



# Destination North Coast NSW

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## North Coast News & Views No. 141

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### NSW Shines In Aquabumps Collaboration

Destination NSW has teamed up with world-renowned photographer and [Aquabumps](#) founder Eugene Tan for an exciting new phase of the '[Feel New](#)' campaign.

Mr Tan travelled around NSW capturing the seven feelings of the 'Feel New' brand - joy, connection, freedom, awe, rejuvenation, belonging and adventure.

His first stop was the [Northern Rivers](#), supporting the region's visitor economy as it gets back on its feet after the floods.

The NSW Aquabumps series showcases spectacular destinations across the state, from Byron Bay to Broken Hill and the Snowy Mountains to Lord Howe Island, with the images shared globally and locally across social platforms.

Read [Media Release](#).

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### \$20 Million In Electric Vehicle Charging Grants To Drive Regional Tourism

Up to 3,500 electric vehicle (EV) chargers will be rolled out across regional NSW, with the NSW Government offering \$20 million in grants to establish Australia's largest destination charging network.

The EV destination charging grants will be offered on a co-funded basis for the purchase and installation of electric vehicle (EV) chargers in regional areas, which can provide a top-up of up to 130km of range in an hour.

A range of destinations across regional NSW can apply for the grants, including motels, wineries, cafes, restaurants, natural attractions, visitor information centres, museums and zoos.

The [NSW Electric Vehicle Strategy](#) aims to increase EV sales to 52 per cent of all new car sales by 2030-31, and the vast majority by 2035.

Funding under the strategy also includes a \$131 million investment for ultra-fast charging infrastructure and a \$20 million investment in EV charging in commuter car parks, creating a world class charging network across the state.

Eligible destinations can [apply for the grants online](#).

Read [Media Release](#).

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**New Koala Reserves To Protect A Noahs Ark Of Threatened Species**



Koalas, long-nosed potoroos and powerful owls are among more than 20 threatened species to benefit from three additions to the NSW national parks estate including 752 hectares adjoining Bundjalung National Park near Yamba and 200 hectares adjoining Killabakh Nature Reserve, in the ranges north of Taree.

Find more details in this [Media Release](#) and to learn about koala conservation, visit the [NSW Department of Planning and Environment](#).

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## Eligibility Checker For Business Flood Grants

Flood-affected businesses are being encouraged to continue accessing support and assistance from the NSW Government, with a new five-step eligibility checker now live on the Service NSW website.

To use the eligibility checker, visit [Service NSW](#).

Read [Media Release](#).

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## \$10,000 Small Business Northern Flood Grant Now Open

Flood-impacted small business owners and not-for-profits in the Northern Rivers region can apply for the [\\$10,000 Small Business Northern Flood Grant](#) to help with rent, wages, government fees and other business costs.

The grant is targeted at the highly impacted Northern Rivers local government areas of Ballina, Byron, Clarence Valley, Lismore, Kyogle, Richmond Valley and Tweed Shire.

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## \$55 Million To Help Sports Recover From Floods

The NSW Government has announced a [\\$55 million Sport Infrastructure Recovery Fund](#) to help sporting organisations impacted by flooding in February and March get back in the game.

The Fund will complement the Government's other flood recovery packages and will support the repair and reconstruction of flood-damaged sports facilities.

The Fund will open for applications mid-year, with councils and a range of sporting organisations eligible to apply for funding.

Read [Media Release](#).

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## NSW Streets To Be Transformed

High streets across the state will come alive as the next round of the [\\$20 million Streets as Shared Spaces program](#) rolls out.

Following the success of the award-winning program, this second round will support councils across NSW to test innovative changes that strengthen the amenity and economic vitality of high streets and surrounds.

The Streets as Shared Spaces program provides funding for councils to test and pilot new and innovative ideas that temporarily adapt streets as safe, shared public spaces to support healthier, safe and resilient

communities.

Read [Media Release](#).

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## **Funding Open Now For Crown Reserves**

Crown land across NSW is set to be improved, after the NSW Government reserved \$17 million to upgrade and maintain facilities across the state.

Last year's [Crown Reserves Improvement Fund](#) provided over \$15 million in grants for 257 projects across NSW that benefited local communities and community facilities used by organisations like surf lifesaving clubs, showgrounds, scouts and girl guide groups, pony clubs etc.

Eligible applicants include community groups who use Crown land, and all showgrounds including those on freehold land, for projects that can deliver social, cultural, environmental or economic benefits.

