



North Coast News & Views No. 164

NSW Tourism Minister Announced

Premier Chris Minns has announced his government's first full ministry, with John Graham MLC sworn in by Governor Margaret Beazley AC KC as Minister for Jobs and Tourism.

Mr Graham will also be Minister for Roads, Minister for the Arts and Minister for Music and the Night-time Economy.

A full list of ministerial appointments [can be found here](#).

Seeking New DNC Board Members

Destination NSW, on behalf of the Destination Networks, is inviting applications for the position of Board Director for the state's Destination Networks. Appointments are for up to three years and will be effective from 1 July 2023.

A Board Director Recruitment Package is available that includes the role description, Destination Network map, remuneration, how to apply and the requirements for these positions. To request a Board Director Recruitment Pack, please email recruitment@dns.com.au with 'Destination Network Board Director Recruitment Pack' in the subject line.

Closing date for applications: 5pm on Monday, 17 April 2023.

Destination NSW Debuts Updated Cruise Guide

CRUISE

SYDNEY & NEW SOUTH WALES

— ALONG THE BLUE HIGHWAY —



Destination NSW is inviting the world to discover the rich diversity of cruise port and shore excursion options along the NSW coast with an updated *Cruise Sydney & New South Wales - Along the Blue Highway* guide.

Developed in partnership between Destination NSW and Port Authority of NSW, the new edition of the guide includes new products and experiences in each of the state's nine port destination as well as updated port parameters and infrastructure, making it an essential resource for the cruise sector.

[View the guide here.](#)

THRIVE 2030 Strategy Re-Issued

The Minister for Trade and Tourism, the Honourable Don Farrell has reinforced his commitment to the visitor economy, re-issuing [THRIVE 2030](#) at last month's [Tourism Minister's Meeting](#).

The Australian Government recognises the importance of the visitor economy to Australia's prosperity and is committed to supporting its sustainable growth through THRIVE 2030.

The Strategy has been updated with a new Acknowledgement of Country and foreword, new statements of support from Commonwealth, state and territory Ministers and new industry voices. It contains some new industry and government actions. THRIVE 2030's vision, guiding principles, goals and targets remain unchanged. It also reflects changes to government departments and new legislation introduced in the past year.

NSW Caravan Camping Holiday Supershow

The Caravan Camping Holiday Supershow will be held from 18-23 April 2023 at Rosehill Gardens Racecourse, Sydney.

The largest event of its kind in NSW, it will feature 260 exhibitors and thousands of products, ranging from caravans to motorhomes, campervans, camper and tent trailers, tents, accessories, holiday parks and destinations. [Tickets are available here.](#)

National Reconciliation Week - 27 May to 3 June 2023

Reconciliation is a national effort; it is a journey for all Australians. At the heart of this journey is relationships; reconciliation is about understanding and connection between the broader Australian community and Aboriginal and Torres Strait Islander peoples.

[Welcome to Country](#), suggest [five easy ways to get involved](#) this [National Reconciliation Week](#) and play an active role when it comes to reconciliation.



AirAsia X Kuala Lumpur to Gold Coast

On Saturday 1 April, Gold Coast Airport (GCA) warmly welcomed back AirAsia X to the Gold Coast after a three year absence.

AirAsia X has been an important airline partner of GCA's since 2007 and they're delighted to have them back to operate the only direct service between Malaysia and Queensland. The A330 service with 377 seats per flight, will see an additional 58,000 inbound seats to the Gold Coast on its current three per week schedule with aspirations to grow to a daily schedule in time.

[Read media release.](#)

Tourism Industry Insights

NSW Visitor Economy Leads The Nation

NSW has triumphed as Australia's number one destination, with domestic and international visitors delivering almost \$42 billion in expenditure to the state's visitor economy in the year ending December 2022.

The latest Tourism Research Australia (TRA) International Visitor Survey and National Visitor Survey results show NSW led the nation for international visitor numbers, absolute growth and market share. The state also recorded the highest absolute growth nationally in domestic overnight visitors, nights and expenditure.

There were nearly 1.6 million international visitors who stayed 44.2 million nights and spent \$5 billion in NSW in the reporting period. The growth in international arrivals was driven largely by travellers visiting family and friends, who stayed nearly three times longer than holidaymakers, plus booming interest in NSW as a travel destination from the United States. [Find more information here.](#)

Tourism Businesses Report

Tourism Research Australia (TRA)'s [Tourism Businesses report 2017-2022](#) is now published. It provides statistics on Australia's tourism businesses, including changes in their number and profile from June 2017 to June 2022. The report also details their distribution across tourism regions.

