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## North Coast News & Views No. 171

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### Win Somewhere New

Destination NSW have launched a new EDM campaign competition. The competition provides the opportunity for domestic audiences to win one of seven curated NSW holiday packages, that directly aligns to each of our hero feelings of DNSW's Feel new brand.

[Win Somewhere New](#) will run from 14 July - 15 August 2023, and the eligible travel window will be 6 months after the competition winners are announced (with an exclusion period over the summer holidays). Details of the prize locations and inclusions, as well as extra information on the competition [can be found here](#).

Please [share the information using this link](#) across your socials and consumer networks.

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### State's First Arts And Creative Industry Policy Will Be Artist-Led To Grow The Sector

The NSW Government is calling on artists and other creative industries practitioners across the state to help craft the first-ever Arts, Culture and Creative Industries Policy for NSW. Minister for the Arts John Graham recently released a discussion paper, A New Look At Culture, which focuses on how to grow the Arts and Cultural sector - an employer of almost one in ten people in Greater Sydney - in a way that is led by the people involved in the arts and creative industries. The discussion process seeks to understand what's working, what's not working and what fresh ideas will propel the sector forward. To achieve this, an extensive consultation process will be undertaken across the state, including at least 11 in-person townhall meetings from Bega to Dubbo, Lismore to Tamworth and across Greater Sydney, with meetings in Liverpool, Penrith and Newcastle, as well as online meetings.

[Read media release.](#)

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### Framework To Connect With Country

The NSW Government Architect's Connecting with Country Framework has been released to help better recognise Indigenous culture in planning and design. It aims to empower Aboriginal voices and provide guidance to government, planners, designers and industry on how to respond to Country through the planning, designing and delivery of projects. Minister for Planning and Public Spaces Paul Scully said the new framework would give Aboriginal communities greater involvement in planning projects that impact Indigenous culture and interests.

[Read media release.](#)



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## Industry Insights

### The Value Of Tourism

The '[Value of Tourism to the North Coast](#)' provides visitation, employment and economic impact data for the period of January 2022 to December 2022.

Every minute of every day, tourism delivers \$10,423 of domestic visitor spend into North Coast. That is \$15 million per day - a value that has grown by 33.5% in the last year alone.

### National Visitor Snapshot

Tourism Research Australia's [NVS snapshot for the month of April 2023](#) is now published. It provides statistics on how Australian residents travelled in each state or territory and nationally during this period. April 2023 saw mixed domestic tourism results when compared to the April 2019 pre-COVID-19 period. Overnight spend was up, buoyed by the Easter and school holidays. However, the number of trips and nights away were down.

### International Student Arrivals Rise

Australian Bureau of Statistics data shows there were 43,950 international student arrivals to Australia in May 2023, an increase of 19,200 students compared with May 2022. Provisional estimates indicate a further 51,390 students arrived in June. [Find more information here.](#)

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## Around The Region

### Have Your Say On The Tweed As A Destination

Residents, tourism operators and local businesses are being asked to provide feedback on how they would like to see the future of tourism and the visitor economy develop in the Tweed.

Tweed Shire Council and its tourism partner The Tweed Tourism Company (TTC) have commenced a comprehensive review of the region's Destination Management Plan (DMP). [Find more information here.](#)

### Boomerang Beach In Australian Traveller

The sleepy Mid North Coast town of Boomerang Beach was recently featured in [Australian Traveller](#).

### Cape Byron Takes Out Nation's Favourite Whisky

Byron-based distillery [Cape Byron](#) has been awarded one of the industry's most coveted accolades, beating stiff competition to take out Australia's favourite whisky at the prestigious SIP Awards 2023.

Judged by a panel of 310 spirit enthusiasts, the SIP Awards was created to give the public a chance to share their honest feedback on the essential characteristics of a quality spirit - aroma, taste and finish.

Despite being a relative newcomer to the whisky scene, Cape Byron 'The Original' Australian Single Malt was awarded Best In Class for Australian Whisky and received the highest score in the category, Platinum Award. This coveted award is reserved for premium spirits which receive the highest score, the highest acclaim from consumer judges. [Read media release.](#)



### **Grafton First Nations Story Trail**

The [Grafton First Nations Story Trail](#) is a series of audio recordings that take listeners on a journey back through time to capture life growing up in Grafton through the lens of local Aboriginal women Aunties Jo Randall, Geraldine Lewis, Maxine Hegedus and Gloria Strachan. Posters have been placed in prominent locations along Prince Street in the Grafton CBD for each of the stories, with QR codes to direct people to listen to the recordings on Council's My Clarence Valley website.

