



North Coast News & Views No. 149

\$3 Million To Drive Regional Economy

Fresh marketing campaigns to encourage visitors from the city to the country will be brought to life through the NSW Government's [Feel New Co-operative Marketing Program](#).

The NSW Government will assist 26 program partners across 28 local government areas and four border regions with bespoke marketing support aligned to its Feel New brand.

Minister for Tourism Ben Franklin said the funding would deliver campaigns aimed at enhancing awareness and driving bookings to the State's incredible attractions and visitor experiences in the regions.

Read [media release](#).

Rail Trails Bill Passes Parliament

The NSW Government's historic *Rail Trails Bill* has passed through NSW Parliament, empowering regional communities to convert disused rail corridors into walking and riding tracks. The *Transport Administration Amendment (Rail Trails) Bill 2022* provides a streamlined process that may enable regional rail trails where and when the community wants them. Minister for Cities and Active Transport Rob Stokes said the Bill fixed outdated and onerous legislation that required a change to the Act for each rail trail.

Read [media release](#)

Construction Work On The Northern Rivers Rail Trail Ramps Up

After an extended run of dry weather, work to lay down the new compacted gravel surface is starting at several points along the trail including at Burringbar, Stokers Siding and South Murwillumbah.

When completed, the full length of the Northern Rivers Rail Trail will preserve the 132km scenic rail corridor between Murwillumbah and Casino, creating a safe, car-free connection between the villages and towns along the route.

Read [media release](#).



Prepare To Earn RSA And RCG

Are you an employer in or around Lismore, Ballina or Murwillumbah looking for entry level staff?

The [Regional Industry Education Partnership Program](#) is keen to hear from employers interested in being included on a list for year 12 school leavers seeking work in hospitality. All students provided with the list will have completed RSA and RCG and have the intention of working in the industry full time, or part time whilst studying.

Please contact Regional Industry Education Partnerships program officers Jill McCall jill.mccall@det.nsw.edu.au 0436 846 104 or Tracy Bolt tracy.bolt@det.nsw.edu.au 0457 060 993 by 7 September 2022.

Reforms For Regional Marinas



Boating facilities along the east coast of NSW are set to benefit from a series of upgrades, with regional marinas on Crown land to be offered extended leases of up to 40 years, in return for a commitment to reinvest and update them.

Minister for Lands and Water Kevin Anderson said marina leasing reforms being introduced by the NSW Government will deliver better marinas and waterfront facilities for communities and boat users, support jobs, economies and tourism, while also providing greater certainty for lease holders.

Read [media release](#).

NPWS North Coast National Parks Flood Recovery 2022 - August Update

National Parks and Wildlife Service (NPWS) has established a webpage to keep the community informed of flood recovery progress in our North Coast National Parks.

The [August 2022 update is now available](#).

Go to [National Park flood recovery on the North Coast](#) for information and images of the initial impacts of the floods and our plan for recovery.

Register for updates on progress using the online form on the bottom of the National park flood recovery on the North Coast webpage. These regular updates will keep you informed about the progress of NPWS flood recovery works in the Tweed Byron and Richmond River areas of the New South Wales North Coast.

Changes To The Australian Fire Danger Ratings

The way Fire Danger Ratings are determined and displayed across NSW is changing. As part of a national project, led by the NSW Rural Fire Service (RFS), the new Australian Fire Danger Rating System (AFDRS) will be rolled out from **1 September 2022**.

There are several key changes including:

- There will be four levels of fire danger (instead of six) - Moderate, High, Extreme and Catastrophic.
- Clear action statements which are displayed to give the community advice about what to do at each level.
- A new design for roadside signs across NSW.
- Behind the scenes - the science to determine the daily fire danger rating has also changed.

Find [more information](#) about these very important changes and always be fire aware.



Industry Development And Other Opportunities

Tourism Australia Industry Webinar

Tourism Australia's next industry webinar and update will include a session from John Fitzgerald on all things Tasmania, Tourism Australia's Regional General Manager, The Americas, Chris Allison will provide an update on the North American Market, and Alan Wallish from Passions of Paradise in Cairns will update on where things are at for Adventure tourism. 11am, Friday 2 September with [registration required](#).

