



North Coast News & Views No. 160

Bush Businesses Get A Helping Hand To Grow Their Workforce

Regional businesses across the State will get a helping hand from the NSW Government to attract employees from metropolitan parts of the State thanks to the *Regional Skills Relocation Grants* program. Deputy Premier and Minister for Regional NSW Paul Toole said the program will see eligible businesses reimbursed up to \$12,500 to assist with recruitment services and relocation costs of eligible skilled workers they employ.

The Regional Skills Relocation Grants program increases the availability of skilled and experienced workers for businesses setting up in, relocating to, or currently based in regional NSW.

[Find more information](#), including program guidelines. [Read media release](#).

Destination NSW Extends Feel More. Live More Campaign

Destination NSW is partnering with the Caravan and Camping Industry Association NSW to extend its [Feel More. Live More](#) campaign to attract visitors to regional NSW.

The six-week campaign will run from 12 March 2023, spanning TV and digital, including editorial content highlighting holiday parks that were affected by floods in recent months but are now open, safe to visit and warmly welcoming visitors.

The industry plays a critical role in the visitor economy. In 2021, caravan and camping holidays accounted for 13 million visitor nights for NSW, generating more than \$2.1 billion in visitor expenditure.

Tourism Group Formed To Promote Indigenous Reconciliation

A newly established tourism Reconciliation Industry Networking Group (RING) has been curated to support reconciliation with Aboriginal and Torres Strait Islander peoples throughout Australia.

The Tourism RING was convened by Tourism Australia and Intrepid Travel, with the support of Reconciliation Australia, serving as an industry led, informal group providing opportunities for businesses with a reconciliation action plan (RAP) to connect and collaborate together and further Indigenous reconciliation.

Despite more than 2,200 organisations having a RAP, there is only a small number of travel industry business making up the number.

The Tourism RING will share challenges and opportunities, identify best practice in reconciliation and listen to the voices of Aboriginal and Torres Strait Islander peoples and communities on topics relevant to reconciliation, culture and tourism. [Find more information here.](#)

Caldera Walk Master Plan

The National Parks and Wildlife Service (NPWS) has proposed a new walk in the Wollumbin National Park, with a master plan on public exhibition until 27 February. The Caldera Rim Walk Draft Master Plan provides overarching concepts for the proposed 8-kilometre (return) half-day bushwalk and associated facilities in Wollumbin National Park. The draft master plan also suggests possible future options to extend the walk, which would expand the integrated visitor experiences in the area and cater for a diverse range of bushwalking experiences.

The Caldera Walk Master Plan is on exhibition until 27 February 2023. [View the Master Plan and provide feedback here.](#)



Caldera Rim Walk Wollumbin National Park

Draft Master Plan

Prepared by NewScape Design for the NSW National Parks and Wildlife Service



Aviation White Paper

The Aviation White Paper (the White Paper) will set the long-term policies to guide the next generation of growth and innovation in the aviation sector.

It will clearly articulate the Commonwealth Government's policies on desired aviation outcomes in relation to safety, competitiveness, sustainability and efficiency to ensure the sector is appropriately positioned to deliver aviation services for the Australian public out to 2050. Interested individuals and organisations are invited to make initial submissions on any aspect of the Terms of Reference by 10 March 2023. Further consultations will occur on the Green Paper. [Find more information here.](#)

Tourism Industry Insights

NVS Snapshot

The Tourism Research Australia (TRA) National Visitor Survey [Snapshot for November 2022](#) shows NSW recorded Australia's highest increase in visitor expenditure (up 37 per cent or \$674 million, compared to November 2019). Spending by interstate visitors to NSW was up \$170 million or 22 per cent compared to 2019. Intrastate spending was up \$503 million or 49 per cent. Across Australia, the average spend per trip was up \$309 (45 per cent) to \$993 compared to \$683 in November 2019. TRA said early data for December 2022 and the first three weeks of January 2023 showed domestic overnight trip rates were higher than pre-pandemic levels.

TRA have also released the [Tourism Investment Monitor 2021-22](#). It provides a point-in-time measure of investment in fixed assets for Australia, across three tourism related supply-side areas:

- aviation
- art, recreation and business services
- accommodation.

The 2021-22 report reveals a tourism investment pipeline of 244 projects valued at \$44.3 billion.

Rising Desire To Fly Domestically

More than one in three Australians view flying as critical to their wellbeing, the first national survey of air travel consumer sentiment by industry safety provider Airservices Australia has shown. CEO of Airservices Australia Jason Harfield said the survey findings were a timely reminder of the importance of air travel not only to the economic lifeblood of the country, but to people's lives in general. Australians under 30 are among the most eager to be flying again, with 71 per cent planning at least one or more domestic trips in the next 12 months. [Find more information here.](#)

New Aussie Traveller Types

There are four new types of Australian travellers that will emerge over the next 10 years, a [global research study by Amadeus](#) has revealed. Drawing from a survey of over 10,000 travellers across 14 markets, the Traveller Tribes 2033 report identifies 'Excited Experientialists', 'Memory Makers', 'Travel Tech-fluencers' and 'Pioneering Pathfinders' as the traveller profile types expected to develop by 2033.

