



North Coast News & Views No. 166

2023 North Coast Tourism Symposium and Tourism Awards

The [2023 North Coast Tourism Symposium](#) will be held at the [Peppers Salt Resort and Spa, Kingscliff](#) on **27 July, 2023**.

The theme of this year's Symposium is '*Redefining Normal*' with the draft program to be released in the coming weeks.

We are thrilled to announce [Eliane Miles](#) as our keynote speaker, knowing her flare and passionate enthusiasm for supporting business leaders who need to innovate and fuel business growth will kick Symposium off on just the right note. Eliane is a social researcher, strategist, and trends analyst.



Along with Eliane, a host of compelling speakers, an interactive format, and updates on Destination North Coast's activities along with those of Destination NSW and Tourism Australia will be provided.

A return of the **North Coast Tourism Awards** (and festive gala event) will follow and presents a highly anticipated opportunity for celebrating and rewarding success. [Applications are now open.](#)

As the need to gather our industry together remains strong, Destination North Coast continues to subsidise the Early Bird/Combo Event ticket price. Watch this space with **ticket sales opening soon.**

Vote For Your Top Tourism Town

The countdown is on! Only one week left to vote for your Top (North Coast) Tourism Town!

[NSW Top Tourism Town Awards](#) celebrate our state's diverse and outstanding regional destinations. The Awards provide communities, business chambers, visitor centres and local governments the opportunity to showcase how their town encourages tourism development, increases visitation and drives the visitor economy for our state.

It's time to cast your vote and support the towns that make travelling to the North Coast so special. Whether it's the quaint streets, stunning scenery, or friendly locals, these towns deserve to be recognised. Let's come together and celebrate the best of the best!

A big congratulations to the North Coast townships who are finalists this year and we wish you every success!

Tiny Top Tourism Towns (population less than 1,500)

Tyalgum

Small Top Tourism Towns (population more than 1,500 to 5,000)

Bulahdelah

Cabarita Beach

Gloucester

Top Tourism Towns (population over 5,000)

Coffs Harbour

South West Rocks

Yamba

[Support our nominated North Coast towns by voting here.](#)

Older Australians To Boost The Tourism Workforce

The Australian Government launched a campaign this week as part of its broader commitment to attract workers to tourism.

The campaign highlights the benefits of tourism jobs such as flexibility, seasonal or part-time work and the opportunity to work while touring Australia.

Austrade is delivering the campaign and has developed a range of resources to help businesses recruit mature age workers. [Find more information here.](#)



THRIVE 2030 Re-issued

THRIVE 2030, Australia's national strategy for the long-term sustainable growth of the visitor economy, has been reissued.

The updated strategy contains some new industry and government actions. It also reflects changes to government departments and new legislation introduced in the past year.

THRIVE 2030's vision, guiding principles, goals and targets remain unchanged.

[Download the strategy here.](#)

Tourism Industry Insights

Holiday Inflation Eases

The Australian Bureau of Statistics (ABS) monthly CPI indicator shows holiday travel and accommodation costs rose 13.9 per cent in the year to March, falling from a high of 29.8 per cent for the year to December 2022. [Find more information here.](#)

Caravan & Camping NSW Visitor Economy Report

The December 2022 issue of the CCIA NSW Visitor Economy Report showed that by the end of December 2022, NSW experienced a significant rebound in the caravan and camping sector, with 4.68 million trips and 17.3 million visitor nights, a 31% and 32% increase compared to December 2021. [Read the full report here.](#)

Consumers Looking For Sustainable Travel Options

During the pandemic, it was well-documented that the decrease in carbon emissions resulted in positive environmental impacts such as reduced air pollution, improved air and water quality, and ecological restoration. As travel restrictions have eased and travellers hit the road and skies once again we must balance the return of travel with the importance of improving sustainability in the travel industry. Expedia Group have recently undertaken some research and found travellers are increasingly seeking ways to have more meaningful and conscientious travel experiences, from searching for and booking more sustainable options to identifying opportunities to improve their impact on the destinations and communities they visit. [Find out more of the key findings](#) on past and future attitudes, behaviours, and values around sustainability in travel.

