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## North Coast News & Views No. 159

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### **Summer Events To Generate \$260 Million For NSW Visitor Economy**

Blockbuster sporting battles, artistic and cultural showcases, family-friendly community events and exhibition openings have provided a super start to summer and 2023 for the state's visitor economy.

Destination NSW has supported 38 events taking place across the state in December, January and February, which are expected to attract more than 230,000 visitors and generate more than \$260 million for the visitor economy across their full season run.

The strong summer program will contribute to and build on the recovery of the State's visitor economy, which has reached \$27.9 billion in value.

[Find more information here.](#)

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### **Adventure Begins For Regional Riders**

Bike riders and regional communities are on track to benefit from the NSW Government's plan to boost regional tourism and grow adventure cycling experiences. Deputy Premier and Minister for Regional NSW Paul Toole has unveiled the Adventure Cycling Strategy, which will promote the regions as top visitor destinations for riding enthusiasts around the world.

[Find more information here](#) and [read media release.](#)

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### **NSW Becomes Nation's Hiking Hub With Multi-Day Walks**

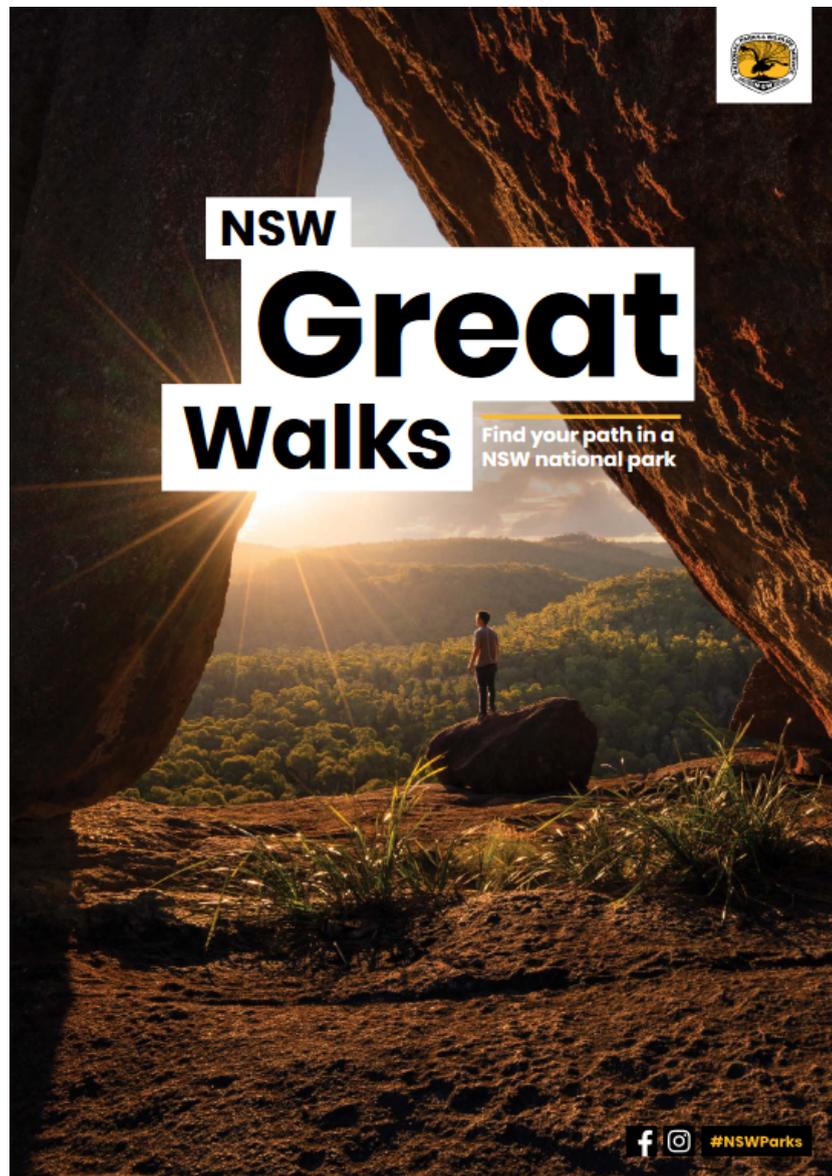
A network of 13 magnificent Great Walks is being established in NSW national parks as part of a plan to transform our State into a bushwalking mecca, ready to rival other multi-day walks in Australia and beyond.

