



---

## North Coast News & Views No. 154

---

### Find Your Path In NSW National Parks

The first ever joint National Parks and Wildlife Service (NPWS) and Destination NSW tourism campaign has been launched, encouraging Australians to 'find your path' in the State's magnificent natural landscapes.

The campaign, which features a [30 second TV spot](#), reaching millions of people as it rolls out across television, digital media, billboards and outdoor media in Victoria, Queensland, the ACT, Sydney and regional NSW from 4 November.

NSW is one of the best places in the world to hike, and the NSW Government is determined to make it even better, with 755 kilometres of new and upgraded walking and mountain-biking tracks, 61 new or improved picnic and visitor areas, and 36 campground upgrades.

To make sure the experience in NSW national parks is as spectacular as the parks themselves, the NSW Government is delivering the largest investment in national parks history, with \$450 million dollars for more than 200 visitor infrastructure projects across the State by 2024.

Read [media release](#) and [find more information here](#).



## More Communities Now Disaster Declared

Joint-funded disaster assistance is now available in an additional 11 local government areas (LGAs) following severe flooding across New South Wales which began on 14 September 2022 and continues to impact significant parts of the State, with the Nambucca Valley included.

For information on personal hardship and distress assistance, contact Service NSW on 13 77 88.

To apply for a concessional loan, contact the NSW Rural Assistance Authority on 1800 678 593 or visit [www.raa.nsw.gov.au](http://www.raa.nsw.gov.au).

Information on disaster assistance can be found on the Australian Government's [Disaster Assist website](#).

Read [media release](#).

---

## \$1 Million Investment Hits Right Notes For Regional Music Industries

Musicians, venues, presenters, promoters, and managers are poised to deliver a range of live music experiences across regional NSW thanks to the NSW Government's \$1 million investment in MusicNSW's leading Regional Music Officer Program.

The program will employ five local champions from across the State to be brokers within their regions - providing on-the-ground tailored support to local musicians, venues, and live music professionals to grow touring capacity and increase professional development opportunities.

The targeted funding will support MusicNSW to deliver more contemporary music for regional audiences, creating new employment opportunities for musicians, while also providing a significant boost to local economies.

Read [media release](#) and find further [information here](#).

---

## Funding Open For Sports Centres Of Excellence

NSW will cement itself as the nation's premier sporting State through the second round of the NSW Government's [Centre of Excellence Fund](#), with applications now open. Up to \$90 million is available to sporting, education and government organisations for the development of integrated high-performance training, administration, and community facilities to improve talent pathways and community engagement for sporting codes.

A key requirement for funding is the inclusion of dedicated female programs and facilities to improve pathways for women and girls in line with the NSW Government's [Her Sport Her Way](#) program.

The fund is a key initiative of the NSW Government's statewide sports infrastructure program, creating thousands of construction jobs and boosting the State's economy.

Applications close **5 December 2022**

Read [media release](#).

---

## Disability Pilot To Help Tourism Address Worker Shortage

Tourism is just one of Australia's growth industries that faces workforce challenges.

The National Skills Commission's (NSC) [2022 Skills Priority List](#) reveals national shortages. There is now a shortage of chefs, hotel/motel managers and tour guides and NSC predicts moderate to strong future demand for these roles.

The Australian Government has committed \$3.3 million to develop a pilot to identify barriers to tourism SMEs hiring people with a disability. The pilot program will address perceived barriers to recruiting, retaining and training staff with disability.

Find [more information here](#).

---

## Employment White Paper Consultation

The Employment White Paper will provide a roadmap for Australia to build a bigger, better-trained and more productive workforce.

The Government invites public submissions covering any aspects of the Terms of Reference up until midnight 30 November 2022.

[Have your say here.](#)

---

## Reflections Holiday Parks Certified As Social Enterprise

[Reflections Holiday Parks](#) has become the first holiday park group in the country to be certified as a social enterprise. As a profit-for-purpose based business, Reflections Holiday Parks reinvested \$9.1 million in FY22 into its 36 holiday parks and 43 community Crown reserves, which are vital habitats for animals and plants, as well as being treasured playgrounds for regional communities and visitors.

Reflections is one of eleven social enterprises within the Australian travel and tourism sector. You can view other travel & tourism social enterprises on the Social Traders website.

Read [media release](#).

Furthermore, a \$5 million premium eco-cabin precinct for guests at Jimmys Beach is now officially open after Reflections Holiday Parks and community and industry representatives, cut the ribbon to celebrate the new deluxe addition to the park.

Read [media release](#).





