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## North Coast News & Views No. 162

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### **Destination Management Plan Launch - Webinar Session**

Industry stakeholders who were unable to attend recently delivered in-region industry engagement sessions to launch the North Coast Destination Management Plan 2022-2030 (DMP), are invited to an online version of the same event. We specifically hope Lord Howe Island stakeholders are able to attend.

The North Coast DMP identifies regional strategies and actions for Destination North Coast and our region's 14 Local Government Areas that will help to shape our industry through to 2030.

It provides a framework and roadmap for sustainable growth of the North Coast visitor economy and has been developed on the back of extensive research and consultation with many of you to help ensure a coordinated and sustainable approach. The DMP also aligns to the [NSW Visitor Economy Strategy 2030 \(VES\)](#).

At this session DNC will also unveil our **North Coast Accommodation Reinvestment Guide** and unpack some of the additional industry resources available to support growth of the visitor economy.

[Download the DMP here.](#)

[Register to attend the webinar](#) on **Tuesday 28 March at 10am.**



Destination  
North Coast NSW

# North Coast NSW Destination Management Plan

2022-2030





Destination  
North Coast NSW

[dncnsw.com](http://dncnsw.com)

# NORTH COAST ACCOMMODATION REINVESTMENT GUIDE

Your guide to investing in accommodation in NSW's  
most exciting tourism destination.

## Over \$7 Million To Rebuild Flood Damaged Arts And Cultural Infrastructure

Federal Minister for Emergency Management, Murray Watt, and NSW Minister for the Arts, Ben Franklin, say more than \$7.2 million in grants has been made available for 32 projects aimed at rebuilding flood damaged arts, culture and recreation infrastructure assets in five Local Government Areas impacted by floods in February last year.

The Arts and Culture Priority Needs Grants Program, jointly funded by the Albanese and Perrottet-Toole Governments under the Disaster Recovery Funding Arrangements, offers funding between \$5,000 and \$500,000 as part of the broader Community Local Infrastructure Recovery Package (CLIRP). Projects will be rolled out across Byron Shire Council, Lismore City Council, the Tweed and Richmond Valley.

[Read media release](#) and [view full list of grant recipients](#).

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## Flood And Fire Alerts At Your Fingertips

The NSW Government has launched the new **Hazards Near Me app** allowing residents across NSW to receive the latest flood and fire warnings in the palm of their hands. The Fires Near Me app, which has more than four million users, has been expanded and renamed to include flood alerts from the NSW State Emergency Service, delivering on a key recommendation of the independent Flood Inquiry.

[Find more information here](#).

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## A New Way To Discover Aboriginal Experiences

Tourism Australia has a [new website](#) dedicated to promoting the extraordinary Aboriginal guided experiences on offer around Australia that make up the Discover Aboriginal Experiences collective. The website brings together more than 160 experiences from over 45 businesses, all led by Aboriginal guides. The site also features a dedicated [Trade and Media Portal](#) to assist partners. To complement the site the collective has introduced social media channels on both [Instagram](#) and [Facebook](#).



## Electric Vehicle Charging Stations: Looking For Land

With the increase of electric vehicles on our roads, the NSW Government is seeking expressions of interest from businesses, commercial property owners, managers, local councils, site operators, and owners across the state to become part of a world-class charging network. Expressions of interest are open for site hosts, particularly from those located in identified optimal zones listed in the [NSW EV fast charging master plan](#). Those outside this area are invited to complete an EOI as demand grows across the state.

For more information and to discover how becoming a site host could benefit your business, you can [read the site host prospectus](#).

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## North Coast MEA Diploma of Event Management Scholarship Program Recipient

Destination North Coast (DNC) is thrilled to announce Ali Briggs as the latest North Coast recipient of the Meetings and Events Australia (MEA) [Diploma of Event Management Scholarship Program](#) supported by Destination NSW. The Diploma of Event Management delivered by MEA is an industry designed and delivered qualification that includes training in the core competencies of the sector, from project and budget management to customer service and operational planning. Ali is a worthy recipient of this professional development opportunity.

Ali Briggs is an experienced agricultural advocate, educator, and event manager. Currently employed by Kempsey Shire Council as the Economic Development Project Officer, responsible for Agribusiness and Events. During her time at Kempsey Shire Council, Ali has researched and written Council's agribusiness strategy, provided on-going stakeholder engagement pre and post disasters and also planned and delivered the 'River to Sea Agricultural Conference', 'The Farmer, the Butcher and the Pit Master' BBQ Events and the Inaugural 'Macleay Music Muster', amongst other projects.