The NSW Great Walks Strategy will help deliver durable walking tracks, protect environmentally sensitive areas, withstand severe weather, and provide infrastructure to meet future population growth. [Read media release.](#)

[Find more information and read the Great Walks Strategy.](#)

There are currently 13 Great Walks established or in development across NSW. These walks constitute 632 km. There are 2,950 km of walking tracks in NSW national parks.

North Coast walks highlighted in the strategy include:



**Great Walk name and National Park**

Dorrigo Escarpment Great Walk - Dorrigo National Park

Tweed Byron Hinterland Walk - Mt Jerusalem  
and Nightcap National Parks

Gibraltar-Washpool World Heritage Walk - Gibraltar Range and Washpool National Parks

Yuraygir Coastal Walk - Yuraygir National Park

**Distance**

46 km (4 days/3 nights) In development

36 km (4 days/3 nights) In development

45 km (4 days/3 nights)

65 km (5 days/4 nights)

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**Visitor Economy To Benefit From Temporary Changes To Work Bonus**

The Federal Government has made temporary changes to the Work Bonus. The changes give older Australians greater flexibility to work and earn more without affecting their pension.

This is also an opportunity for the visitor economy to help meet labour shortfalls.

Work Bonus provides an incentive for pensioners over the Age Pension age to work. It allows them to keep more of their pension when they earn income from working. It will apply to eligible pensioners from 1 December 2022 to 31 December 2023.

[Find out more about Work Bonus](#) on the Services Australia website. Information includes eligibility criteria and how the temporary changes are applied.

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**National Cultural Policy - Revive: A Place For Every Story, A Story For Every Place**

The Australian Government released its landmark National Cultural Policy - Revive: a place for every story, a story for every place, on 30 January 2023. Revive is a five-year plan to renew and revive Australia's arts, entertainment and cultural sector, following the most difficult period for the sector in generations. It delivers new momentum so that Australia's creative workers, organisations and audiences continue to thrive and grow, and so that our arts, culture and heritage are re-positioned as central to Australia's future.

[Find more information here.](#)

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**Three-Year Partnership With Golf NSW A Big Hit For Regional NSW**

Regional NSW has scored a hole in one with a bumper program of men's and women's golf events to be held from 2024 to 2026, thanks to a partnership between Golf NSW and the NSW Liberal and Nationals Government. Deputy Premier and Minister for Regional NSW Paul Toole said the events, which include the Australian Women's Classic and the Men's and Women's NSW Open Championships and regional qualifying events, would be a huge boost for regional NSW. "

[Read media release.](#)

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## Winners Of Australia's Best Beaches For 2023

For the first time, South Australia has claimed the coveted 'Best Australian Beach' title, with Stokes Bay on Kangaroo Island judged the overall winner for 2023. Congratulations to the North Coast's Boomerang Beach for a well-deserved second place.

Boomerang Beach is one of the gems of the Pacific Palms region of the Barrington Coast. This is the first time one of the Mid Coast's beaches has made it to the Best Australian Beaches list and Boomerang's title as Best Beach in New South Wales 2023 is well-deserved.

The list of 'Best Australian Beaches 2023' has been curated by beach expert Brad Farmer AM for Tourism Australia. Mr Farmer states Boomerang Beach "typifies a sunburnt Aussie surfing haven" and rates the Mid Coast coastline as among the top five best seaside stretches in Australia.

[Read media release.](#)



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### Surf Club Upgrades To Benefit Beachgoers

Coastal communities will benefit from more than \$5 million to upgrade, restore and improve local surf clubs as part of the NSW Liberal and Nationals Government's Surf Club Facility Program. Minister for Sport Alister Henskens said 26 surf clubs would receive funding through the program to create more modern, accessible facilities and to ensure lifesavers have what they need to keep the community safe on our beaches.