National Experience Content Initiative Upskilling And Support

Tourism Australia has partnered with [Tourism Tribe](#) to assist around 1,400 operators from 57 regions who participated in the National Experience Content Initiative (NECI) to make the most of their new video and image content. Through personalised coaching and a dedicated NECI online course library, operators can enhance their knowledge and apply new techniques to amplify their content assets across marketing, social and digital channels.

NECI is a \$12 million content creation initiative aimed at supporting tourism businesses across Australia in their recovery and driving increased visitation by helping tourism businesses to better market their experiences and attractions.

NECI content is available free of charge on Tourism Australia's [image](#) and [video](#) galleries. Find out more about NECI [here](#).

Banksia Sustainability Awards - Open

Entries for the 34th National [Banksia Sustainability Awards](#) have opened. Australia's longest running and most prestigious sustainability awards recognise leadership in biodiversity, climate change, and First Nations people, reinforcing the diversity of sustainability with over 15 categories. Entries close on **13 December 2022**, with the national winners announced at a gala awards ceremony in March 2023.

Tourism Trade Ready

ATEC and Tourism Australia are announcing the release of the new 'Tourism Trade Ready' program this month. The training provides fundamental learning, knowledge, and skills for the Australian tourism industry with a commitment to trade effectively with the domestic and international marketplace. The national training program is delivered through a new interactive online platform where participants can learn at their own pace.

The training includes the new 'Australian Tourism Toolkit' (the redeveloped Tourism Export Toolkit (TEXT) guide). The Tourism Trade Ready program is free of charge for up to two employees of organisations who are ATEC members. Complete the [Expression of Interest](#) to stay informed of the release of the program.

Stakeholder Opportunity - Stay And Play Program At Primex Field Days

Primex Field Days continue to build programs designed to identify and support additional **destination experiences**, available throughout the region for our exhibitors, suppliers and visitors. Research shows almost 80% of visitors to Primex travel 50 kms or more (including highest proportions from south east QLD and NSW) creating exposure to new and broader audiences.

Review the [Plan, Play & Stay campaign](#) designed to promote and build awareness (free of charge to operators) for those properties and destinations offering accommodation, entertainment and engaging in activities, events and features that can add to our visitor and stakeholders experiences, coinciding with Primex Field Days. This partnership asks operators to join in building awareness of the Primex event through your communications and social media channels.



Primex

FIELD DAYS

November 10 - 12, 2022



Come along and experience this iconic field day showcasing primary industries in the heart of the Northern Rivers, where you can plan, play, and stay and experience the best of the region.



Casino,
Northern Rivers
NSW
primex.net.au



Funding And Other Opportunities

[NSW Submetering Grants](#)

The NSW government recently announced Submetering Grants to install new submeters to help businesses take advantage of energy saving scheme incentives. The government will fund 50% of the grant with a cap of \$20,000 (excluding GST) and are available to support the purchase and installation of submeters for measuring energy performance. This means business owners can spend up to \$40,000 on submetering and only pay \$20,000!

The grants are open to NSW businesses with sites that spend a minimum of \$200,000 a year on energy bills and **close on 2 December 2022** or until the budget is expended.

REMINDER - [Regional Tourism Activation Fund - Round 2](#)

The \$150 million Regional Tourism Activation Fund - Round Two supports the development of high impact tourism infrastructure projects that increase visitation, expenditure and extend length of stay for visitors to regional NSW.

Round Two of the Regional Tourism Activation Fund is focused on accelerating the development of high impact tourism and events infrastructure that will increase the international appeal of destinations in regional NSW and boost the visitor economy through increased visitation and job creation. The Fund aims to support projects that are accessible and inclusive for everyone and ensure all visitors to regional NSW have unforgettable experiences that encourage repeat visitation. **Closes 27 September 2022.**

REMINDER - [Regional Events Acceleration Fund - Round 2](#)

Applications for Round Two of the Regional Events Acceleration Fund are now open, with a further \$20 million in funding for events hosted in regional NSW between July 2022 and June 2023.