Nearly half of Australians (45%) were found to be in the Memory Makers group, which is defined by a simplified approach to travel, placing more value on tried-and-true travel methods and less value on tech and sustainability. Pioneering Pathfinders was the second most common profile type for Aussies (27%), particularly for the 23-41 age group, favouring adventurous, fast-paced travels, with an openness to new experiences. A quarter of travellers Down Under were found to be in the Excited Experientialists category, preferring an anti-planning 'try it and see' approach. Only 3% of Aussies were identified as Travel Techfluencers, which is largely made up of young business travellers who are excited about the future of technology and travel.

The study also showed that Australian travellers are looking forward to quicker travels to trip destinations (45%), the chance to travel in more environmentally friendly ways (35%), and affordable trips with various payment options (35%). When it comes to technology, Aussies are particularly interested in being able to pay for trips by cryptocurrency, in a virtual reality or via facial recognition, and using data to create relevant trips and virtual reality preview tours.

Around The Region

The Farmer's Wife Distillery Wins Again

More awards for one of the Barrington Coast's premier producers with a brand new tasting room. Following their 2022 Bronze win [The Farmer's Wife Distillery](#) at Allworth has won two more [World Gin Awards in 2023](#): Country Winner Gold in Signature Botanical category plus Silver in Contemporary Style Gin category. Congratulations to Kylie and team, so well deserved! And as the best in Australia, they now compete with the other country winners for the ultimate Best In World accolade being announced 23 February in London.

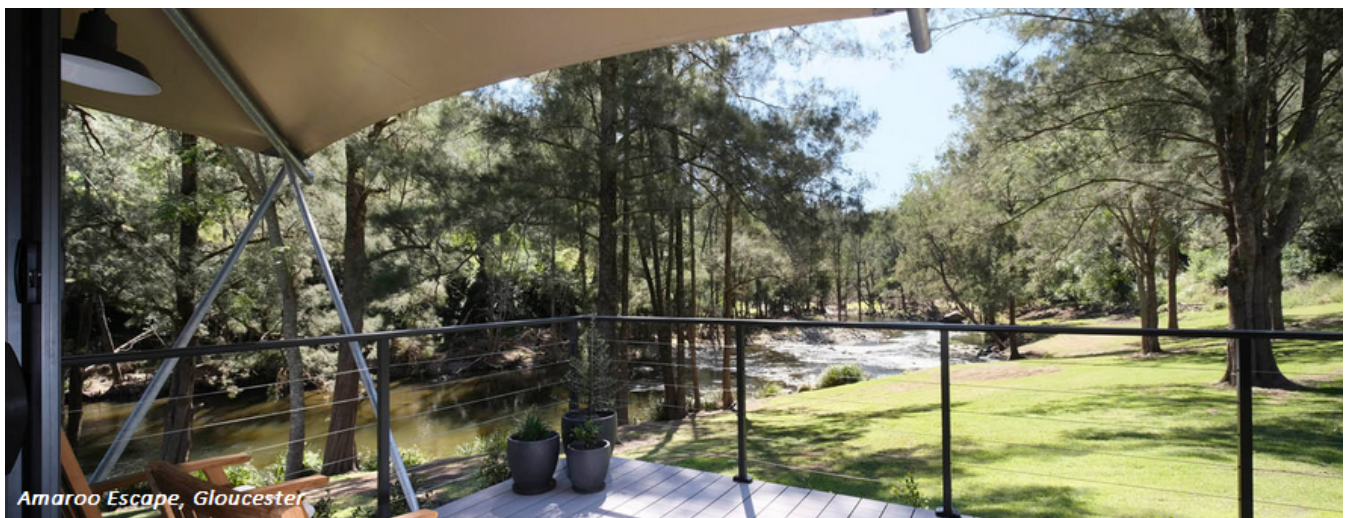
Wedding Industry Awards

Congratulations to all of the Category WINNERS and Recipients from Mid North Coast & Northern Rivers Wedding Industry Awards. [See the full list here.](#)

Amazing Glamping and Off-Grid Stays in NSW

Qantas Travel Insider has just released a list of the [21 Most Amazing Glamping and Off-Grid Stays in NSW](#). Congratulations to the four North Coast properties who made the list:

- The Hideaway, Cabarita Beach
- Amaroo Escape, Gloucester
- Blackbird Byron, Byron Bay
- Nature Domes, Toms Creek



Industry Development And Other Opportunities

National Koala Conference Registrations Now Open

Koala Conservation Australia is pleased to announce that bookings for the third National Koala Conference are now open. The three day event 26-28 May in Port Macquarie NSW, will have over 30 speakers, all experts in their field in koala conservation.

They'll be covering a variety of topics including chlamydia vaccines, population behaviour/dynamics, climate change, genomics, immunogenetics, pharmacokinetics, KoRV, koala microbiomes, eucalypt nutrition, plantations, causes of population declines, the role of wildlife carers, monitoring of populations using drones, legislation and more. The conference will be something for everyone involved in wildlife conservation. Bookings can be made [via Eventbrite](#). [Read media release](#) and share this information with your networks.