The Reflections Holiday Park at Evans Head was recognised as a finalist in the 'Best Holiday Park (more than 100 sites)' category at last night's, CCIA NSW Awards of Excellence. The popular Reflections Holiday Park was recognised for its winning combination of great customer service, diverse range of accommodation options and inclusive park and foreshore development for guests and the local community to enjoy.

Congratulations too, to Justine Syme, the Manager of Reflections' Forster Beach Park who received a finalist nomination for the CCIA NSW Awards of Excellence - Employee of the Year category. Justine was recognised for her absolute commitment to tourism excellence and dedication to making every single guest feel engaged and happy with their holiday experience.

---

## **Public Exhibition Of Tweed Byron Hinterland Walk Master Plan**

NSW National Parks and Wildlife Service, Department of Planning and Environment (NPWS, DPE), proposes a multi-day walk that is now on public exhibition for community feedback as part of the [Tweed Byron Hinterland Trails project](#).

The Walk Master Plan is the third of four separate master plans for different precincts within the Tweed Byron Hinterland Trails project. It will be placed on public exhibition until 24 November 2022.

The walk is designed to draw people into the North Coast hinterland, bringing economic benefits to the local communities inland of the coast and helping to foster advocacy for environmental conservation and sustainability.

The documents are available for viewing [on the department website](#).

---

## **Launch Into Work Program**

Launch into Work trials pre-employment projects that support job seekers to increase their skills, experience and confidence.

Projects are co-designed with employers, jobactive providers, registered training organisations and other stakeholders to ensure both employer and job seeker needs are met.

If you are interested in co-designing a pre-employment project that includes training, mentoring and work experience, and can commit to employing job seekers who successfully complete the project, please register your interest by contacting the Employer and Workforce Strategies Team at [workforce@dese.gov.au](mailto:workforce@dese.gov.au) or visit [www.dese.gov.au/launch-work](http://www.dese.gov.au/launch-work) for additional information.

---

## Tourism Industry Insights

### NSW Visitor Spending Exceeds Pre-Pandemic Levels

The [latest fact sheet from Destination NSW](#) has shown strong signs of recovery in visitor economy spending.

Domestic overnight visitor expenditure was up 40 per cent in July 2022 compared to July 2019. Domestic overnight travel to NSW has also increased. Data for July 2022 shows visitation was 24 per cent higher than the month prior.

Total visitation was down four per cent on July 2019, but visitor expenditure was \$2.8 billion, which was up 524 per cent and 40 per cent on the same month in 2021 and 2019 respectively. The rise for July 2022 compared to July 2019 was mainly driven by an increase in spend on holiday travel, including spend on accommodation, food and drinks.

In the year ending July 2022, NSW received 27.3 million domestic overnight visitors who stayed 91.8 million nights and spent \$20 billion.

### Visitation Boom In Regional Areas

The latest data from [Tourism Research Australia](#) (TRA) shows domestic visitor numbers have almost returned to pre-pandemic levels.

Domestic travellers made 9.4 million overnight trips in July 2022, down 3 per cent on July 2019. Visitors spent 37 million nights away, which was up 2 per cent on July 2019, while spend was up 38 per cent (\$2.7 billion) to \$9.9 billion.

TRA noted that travellers were spending more money on average and taking longer trips. The average spend per trip was up \$313 (42 per cent) to \$1049 in comparison to July 2019.

July 2022 saw strong results for interstate travel continue. While overnight trips were down slightly, nights spent away and overnight spend were up on pre-pandemic levels.

Regional areas continued to perform well in July 2022. Overnight trips, nights spent away and spend were all up on pre-pandemic levels.

In July 2022, Australians took 6.2 million overnight trips to regional areas and spent \$5.7 billion. Compared to a pre-COVID July 2019, there was a 2 per cent increase in overnight trips and a 52 per cent increase in spend.

[Find more information here.](#)

### Austrade Seeking Ideas To Attract Domestic Tourists

A strong recovery in domestic tourism is underway. Overnight domestic visitor spend between April and June 2022 was 29% higher than the corresponding pre-pandemic quarter.

As overseas travel becomes easier, how can the tourism sector continue attracting homegrown travellers?

[Find out how here.](#)

---

## Around The Region

### **Tweed Tourism Recovery Forum Networking Breakfast**

Tourism is regarded as an "Engine of Growth" in the Tweed Shire. The enormous impacts on tourism from COVID, border closures and flooding have hurt all businesses that rely on tourism to survive indirectly. Kingscliff Business Chamber are hosting a networking breakfast on **15 November 2022** where an expert panel will discuss what the recovery looks like and what the community can look forward to sharing with visitors.

