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## North Coast News & Views No. 151

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### NSW Agritourism Policy

THE NSW Government has released the final draft of its [revamped agritourism policy](#) which is designed to make it easier for farmers to cultivate new tourism experiences.

The new framework, which will come into effect from 1 December 2022, will introduce clearer definitions and enhanced planning pathways to allow rural property owners to launch tourism activities with either faster or zero planning approvals required.

"Farmers who want to innovate and share a taste of their region with visitors shouldn't be held back by red tape," NSW Deputy Minister for Regional NSW Paul Toole said.

Agritourism is considered by the NSW Government to be a key sector with plenty of growth potential for both the Australian and NSW economies and is expected to generate around \$19 billion nationally by 2030. The final agritourism policy will aim to foster a greater number of farmers diversifying their income by starting agritourism experiences, such as farm stays, cafes, cellar doors, retreats, roadside stalls, fruit picking, and small wedding venues.

Find [more information](#).

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### 'Feel New In The Tweed' Campaign Launches

A high-impact marketing campaign inviting visitors to ['Feel New in The Tweed'](#) has gone to market, reaching major metropolitan audiences including Brisbane and Sydney. The campaign a Tweed Tourism Company cooperative partnership, has been brought to life through the Destination NSW Feel New Co-operative Marketing Program, which aims to enhance awareness and drive bookings to the state's incredible attractions and visitor experiences.

Destination North Coast along with many industry stakeholders gathered at Ivory Waterside, Tweed Heads, last week for the industry launch of this exciting new campaign.



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## Global Tourism Campaign Coming Soon

The face of Tourism Australia's upcoming global marketing campaign has been unveiled in Tokyo and will hop onto billboards around the world over the next week, building anticipation ahead of the Come and Say G'day campaign launch. Minister for Trade and Tourism, Don Farrell, has revealed Australia's new Brand Ambassador, Ruby the kangaroo, on a digital billboard in Shinjuku in Tokyo, Japan. Brought to life with CGI animation, Ruby, the souvenir kangaroo, will also appear on billboards in Singapore, London and New York, will translate across both English and non-English speaking tourism markets, with Australian actress Rose Byrne to be the English voice of Ruby and Japanese actress Maryjun Takahashi to be the voice of Ruby in Japan.

Read [media release](#).

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## Australian Employment White Paper

The Federal Government has released the terms of reference for the [Employment White Paper](#) that will guide the future of Australia's skills and labour market. Individuals and organisations are invited to [make a submission on any aspect of the terms of reference](#).

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## \$13 Million Maritime Project Hits Major Milestone

The boating community on the mid-north coast will soon benefit from the completion of a major milestone in a \$13 million project to transform maritime facilities at Coffs Harbour.

Minister for Transport, Veterans and Western Sydney David Elliott said the installation of a new travel lift would deliver a range of benefits for commercial and private vessels as well as the community.

The \$13 million Coffs Harbour Marine Precinct Project will deliver improved safety and accessibility for all boating enthusiasts and commercial vessels while reducing environmental impacts.

Read [media release](#).

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## Protecting Port Macquarie And Kempsey Koalas

Koalas will be better protected from threats in the Port Macquarie and Kempsey region thanks to a \$1.25 million investment through the NSW Koala Strategy.

Minister for Environment James Griffin said the funding includes a \$600,000 regional partnership and \$500,000 habitat restoration project with Koala Conservation Australia (KCA), and \$150,000 to help councils prevent vehicle strike.

The health and safety of koalas in the region will be better supported through \$150,000 funding for Port Macquarie Hastings Council and Kempsey Shire Council to reduce vehicle strike by identifying hotspots and installing mitigation measures.

Read [media release](#)

Meanwhile, private landholders in the Northern Rivers are being supported to restore 200 hectares of koala habitat through a new initiative that is planting 250,000 tree seedlings, backed by the [NSW Koala Strategy](#).

Read [media release](#).







