



North Coast News & Views No. 147

Ben Franklin Announced As New Minister For Tourism

Premier Dominic Perrottet has announced three NSW Government Ministers will have their portfolios expanded following the resignation of Stuart Ayres from the Cabinet.

Mr Perrottet said the Ministers will take responsibility for the additional portfolios from Friday 5 August 2022, when recommendations will be made to the Governor regarding their commissions.

Ben Franklin, the Minister for Aboriginal Affairs, Minister for the Arts, and Minister for Regional Youth, will assume the additional portfolio of Minister for Tourism.

Read [media release](#).

2022 North Coast Local Tourism Hero Award Winners



With co-hosts Clarence Valley Council, Destination North Coast held the 2022 Local Tourism Hero Awards Gala Dinner in Grafton on 28 July 2022.

Following the success of the 2021 Awards Gala Dinner, this year we again celebrated the region's Local Tourism Heroes, calling out and saluting some leaders within our industry that go above and beyond especially in times of crisis.

Award winners were presented with a certificate, a trophy and the gift of a Sanctus Brewery Tour voucher for 4 people. Importantly, from co-hosts Clarence Valley Council, each winner also received a framed print of the region's Three Mobs, One River Artwork, which is a visual representation of the regions' three nations, Bundjalung, Gumbaynggirr and Yaegl, unveiled by Clarence Valley Council as part of the NAIDOC celebrations in July 2021.

This year's North Coast Local Tourism Heroes are:

- Donna Carrier, Bent on Food
- Alison Soley and Adam Freeman, Clarence Distillery
- Ian Mobbs, Bago Maze and Winery
- Chrissie Thomas, Twin Towns Club and Resorts
- Dean Fuchs, Out of the Blue Adventures
- Helene Smith, Jabiru Motel
- Brenda Armfield, Casino Beef Week
- Tara Davey, Jetty Dive
- Daniel and Jodie Newhouse, Bellingen Canoe Adventures
- Michelle Braiuka, Lismore City Council

North Coast Second Most Popular Destination For Domestic Travellers To NSW

Destination NSW has released new fact sheets on domestic visitation to NSW, providing valuable insights for visitor economy businesses and revealing NSW was number one in Australia for both domestic overnight visitor numbers and nights in the year ending March 2022.

Overall, domestic overnight travel spending in NSW was up 14.6 per cent to \$16.7 billion for the year ending March 2022. There were 24.4 million domestic overnight visitors to NSW, who spent 85.7 million nights in the state.

The top four destinations for domestic overnight travel in NSW were: Sydney (25 per cent of visitors), North Coast (17 per cent), South Coast (14 per cent) and the Hunter (12 per cent).

The top four destinations for domestic day trip travellers were Sydney (34 per cent of travellers), the Hunter (12 per cent), North Coast (12 per cent) and South Coast (10 per cent).

Find [more information here](#).

Tourism Boost Puts Regional NSW On The Map

New, innovative and unforgettable tourism drawcards that will bring visitors from far and wide to regional NSW are set for a major funding boost, thanks to the NSW Government's \$150 million Regional Tourism Activation Fund.

Minister for Regional NSW Paul Toole recently announced applications will soon open for the second round of funding that supports regional tourism and increases the appeal of regional destinations for both Australian and international visitors.

The \$150 million [Regional Tourism Activation Fund Round Two](#) is part of the NSW Government's \$3.3 billion Regional Growth Fund.

Applications for Round Two of the Regional Tourism Activation Fund close on **27 September 2022**.

The Department of Regional NSW is hosting a live [Online Information Session](#) to provide information about the program. It will include an overview of the program guidelines and participants will be able to ask questions about the program and the application process.

When: Tuesday, August 9, 2022
What Time: 10:00 AM - 11:00 AM

Read [media release](#).

More Biodiversity Protected In National Park Expansion

Gaagal Wanggaan National Park on the NSW mid-north coast is expanding with the purchase of a nearby property that has significant cultural importance to Aboriginal people.

Minister for Environment James Griffin said the addition of the 212 hectare Bald Hill site builds upon the 600,000 hectares that the NSW Government has secured for addition to the national park estate since 2019.

Gaagal Wanggaan National Park is jointly managed by the NSW National Parks and Wildlife Service and traditional owners through the Gaagal Wanggaan Board. The area is part of a rich cultural and ceremonial landscape that includes a tribal ceremonial ground, a men's ceremonial site and riverine middens.

Read [media release](#).



NRMA Buys BIG4 Parks

NRMA Parks and Resorts today announced the further expansion of its portfolio of premium holiday parks on the NSW coast, with the addition of two existing BIG4-branded sites in Batemans Bay and Forster-Tuncurry.