The aim of the funding is to help attract new events to the regions, make existing iconic regional NSW events even bigger and better and improve accessibility and inclusion at major events. **Closes 4 October 2022**, or when funding is fully committed.

Around The Region

Port Macquarie Hastings Grants - Open Soon

[PMHC Community Grants Program](#) helps local not-for-profit organisations run projects and events that benefit the community. There are five categories; Community Builders, Cultural Activities, Community Celebrations, Youth Projects and Micro Grants. Open 22 August to 18 September 2022.

[PMHC Major Event Grants Program](#) is for event organisers to receive a financial boost for marketing activities (and other expenses where applicable) for their event - up to \$5000 per application. The Major Events Grant will open Monday 22 August, and close Sunday 18th September 2022, and is for events planned for January - June 2023.

North Coast In The News

Jacaranda Season in Australian Traveller



GRAFTON Jacaranda Festival

EST. 1934

The author of this feature article in [Australian Traveller](#) espouses "Jacaranda time in Grafton brings a whole new meaning to the expression 'blooming marvellous'. Everyone knows the joy to be found in seeing just one jacaranda tree in full flower; seeing hundreds, if not thousands, is breathtaking."

Day and night, visitors can check out the amazing Jacaranda spectacle and engage in the many activities of the [Grafton Jacaranda Festival!](#)

[Jacaranda season](#) runs from 20 October - 10 November 2022.

True Blue, REX Airlines Inflight Magazine Highlights Food Scene On Coffs Coast

The local foodie scene has gathered momentum in recent years, with new breweries, wineries, restaurants and cafes showcasing the best in local produce as highlighted in the [True Blue article](#). There are so many culinary adventures just waiting to be discovered. Whether it's locally brewed craft beers, high-quality spirits or fine wines that you fancy, take a tour down the Coffs Coast brewery trail and taste all that this region has to offer.

Delicious Awards 2022

The North Coast punched well above its weight in the recent [delicious. Harvey Norman Produce Awards!](#)

- [Burraduc Buffalo Dairy](#) (Bungwahl, Mid Coast Shire) - Produce from the Dairy
- [Nautical Wholesale Seafood](#) (Arakoon, Kempsey Shire) - Produce from the Sea
- [Husk Distillers](#) (Tumbulgum, The Tweed Shire) - Produce in the Bottle (alcoholic)
- [Natural Ice-cream Australia](#) (Brunswick Heads, Byron Shire) - Outstanding Artisan

Huge congratulations to these incredible producers who help bring national and international recognition to our amazing region.

Business Bites Podcasts

Behind the scenes during 2022 there has been a lot going on to create a new podcast series for the food and beverage industry. Called Business Bites, this new podcast series is a collaboration between [Southern Cross University](#) and [Northern Rivers Food](#).

In each episode Business Bites offers wisdom and insights from forward-thinking academics and leading food and beverage industry experts about what really helps a business to stay relevant and thrive.

You can find the podcast [on the NRF website](#).



Business Bites

PODCAST

North Coast Product Development

[A World-Class Paddock To Plate Dining Experience Opens at Farm & Co This September.](#)

The recently revamped restaurant at Farm & Co - an organic working farm in the heart of Cudgen will soon be offering a dining experience like no other, with a contemporary menu showcasing fresh farm produce, seasonal ingredients and sustainable wines. The venue will also be launching Farm & Co Weddings, set to become a premium destination for weddings in the Tweed region. With sweeping views of the surrounding paddocks, macadamia orchards and sunflower fields, the venue will also have a significant focus on sustainability and a low carbon footprint. Key initiatives include solar power for venue operations, sizable water tanks for irrigation and bathrooms, composting facilities for all food and paper waste, and a comprehensive recycling program. Read [media release.](#)

[The Castle at Bonville](#)

Conveniently located between Coffs Harbour and Bellingen, the Castle at Bonville is an amazing place to enjoy reconnecting with history and nature. The Tower on the first floor is a spacious guestroom with solid double brick walls and the enchanting balcony has you thinking of the days of Romeo and Juliet. The exposed red brick walls with the arched windows give the medieval mood to the space. On the ground floor, the arched cedar wood doorways lead you into the second guestroom - The Accolade Room with its separated bathroom. The dusty mauve-colour painted room has the garden view with the Great Dividing Range as the backdrop.