This series of audio recordings is one of six themed trails to follow in the Grafton CBD as part of the [Rediscover Grafton project](#), which is fully funded by the NSW Government's [Streets As Shared Spaces](#) program.

### **Tweed Shire Council Events Sponsorship**

Event organisers are encouraged to [consider applying for funding](#), with Council supporting a range of events including sport, food, music, community and the arts. **Closes 21 July 2023.**

### **Local Suppliers Night - Evans Head**

Enjoy a night at The Sandbar & Restaurant, Evans Head, as they host the [Local Suppliers Night](#). All produce offered will be sourced from the North Coast area, including the beverages! Enjoy a delicious four course menu, including a family-style main course, and soak up the atmosphere with live music by Ino Pio. **21 July 2023.**

### **New Additions To Lismore's Laneways**

Lismore City Council has launched a new Listening Booth and Community Book Exchange, which bring local audio stories and book swapping to the laneways in the heart of the city.

The bespoke 'activation pods' on Carrington Street look like retro phone booths. However, once you step inside the Listening Booth, Lismore comes to life by simply pressing a button for audio content or scanning a QR code to hear and see more from local musicians, artists and community events. [Find more information here.](#)



### **Rail Trail Success**

Data released by Tweed Shire Council shows more than 70,500 people have used the Tweed section of the Northern Rivers Rail Trail (NRRT) since its opening four months ago, smashing prior expectations.

The figures released recently were calculated using data retrieved from counters strategically placed along the 24 km length of the Tweed section of the NRRT, which runs from Murwillumbah to Crabbes Creek. The data shows weekends to be the busiest on the Rail Trail, with Sunday the most popular day, followed by Saturdays and then Fridays and Mondays. Tuesdays, Wednesdays and Thursdays still see a steady flow of people but they are quieter days. The period between 10 am and 1 pm is recorded as the most active time on the trail.

New user data will be recorded monthly and published quarterly via the [Northern Rivers Rail Trail website](#).

### **The Brooklet Officially Opens**

[The Brooklet](#) has officially opened and the team are excited to be able to share this extraordinary place with guests.

They have launched The Brooklet Membership which provides exclusive access to a luxury playground with privileges including first access to curated events, exclusive members only bar, accommodation offers, networking opportunities, personalised concierge and all-day use of wellness facilities, 25m pool, tennis court, gym etc.

The Locals Launch provides a taste of [The Brooklet Membership](#) at The Bar on one of the 4 exclusive launch dates listed [in this invitation](#). Limited guest numbers available - please RSVP as soon as possible to secure your spot - [events@thebrooklet.com.au](mailto:events@thebrooklet.com.au) or contact Sam Jennings on 0488 654 444.

### **Wollumbin National Park Update**

Parts of Wollumbin National Park, excluding Wollumbin (Mount Warning) Summit track and Aboriginal Place will reopen on Saturday 1 July. This includes Korrumbyn Creek picnic area, Lyrebird walking track, and visitor facilities at Breakfast Creek.

Gates will be shut at night (5pm winter, 6pm daylight savings time). [Find more information here](#).





## Industry Development And Other Opportunities

### REMINDER: FREE Destination NSW Strive 4 Sustainability Scorecard

Destination NSW has partnered with Ecotourism Australia to provide free access to the pre-certification Strive 4 Sustainability Scorecard for eligible NSW visitor economy businesses.

The free [Strive 4 Sustainability Scorecard](#) supports visitor economy businesses including attractions, tours and accommodation providers to assess their current performance across the four pillars of sustainability:

- Environmental impacts
- Socio-economic impacts
- Cultural impacts
- Sustainable management.

Sign up now as this opportunity is closing soon.

### Working With Tourism Australia

It's always good to review the resources available at Tourism Australia (TA) and how industry can work with our national agency.

Review the [Working with TA Guide](#).

### Tourism Australia Industry Webinar

The next Tourism Australia Industry Webinar will be held on 28 July 2023 at 11.00am. In addition to the regular TA update, there will be reports from state tourism partners and the accommodation Sector. [Register here to attend](#).

### ANZSCO Review - Tourism Services Occupations Now Open

Consultation on tourism services, as part of the Australian Bureau of Statistics' Australian and New Zealand Standard Classification of Occupations (ANZSCO) is now open. Make a submission or complete a survey to provide feedback on the accuracy of current occupation skill levels and descriptions, and occupations anticipated to emerge in the next 5 to 10 years. Consultations close on 11 August 2023. [Find more information here](#).

### EOI Open For Host City Of Next AITCAP Conference

Following the success of the 2023 Accessible and Inclusive Tourism Conference, GetAboutAble is deciding on a host city for not only 2024 but also an additional city for 2025.