To be renamed NRMA Batemans Bay Beachfront Holiday Resort and NRMA Forster-Tuncurry Holiday Park respectively, the move brings the organisation's overall NRMA-branded park complement to 39.

In Forster-Tuncurry, the new NRMA property is on the shore of Wallis Lake, offering a huge variety of aquatic activities including fishing, boating and kayaking along with family-style and waterfront villas plus caravan and camping sites.

NSW Visitor Economy Businesses Recognised On 2022 Best For The World List

Two NSW-based businesses that work in the visitor economy - [The Farm Byron Bay](#) and [4 Pines Brewing](#) - have been recognised in B Lab Global's [2022 Best for the World list](#), which recognises Certified B Corporations (B Corps) with exceptional positive impact.

B Lab is a not-for-profit network with the mission to inspire and enable people to use business as a force for good. Companies are certified as B Corps based on their planet-friendly practices and environmental initiatives.

To see the other Australian-based businesses that made the list across the categories of community, customers, environment, governance and workers [click here](#).

Industry Development And Other Opportunities

Aboriginal Tourism Experience Development Workshop

Jointly run by Destination NSW and the NSW Aboriginal Tourism Operators Council (NATOC) this workshop, being held in the Tweed, across two days, 16 and 17 August is a must attend event for anyone in the community who is currently engaged in visitor economy activity or sees potential in developing a tourism product.

Please find [more information and the registration link here](#) (select the Tweed on the second page).

Training Gives Indigenous People A Pathway Into Tourism

First Nations cultures are a unique drawcard for Australian tourism. Before the pandemic, interest in Indigenous tourism experiences was growing strongly. According to Tourism Research Australia, 2.5 million Australian and international visitors took part in an Indigenous tourism experience in 2019. This was a 42% increase over 2013.

The national long-term [THRIVE 2030 Strategy](#) prioritises First Nations participation in the visitor economy. To achieve this, the sector needs more Indigenous-owned businesses and more trained Aboriginal and Torres Strait Islander staff.

Working in tourism can help First Nations people to stay on country and earn an income while sharing their culture and traditions. Visitors benefit from authentic immersive experiences they cannot get anywhere else in the world.

NewAccess for Small Business Owners

Our local businesses have had it tough and this can take a toll on our mental health and wellbeing.

[NewAccess for Small Business Owners](#) is a free and confidential mental health coaching program, developed by Beyond Blue to give small business owners, including sole traders the support they need.

The program uses Low-intensity Cognitive Behavioural Therapy (LiCBT) which allows participants to recognise the way they think, act, and feel and break unhelpful thoughts.

Kickstart Your Career In Hospitality

Fee-free [JobTrainer short courses](#), fully funded by the NSW and Commonwealth governments are available and aim to alleviate labour shortages that are hampering the hospitality industry and provide pathways for people looking for rewarding and well-paid careers.

Destination NSW Content Library

The [Destination NSW Content Library](#) houses a collection of inspiring images, videos and editorial content showcasing destinations and experiences across Sydney and all regions of New South Wales which provides industry with a range of free assets that can be used to promote NSW as a travel destination.

[Register, search and download](#) ready-to-use digital files

National Experience Content Initiative

[Tourism Australia's National Experience Content Initiative](#) continues to roll out, with assets for more than 300 operators featured so far. New images and video content are regularly added to Tourism Australia's [image](#) and [video](#) galleries and can be accessed free of charge. The initiative aims to support tourism businesses across Australia in their recovery and drive increased visitation by helping them to better market their experiences and attractions.

Funding And Other Opportunities

Regional Arts Projects Fund

The Project Grants will fund high-quality arts projects benefitting regional or remote artists, arts workers, audiences and communities. The focus of the project could include any area of creative practice, multiple art forms or cross-disciplinary practice. **Closes 15 August 2022.**

[REMINDER: EMDG Can Help You Scale Up And Diversify](#)

Export Market Development Grants (EMDG) provide small and medium enterprises the opportunity to start or expand their exporting. EMDG grants match funding for promotional activities and export training for Australian SMEs and their rep bodies up to the approved maximum grant amount per financial year. Grant funding is shared among all eligible applicants. **Closes 17 August 2022.**

[REMINDER: Regional NSW Business Case and Strategy Development Fund](#)

The \$24 million Regional NSW - Business Case and Strategy Development Fund supports local councils, joint organisations of councils, not-for-profit, industry and Aboriginal community groups with funding to develop business cases or strategies for regionally significant projects and initiatives. **Closes 24 August 2022**

[Strengthening Rural Communities](#)

The Strengthening Rural Communities (SRC) program aims to give the thousands of small remote, rural and regional communities across Australia an opportunity to access funding to support broad community needs. **Closes 30 August 2022.**

[Pandemic Leave Disaster Payment](#)

The Pandemic Leave Disaster Payment has been extended to **30 September 2022**. The purpose of the grant is to provide lump sum financial assistance to limit the financial hardship of eligible individuals who are, or were, unable to earn an income having been required to self-isolate or quarantine, or are caring, or cared, for a person required to remain in isolation as a quarantine measure as a result of COVID-19.