[C Change Adventures - Now Eco Certified](#)

C Change Adventures has been ECO Certified (ECO Tourism) by Ecotourism Australia. This program is internationally recognised by the Global Sustainable Tourism Council through Green Destinations.

[Ross Park - Lennox Head](#)

New playground installed and landscape works being undertaken. Stage 1 and 2 of the Lennox Village upgrade are now completed.

[Slicks Lennox](#)

Slicks Lennox Head serve up mouth-watering burgers and sides, with local Seven Mile brews, reasonably priced and tasting great. Dine-in or takeaway to sit on the beachfront.

[Club Lennox](#)

Now managed by Cherry Street Sports and putting on regular events with the bistro open 7 days.

[Nature Trails Signage - Macleay Valley](#)

Signage consisting of a story detailing the history of the land from the local aboriginal culture's perspective and a QR code will help visitors develop a deeper sense of understanding of the area as well as guide them to local nature-based attractions and trails to enhance their experience. Signs have been erected at Hat Head, Back Creek SWR, Kempsey, Bellbrook, Willawarin, Grassy Head, Stuarts Point and Crescent Head. Read [media release.](#)





[Zack's On Bent - Grafton](#)

New-look bar and dining experience at Bent Street Motor Inn, South Grafton. Includes take-away option.

[Flinders Rose - Yamba](#)

New café in Yamba and sister to Caper Berry (located across the road) beginning breakfast, lunch and coffee and cake to the 'High Street'.

[Sunfall Tapas Bar](#)

New Tapas Bar in Kingscliff opening 1 September 2022.

[M|Arts - Murwillumbah](#)

M|Arts has reopened post-floods with new artist studios (Nurtured Creations, The Wild Woods and more) and events including Life Drawing Sessions (1st and 3rd Wednesday of the month) and resident artist Arna Baartz also runs art classes each Wednesday. In addition, new brewer Spangled Drongo is soon to open a pop up bar and Knox & Co is undergoing a complete transformation reopened 10 August under a new name.

[The Argyle Hotel - Maclean](#)

Complete renovation of the formerly know middle pub in Maclean, brought back old style house front, accommodation upstairs, restaurant to be leased.

[Windara - Casino](#)

Café, nursery and maze open for breakfast and lunch.

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](#).

[DREAM ON: Art, Music and Culture Festival](#)

One Mob Radio and Yarrawarra invite you to DREAM ON: Art, Music and Culture Festival at Yarrawarra. Come and Gather with them on Gumbayngirr Country to Connect, to Dance and Sing, to Share their Culture and Celebrate Life! **3 September 2022.**

[Australian Open Waveski Surfing Competition - Yamba](#)

Yamba is the host for this year's Waveski Surfing Australian Open at Turners Beach. The national championships are the biggest competition on the annual Waveski calendar and the last event of the Australian Circuit Championship. Come and see them in action! **5-10 September 2022.**

[Crafts On The Coast](#)

Crafts on the Coast returns for its sixth year at Seabreeze Beach Hotel in South West Rocks.

The streets have a frothy line-up of beer with Bucket Brewery, Six Strings Brewing Co, Moorebeer Brewing Co, New England Brewing Co, Sanctus Brewing Co, Wicked Elf Beer, BentSpoke Brewing Co, Young Henrys. **10-11 September 2022.**



[Dirty Detour](#)

Dirty Detour is a one-day gravel and mountain bike event being held from Riverwood Downs in Monkerai near Stroud on the Barrington Coast of NSW.

The brand new cycling event is caters to all rider levels with courses being 20km, 50km and 90km in length and varying difficulty.