Congratulations to Brunswick Surf Life Saving Club, Cudgen Headland Surf Life Saving Club, Fingal Rovers Surf Life Saving Club Inc., Forster Surf Lifesaving Club Inc, Macksville-Scotts Head Surf Life Saving Club, Pacific Palms Surf Life Saving Club Inc, Port Macquarie Surf Lifesaving Club Inc, Tea Gardens Hawks Nest Surf Lifesaving Club Inc, Tacking Point Surf Life Saving Club Inc and Sawtell Surf Life Saving Club.

[See the full list of recipients here](#) and [read media release.](#)

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## Tourism Industry Insights

### Tourism Forecasts for Australia, 2022 - 2027 Report Released

While a full international recovery remains distant, the outlook for Australia's visitor economy is brighter than at any time over the past two years, according to Tourism Research Australia's (TRA's) latest tourism forecasts. [Download the report here.](#)

### Global Traveller Report Reveals Shift Towards Sustainable Travel

A major new report by World Travel & Tourism Council (WTTC) and Trip.com Group, together with Deloitte, reveals a heightened appetite for sustainable tourism amongst consumers, with 69% of travellers actively seeking sustainable travel options.

The report, "*A world in motion: shifting consumer travel trends in 2022 and beyond*", shows that sustainability is a key element of the travel agenda, with travellers eager to reduce their carbon footprint and support sustainable tourism. [Read media release](#) and [find more information](#).

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## Around The Region

### Mt Warning Estate - Doing Accessibility Well

Mt Warning Estate has received a glowing write up from accessible travel writer, Julie Jones. [The story](#), on 'Have Wheelchair Will Travel' is definitely worth a read if you're wishing to up your game and make your accommodation more inclusive! Or to share with family members or friends who might be due a visit to the Tweed.

### Barrington Coast In The News

Over the past few weeks there has been a flurry of stories about Mid Coast businesses and their services being widely praised online. This "overnight" success is always the result of long hard years getting their product just right, congratulations to everyone finally being recognised.

- [The Artisan Farmer](#) at Nahiack (featured on [lifehacker.com.au](#))
- [The Famer's Wife Distillery](#) at Allworth (featured on [hunterhunter.com.au](#))
- [Finns at Old Bar](#) (featured on [escape.com.au](#) and [traveller.com.au](#))

### Tyalgum Hotel Welcoming Visitors Again.

After being sold and then closed down, the new owners of the Tyalgum Hotel are ready to welcome customers back giving both locals and tourism a boost. It's been a difficult run with enduring road closures delivering a huge hit to the town. [See news report here.](#)



### **Agritourism Trend On The Rise At Farms Around Australia**

There is a growing number of agritourism businesses popping up across the country to cater to the growing demand for authentic experiences connecting people to regional Australia's products and producers. A [recent story in Escape](#) highlights three such businesses in the Tweed and Richmond Valley.

### **Why the Tweed Valley is Your New Dream Holiday Destination**

The secret is out, thanks to a recent story in [Qantas' Travel Insider Magazine](#), highlighting locations, activities and eateries all known and loved by locals.

### **Destination Barrington Coast - Destination Management Plan Workshops**

The team at Destination Barrington Coast invite Mid Coast visitor economy stakeholders to provide input to the review and update on the region's Destination Management Plan (DMP).