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### **Tourism Ministers To Collaborate On Workforce And Aviation**

Australian tourism ministers from across the political spectrum came together last week in Adelaide, to agree on the next steps to support the recovery of our visitor economy. The Tourism Ministers' Meeting (TMM), hosted by Federal Trade Minister, Don Farrell, and South Australian Minister for Tourism and Multicultural Affairs, Zoe Bettison, was the first in-person meeting of tourism ministers under the Albanese Government.

Ministers affirmed their commitment to returning the visitor economy to pre-COVID expenditure levels of \$166 billion by 2024. Ministers also endorsed a collaborative workplan to deliver over the coming 12-18 months.

Read [media release](#).

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## Summer Skills Joins Summer Of Jobs To Power The Hospitality Industry

My Future Workforce Northern Rivers is proud to launch **Summer of Jobs 2022** to support the Training Services NSW Summer Skills program. In this joint campaign, Training NSW will co-ordinate funding for hospitality training across the region, preparing a job ready workforce for the upcoming tourism season. As jobseekers take up these training opportunities, employers are encouraged to post vacancies on the My Future Workforce Northern Rivers platform.

Employers who haven't already registered with [My Future Workforce Northern Rivers](#) are encouraged to join now to list your vacancies.

Read [media release](#).

Register on [My Future Workforce here](#).



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## 1 October 2022 Minimum Wage Increase

Minimum wages in 10 awards in the aviation, hospitality and tourism industries increase from the first full pay period starting on or after 1 October 2022. Minimum award wages will increase by 4.6%, which is subject to a minimum increase for adult award classifications of \$40 per week and based on a 38-hour week for a full-time employee.

Find [more information](#).

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## Tourism Industry Insights

### NSW No.1 For Domestic & International Travellers - International Visitor Survey

New data from [Tourism Research Australia](#) confirms NSW is the number one destination in Australia for both domestic and international visitors.

The [International Visitor Survey](#) shows international visitors to NSW increased to 559,800 for the year ending June 2022, up 673 per cent compared to the year ending June 2021. They stayed 30.5 million nights and spent \$2.9 billion in the NSW visitor economy.

### National Visitor Survey July 2022 Snapshot

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

Key results in July 2022 showed improved domestic travel after a COVID-impacted 2020 and 2021. Overnight spend (up 38%) and nights away (up 2%) were up on pre-pandemic levels. However, overnight trips remained slightly down by 3%.

### Domestic Visitor Spending Increases In NSW

The latest fact sheet from Destination NSW - '[Monthly Domestic Overnight Visitation to NSW June 2022](#)' - shows continued strong signs of recovery in visitor economy spending.

Domestic visitor expenditure in NSW was up 29 per cent year on year to \$1.8 billion, three per cent higher than the same month in 2019.

Domestic overnight visitors to Greater Sydney in June 2022 increased 52 per cent compared to the number of visitors in June 2021, while regional NSW had six per cent more visitors.

### Caravan Industry Returns To Pre-Pandemic Trip Levels

After what has been an extremely challenging couple of years for domestic tourism, Caravan Industry Association of Australia's latest National Visitor Economy Report (June) shows the tide is turning in caravanning and camping trips across the country. While the overall annual nights stayed and trips taken remain marginally down, the industry is heartened with the numbers from the June 2022 quarter representing the largest June quarter on record.

Australians recorded 14.1 million nights stayed across the country (from 3.9 million trips), signs that things are returning to normal and a testament to the confidence of consumers towards the industry.

Read [media release](#).

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## Around The Region

### Macleay Tourism Signage - Have Your Say

Kempsey Shire Council has developed a draft shire wide [Signage Strategy and Style Guide](#) to provide direction for tourism and road signage into the future. Tourism operators are encouraged to submit feedback on this strategy and style guide. Comments close on **21 October 2022**.

### Two Tea Gardens Restaurants Finalists In Awards For Excellence

Two restaurants in Tea Gardens were finalists in the 2022 NSW Restaurant & Catering Awards For Excellence, a sure indication of the growing quality of food and beverage across the Barrington Coast:

- [Mumm's On The Myall](#) (*Best Breakfast Restaurant* category, regional; plus *Best Seafood Restaurant Informal* category, regional)
- [The Garden Eatery](#) (*Best Asian Restaurant* category, regional)

Competition is fierce in these awards but in the end it's the diner who wins and they voted The Garden Eatery as winner in the *Consumer Vote Award* category.