There were 358,277 tourism related businesses in Australia as of June 2022, up 5.7% on the previous year. This means one in 7 Australian businesses (14%) were tourism-related. [Find more information here.](#)

Cost-Of-Living Pressures Hurt Easter Travel Plans

Cost-of-living pressures disrupted Easter travel plans or activities for more than half of Australians, with the majority deciding not to go away this holiday period.

According to a new survey commissioned by Tourism & Transport Forum (TTF) Australia: 57% of Australians say cost-of-living pressures have impacted their Easter travel plans or activities this year. 64% of Australians have decided not to go away this Easter holiday period, with 40% admitting they can't afford accommodation or travel expenses. A further 15% of Australians are going away for a shorter period, 8% have chosen cheaper accommodation and 7% are holidaying within their own state because of rising living costs.

[Read media release.](#)

Increases in International Arrivals

The latest Australian Bureau of Statistics data on international travel arriving in NSW shows there were 159,130 short-term visitor arrivals in January 2023, an increase of 132,280 compared with the corresponding month of the previous year. The three leading source countries were: United States (26,390 trips) New Zealand (20,710) and the United Kingdom (20,670). For visitors arriving for a long-term trip (one year or more) there were 25,570 arrivals, an increase of 12,590 compared with the corresponding month of the previous year. [Find more information here.](#)

Holiday-Related Spending Rises

Household spending rose 17.8 per cent in January compared to the same time last year, according to figures released by the Australian Bureau of Statistics (ABS). ABS head of business indicators Robert Ewing said: "Household spending remained high to start the new year. These increases were led by spending on transport (up 41.5 per cent), hotels, cafes and restaurants (38.5 per cent) and clothing and footwear (20.9 per cent)." [Find more information here.](#)

Around The Region

Crown Lands Works At Bean Creek Falls Picnic Area, Urbenville

Scheduled works will take place in May to improve access and amenity at Bean Creek Falls Picnic Area and lookout, near Urbenville, Kyogle, and to support the local economy by improving tourism and community connections to Crown land.

Celebrate Washpool National Park's 40th Anniversary

Join NPWS for a special guided walk on **Sunday 16 April** to celebrate 40 years of beautiful [Washpool National Park](#). Located north-west of Grafton in the New England region, this spectacular national park is home to rich biodiversity and fascinating history. Walk with a ranger through beautiful World Heritage rainforest, arriving at picturesque Coombadjha creek, with an option to continue on for a further 1km with the ranger for a more adventurous loop. [Find more information here.](#)

Lismore Event Strategy

Lismore City Council is in the process of developing an Event Strategy for Lismore, Nimbin and villages and are seeking input from the event industry and stakeholders through a consultation process including an online survey.

The survey seeks to gain insights into the challenges and opportunities for events to create a roadmap for an innovative, creative and robust events landscape into the future, increasing economic, social and cultural benefits for the community. **Closes 21 April 2023.** [Find more information and participate in the survey here.](#)

Northern Rivers Food Harvest Food Trail Returns 6-7 May 2023

The Harvest Food Trail offers a unique opportunity for visitors to meet with local farmers, producers, growers, distillers and chefs to celebrate and experience all the incredible food and beverage the Northern Rivers has to offer. It includes farm tours, behind the scenes insights, free tastings, chef workshops, fine-dining, BBQ lunches, distillery and brewery tastings and so much more!

Block out your diary, this is foodie heaven.

The NRF Harvest Food Trail is guaranteed to be a very Northern Rivers experience, reflecting on and celebrating the distinctive provenance of the region's food.

[Find out more](#) or [visit the website](#) and download the [Trail Brochure](#).



Slim Dusty Centre On The Road To EV Charging

Those visiting the Slim Dusty Centre can not only enjoy the rich cultural exhibits and Slim Dusty Museum, but they can also charge up their electric vehicles.

The Slim Dusty Centre is now on the map as an electric vehicle charging destination, with many travellers and residents stopping in to power up. [Find more information here.](#)

Escape's Ultimate Australian Family Holidays

Escape have listed their [10 Ultimate Australian Family Holidays](#). These are the must-do home-turf breaks to take with your kids - from birth to graduation - without a theme park in sight. It's great to see [Hosanna Farm Stay](#) and the [Northern Rivers Rail Trail](#) included!