Have your say on how to grow the Barrington Coast sustainably at one of these facilitated workshops:

- **Hawks Nest:** Mon 20 Feb 2023, 1pm to 3.30pm (Hawks Nest Surf Club, Booner St)
- **Gloucester:** Tue 21 Feb 2023, 10am to 12:30pm (Council Admin Office, Railway St entrance)
- **Taree:** Wed 22 Feb 2023, 10am to 12:30pm (Yalawanyi Ganya, 2 Biripi Way)
- **Forster:** Thu 23 Feb 2023, 10am to 12:30pm (Club Forster, Wallis Room)

[Register here.](#)

### **International Women's Day Luncheon**

Tropical Fruit World and Sourdough Business Women invite you to celebrate International Women's Day 2023 where guest speakers will discuss 'Cracking the Code' - highlighting the role that STEM can play in combatting discrimination and accelerating the progress towards a gender equal future. The luncheon will be held on 3 March 2023 at Fins at Plantation House, Duranbah. [Book your tickets here.](#)

Look out for events to celebrate International Women's Day (8 March 2023) in your area.

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## **Industry Development And Other Opportunities**

### **Last Chance To Register - FREE Inbound Strategy Workshops**

With a critical mass of international visitors now returning to Australia it is the ideal time to find out how to attract international visitors to book your tour, attraction or accommodation at one of two upcoming Inbound Strategy Workshops, delivered by Destination NSW as part of its [NSW First Program](#) and supported by Destination North Coast.

These free, one-day workshops set out the tools and steps for tourism businesses to tailor products for different international visitor markets, make a plan to become export ready, and sell experiences to international visitors via online travel agents and traditional inbound travel trade.

Find more information and register at the workshop closest to you:

- [Coffs Harbour, Tuesday 14 February 2023](#)
- [Port Macquarie, Thursday 16 February 2023](#)

There's an **online workshop** for those businesses that cannot attend in Coffs Harbour or Port Macquarie and similarly, it will suit businesses that are interested in working with the international market and are ready to take the next steps in becoming export ready.

When: Tuesday 21 February | 10:30am - 3pm

Where: [Online - Zoom](#)



**NSW FIRST**  
PROGRAM



### **Register For Tourism Australia's Industry Webinar**

Tourism Australia's first Industry Webinar for 2023 will be held on 24 February at 11am. Along with an update from Tourism Australia's Managing Director, Phillipa Harrison, Tourism Australia's Executive General Manager, Strategy and Research, Rob Dougan will give an update on what the future traveller looks like, and we will hear from Susan Wheeldon, Airbnb's Country Manager, Australia and New Zealand. [Register to attend the webinar here.](#)

### **ATEC And Tourism Australia's Tourism Trade Ready Program**

ATEC and Tourism Australia's Tourism Trade Ready program is now live. The 'Tourism Trade Ready' online training program provides the fundamental learning and essential resources required to trade effectively with the domestic and international marketplace. The training program is for both new entrants to market, and existing tourism operators looking to refresh and upskill. Developed by industry, for industry the learning is complemented with case studies, videos and quotes. Registration includes access to the Australian Tourism Toolkit, your essential guide to tourism in Australia. [Learn more and register.](#)

### **Disability Employment Pilot for Tourism Sector**

Applications have opened for the [Disability Employment - Tourism Local Navigators Pilot](#), which will test a new approach to reduce barriers to small and medium sized tourism businesses hiring people with disability. The Federal Government has committed \$3.3 million to fund the pilot, which is designed to address job shortages in the visitor economy and assist businesses in the tourism sector to be more confident to engage with and offer employment to people with disability. For information on the grant opportunity, [contact the Disability Employment Policy Team.](#)

### **Destination Tweed Reunion**

Tweed Artisan Collective welcomes former, current and future members for an informal get-together on the lawn at Tropical Fruit World. No powerpoint presentations, slide shows or long speeches. Think, drinks, nibbles and catching up with old friends - like the good ol' days of after work drinks. This is a ticketed event so [register here](#). 5:30 pm - 7:00 pm, 28th February 2023.

### **Young ATEC Opportunities**

Young ATEC's vision is to enhance the Australian Tourism export industry by facilitating the education and development of the industry's future leaders.

Becoming a Young ATEC member is the first step in developing strong professional relationships, building corporate knowledge of the tourism industry and enhancing management skills. The Young ATEC community offers support, education and networking opportunities to Young Tourism professionals. [Find more information here.](#)



## Funding And Other Opportunities

### [Four Year Investment for Organisations](#)

Four Year Investment provides multi-year investment for arts and cultural organisations. This will enable organisations to plan with longer-term certainty and increase their capacity to leverage other support and collaborations.