[Clarence Valley Community Initiatives Program](#)

The Community Initiatives Program supports not for profit organisations to produce new or continuing projects and initiatives for the benefit of the Clarence Valley community. **Closes 31 October 2022.**

Around The Region

Fishing Australia Visits The Clarence Valley

Rob Paxevanos, The Fishing Guy from the popular TV show Fishing Australia, recently spent six days hanging out at all the best fishing locations around Yamba and Iluka. Check out this sneak peek from the upcoming [Clarence Valley edition of Fishing Australia](#) to be aired in November.

Crystalbrook Byron - Wins

The [2022 Tourism Accommodation Australia NSW Awards for Excellence](#) were held recently at The Fullerton Hotel in Sydney and honoured achievements in the accommodation industry, ranging from community contribution to accommodation, restaurants and bars. Congratulations go to Crystalbrook Byron, winner of the Redeveloped/Refurbished Hotel Of The Year!

The Tweed's Visitor Centres Paving The Way To A Sustainable Future

As part of the Tweed Tourism Company's commitment to proactive sustainability actions for the region, the Tweed's three [Visitor Information Centres](#) (VICs), based in Tweed Heads, Kingscliff and Murwillumbah, are participating in the globally recognised [EarthCheck Evaluate](#) program. [Read full article](#) for more information.

North Coast Events

To aid your planning and to support local events, please note these upcoming events on the North Coast or find [all events on our website](#).

[North Coast Mud Trail](#)

North Coast Mud Trail connects pots to people. To get a perfect fit for the objects you invite into your life, take this opportunity to meet the makers at this year's Mud Trail and find objects that enhance your lifestyle and your space, whatever your budget.

Whether you are looking for a passionate conversation, a special gift, or exhibition quality

artworks for your home, this annual opportunity is your chance to make artistic connections and potentially invest in hand made work that resonates with you. **13 & 14 August 2022**



Bangalow Music Festival

The Bangalow Music Festival, owned, operated and presented by Southern Cross Soloists, is a major event in the Australian arts calendar. The festival maintains a strong tradition of presenting world-class chamber music performances. Set against the beautiful backdrop of the northern New South Wales hinterland, it is no wonder that audiences return year after year. **11-14 August 2022**

Archibald Prize 2021 Exhibition - Manning Regional Art Gallery

The regional tour of the Archibald Prize 2021 finalists concludes at the Manning Regional Art Gallery and includes 51 of the total 52 works. **Closes 21 August 2022.**

Behind The Lines

The National Cartoon Gallery is delighted to once again be hosting the travelling exhibition Behind the Lines developed and presented by the Museum of Australian Democracy at Old Parliament House. Each year the Behind the Lines exhibition features a broad selection of political cartoons from around Australia, providing an insight into the year in Australian politics. The exhibition features 105 political cartoons by 38 of Australia's best political cartoonists. **Opens 5 August 2022**

Casino Craft Beer Festival



Come and enjoy a family-friendly day at The Barn with some of the best local craft brewers on show: Seven Mile Brewing Co, Balter, Brookie's Gin, Brookvale Union, Stone & Wood.

Spend the day listening to live music, enjoying lunch at The Barn and tasting your way through the variety of craft beers available. **20 August 2022**

Sample Food Festival Returns This Spring For A Special 10th Anniversary Celebration

Sample Food Festival, Northern NSW's premier food event, is returning to the Bangalow Showground after postponements in 2020 and 2021 due to Covid restrictions. The 10th Anniversary edition will celebrate the resilient Northern Rivers community and feature a selection of the region's best restaurants, breweries, distilleries and market stalls showcasing local artisans and producers. **3 September 2022**

Australian Festival Industry Conference

The Australian Festival Industry Conference (AFIC) returns again next month at Sea World Resort. AFIC is specifically tailored to those who produce quality music, arts and culture, food and drink, "intellectual and ideas" and sporting festivals. Across 3 days, hear from some of Australia's industry- leading experts. [Purchase tickets and view the full program here.](#) **30 August - 1 September 2022**

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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