[Find more information here.](#)

### **Feedback on Byron's Business, Industry And Visitor Economy Strategy**

Byron Shire Council are seeking feedback on their Business, Industry and Visitor Economy Strategy. The purpose of this new strategy is to outline how Council can better support businesses and address the needs of established and emerging sectors over the next decade. The strategy will also look at a range of issues facing businesses such as housing for key workers and land availability.

To complete the survey go to Council's [Your Say web page](#). The survey is open until 30 November 2022.

### **Digital Masterclass: The Essential Small Business Workshop - Yamba**

This FREE workshop is hosted by the Clarence Valley Council in association with Enterprise Plus and the Australian Small Business Advisory Service. The workshop will be held on 30 November 2022 in Yamba.

Whether you are a retailer, tourism, service or professional business, this workshop will help you gain the confidence to manage your business in the digital world.

[Register here.](#)

### **TAFE Courses for Northern Rivers Residents**

TAFE NSW has many fee-free courses available to people of the Northern Rivers and those impacted by the recent flood events for improving your business. For example, Small Business / Sole Trader Bookkeeping or a Statement of Attainment in Safe Food Handling & Coffee Making. This training is only for people living or working in the Ballina, Byron, Lismore, Casino, Kyogle or Tweed LGAs.

To see the full list and register your interest:



**Northern Rivers Employment and Industrial Land Business Survey**

The Northern Rivers region is experiencing rapid growth in retail, building and construction, personal services, tourism and hospitality. Promoting economic growth and identifying future employment and industrial lands is critical to the economic well-being of the Northern Rivers and its residents. Northern Rivers Joint Organisation and RDA Northern Rivers have commissioned HillPDA to undertake an audit of industrial and employment lands in the Northern Rivers.

A survey has been developed to gain the perspective of both local businesses and those that may be interested in establishing in the Northern Rivers. Your responses will be confidential and used to inform the employment land study being prepared by HillPDA. The survey closes 18th November 2022.

Complete [the survey here](#).

**North Coast Well Represented In Top 50 Aussie Towns**

*Australian Traveller* has published its Top 50 Aussie Towns list, which features 18 NSW destinations. Readers were asked to nominate the five towns they most loved to visit, with six North Coast Towns making the list. Congratulations to Yamba (12<sup>th</sup>); Byron Bay (15<sup>th</sup>); Port Macquarie (19<sup>th</sup>); Coffs Harbour (33<sup>rd</sup>); Forster (40<sup>th</sup>) and Bellingen (44<sup>th</sup>).

See [the full list here](#).

---

## Industry Development And Other Opportunities

### Tourism Australia Industry Webinar

Tourism Australia will hold their final Industry Webinar for the year at 11am, **Friday 9 December 2022**, where the Regional General Managers will join for an international deep dive, looking ahead into 2023.

[Register to attend here.](#)

### Exploring Entrepreneurship Webinar

Business Australia is hosting a series of events and workshops exploring entrepreneurship, communication and time management. These events are free for anyone considering a small business, with a micro-business younger than 2 years old or looking to improve their existing business.

The Exploring Entrepreneurship webinar is an online information session with open Q&A at the conclusion to help anyone considering self-employment or starting a new small business to evaluate their idea and provide information on available supports as they take the first steps. **16 November 2022**

Register [here for online session.](#)

### Tourism Australia Tourism Industry Monitor

Tourism Australia are keen to gain insight from all industry stakeholders and get your opinion on the outlook for international tourism now borders have been open for almost nine months by way of this [quick 5-10 minute survey](#) (closing **18 November 2022**).

### Small Business Month

[NSW Small Business Month](#), brought to you by the NSW Government, is the only dedicated festival of activities for small businesses in NSW. By attending NSW Small Business Month events you'll learn new skills and new ideas to help you navigate the road ahead and get the opportunity to connect and collaborate with other small business owners and operators. Find an [online or in-person event here](#).

### Australian Tourism Exchange (ATE2023)

After two years of condensed hybrid events, ATE23 will return to its traditional format; a four-day event, scheduled to take place at the Gold Coast Convention and Exhibition Centre between **30 April and 4 May 2023**.

The event will bring together Australian tourism businesses, tourism wholesalers and retailers from around the world, to conduct scheduled business appointments and participate in key networking events. ATE23 will also provide international buyers with the opportunity to experience Australia's tourism offerings first-hand through pre- and post-event familiarisations.

Find [more information here](#).

### Entrepreneurs' Program

The Australian Government-funded Entrepreneurs' Program employs a network of business experts to help Australian businesses to strengthen, grow, innovate and commercialize to boost jobs, profits, exports, and resilience. Business Australia is the approved Delivery Partner for Growth and Strengthening Business clients in NSW and ACT.