Organisations must demonstrate a high degree of artistic achievement, along with a compelling four year vision for the period 2025-2028. To be competitive, organisations will also need to show they are well governed, effectively managed, and generate diverse income streams. **Closes 14 February 2023.**

### [NAIDOC 2023 Local Grants](#)

The NAIDOC 2023 Local Grants are available for activities to be held during [NAIDOC Week](#) (2 - 9 July 2023) by Indigenous and non-Indigenous communities and community organisations across Australia. The funding will provide assistance towards the cost of organised activities. Activities must align with the 2023 NAIDOC theme *For our Elders* and celebrate First Nations' histories, cultures, achievements and continuing contributions to our country and society. All events and activities will need to meet government guidance aimed at reducing the risks associated with COVID-19. **Closes 17 February 2023.**

### **Arts Projects**

The Australian Arts Council has opened funding for [organisations, individuals and groups](#) and the [Playing Australia Project Investment](#) to support performing arts tours to reach regional and remote communities across Australia. These grants all **close 7 March 2023.**

### [Telstra National Aboriginal and Torres Strait Islander Art Awards](#)

The Telstra National Aboriginal and Torres Strait Islander Art Awards highlights the latest in contemporary Indigenous artistic practice and are now the richest art awards in the country, awarding \$190,000 across 7 categories. **Closes 17 March 2023.**

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## North Coast Product Development

### **New Restaurants In The Heart Of Ballina.**

[Layla](#) is a fusion of Moroccan and Japanese food now open at 43 River Street. You may recognise that address - Layla operates from Cafe Boker during the evenings. Layla is the love child of chef Dan Zenou's Moroccan upbringing and over 10 years of working in Japanese kitchens. The menu is rich in flavours, fresh and creative, combining Japanese techniques with traditional Moroccan recipes that have been passed in Dan's family for centuries.

In case [Kelp](#) hasn't already caught your eye with its fine street appeal, you can find this new restaurant right next to Dory's Takeaway, at the corner of River and Moon Streets in Ballina. Kelp is a new offering from the Dory's team - who affectionately call Kelp the big sister. With its snazzy bar, cool atmosphere and open aspect it's a great spot to linger over a cocktail or tuck into a bucket of prawns.

### [Coffs By Nature Guided Tours](#)

Returning to the Coffs Coast, these extremely popular guided tours are a great way for locals and visitors to experience all that Nature has to offer. Peel back the layers and uncover the hidden secrets of the Coffs Coast with a passionate local as your friendly guide. With free tours and fresh adventures every season, come home to nature and take a walk on the wild side!

### [Just Enough Beach](#)

Remember the beautiful lucky door prize from the North Coast Tourism Symposium? It came from Just Enough Beach which now has a shop front at 18 Coldstream Street in Yamba.

### [The Banyan](#)

The Banyan is an immersive social, bathing and dining experience in the heart of Mullumbimby ready to welcome guests and featuring a lap pool, two hot mineral pools, a wood-fired sauna, a steam room and a cold plunge. There are five massage treatment rooms and a rooftop sundeck for post-treatment relaxation.



### [Light Years](#)

A classy refurbishment of Light Years in Byron Bay has given their popular Asian Bar and Diner a stunning makeover. Take a stool at the terrazzo table-top bar and soak up the vibe, then place your faith in executive chef Robbie Oijvall's modern exploration of Chinese, Japanese and Southeast Asian cuisines.

### [Stray Espresso](#)

Now holding monthly events including art exhibitions/openings and music acts on alternate months in Evans Head. There's also ceramic clay workshops here a couple of times a month. You can now order and collect fresh produce boxes from local farm in New Italy and ready-to-go picnic boxes, Friday-Sundays.

### [Sunfall Tapas Bar](#)

New tapas and cocktail bar in Kingscliff serving a selection of cocktails using local spirits, quality bar bites and live music from Tuesday to Sunday.