Cultural Tours In Sea Acres National Park Return

At Sea Acres National Park, Port Macquarie, visitors can experience a fascinating cultural tour along the upgraded scenic boardwalk. Local Birpai Education Ranger Nardja, leads the Yun Yi Barragay tour, an easy 1.3km stroll from the Sea Acres Rainforest Centre - visitors learn about bush tucker, medicine plants and shelter resources and discover how Birpai people utilised the rainforest and their deep cultural knowledge to survive and prosper in this environment. [Find more information here.](#)

A Sustainable Change For Accor

Accor has entered into a strategic partnership with Ecotourism Australia to certify all Accor hotels, apartments and resorts across Australia and the Pacific as Sustainable Tourism certified businesses. Introduced in 2022, Sustainable Tourism Certification is designed for all tourism operators and businesses in the tourism supply chain to meet and gain recognition for best practice sustainability initiatives. [Read more.](#)

Celebrating the 100th Anniversary of Margaret Olley's Birthday

The Tweed Regional Gallery & Margaret Olley Art Centre is inviting locals to join the celebrations of the 100th anniversary of Margaret Olley's birthday.

Australia's most significant painter of still life, Olley was a generous and energetic contributor to the art world as an artist, mentor, advocate and philanthropist. This centenary celebration is an opportunity to give something back to commemorate her legacy now and into the future. Three exclusive exhibitions in the Margaret Olley Art Centre across 2023. [Find more information](#) about all activity and event details.

Industry Development And Other Opportunities

Free Webinars

The Australian Tourism Industry Group have two online webinars to support local operators. Attendance is free, but is limited to the first 90 bookings, so follow the links to register.

- [Managing tourism reviews & ratings](#) 17 April 2023 10.00am - 11.00am
- [Video marketing](#) 22 May 2023 10.00am - 11.00am

TA'S Dual Naming Resource For Industry

Tourism Australia has released a guide for industry to assist when using dual naming. Dual naming is when a confirmed Aboriginal name for a location or geographical feature sits alongside the official English name for the place. [Find more information here.](#)

Accessible And Inclusive Tourism Conference 2023

GetAboutAble celebrates the return of the [Accessible & Inclusive Tourism Conference](#) as a hybrid event! The one day in person event will be held on the Gold Coast on **28 April 2023** whilst the one day virtual event will be on 11 May 2023 allowing for a broader scope and making the even accessible to a wider audience with a focus on the Asia-Pacific community.



Tourism Tribe Industry Support Blog

[Tourism Tribe](#) are committed to helping support operators and the greater tourism industry and have set up a system to provide resources on hard-hitting topics they have researched and that the industry wants to know about and turns the information into blogs to be digested in your own time.

[Find information](#) on SEO Fundamentals, Accessible Tourism, Digital Marketing Efforts with Artificial Intelligence (AI) and ChatGPT and more to support your business.

National Koala Conference - May 2023

Port Macquarie will become the koala hub of Australia over the weekend 26-28 May when researchers, wildlife carers, vets, vet nurses and others converge on the town to share their knowledge and information about koalas.

Covering a diverse range of topics, conference speakers will talk about the impact of climate change, developments and research on all aspects of koala care, the latest in treatment of chlamydia and other often fatal diseases, habitat, leaf and much more. [Find more information here.](#)

Fee Free TAFE Courses

The Government's fee-free TAFE program is supporting tourism and hospitality courses in every state & territory in 2023 as a national priority sector. [Find fee-free workplace training available from TAFE NSW](#) in 2023.

Diploma of Business (Operations)

Certificate II in Kitchen Operations

Certificate IV and Diploma of Agriculture

Certificate IV in Marketing & Communication (Social Media focus)

Certificate IV in Commercial Cookery

Diploma of Hospitality Management

Certificate III in Production Horticulture

Certificate III in Hospitality

Certificate IV in Leadership and Management

Certificate III in Supply Chain Operations

Certificate III in Commercial Cookery

Diploma of Event Management

For prompt business assistance and support please call TAFE NSW Business Relationship Manager Derek Whitney on 0456 961 263 or email derek.whitney1@tafensw.edu.au.

Becoming A Tour Guide Course

Savannah Guides has launched a new online course for people considering tour guiding as a new career. [Becoming a Tour Guide](#) takes approximately three hours to complete and describes generic guiding roles and responsibilities as well as basic lessons in customer service, communication techniques and guest management.

Sourdough Business Women - Women In Business Breakfast At Primex

Join [Sourdough Business Women](#) for an exciting opening event at this year's [Primex: the Women in Business breakfast](#). This inaugural collaboration with Primex will showcase three local female producers: Georgina Inwood, goat farmer and founder of Table Under a Tree; Skye de Wit, beef cattle breeder; and Katrina Patton of Pyewackets Traditional, herbal tonics drink producer. Tickets include a delicious continental breakfast and access to Thursday's [Primex Field Day](#).