Accredited Visitor information Centre Statistics - July 2022 - March 2023

Ever wondered how many enquiries NSW Accredited Visitor Information Centres (AVICs) handle? The below infographic shows the interaction and engagement with visitor enquiries for all of NSW's AVICs for the period from July 2022 to March 2023.

JULY 2022 - MARCH 2023 NSW VISITOR INFORMATION CENTRES



2,022,169
WALKINS



153,608
PHONE ENQUIRIES

5,795,232
UNIQUE VISITORS\USERS
TO WEBSITES



97,086
EMAIL \ WEB
ENQUIRIES



\$3,044,206

ANNUAL REVENUE GENERATED THROUGH
TOURISM PRODUCT SALES (COMBINED
OVER THE COUNTER & ONLINE)



\$5,109,349

ANNUAL REVENUE GENERATED THROUGH
MERCHANDISE SALES (COMBINED OVER THE
COUNTER & ONLINE)



Airservices Australia Community Engagement Standard

Airservices Australia is developing a new national Community Engagement Standard that will become the guiding document on how we engage with community and industry on flight path and airspace changes. The draft Community Engagement Standard is available for public comment from 3 May to 23 June 2023.

The feedback gathered will help Airservices Australia understand the ways in which communities and industry wish to be engaged on future changes to flight paths and airspace operations. [Find out how to comment here.](#)

Federal Court Decision Regarding Public Holidays

A decision from the Federal Court on 28 March 2023 has overturned the conventional approach to rostering employees on public holidays. The impact of the decision on employers rostering employees to work public holidays is immediate and significant. As a result of the decision, employers must "request" employees work a public holiday before they are required to work the holiday (including by way of a roster). A failure to request that the public holiday be worked (in advance of any direction/requirement to work the holiday) will render the working of the holiday unlawful and in breach of the Fair Work Act. [Find more information here.](#)

Around The Region

NRMA Top 10 Country Towns in NSW to Visit

Bellingen comes it at number five in NRMA's top country towns to visit. Bello is noted as a popular spot for festivals, highlighting live music, food, literature and alternative living. Visit to meet the locals at the markets, swim in the river, camp in the rainforest or go in search of waterfalls.

Grafton has ranked seventh in this compilation of the top 10 most captivating rural destinations in NSW. The "riot of purple" as jacaranda trees come into bloom in October and November heads up the description on Grafton, while the [Grafton Regional Gallery](#), **Clarence River** and [Nymboida National Park](#) each rate a special mention.

Richmond Valley Tourism Advisory Committee.

Richmond Valley Council is looking for business and community members to join a new Discover Richmond Valley Tourism Advisory Committee.

The Tourism Advisory Committee will be a vital link connecting local businesses and community organisations with Council and the wider tourism network of the Northern Rivers region. [Register your interest by 20 May 2023 here.](#)

New CEO For RDA Mid North Coast

Introducing the new CEO of [Regional Development Australia Mid North Coast](#) (RDAMNC), Dr Madeleine Lawler.

"I am thrilled to have been selected as CEO of RDRAMNC. I am looking forward to getting to know the region and its people even better and understanding more of the challenges facing the region".

Industry Development And Other Opportunities

ENTER NOW - North Coast Tourism Awards

Destination North Coast, in partnership with Business NSW are pleased to announce the return of the North Coast Tourism Award as they recognises growth, entrepreneurship and celebrate tourism businesses success across the North Coast Destination Network region.

The 2023 North Coast Tourism Awards recognises growth, entrepreneurship and celebrates tourism businesses success across the North Coast Destination Network region.

Entering tourism awards is a rewarding experience. It provides an opportunity for businesses to reflect on the goals, strategies and vision which have shaped business success, and the insights they gain will help drive growth and the longevity of their business.