Prior to commencing at Kempsey Shire Council, Ali worked for numerous State and National Farming organisations in education and engagement roles working within rural and regional communities and also sharing the story of agriculture to metropolitan areas, to ensure that agriculture retains its social license to farm.



Ali is a passionate commercial beef cattle producer, former Santa Gertrudis and Angus Youth Ambassador and has judged stud beef cattle at the Sydney Royal Easter Show. She is a well versed and natural communicator having presented at a number of large-scale conferences including the Queensland Agricultural Shows Conference, Australian Primary Industry Education Foundation Conference and the American National Agricultural Educators Conference.

Having previously lived in Central Queensland, Ali now lives and works in the Macleay Valley . She is proud of her connection the region and is an ardent promoter of it's beautiful beaches, productive flood plains and picturesque mountains.

DNC looks forward to supporting Ali complete her studies.

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## **AIME 23 And The Destination NSW Feel New Northern Rivers Famil**

More than 500 buyers attended AIME 23 and your DNC team secured 28 new leads with a potential value of \$2.8 million for our partners on the North Coast.

AIME 23 was followed by a 4 day Hosted Buyer famil to the Northern Rivers sponsored by Destination NSW. Eight pre-qualified hosted buyers with genuine business potential for the region were guided through The Tweed, Byron and Ballina. Famil participants have shared leads with a potential economic impact for the North Coast estimated at \$600K.

Your DNC team look forward to coordinating proposals with relevant partners over the coming weeks. (Photography: Alex Baker - Kiff & Culture)





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## Tourism Industry Insights

### NVS Monthly Snapshot

Tourism Research Australia's NVS snapshot for the [month of December 2022](#) is now published. Domestic tourism spend continues to exceed pre-pandemic levels. Overall, Australian residents took 9.0 million overnight trips and spent \$7.9 billion in December 2022.

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## Around The Region

### Social Fabric

This new exhibition displays some of the [Tweed Regional Museum's](#) never-before-seen textile collection. From the luxurious to the humble, these textiles weave together our social fabric, telling stories of who we are, and how they have shaped our identity. Behind each garment is a surprising and unexpected story. Drag queen gowns, mermaid costumes, military uniforms and lacy corsets all chronicle the social history of fashion and dressmaking in the Tweed. The 'social' in *Social Fabric* explores the cultural context of each garment and shows how fashion has played a role in shaping the world we live in today. Fashion has served as a means of self-expression, communication, and cultural identity, and is used as a tool to enact change, seek empowerment or offer resistance.

### The Coffs Coast Shines At Global Green Destinations Awards



**CULTURE & TRADITION  
THIRD PLACE**



**COFFS COAST  
AUSTRALIA**

*Two Path Strong – strong in culture and strong in education*

Destination North Coast congratulate the Coffs Coast for taking third place in the Culture and Tradition Category at the [Global Green Destinations Story Awards](#) recently announced at ITB Berlin tourism conference.

This is such an amazing achievement on the world stage and shines a light on the support from Coffs Harbour Council and the amazing team at [Bularri Muurlay Nyanggan Aboriginal Corporation](#) (BMNAC) working their magic with their community and the wider region in connecting visitors to the language and culture of the Gumbayngirr Nation.

Very well done to all involved.

## Wide Open Road

Have you seen the latest edition of NRMA's Open Road Magazine? The Tweed is this month's cover star plus there is an 8-page spread on the region. This is a beautifully written story by Marian McGuinness who was a guest of the Australian Society of Travel Writers' Families program highlighted in our last newsletter. [See the full article here.](#)

## Great Summer Of The Southern On The Coffs Coast

Summer may have drawn to a close but there seems no end of interest in The Coffs Coast as an incredible destination to visit. Pacific Bay Resort has a strong relationship with Journey Beyond's Great Southern Rail and this continued to deliver outstanding experiences for guests across the summer, bringing with it a huge boost to the local visitor economy. Overwhelming demand for the Brisbane - Adelaide route saw a record 12 round trips and over 5000 guests depart their carriages to experience a little of the incredible Coffs Coast this season. [Read media release.](#)

## Macksville Comes To Life For Laneway Festival

Last Saturday's [Macksville Laneway Festival](#) was a hit, with Nambucca Valley residents turning out in large numbers to enjoy a packed program of local arts and performance.