### [Tweed River House](#)

Tweed River House has launched a new Lawn Bar on the banks of the Tweed River. The popular restaurant achieved a Chef Hat within 6 months of opening and on their 1 year anniversary opened the downstairs Lawn Bar as a new food & beverage offering. With sophisticated bar snacks and creative cocktails it's sure to continue to gather a loyal following and a must-visit destination dining experience in The Tweed.

### [Pasta'bah](#)

A new pasta experience and gourmet deli has opened in Murwillumbah by the team behind [Woodland Valley Farm](#). Fresh pasta handmade onsite from pasture raised eggs including gluten free pasta options.

### [Aussie Trike Tours](#)

Trike tours and joy rides Coffs Coast area. Day tours, wine tasting, attractions, special occasions or create your own customised itinerary.

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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](#).

### [Trial Bay Triathlon](#)

The Trial Bay Triathlon is a sporting event that takes the shores of Trial Bay beginning with a swim along Trial Bay Beach and then an outdoor adventure cycle across the scenic national forest and finishing with a cross country race to the finish! **11-12 February 2023.**

### [Bridges & Berms](#)

Bridges & Berms is a two race cross-country series for riders of all levels, being held at the Hacks Ridge Mountain Bike Park in the Nambucca Valley. **12 February 2023.**

### [Northern Rivers Country Festival](#)

Including the Casino Stockman's Challenge Professional Bull Riders Association Rodeo, this 3 day event is taking place in the heart of Kyogle. **17-19 February 2023.**

### [Great Lakes Pro](#)

Over 130 professional surfers will call Great Lakes home in February when the Great Lakes Pro lands in Boomerang Beach. The elite four-day QS 3000 rated event will form the first of three stops on the Vissla NSW Pro Surf Series. **21-24 February 2023.**

### [Oztag Junior State Championships](#)

The Australian Oztag Sports Association hosts the Junior State Cup annually and the event will once again be held at C.ex Coffs International Stadium. **24-26 February 2023.**

### [Macleay Music Muster](#)

Macleay Music Muster is a free family friendly concert with Australian country music stars Adam Harvey and Beccy Cole. **4 March 2023.**



The poster for the Macleay Music Muster event features a scenic background of a green valley with a sunburst effect. The main title 'Macleay Music Muster' is written in a large, stylized font. Below the title, the date and time are listed: 'SATURDAY 4 MARCH', 'GATES OPEN FROM 2:30PM / MUSIC FROM 4PM', and 'KEMPSEY SHOWGROUND'. A list of performers is shown on the right side, including Adam Harvey, Beccy Cole, Loren Ryan (Toyota Star Maker Winner 2023), Charlie Fittler, and Local Artists. The event is advertised as 'FREE FAMILY FRIENDLY EVENT' and 'ALCOHOL FREE EVENT'. At the bottom, there is a QR code and the text 'Secure your tickets at ksc.pub/mmm'. Logos for NSW Government, NSW Communities, and Kempsey Shire Council are also present.

### [Macksville Laneway Festival](#)

Macksville Laneway Festival is a new community event with a packed programme of live performances, street art and workshops for the whole family. Valley residents will be treated to live bands, a fire show, street performers, a street art photo trail, market stalls, food trucks, kids lantern making and parade, kids and young adult circus playspace, giant games, dance performances, laneway cricket comp, artist talks and workshops. **11 March 2023.**

### [Chinderah Chilli Festival](#)

The best chilli companies from around Australia will be sampling and selling their spicy goodness inside and outside the Seagulls Club in Tweed Heads. Lots of kids entertainment to be announced. Big kids entertainment includes live music and chilli eating competitions. **11 March 2023.**



**Bellingen Memorial Hall Grand Reopening**

An event series to mark the grand reopening of Bellingen's Memorial Hall has been announced for mid-March, following an extensive period of renovation. The multi-arts performance programme spans five nights showcasing theatre, film, classical music, comedy and contemporary music. **13-18 March 2023.**

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