### Lord Howe Island's Capella Lodge Wins Conde Nast Readers Choice Awards

Lord Howe Island's pinnacle of 'barefoot luxury' [Capella Lodge](#) received the gong for best resort in Australia and the South Pacific in Conde Nast Traveller magazine's [2022 Readers Choice Awards](#). It scored an impressive 97.65 from a possible 100.

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## Industry Development And Other Opportunities

### BECA Market Sector Feedback Survey

The [Business Events Council of Australia \(BECA\)](#) is exploring the potential to create a new organisation that has the resources necessary to better represent the needs of the Business Events sector, which includes Meetings, Incentives, Conventions and Exhibitions. To ensure the member benefits developed for the proposed organisation are in line with business event industry needs, operators have been asked to complete a [short survey to provide feedback](#).

### SETO Launches Associate Member Offer

The [Student Educational Travel Organisation \(SETO\)](#) has launched its Associate Membership category offering, with an intent to develop a community of companies that are interested to support the Student Education Travel sector. As a result, SETO has developed a special offer for those companies who join before the 30 October 2022.

SETO has secured over 20 tour operator members since launching in February. The founding year members represent a large share of the student education travel market in Australia and are excited to be working together to rebuild the education group travel sector.

SETO has been set up to function as a conduit between the travel and education sectors incorporating specialist educational travel tour operators, suppliers, teachers, schools, and universities.

To access the SETO Associate offer, [click here](#).

Read [media release](#).



### [Digital Solutions - Australian Small Business Advisory Services Round 1](#)

The **Digital Solutions - Australian Small Business Advisory Services** program works with small businesses to make the most of digital tools and offers broader advice specific to your business needs. Digital Solutions is a 7-hour packaged service that offers 3 hours of one-on-one tailored support as well as group workshops or webinars.

Small businesses with fewer than 20 full-time (or equivalent) employees, as well as sole traders, can access services at the subsidised rate of \$44 for 7 hours of support.

### [NewAccess For Small Business Owners](#)

This mental health coaching program has been developed by Beyond Blue to give small business owners support during challenging times.

Over 6 sessions, a NewAccess coach will work side by side with business owners to overcome difficult issues and provide practical skills to help them manage stress.

This program is for anyone aged 18 years or over who owns a small business, from any industry, including sole traders. **Closes 31 December 2022.**

### Spring Sunset Soiree at Tweed River House

Tweed Tourism Co & Northern Rivers Food are pleased to invite the Northern Rivers food & beverage industry community and Tweed operators to their combined Spring industry event. Tweed River House are hosting the industry event on the lush green banks of the Tweed river with sweeping views of majestic Wollumbin and hinterland ranges. **20 October 2022.**

Find [more information and ticketing here](#).



## Tweed Tourism Co & NRF Present: Spring Sunset Soiree

Tweed River House,  
October 20th, 4pm - 6pm



### Business Australia Webinar Series

Business Australia, through their [Entrepreneur Facilitators](#) are hosting workshops and webinars with these events free for anyone considering a small business, with a micro-business younger than 2 years old or looking to improve their existing business.

- [Exploring Entrepreneurship](#) on **16 November** will teach you what you need to consider before making the move to self-employment and the first steps to take. An open Q&A will also be offered - so bring your burning startup questions!
- [Time Management workshop](#) on **2 November** will equip you with tools for a work-life balance, how to remain focussed and identify opportunities for increased productivity. This workshop will be held in person at Ballina Byron Islander Resort and will also be offered via LiveStream for anyone unable to attend in person.

### Ignite Mid North Coast

This year's Ignite MNC will present a carnival of ideas on some of the region's most pressing challenges. The three themes of the event are housing, circular economy and workforce. Guest speakers include:

- Dr Clare Allen (General Manager of Port Macquarie Hastings Council) - imagine an unstoppable community,
- Ian Ugarte (Housing Entrepreneur) - re-imagine housing,
- Warren Kennaugh (Business Coach) - bringing our workforce together.