The festival program featured dozens of local organisations, artists and performers including music acts Billie-Jo Porter, Loose Canons and Blind Pretty, dance performances from Valley Performing Arts Centre and Opal Dreaming, a Welcome to Country by Uncle Micklo Jarrett.

After dark, the lantern parade, headed up by two giant cardboard puppets, wound its way up and down Wallace Lane to the beat of local reggae sound system MC Fitzroy Lee feat. Fluxa. In the laneway, children and parents played with hoola hoops, juggling balls and poi, before fire twirler Karma dazzled the audience with her high energy performance.





## Industry Development And Other Opportunities

### Strive For Sustainability Scorecard

In late 2022 **Ecotourism Australia** launched the **Strive 4 Sustainability Scorecard**, promoted by founding partner **Tourism Australia**. Tourism Australia, as the marketing partner, is supporting this new program to encourage more tourism businesses to embark on the pathway to sustainability.

[Strive 4 Sustainability Scorecard](#) is open to all businesses in the tourism supply chain (e.g., café's, restaurants, bars, breweries, activity providers, art galleries, visitor information centres, tourism support businesses, and more!) wishing to start their sustainability journey in a simple and affordable way. This new program is not a certification but rather a steppingstone to encourage more tourism businesses to embark on their sustainability journey who may not be ready for certification (yet). [Find more information here.](#)

### Accessible Tourism Guide

Destination NSW has created a new resource through its NSW First Program to help visitor economy businesses deliver better experiences for all visitors.

['Quick Tips for Creating Accessible and Inclusive Experiences'](#) offers guidance on ensuring visitor experiences and marketing materials target the diverse physical, sensory and cognitive needs of visitors. A study by Wheelchair Travel found 90 per cent of visitors with disability take at least one leisure trip per year and 39 per cent travel three or more times per year, with their visitor spend higher than average when compared to someone not living with disability. [Find more information here.](#)

### First Nations Tourism Mentoring Program

Applications are open for experienced First Nations tourism industry professionals and community leaders to become mentors with the First Nations Tourism Mentoring Program (FNTMP). **Closes 11 April 2023.**

### Australian Tourism Industry Group

The Australian Tourism Industry Group (ATIG) is a free service provided by [The Business Hub](#) in conjunction with funding from the Australian Government's [Digital Solutions program](#). Through ATIG, Australian tourism operators can access free monthly webinars to help optimise their digital marketing and generate a greater return for their digital efforts. Typical topics include themes such as:

1. Creating an effective digital marketing strategy
2. Developing a robust online presence
3. Maximising the use of social media platforms
4. Implementing analytics to measure success
5. Engaging with customers through email marketing

Their next workshop, "Website in a Weekend" will be held on **Monday 20 March at 10am.** [Register here.](#)



**AUSTRALIAN**  
TOURISM INDUSTRY GROUP

**BUILD A WEBSITE IN  
A WEEKEND**

**Australian Government**

**DIGITAL SOLUTIONS**  
Australian Small Business  
Advisory Services

**THE BUSINESS  
HUB**

### **Learn how to prepare quality tenders in under an hour**

The NSW Small Business Commission has announced the new online course Winning Business, which is aimed at helping small businesses learn how to make a winning business pitch, all in under an hour. This is an introductory course that will help get businesses ready for contracting and teach skills needed to secure new customers. This course is for those who manage or work for a small business and are new to contracting. [Register here.](#)

### **Strengthening Business**

[Strengthening Business](#) is a service under the AusIndustry Entrepreneurs' Programme that connects you with experts to make your business stronger, more resilient and better prepared for the future. This program is targeted at small businesses located in regions impacted by the 2019-20 Black Summer bushfires and recent flood emergencies. You'll be paired with an independent facilitator. Your facilitator will recommend ways to strengthen your business systems, operations and strategies to help you get back on your feet and identify opportunities to improve your business. **Open until 30 June 2023.**

### **LGNSW Conference**

The 19th LGNSW Destination & Visitor Economy Conference will be held in Manly from 29- 31 May 2023. The event will bring together local government staff and councillors, key industry stakeholders and local operators to share insights on the future of sustainable visitor economy growth. Among the guest speakers will be Destination NSW CEO Steve Cox and NSW 24 Hour Economy Commissioner Michael Rodrigues. [Find more information here.](#)

### **Indigenous Cultural Storytellers**

Tourism Australia has released a collection of Indigenous Cultural Storytellers which includes pioneering Aboriginal and Torres Strait Islanders changing and challenging the face of Australia's cultural scene. [Download the guide here.](#)