Find [more information here](#).

### Registration Open For Destination Australia 2023

Registration to attend Tourism Australia's Destination Australia Conference 2023 are now open. The event will be held on **Thursday 16 March 2023** at the ICC Sydney and will be followed by a networking function aboard Sydney/Warrane's newest on-water event venue, The Jackson. For anyone unable attend in person the option to attend online is available. The event, themed 'Come and Say G'day', will look to celebrate the opportunities for the future of Australian tourism.

[Register to attend here.](#)

### NSW Tourism Awards Tickets On Sale

The countdown is on for the NSW Tourism Awards, which will be held on **17 November 2022** at Luna Park Sydney. The NSW visitor economy's brightest stars will be showcased at the event, which is managed by the NSW Tourism Industry Council in partnership with the NSW Government and Destination NSW.

[Buy tickets here.](#)

---

## Funding And Other Opportunities

### [REMINDER - NSW Regional Investment Activation Fund - Stream 1](#)

This program provides funding to deliver sustainable employment opportunities, activate new industries, promote cluster development, and drive increased productivity, innovation and competitiveness of businesses in regional NSW. **Closes 14 November 2022.**

### [Innovate with NBN Grant](#)

The Innovate with nbn<sup>®</sup> initiative aims to help regional based businesses and individuals transform their great ideas into game-changing achievements. The program is valued at \$15,000 and is run by NBN Co. **Closes 20 November 2022.**

### [Greater Good Grants](#)

Supports the independent artist community, by providing in-kind services and cash grants. **Closes 25 November 2022.**

### [Regional Small Business Support Program](#)

This program provides financial counselling and related services to small regional businesses facing hardship due to drought, the COVID-19 pandemic or the 2019-20 bushfires. **Closes 31 December 2022.**

### [Playing Australia Project Investment](#)

The Playing Australia Regional Performing Arts Touring Fund provides individuals and organisations with funding to help them with the touring costs of taking a performing art show to regional and remote areas. **Closes 7 March 2023.**

### [Event Development Fund](#)

The Event Development Fund provides organisers of proven events in regional NSW with funding to support their future growth and continued development. Event organisers must have received the maximum funding permitted through the Flagship Event Program prior to applying. **Open until available funds are exhausted.**

### [NSW Cultural Grants program](#)

The NSW Cultural Grants program will support community organisations, groups and businesses to fund Aboriginal cultural events and activities.

Grants of up to \$20,000 are available to empower Aboriginal communities to strengthen, protect, share, promote, and maintain traditional and modern expressions of Aboriginal culture. **Closes 14 April 2023.**

---

## North Coast Product Development

### [The Artisan Farmer](#)

The Artisan Farmer has officially opened in Nabad. Complete with a café, deli, bar and bakery, the team are dedicated to creating vibrant culinary experiences centred on locally grown and sourced produce. It's the perfect stop for lunch or breakfast, topping up your pantry or filling your picnic basket for a day out.

### [Port Macquarie Distillery](#)

An exciting new boutique Gin and Vodka distillery and tasting experience.

### [Go Fish Yamba](#)

Yamba's newest and biggest fishing charter boat is now departing from the [Yamba Shores Tavern](#) daily.

---

## 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](#).

### [Supercheap Auto Coffs Coast Rally](#)

The Supercheap Auto Coffs Coast Rally is the final round of the RSEA Safety Motorsport Australia Rally Championship (ARC), as well as the finale of the FIA Asia Pacific Rally Championship (APRC).

The event will see a host of national and international rally crews descend on the iconic Coffs Coast region. **25-27 November 2022.**

### [Grafton Bridge To Bridge Ski Classic](#)

An extreme adventure sporting event of the highest calibre! A 108 kilometre water ski race from Grafton to Harwood Bridge and return, with boats reaching speeds in excess of 120 kilometres per hour towing two skiers.

The event attracts competitors from Australia, New Zealand and the USA, and is considered one of the toughest events on the water ski racing calendar. **26-27 November 2022.**



### [Macleay Motor Show](#)

Held at Kempsey Showground **10 December 2022**

### [Margaret Olley: The Art of Flowers](#)

This exhibition celebrates Margaret Olley's favourite subject - the beauty and joy of flowers. Olley dedicated her career to exploring the endless possibilities of humble, domestic objects combined with colourful, textural and sculptural arrangements of cornflowers, delphiniums, calendulas, hydrangeas, poppies, marigolds, flannel flowers, hippeastrums and more.

The Art of Flowers brings together some of the finest examples of her much-celebrated flower paintings, spanning five decades, from public and private collections. **Until 12 March 2023.**

---