Guidelines](#).

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## **North Coast Product Development**

### **Love Lord Howe**

Lord Howe resident Danielle has launched a great new business designed to make a holiday on Lord Howe even more special. [Love Lord Howe](#) offers decadent 'pop up platters', stylishly arranged with gourmet goods from cheeses and charcuterie to fresh fruits and Champagne. The [platters](#) come in a range of sizes and themes and are perfect for everything from a picnic on the go for a family or just for two, or for that special romantic occasion with a stunning tropical island backdrop. Also available is a trusted [babysitting service](#) for holiday makers.

Or for visitors planning a hike or a day out on the island, Love Lord Howe also sells delicious [freshly baked goods](#) from sweet and savoury muffins to cookies and freshly made gelato.

### **The Salle Aesthetic - Lord Howe Island**

Lord Howe's resident beauty therapist Sally has just opened her gorgeous beauty bar called [The Salle Aesthetic](#) offering a range of skin and beauty treatments. The Salle Aesthetic is located next to the [Crooked Post bar](#), opposite the lagoon.

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## **North Coast In The News**

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

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

### **10 Top Tips For A Holiday To Port Macquarie**

Read it all on [Escape.com.au!](#) It seems to be a lot about eating and drinking, coffee and chocolate!

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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.

### **Women's NSW Golf Open Championships - Tweed**

Moving to the Northern Rivers for the first time to be played at the Tweed Heads Golf Club, the [Women's NSW Open](#) boasts an impressive list of past champions in its relatively young history. 28 April - 1 May 2022.

### Casino Cow Country Music Muster

A massive 10-hour program featuring a huge line up of artists performing on Saturday 30 April whilst Sunday 1 May from 10am to 3pm is a free Family Fun Day.

Buy [tickets](#) and find more information.



### Primex Introduces Nourish Food Festival

The Northern Rivers' thriving food and beverage scene will be on show with the launch of a new foodie hub - Nourish Food Fest that will be held at Norco Primex from May 19-21.

Nourish will take place in a newly created outdoor space under a big food festival marquee, creating a true food festival ambience right in the heart of Primex. This is where visitors will have the opportunity to buy, taste and share local food and drinks.

Read [news article](#).

Primex is also excited to announce the organisers will be offering Northern Rivers residents' free entry on opening day, 19 May 2022. Tickets are only available online and must be purchased prior to entry. Check eligible postcodes and terms and conditions before [booking](#).

### Murwillumbah Arts Trail

The [Murwillumbah Arts Trail](#) was the winner of the 2021 Tweed Australia Day Community Event of the Year with the event attracting a large number of visitors as well as engaging the local community and promoting our local talent. This year the event will be held on Saturday 28 and Sunday 29 May and provides a unique opportunity for all to visit artists in their studios, historic halls and pop up galleries.

### Kingscliff Triathlon

The Tweed is looking forward to welcoming athletes, supporters and visitors to the [Kingscliff Triathlon](#) on Sunday 29 May 2022.

### Kinship Festival - Change of Date

The Murwillumbah Community Centre have advised that they have moved the Kinship Festival from Saturday 14 May 2022 to Saturday 25 June 2022.

The Kinship Festival is an annual event held in Murwillumbah with the aim of connecting children and families to country and a sense of community.

### Riverside Lantern Festival To Light Up The Clarence

Floating lanterns will light up the mighty Clarence River as part of the inaugural [Riverlight Ulmarra Festival](#) being held from 2pm to 9pm on 14 May 2022.



[Festival tickets](#) are \$15 plus booking fee.  
[Lantern kits](#) are easy to buy when purchasing tickets, or attend a [FREE lantern making workshop](#).

### **Local Government Destination & Visitor Economy Conference NSW (LGNSW)**

The [2022 LGNSW Destination and Visitor Economy Conference](#) will be held from 17 to 19 May in Orange. The three-day event will bring together local government staff and Councillors, key industry stakeholders and local operators to discuss insights and the ever-changing world facing future visitors.

### **Ride The Wave Festival - 18 - 19 and 24 - 26 June 2022**

Now in its second year, the [Ride The Wave Festival](#) will feature an open division surf competition, a skateboarding and scooter competition, market stalls, food vendors, family fun zone and a live music festival - [Ride the Sound Wave](#).

Follow on [Facebook](#) and [Instagram](#) to keep abreast of updates.

### **40 Years of Beef Week - Casino**

An annual celebration of the Australian beef industry and the rural way of life, [Casino Beef Week](#) takes place over 11 days, providing entertainment, education and an authentic country experience for the whole family. With more than 100 vibrant events to enjoy, there is no shortage of fun things to see and do.

### **[Bonnie Wingham Scottish Festival](#)**

The Manning Valley Historical Society presents the annual Bonnie Wingham Scottish Festival, with clans from all over the country descending on the town of Wingham to enjoy the Festival. 4 June 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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