[Entries are now open and there are 17 categories available](#) with **applications closing 31 May 2023**. Finalists will be announced on 23 June 2023.

Join us in the Tweed to celebrate winners at the North Coast Tourism Awards Gala Dinner, being held in conjunction with the [North Coast Tourism Symposium](#), on **Thursday 27 July 2023**. The celebratory dinner will be held at [Plantation House](#) and tickets will go on sale soon.



Sustainability Skills Micro-credentials

NSW visitor economy businesses can build their sustainability skills for free with new online micro-credentials offered by Destination NSW, in partnership with [EarthCheck](#).

The Sustainability Skills Micro-credentials are

- Sustainability 101
- Sustainability Management, and
- Sustainability and your Experience Delivery.

Completing these online courses will help visitor economy businesses to:

- Increase operational efficiency and reduce costs
- Increase their sustainability knowledge
- Deliver on consumer demand for sustainable experiences
- Implement practical solutions in their business
- Build a reputation through sustainable action.

Expressions of interest close **19 May 2023**. Places are limited. Successful applicants will be notified by email and provided with log-in details to commence the micro-credentials. Participants have until 31 October 2023 to complete the three courses. [Find out more and submit an expression of interest.](#)

Destination NSW's Quick Tips For Creating Sustainable Experiences

The guide is part of the NSW First program and was produced in collaboration with EarthCheck.

It includes small steps every business can take to start their sustainability journey, examples of how businesses can reduce their carbon footprint and information on the types of sustainable experiences that resonate with travellers. [Find more information here.](#)

Free Financial Management Webinar

Workforce Australia are hosting a free webinar - Financial Management for Business - Back to Basics. The online session will be held on **16 May 2023** and will cover:

- Profit & Loss Statements
- Understanding Balance Sheets and
- Cash Flow - How To and Strategies for Managing

[Register here.](#)

Small Business Webinar: eInvoicing

The ATO is hosting a series of webinars on the benefits of small businesses adopting eInvoicing. [Register now](#) for the webinars coming up on 31 May and 28 June.

Register for Tourism Australia's May Industry Webinar

Tourism Australia will hold its next Industry Webinar on **Friday, 26 May**. The update will include insights from industry along with an update from Tourism Australia's Managing Director Phillipa Harrison. [Register to attend here.](#)

Opportunity To Tender: Sustainable Tourism Framework And Toolkit

Austrade is seeking a supplier to help design and deliver a national sustainability framework and educational toolkit. This kit will assist Australian tourism businesses improve their sustainability practices. The toolkit is a key deliverable under the THRIVE 2030 strategy. We are seeking a supplier through an open tender process with details available on Austender. [Tenders close on 19 May 2023.](#)

Study Australia Partner Hub

A dedicated section of the Study Australia website featuring a range of resources, news and assets to support the promotion of Australia as a preferred study destination. [Find more information here.](#)

Funding And Other Opportunities

CLOSING SOON - [Nature-Based Visitor Experience Development Grants](#)

Funding is available to support the development of new and enhanced nature-based tourism attractions and experiences in NSW. Grants between \$100,000 and \$250,000 are available, on a matched dollar-for-dollar basis. Projects can be of a greater value, at the cost of the applicant. All applicants must be registered for GST and the existing or proposed tourism business must be located in NSW.

Tourism offerings supported through the fund must be listed on the [Australian Tourism Data Warehouse](#) (ATDW), must be bookable online, and must be available to visitors for at least 50 weeks per calendar year. **Closes 22 May 2023.**

[Regional Connectivity Program](#)

The Department of Infrastructure, Transport, Regional Development, Communications and the Arts' 'Regional Connectivity Program' (RCP) is a grants program funding the delivery of 'place-based' telecommunications infrastructure projects to improve digital connectivity across regional, rural and remote Australia. Applications for Round 3 funding are now open. Regional Tourism Organisations, businesses and local governments are encouraged to consult with their communities to identify projects that can be pitched to major telecommunications providers as part of this grant funding. **Closes 31 May 2023.**

Top Tips For Grant Writers

Grant writing is no easy feat. Even for the most seasoned grants professional learning **how to write a grant application**, more importantly a successful grant application often takes time. The team at Grants Hub have developed [these handy tips on how to write a grant application](#).