[Find out more and book.](#)





## Funding And Other Opportunities

### Regional Investment Activation Fund

The NSW Government will invest \$110 million to activate new and emerging industries, drive high value jobs and help the regions reach their economic potential.

The Regional Investment Activation Fund is being delivered in two streams:

Stream one grant amount: From \$2,000,000 to \$20,000,000 - [more information here.](#)

Stream two grant amount: From \$1,000,000 to \$10,000,000 - [more information here.](#)

Applicants must provide a cash co-contribution of at least 50 per cent of the total project cost.

Projects must be based in regional NSW, support sustainable employment opportunities and be completed by 30 May 2025.

### Further Festivals And Events Funding Available To Multicultural Communities

Further funding is available for festivals and events that celebrate the rich cultural spirit of our State through the NSW Government's Stronger Together Festival and Event Grants Program.

Minister for Multiculturalism Mark Coure said local groups and community organisations can now apply for a share of \$500,000 through the program.

The [Stronger Together Festival and Events Grants](#) provide between \$5,000 and \$15,000 towards the running of celebrations held between 1 February 2023 and 30 June 2023. **Closes 28 October 2022.**

### Small Business Month November - Grant Funding

The NSW Government will celebrate small businesses in November and the theme for the **'2022 Small Business Month of 'Connect for Success'** reflects the desire of small businesses to network, connect with peers and experts to grow their businesses.

Small business owners and managers in New South Wales can find activities on the NSW Government's [small business month website](#) to attend. From webinars to workshops, podcasts and panel discussions, there are plenty of activities to choose from to suit you and your business.

### [NSW Government's Surf Club Facility Program](#)

Surf Life Saving NSW clubs are set to benefit from more than \$5 million to help the upgrade, restoration and construction of surf life-saving facilities, thanks to the NSW Government's Surf Club Facility Program. **Closes 1 November 2022.**

### [Australian Heritage Grants Program](#)

The Australian Heritage Grants Program aims to improve recognition, conservation, preservation and access to the National Heritage Values of National Heritage Listed places. The program also aims to increase community engagement and raise awareness of listed places. **Closes 7 November 2022.**

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## North Coast Product Development

### Upgrades To Reflections Holiday Park - Jimmys Beach

As part of the previously reported [million dollar upgrade to Reflections Holiday Parks](#), Jimmys Beach at Hawks Nest is set to receive a \$5million upgrade in time for summertime guests.

[Jimmys Beach Holiday Park](#) upgrades will include:

- A large, luxury saltwater pool
- Nine solar powered-premium cabins based on Environmentally Sustainable Design (ESD) principles, including an all-access cabin with a ramp to the pool area for people with a disability
- Two glamping beach tents lifting the number to five available for bookings
- An upgrade of the internet with individual Wi-Fi Access Points to provide cabin guests with more entertainment options and enable working on site, a growing trend amongst domestic tourists.

### [Hey Lady Diner - Ballina](#)

This Asian fusion diner opened earlier this year and is serving share plates, craft beer, classic cocktails and natural wines. It is doing a roaring trade. Visitors can enjoy Japanese inspired share plates.

### [Capiche - East Ballina](#)

What many locals may know as the Lighthouse Beach Cafe is now Capiche - newly refurbished, new owners and new cuisine.

This sophisticated and tasty Italian inspired restaurant opened its doors to rave reviews. ...so much so that the Capiche Kiosk has also opened for a coffee or brunch fix to enjoy on the beachfront lawn.

### Heritage-Listed Bridges Restored As Countdown To Rail Trail Opening Begins

The restoration of 2 heritage-listed rail bridges on the Northern Rivers Rail Trail is now complete with construction of the Tweed section of the trail on track to open early next year.

Dunbible Creek Rail Bridge and Burringbar Under Bridge No.1 first opened in 1894 and are 2 of the largest and most historically significant landmarks on the Rail Trail. Construction will now continue to finalise the approaches to both bridges with finishing works to include new balustrades and decking.

Find [more information](#).

### Crowdy Bay Eco Resort

The [Crowdy Bay Eco Resort](#) is finishing construction and features 20 glamorous eco-tents on spacious grounds at Crowdy Bay Beach.