Applications for this year's NSW Government's Crown Reserves Improvement Fund are open from now until 3 June 2022.

Read [Media Release](#).

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## **Funding To Open Newcastle Airport To The World**

The Australian Government is providing \$55 million to make the Newcastle Airport an international hub. Building on its \$66 million investment to upgrade the runway, the Government has announced additional funding to upgrade and expand the terminal, which is expected to bring a further 850,000 visitors to the region.

[Transforming Newcastle Airport](#) into an international hub will also create more than 4400 jobs and generate \$12.7 billion in economic activity.

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## **Industry Insights - Tourism Businesses In Australia Report: June 2016 To 2021**

This [report provides statistics on Australia's tourism businesses](#). It reports on changes from June 2016 to June 2021 in:

- business size
- numbers
- contributions.

By presenting information over this timeframe, this report shows the:

- strong growth in tourism demand prior to the pandemic
  - severe disruption to Australia's visitor economy in 2020 and 2021.
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## **Around The Region**

### **Clarence Valley Economic Development and Tourism Advisory Committee**

Clarence Valley Council is currently calling for nominations to join the Economic Development and Tourism Advisory Committee that will operate for the term of the Council until September 2024. This is a new advisory committee formed under the newly elected Council with draft terms of reference include advising on the promotion, enhancement, and generation of sustainable economic development and tourism within Clarence Valley; advice on economic development and tourism strategies and associated performance measures, and to advise on the promotion, facilitation, and coordination of opportunities for economic development and employment growth as guided by CVC's strategic planning.

Enquiries to [Jo Harding](#), Council's Acting Industry Engagement Officer.

### **Coffs Coast - Small Green Steps To Sustainability**

Often the biggest barrier to sustainability for many business owners is "where do I start".

Businesses of all types and sizes can benefit from this opportunity to learn and network with other like-minded people. The forum is sure to inspire, educate and leave you feeling motivated that sustainability is possible! Join this FREE event as part of [Coffs Coast ECO Month](#).

[Sustainability is Possible - Small Green Steps for Businesses](#) (registration required)

- 5.00pm - 7.00pm, Thursday 26 May 2022
- C.ex Coffs International Stadium

### **Have Your Say - Coffs Harbour**

If you are a Coffs Harbour resident, here's two important ways for you to have your say and shape the future of the city:

- [MyCoffs Community Strategic Plan](#)
- [Coffs Harbour Jetty Revitalisation](#)

### **Accessible And Inclusive Tourism Conference - Kempsey Event**

Kempsey Shire Council has secured [30 free spots for local tourism operators](#) to attend the virtual Accessible and Inclusive Tourism Conference in the Asia Pacific (AITCAP).

In Kempsey, 4-6pm on Thursday 26 May, the final day of the conference will be live streamed from the Country Universities Centre and attendees will be joined in person by professional athlete Ellie Cole, one of Australia's most accomplished Paralympians, for a conversation on her experiences with Accessible and Inclusive travel to be followed by a networking happy hour.

Get your [FREE Tickets](#) here.

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## **Industry Development & Other Opportunities**

### **FREE Program Accelerates Digital Skills In NSW Visitor Economy**

The NSW Government is launching a Digital Skills Accelerator for Tourism program to help NSW tourism businesses transform their online marketing. Destination NSW has partnered with digital consultancy [Tourism Tribe](#) to offer the free program to accommodation providers, tour companies and visitor attractions.

The program complements [NSW First Program](#) content, which includes 'how to' guides, resources and on-demand webinars for tourism businesses.

The Digital Skills Accelerator for Tourism program will be open to 150 tourism businesses in NSW.

Review [eligibility criteria and apply here](#). Read [Media Release](#).

### **Music Festival Organiser's Guide**

Music festival organisers now have a one-stop shop to help them plan the ultimate event. The online [Music Festivals Guide](#) has been developed to cut red tape and make it easier for operators to organise their events. The online resource enables festival organisers to refer to a simple approvals checklist, understand who to talk to, what approvals are needed and when, so the festival runs smoothly.

### **Business Resilience Program**

The [Business Resilience Toolkit is a free online program](#) to help businesses in our region and beyond prepare for future disasters and disruptions. It's available to all Northern Rivers-based businesses and Nambucca Shire Businesses. The course is delivered via 26 fortnightly modules and empowers businesses in NSW to prepare, connect and build resilience. This is a Bushfire Community Recovery and Resilience Fund project with registrations are open until September 2022.