### **Save The Date: AFIC 2023**

The [Australian Festival Industry Conference](#) - the Asia Pacific's leading industry meeting place for festival management personnel will be held at Sydney's Luna Park. **30 - 31 August 2023.**

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## **Funding And Other Opportunities**

### **CLOSING SOON - [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 initiatives.

Managed by Destination NSW, the Fund offers matched dollar-for-dollar funding of grants between \$15,000 and \$100,000, and is designed to assist stakeholders create, attract and deliver new business events and business event-related infrastructure projects in regional NSW. **Closes 31 March 2023.**

### **CLOSING SOON - [Regional Event Fund](#)**

The Regional Event Fund identifies and supports events in regional NSW that have the potential to act as a 'cornerstone' or flagship tourism event for their area by attracting overnight visitation and delivering long term benefits to the region. **Closes 31 March 2023.**

### **[Aboriginal Affairs NSW Cultural Grants Program](#)**

The NSW Government is calling for applications for the \$1 million 2022/2023 NSW Cultural Grants program, which will support community organisations, groups and businesses to fund Aboriginal cultural events and activities. **Closes 14 April 2023.**

### **[NSW Aviation Attraction Fund](#)**

The Aviation Attraction Fund will accelerate NSW's *Road to Recovery*, by building aviation capacity to the state through securing routes that will drive significant economic and social benefits. The fund is open to all domestic and international airlines servicing the state or planning to service the state and **Closes 30 June 2023.**

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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](#).

### [Lismore Opera In The Gardens](#)

Dress up in your finest for this magical, free community event. Featuring four of Australia's premier opera and theatre voices including Paul Tabone, Mirusia, Jayde Westaby and Joshua Robson. The Lismore Turf Club will be transformed into a magical garden wonderland creating a truly unique experience. Bring a picnic, blanket or chair and enjoy the magic of opera. **19 March 2023**.

### [Rail Trail Forum](#)

[Rail Trails Australia](#) is hosting a Rail Trail Forum in Murwillumbah. The aim of the forum is to celebrate the opening of the Tweed section of the Northern Rivers Rail Trail, to share their success story, and explore how other Rail Trail initiatives in NSW and Queensland could come to realisation. The all-day event will be held at the Tweed River Jockey Club. **24 March 2023**.

### [Plunge Arts & Culture Festival](#)

Take the 'plunge' and experience arts and culture in the Clarence Valley. An award-winning event, the purpose of Plunge is to promote a diverse range of arts and cultural activities to locals and tourists in the Clarence Valley. The nature of Plunge means that anyone with a show, exhibition, workshop, or cultural event is able to register - resulting in a diverse range of experiences, full of fresh ideas, spontaneity and loads of fun. Whether you are into visual art, design, comedy, dance, film, theatre, music or would like to participate in a workshop the Clarence Valley this time of year is the best place to experience art and culture all in the one spot. **26 March - 30 April 2023**.



### [Australian Women's Classic Bonville](#)

The 5th instalment of the Australian Women's Classic Bonville will get under way this month at [Bonville Golf Resort](#) with a full field of WPGA tour players set to visit Coffs Harbour and contest the \$150,000 prize purse. The Australia Women's Classic Bonville is one of Australia's most prestigious women's professional golfing events. **31 March 2023**.

### [Maclean Highland Gathering](#)

The Lower Clarence Scottish Association welcomes you to walk among the clans and experience the town come alive with Scottish culture. There is something for everyone with many events and entertainment spread over 2 days, from the caber toss to highland dancing, and of course everyone's favourite, the spectacular mass bands display at one of the world's best venues overlooking the Clarence River. **7 - 8 April 2023**.

### [Nose To Tail Beef Celebration](#)



After the success of last year's sold-out Nose-To-Tail Beef Celebration, Frida's Field is doing it again over the last weekend in April! A homage to their holistically-reared Angus-Wagyu cattle, the event showcases all parts of the animal to honour their life, experience the superior quality of holistically-reared beef, and demonstrate how minimising food waste can be a true gastronomic treat. This special event will appeal to dedicated foodies and carnivores with an interest in regenerative farming. **28-30 April 2023.**

**Save The Date - [Splendour In The Grass Music And Arts Festival](#)**

The 21st annual Splendour in the Grass Music and Arts Festival will bring the world's most prolific artists and national music treasures to Ngarindjin/North Byron Parklands. **21 - 23 July 2023.**

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