This style of accommodation is a hot trend worldwide and this new eco resort plus the new precinct at [Reflections Jimmys Beach](#) will help meet increased demand.

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## 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](#).

### [Tweed Artisan Food Festival](#)

The 6th Tweed Artisan Food Festival is a 10-day event series that delivers 20 curated events showcasing the people, the place and the produce of the Tweed. Hosted by the Tweed Artisan Collective, Destination Tweed.

Spanning across the valley to the coast a range of bespoke events have been specifically created to offer the visitor an insider's experience to this stunning destination.

Some of the finest venues from the region will swing open their doors to showcase the outstanding culinary flavours, culture and collective pride of the Tweeds local producers, chefs and farmers. **21-30 October 2022.**

Read [media release](#).

### [The Uki Festival 2022](#)

The Uki Festival is a world-class music, art, dance, food and resilience festival. Held on the village green, in the hall and the village surrounds of the most beautiful village in the Caldera, Uki. **22 - 23 October 2022.**

### [Beef Feast Richmond Valley](#)

Beef Feast - bringing community to country - brings the regions fantastic range of primary producers together to showcase a range of food, activities and family fun for communities close and far. **30 October 2022.**



### [Coffs Coast Festival Of Motor Sport](#)

Run over an action-packed four weeks, on the Coffs Coast, extending into nearby areas of Raleigh, Kempsey and Grafton, the Coffs Coast Festival of Motor Sport will cater for all four- and two-wheel disciplines of motor sport.

The inaugural 2022 event will feature the following motorsport disciplines: rally, dirt track, off road racing, motocross, go karting, speedway, hill climbs and so much more. Kicking off with a massive motor show, the Coffs Coast Festival of Motor Sport has something for every motor sports enthusiast. **5 November to November 27.**

### [The Big Bonanza](#)

Coffs Harbour's newest festival The Big Bonanza is nearly upon us. With just over 3 weeks till showtime, the banana capital is getting ready to turn it on!

The line-up is bold, the drinks are chillin' and the food trucks are ready to roll.

- Friday 4 November - Comedy Night
- Saturday 5 November - Music Festival

[Find tickets here.](#)

### [Blues and Berries Festival - Woolgoolga](#)

Street food with a berry twist, market stalls promoting local berry produce and farm tours to Costa Berries Farm. BYO a chair, picnic blanket and sunscreen for an awesome outdoor family friendly event. **6 November 2022.**

### [Tweed Eco Festival](#)

The Tweed Eco Festival will be held in Murwillumbah this November to bring Tweed residents together for a fun, free event with practical tips to help residents prepare to be climate-ready and environmentally friendly. The eco event will feature eco markets, kids' activities, food trucks and live entertainment. Presentations, stallholders and practical workshops will help people take action to be ready for natural hazards and reduce their environmental footprint. **13 November 2022.**



### [Sydney Comedy Festival Showcase Tour 2022 - Lismore](#)

Expertly curated and lovingly presented, the Showcase will feature some of the festival's hottest acts live on stage for an incredible two hours of hard-hitting laughter. Boasting a line-up of veteran favourites and some of the freshest emerging talents, this jam-packed night of pure entertainment will leave you sore from belly laughs. This will be held at the newly recovered [Star Court Theatre](#), Lismore **17 November 2022.**

### [Norco Primex Field Days](#)

Richmond Valley Events Centre will host the new-look PRIMEX, established in 1985 and now Australia's Sustainable Farming & Primary Industries Expo, hosting more than 400 exhibitors, supporting 1100 suppliers, and is expected to attract over 30,000 visitors. New date **10-12 November 2022.**

### [Coffs Coast Rally & FIA Asia Pacific Rally Championships](#)

The picturesque Coffs Coast will be home to the November event, which will double as the finale for the FIA Asia Pacific Rally Championship. The best drivers from the Asia Pacific region will battle it out, including competitors from Australia, New Zealand, China, Japan and Indonesia to name just a few countries expected to be involved. The event will utilise roads that have featured in recent FIA World Rally Championship events, along with family friendly spectating opportunities planned. **25-27 November 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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