Australian Festival Industry Conference

The [Australian Festival Industry Conference](#) has announced [pre-sale tickets](#) are on sale now until Sunday 16 April with savings of 20 percent off the full registration price. Don't miss your chance to attend the Asia Pacific's leading industry meeting place for festival management personnel who deliver quality music, arts & culture, food & drink, ideas and sporting festivals.

Funding And Other Opportunities

[Live Music Australia Program](#)

The program will provide support to the live music sector, with a focus on small to medium venues that support high quality original Australian live music that is professionally staged. It aims to revive business ventures in local suburbs, towns and regions across the country, building capacity for a sustainable live music scene with strong community roots, in all parts of Australia. **Closes 26 April 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.**

[Qantas Regional Grants Program](#)

The Qantas Regional Grants program offers \$10 million in support over five years to Australian-based communities and projects that are looking to benefit our regional areas. Entry is open to Australian based individuals, not-for-profit community groups and organisations of any size, who are seeking funding to help enhance the lives of people in regional communities. **Closes 20 May 2023.**

[Regional Investment Activation Fund - Streams 1 & 2](#)

These grants support projects that are time sensitive and strategically significant for a priority industry or location. Projects may be recommended for funding support under the Regional Investment Activation Fund. **Closes 31 December 2024.**

North Coast Product Development

[The Pot And Pint - Kingscliff](#)

Kingscliff's beachside cocktail bar The Pot & Pint has just added local transfers to/from the bar in a genuine London Cab called 'George'. Transfers can be arranged by contacting the bar.

[Museum On Wheels - Murwillumbah](#)

Tweed Regional Museum now offers a Museum on Wheels which is a one-of-a-kind captivating and sensory-rich experience that travels throughout the Tweed Region. This mobile Museum provides access to exciting and diverse exhibitions, bringing the Museum to the community. The Museum on Wheels is currently located at Murwillumbah Railway Station to celebrate the opening of the [Northern Rivers Rail Trail](#).

[Macleay Valley Studio - Fredrickton](#)

Situated on the beautiful Macleay River, this health focused studio offers massage and Yoga by appointment and also features an Art Gallery.

[Smoky Cape Lighthouse Cottages - Hat Head](#)

The Smoky Cape Lighthouse Cottages, located in Hat Head National Park in South West Rocks, offer a unique and unforgettable accommodation experience for visitors seeking a peaceful and picturesque getaway. The historic lighthouse cottages have been lovingly restored and beautifully appointed with all the modern comforts, while still retaining their original charm and character. Guests can choose from a range of self-contained cottages, each with its own unique features and character.



[Fyreside Arts - Coffs Harbour](#)

Fyreside is a creative hub for artists and makers on the beautiful Coffs Coast within the Gumbaynggirr Nation. It hosts three galleries with artwork from local and interstate artists, a sizeable co-making space, workbenches, storage shelves, lockers, and equipment.

[Soma - Byron Bay](#)

Nestled on 22 acres of rainforest in the hinterland of Byron Bay, Soma is a contemporary oasis purpose-built to serve as a sanctuary for retreats and immersive experiences with a goal to elevate creativity and consciousness. All retreats provide access to the Soma's 22 acres of land, yoga dome, freshwater infinity pool, private room with ensuite, infrared sauna, ice bath, organic meals and a tailored retreat experience igniting deep transformation.

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](#).

[2023 Ulysses Club National Rally](#)

Lismore is excited to be host city for the annual Ulysses National Rally. More than 1000 motorcycle enthusiasts from across Australia and overseas will converge on Lismore for six days of fellowship and celebrations. **1-7 May 2023.**

[Nimbin MardiGrass 2023](#)

MardiGrass speakers confirmed include the new Victorian Legalise Cannabis MP's Rachel Payne and David Ettershank who will be joining their WA counterparts Dr Brian Walker and Sophia Moermond. **5-7 May 2023.**

[BananaFest](#)

Three shows over 2 days featuring the creme of Australian music talent, children's entertainment icons, street performers and food delights. Tickets include entry and all rides in The Big Banana Fun Park. **6-7 May 2023.**

BANANAFEST

THE BIG BANANA | COFFS HARBOUR | NSW **2023**

[Ironman Australia Port Macquarie](#)

Australia's oldest IRONMAN event will be held in Port Macquarie. At the home of the Oceania TriClub Championship, there's a truly unique swim in the calm water of the Hastings River, a spectacular ride alongside the Pacific Ocean and a high-energy run in the heart of Port Macquarie, with crowds cheering participants all the way to the line. **7 May 2023.**

[Clarence Valley Camp Oven Festival](#)

The Clarence Valley Camp Oven Festival is a feast for the senses held over 3 days & nights in the beautiful surrounds of Nymboida Camping and Canoeing Centre. **9-12 June 2023.**