With something for the whole family at Riverwood Downs: camping by an open fire, luxury cabin accommodation, horse riding, walking trails, spotting platypus in the pristine upper Karuah River or riding one of the three course options. **10 September 2022.**



[Coffs Harbour Running Festival](#)

The Bendigo Bank Coffs Harbour Running Festival is a community event for people of all ages and abilities and consists of a 21.1km Half Marathon, 10km Fun Run, 5km Fun Run and a 3km Family Fun Run/Walk.

The picturesque track hugs the beautiful Coffs Creek and competitors run over floating boardwalks, through swamp forests of mangrove, casuarina and paperbark trees from the centre of town to the coast and back. **11 September 2022.**

[Cure All](#)

From lurid live leeches to the scariest surgical syringes, Tweed Regional Museum's newest exhibition, Cure All, will have visitors truly appreciating the benefits of modern health care.

Cure All will simultaneously delight and horrify visitors but also inspire curiosity and intrigue as it explores stories of health and medicine in the Tweed through fascinating objects and photographs from the Museum.

Showcasing more than 200 objects from the Museum's collection, the exhibition features intriguing, and sometimes disturbing, surgical equipment, vintage first aid kits, killer pills, cure-oil concoctions and illicit potions. Cure All is on from **5 July until 15 October 2022.**

[Wingham Music Festival](#)

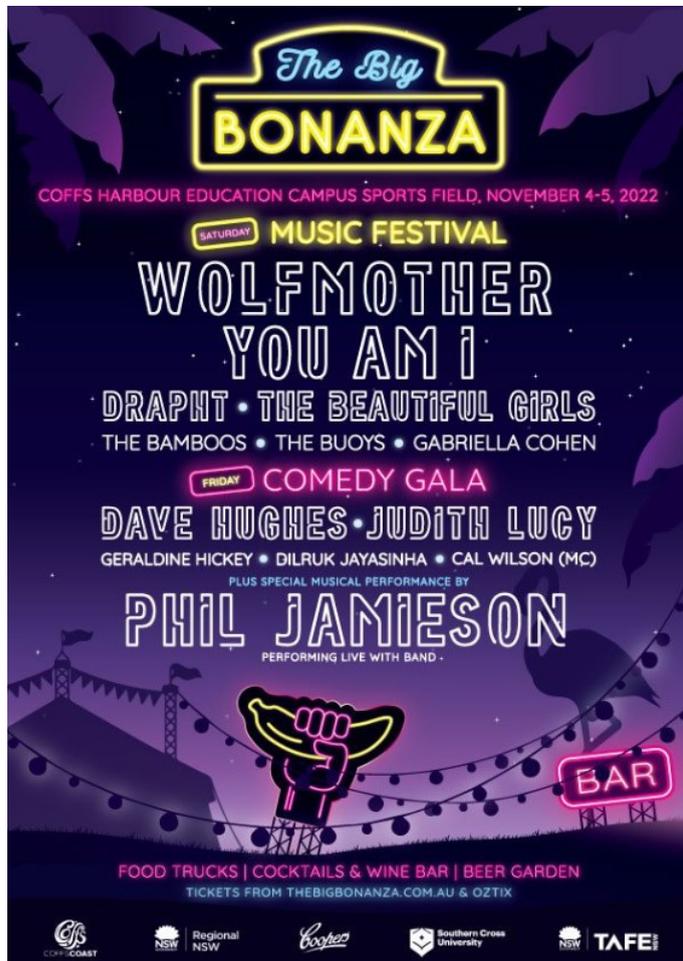
The heritage town of Wingham, a must for anyone visiting the Manning Valley on the Barrington Coast, will once again host the Wingham Music Festival. Headline acts include The Wolfe Brothers, The Black Sorrows, Daryl Braithwaite, The Waifs and many more. **14-16 October 2022.**

[The Big Bonanza Comedy & Music Event - Coffs Harbour](#)

The team behind River Sounds have launched The Big Bonanza, a 2 day Comedy and Music event in Coffs Harbour.

- [Comedy Gala](#) with Dave Hughes, Judith Lucy and many more. **Friday 4 November 2022.**
- [Music Festival](#) with Wolfmother, You Am I and many more. **Saturday 5 November 2022.**

[Buy tickets here.](#)



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.