### **Nexia Australia: Northern Rivers Scholarships For Flood Impacted Businesses**

The [Nexia Australia Leaders for IMPACT Scholarships](#) - supporting businesses impacted by the floods in the Northern River Region are open to business owners and CEOs of for profit SMEs and community

organisations operating in the Northern Rivers. Nexia Australia has partnered with the Leaders for IMPACT Network to provide 12 x 4 month scholarships to support leaders and business owners in the region.

### **Northern Rivers Food Industry Breakfast Event**

NRF Industry Breakfast Event - Panel Discussion "[The Pricing Challenge: knowing your product's worth](#)", 8.00am - 10.00am, 30 May 2022.

### **Responsible Tourism Project**

Tourism Australia are conducting a research project on the impact of tourism on the local environment, community, and culture. The feedback will help to tailor communications for travellers in specific regions to educate and encourage responsible and respectful travel.

Now more than ever, it is critical to have a proactive approach for how the tourism sector, its partners, and stakeholders face the future positively and sustainably. Please [complete this important survey](#), which will take less than 10 minutes.

### **TAFE NSW: Wage Subsidies Available For Local Businesses**

50% wage subsidy available for one year for any eligible existing and new staff commenced into a Workplace Traineeship prior to 30th June 2022.

Training is available in all of the following areas: Communication and Marketing, Information Technology, Business Administration and Management, Retail Operations and Retail Management, Supply Chain Operations, Kitchen Operations / Commercial Cookery, Hospitality Management Hair and Beauty Training and Salon Management, Laboratory Skills, Project Management and many Trade Traineeships and Apprenticeships.

For more info contact [Derek Whitney](#) or phone 0456 961 263.

### **TAFE NSW Auslan Training**

TAFE NSW offer non-accredited [Auslan \(sign language\) Training](#), for 2 hours a week for 4 weeks at \$150 per person. This is a virtual course starting 9 June 2022 with plans to run these courses each month. Basic signing could be a terrific skill for Visitor Information Centres or any tourism business.

### **New Tools To Better Serve Visitors With Access Needs**

The [Asia Pacific Economic Cooperation \(APEC\)](#) has developed new tools for visitor economy operators in the Asia-Pacific region to better serve travellers with access needs, including those living with disability. Around 16.7 per cent of the region's population live with a disability and the resources are aimed at giving them greater choice and control over their travel decisions.

The tools include [Best Practice Guidelines for Tourism Access and Inclusion](#) and a suite of [practical online resources for tourism operators](#).

### **Regional Event Management Training Program**

[rEVENTS ACADEMY](#) have opened early bird registrations for their [7 week Intensive Regional Event Management Training Program](#) running 18 July to 2 September 2022.

Core training modules include;

- Strategic Planning
- Event Planning
- Volunteer Management
- Grant Funding & Event Finance
- Risk & Operations

[Register as an early bird](#) before Sunday 15 May for a 20%.

**Registrations for Session 2 Open Now**  
18 July - 2 September 2022

Weekly Live Webinars with Linda Tillman

Build a complete Event Operations Manual

Practical tips and tools to keep your committee on track

Over 40 Event Management Templates  
Marketing Plan | Post Event Survey | SWOT Analysis | Sponsorship and so much more...

Attract more volunteers

Take the stress out - bring back the FUN!

**10 Core Modules**  
Post Event Review  
Strategic Planning  
Event Planning  
Event Team - Volunteer Management  
Finance

**Unlimited Access**  
Sponsorship  
Grant Funding 101  
Marketing  
Risk & Operations  
Logistics & Preparation

**Early Bird Registrations for Session 2 Open Now**



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

### **Kyogle Writers Festival - 12 - 15 May 2022**

The [Kyogle Writers Festival](#) seeks to bring the best of contemporary Australian writing to the region to explore the question: 'Close to Home?'

Visitors can enjoy author interviews and book reviews, discussion panels, workshops and more.

Find the [Festival Program here](#).

### **Primex Field Day - Postponed**

Originally scheduled to be held next week (19-21 May), the on-going impacts of recent floods, combined with continued adverse weather conditions, has led to the postponement of Primex to a yet-to-be-determined later date.

### **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.

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### **COVID-19 Resource Centre**

The [DNC COVID-19 Resource](#) page makes it easy to access relevant information and find links to appropriate Government and other resources.

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