They are seeking a host to truly partner with, and who can help shape and promote the event, offer a mix of in-kind and financial benefits, share their values, and of course exemplify an accessible and inclusive destination. [Find more information here](#).

### Food As Natural Nutrition

This event that aims to explore the future of food and its impact on nutrition and well-being. The panel discussion will bring together experts and thought leaders in the fields of food technology, sustainability, nutrition, and chronic disease prevention. It will delve into the growing food trends utilizing food technology in Australia and globally, while also emphasizing the need for innovative approaches to combat the rising prevalence of chronic diseases. **3 August 2023**. [Find more information here](#).

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## Funding And Other Opportunities

### [The Work Of Art Development Program](#)

Work of Art is a project by Regional Arts NSW, funded by Women NSW. Around 70 regional women will participate in a program of work to help develop skills, strategies, confidence, and connection to help grow their creative enterprise. **EOI close 24 July 2023**.

### [Backroads Regional Touring Grants](#)

Backroads connects communities throughout regional and remote NSW to small-scale, high quality performing arts events. The initiative aims to extend and support the reach of professional productions to regional towns that do not have performing arts centres as well as support small hall activation and the work of independent producers and artists. Backroads is best suited to adaptable, low-budget NSW-based productions that would feel at home in a community centre, old town hall, or small, independent theatre. Tours need to be self-sufficient, able to produce, mount and market their work in regional and remote towns. **Closes 31 July 2023**.

### [Elsa Dixon Aboriginal Employment Grant](#)

The Elsa Dixon Aboriginal Employment Grant is now open. The grant provides funding to support the salary, development, and support costs for Aboriginal people, with a focus on encouraging permanent employment. **Closes 30 June 2024**.

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## North Coast Product Development

### Ecotourism Accreditation for Warialda Bungwahl

Congratulations to accommodation provider [Warialda Bungwahl](#) who received eco certification (nature tourism) from Ecotourism Australia last month! Here are some of the environmental initiatives they currently have in place:

- over half of their 10 hectare property is private bushland and will stay that way
- building habitat gardens to restore a thriving biodiversity
- replacing all exotic plants with indigenous native flora
- installed 6 nesting boxes for various gliders, possums and microbats
- 100% powered by renewables (solar and GreenPower) and 100% rainwater usage
- eco septic and greywater diversion



### Kyogle Observatory Accolade

The Mallanganee Lookout observatory near Kyogle, designed by Terroir, has been shortlisted for the 2023 World Architecture Prize. The project was funded by the NSW Government's Regional Tourism Activation Fund and Kyogle Council with the aim of bringing more visitors to the area. It lies on the precise latitude where the centre of the Milky Way crosses directly overhead every night. [Find more information here.](#)



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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 DNSW's website](#).

### [Australian Surf Championships Port Macquarie](#)

The Australian Surf Championships will once again return to Port Macquarie. This 18-day event will showcase Australia's best Open and Master Shortboarders, Longboard and Loggers, Adaptive and Bodyboarders. **4-21 August 2023.**

### [Rumble In The Jungle Trail Run Coffs Harbour](#)

The Rumble in the Jungle Trail Run is a trail-dedicated run with multiple distances to choose from. The event takes place in the stunning Bindarri National Park, a premier running destination. Long have locals enjoyed the rainforest, waterfalls and lookouts this area has to offer. **6 August 2023.**

### [Flavours Of The Bush Tours](#)

Yarrowarra Aboriginal Cultural Centre invites you to experience Gumbaynggirr Culture first hand with the Bushtucker & Medicine Tour and Tasting. Learn the native foods, ancient medicines and various fibre plants used in healing and weaving by Gumbaynggirr people for thousands of years!

And afterwards, come back to the Yarrowarra Aboriginal Cultural Centre to sample some gourmet bush tucker treats made by local Gumbaynggirr Chef at The Pipeclay Café. **Monthly from 6 August 2023.**

### [GLOW Fest - Crescent Head](#)

GLOW Fest is a circus arts and lifestyle gathering held in the stunning beachside location of Crescent Head on the Mid North Coast returning to Waves Campground for its third year.

More than just a flow festival, GLOW Fest's program is a true arts experience - featuring 3 solid days of workshops and live art, plus nightly activities including a Headliner Showcase, feature fire performance, open fire spinning circles, silent disco and opening GLOW LED party. **17-21 August 2023.**

### [Sea Acres National Park Tours](#)

Take a walk to Shelly Beach in Sea Acres National Park on this Aboriginal ranger-guided activity.

Discover how Birpai People lived in harmony with their environment through sustainable use of rainforest resources and gain insights into local culture and language. **18 August 2023.**

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