Muslim Host Training Program

The growth of the Muslim population and their increasing disposable income have resulted in a large number of Muslims taking up travel for leisure, business, healthcare and religious reasons. This increase has resulted in Muslim travellers becoming one of the fastest growing travel segments in the tourism industry. ATEC and Tourism Australia have created a 'Muslim Host - Market & Culture Ready' training program aimed at providing insights on how to service the needs of the Muslim traveller. [Find more information here.](#)

B Corp Month event

Want to learn how to help your business become a Certified B Corporation, during B Corp Month? Let Natalie Brookes a fully trained and experienced B Consultant & Facilitator, guide your purpose driven business through the B Impact Assessment (BIA) and map your journey to become a B Corp in an information-packed four-hour workshop.

To find out more, or secure your spot in the in-person workshops on Friday, 17 March 2023, at The Farm in Byron Bay. [Register here.](#)

Become a B Corp workshop

In-person workshops
to help you **improve**, **explore**
and **grow** your business



Funding And Other Opportunities

[Visions of Australia](#)

Supports audience access to Australian arts and cultural material, with a particular focus on tours to regional and remote Australia. **Closes 3 March 2023.**

[Regional Jobs Creation Fund](#)

The Regional Job Creation Fund (RJCF) Round 3 will support existing regional NSW businesses, or those seeking to relocate to regional NSW as they adapt to technological change, meet evolving supply chain distribution demands and leverage their strengths to drive ongoing productivity and regional economic development. **Closes 6 March 2023.**

[Port Macquarie Hastings Council Major Events Grants](#)

This grant is designed to provide event organisers with a boost when establishing and running their event. It is open to event owners for up to 3 years of running your event (applications to be completed each year). This round is for events to be held between 1 June and 31 December 2023 and are available for up to \$5000 per application. If your event is a community event needing financial support and you are a local non-profit community-based organisations/groups with an event which will provide benefits to the wider community, visit the Community Grant Program. The grant round opens on 20 February 2023 and **closes 19 March 2023.**

[NSW Regional Business Event Development Fund](#)

The NSW Regional Business Event Development Fund is designed to help stakeholders create, attract and support exciting business events for regional NSW and to support new business event infrastructure projects. The Fund aims to enrich these business events with opportunities offered by iconic towns and regions, while helping secure successful conferences and events for regional NSW.

The two streams of the program are:

1. Creation, attraction and/or support for a business event - to encourage towns and regions to create their own new conferences and business events or assist rural and regional NSW to secure conferences, business events and major expos. Funds must be used to drive increased visitation for the event.
2. Support for a business event project - to support small-medium scale infrastructure projects designed specifically to support the growth of business events in a destination in regional NSW.

Closes 31 March 2023.

North Coast Product Development

[Taste North Coast Picnics And Hampers](#)

Taste North Coast Picnics and Hampers are a local tourism operator supplying gorgeous bespoke local pop-up picnics, hampers and gifts. They support local growers, wineries, distillers, brewers, artisans, makers and producers to shine a light on their business, whilst showcasing the beautiful region. They also create hampers and gifts with a taste of the North Coast for local delivery, throughout Australia and internationally.

[North Coast Regional Botanic Gardens - Coffs Harbour](#)

The new Glasshouse is open - warm, moist and green! Visitors enter via the arid garden path to experience the warmth of the tropical house (32C) with rare and unusual tropical plants. The Botanic Garden has also received a Tripadvisor 2022 Travellers Choice award.

[Barrington Coast Creamery launched!](#)

Comboyne Culture gets a makeover and new name but continues to provide handmade boutique cheeses from 100% Jersey milk: famously good now famously even better! Barrington Coast Creamery provide cheeses to restaurants, wineries and retail shops in the Barrington Coast area and have a retail cheese shop in Taree.

[Teakwood Café](#)

New café in Burringbar located at an antique store serving up local coffee, cakes and brunch and is an ideal stop on a hinterland drive.

[Mayk](#)

Previously known as Food Smith, the popular Tweed Heads Café on Bay Street has undergone a refurbishment and rebrand as Mayk offering a range of small eats, cakes and treats made in house as well as a retail space of local handmade items.

[Manning Entertainment Centre](#)

The state of the art, multi-purpose new studio space allows intimate and versatile performances by local and visiting producers, with seating up to 159 people. The space can be configured to accommodate smaller scale events such as intimate theatrical productions, children's entertainment, choral performances, classical and contemporary music as well as meetings, events, conferences and trade fairs.

The studio is also capable of supporting large events and performances that require multiple spaces for rehearsal, break-out or performance activities.

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](#).

[Copmanhurst Cutting Snaffle Bit Show](#)

This is an Australian Cutting Horse Group event promoting Cutting and Snafflebit horses, offering competition events for the whole family to enjoy. **25 February 2023.**

[Run Fest Port Macquarie](#)

Now in its 12th year, Run Fest Port Macquarie is held annually on the stunning NSW Mid-North Coast. **4-5 March 2023.**



[Sounds of Sundown](#)

This free live music event will bring the Wauchope community together for an evening of cool musical vibes and family friendly good times at the Wauchope Showground. **11 March 2023.**