North Coast Product Development

Jack Evans Boat Harbour Jetty Remediation

Tweed Shire Council will be completing remediation works to the jetties at the northern end of Jack Evans Boat Harbour, Tweed Heads, commencing May 2023.

Macleay Valley Coast Art Trail

The tourism team from Kempsey Shire Council recently created and updated tourism product listings through ATDW covering most of the artwork and galleries across the region. A few of these attractions are now featured on the Shire's tourism website forming part of the ['Macleay Valley Coast Art Trail'](#). More attractions will be added very soon to fill out the experience for visitors.

Historic Hut Rebuilt In Crowdy Bay National Park

A special historic hut found in Crowdy Bay National Park near Port Macquarie that was sadly lost to the bushfires in 2019-20, has been lovingly rebuilt. Kylies Hut was built in the 1960s and used as a writer's retreat by award-winning Australian author Kathleen 'Kylie' Tennant. With the expertise of a local builder skilled in traditional woodworking techniques, the rustic hut has been restored, preserving its important history and place in the hearts of many locals. [Watch the rebuild here.](#)

Heike's Swiss Gourmet Food Café - Coraki

The word is out, not just in Coraki. Now open and bursting at the seams is the authentic Heike's Café featuring traditional Swiss-German bakery goodies and more. [Find out more here.](#)

South Solitary Island Heli-tour

Visitors to the Coffs Coast can experience the thrill of flying by helicopter to South Solitary Island, in Solitary Islands Marine Park on this special 2-hour ranger-guided tour of the remote island.

This small group tour is only available on the first and third Saturday of each month from June to September and allows visitors access to explore the historic lighthouse, climb the spiral staircase to enjoy the panoramic views and hear fascinating stories about what life would have been like living on the island. [Find out more here.](#)

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](#).

[Byron Bay Wellness Weekend](#)

The Byron Bay Triathlon is coming up quickly this weekend, set to kick off its 26th year in style with over 1200 competitors from across Australia. This year the Triathlon will form part of a three-day wellness weekend, with an expanded program designed to increase local community involvement. **11-14 May 2023**.

[Casino Beef Week](#)

Make your way to the Beef Capital of Australia, the picturesque town of Casino NSW, for the Casino Food Co-Op Beef Week Festival, an annual celebration of this iconic Australian industry and the rural way of life. Taking place over 11 days, the festival provides entertainment, education and an authentic country experience for the whole family. With more than 100 vibrant events to enjoy, there is no shortage of fun things to see and do. **20-30 May 2023**.

[Tidal Sounds Music Festival](#)

The festival at the Hoey Moey has an impressive lineup featuring talented musicians followed by DJ and features Pro Skater demonstrations. There are limited tickets so book now. **10 June 2023**.

[Lismore Lantern Parade](#)

This year sees 29 years of the Lantern Parade in the heart of Lismore city. The theme this year is "Gates of Renewal" which reflects the history of the lantern parade which celebrates Winter Solstice, the change from the longest nights to the return of the sun - known as liminal space, where optimism and magic happen. The day will commence at noon in the heart of the CBD for the Market deLight. Wander around the city to see the Enchanted Windows and LisAmore! themed eateries and visit the Heartbeats Stage in Carrington Street. **24 June 2023**.

[LisAmore!](#)

Celebrating the Northern Rivers region's historical connection to northern Italy while strengthening Sister City ties with Conegliano and Vittoria Veneto, LisAmore! is a wonderful excuse to gather friends and family together. LisAmore! runs over two days - Saturday in the Lismore CBD and the main outdoor and inclusive event held at the Lismore Turf Club on Sunday. **17-18 June 2023**.

