



North Coast News & Views No. 177

Sustainability Skills Micro-credentials

Destination NSW has partnered with EarthCheck, the world's leading sustainable advisory and scientific benchmarking company for tourism, to fully fund a second round of Sustainability Skills Micro-credentials for NSW visitor economy businesses.

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 visitor demand for sustainable experiences
- Implement practical solutions in their business
- Build a reputation through sustainable action.

Places are limited. Successful applicants will be notified by email and provided with log-in details to commence the micro-credentials. Participants have until 30 June 2024 to complete the three courses.

[Find out more and submit an expression of interest.](#)

Destination NSW has also released [Quick Tips for Creating Sustainable Experiences](#) online, to help NSW visitor economy businesses on their sustainability journey.

The Sustainability Skills Micro-credentials and Quick Tips are part of the [NSW First Program](#), delivered by Destination NSW to assist NSW visitor economy businesses to develop, promote and sell great visitor experiences.



The Trends Driving Visitor Economy Growth

NSW visitor economy stakeholders shared in data, insights and ideas from thought leaders, industry experts and colleagues at the NSW Visitor Economy Forum - Building Momentum to 2030 hosted by Destination NSW recently.

The forum, the second of its kind, explored opportunities for those engaged in the visitor economy to turbocharge growth as the state transitions from the 'recovery' to the 'momentum' phase of the [NSW Visitor Economy Strategy 2030](#).

The momentum phase has a target of \$50 billion in visitor expenditure by 2026 as the state progresses towards the bold target of generating \$65 billion in visitor expenditure by 2030.

The forum provided hundreds of attendees with a deep dive into market and social trends, updates on Artificial Intelligence, data and technology, and international travel projections via a series of keynote speeches and panel discussions.

DNC were represented at the event by the Chair, John O'Neill and General Manager, Michael Thurston who stated "it was a fantastic opportunity to hear from industry experts across different sectors of our industry as we all work towards the collective goal of maximising the states visitor economy".

In addition the North Coast was represented by multiple stakeholders who shared their knowledge and experiences from our region with the audience. Tim Jack Adams from GreenX7 spoke on the value of Business Events to the NSW regional visitor economy. Clark Webb the owner-operator of Wajaana Yaam Gumbaynggir Adventure Tours discussed how incorporating Aboriginal culture and storytelling can enhance the visitor experience. Nicole McLennan from Coffs Harbour City Council relayed the Coffs Coast journey to become NSW's first eco-certified destination and Nicole Manderson from Tweed Shire Council discussed the great success of the first section of the Northern Rivers Rail Trail in the 'Reconnect in Nature' session.

Highlights from the forum [can be viewed here](#).





Changes To Byron Bay Short-Term Rentals

The NSW Government has endorsed a tightening of the cap on some non-hosted short term rental accommodation in Byron Bay from 180 days to 60 days a year. Some precincts with high tourism appeal will operate without a cap, allowing for year-round use. Hosted short term rentals are unaffected by the decision.

[Read media release.](#)

Improving Caravan Parks' Insurance Outlook

Caravan parks across Australia have reported facing soaring insurance premiums and other problems in securing cover. This comes as insurers have grown more cautious about funding risk. In this tough market, the Caravan Industry Association of Australia (CIAA) has launched a roadmap for improving access to affordable insurance, and it is seeing some success.

It wants to help caravan parks to create a better picture of their risk profile, in line with insurance industry expectations. The organisation has produced the CIAA Industry Roadmap: Insuring Caravan Parks and hopes to give insurers and brokers a fuller understanding of the Australian caravan park industry. This will include collecting broader industry data, to help insurers make informed analyses.

[Contact CIAA for more information.](#)

Agritourism Business Guide

The Department of Planning and Environment has released a new guide to [help NSW farmers set up agritourism businesses on their land](#). It explains what planning approvals are needed and how landowners can meet the requirements. It also includes practical advice on issues such as location and design.

Rail Trail Awarded Best Regional Project In NSW

The Tweed Section of the Northern Rivers Rail Trail (NRRT) has clinched the prestigious title of "Best Regional Project in NSW" by the Australian Institute of Project Management in Sydney recently.

Receiving such recognition is no small feat, and it speaks volumes about NSW Public Works and their outstanding skills, commitment, and vision working with NRRT to deliver this project.

The Tweed Section will now compete for the National AIPM award for "Best Regional Project."



Image: Kiff & Culture

Tourism Awards Finalists Announced

The state's peak tourism organisation, [NSW Tourism Industry Council](#), is thrilled to announce the finalists for the prestigious NSW Tourism Awards for 2023.

Congratulations to the amazing line up of North Coast finalists.

Aussie Ark	Australian Beer Events (t/a Sip and Savour)
Berger Houseboat Holidays	BluesFest Byron Bay
Bularri Muurlay Nyanggan Aboriginal Corporation	Cape Byron Distillery
Contained In Nimbin Accommodation	Diamond Waters Treehouse Retreats
Elements of Byron	Husk Distillers
Love Lord Howe	Myall River Camp
Observatory Holiday Apartments, Coffs Harbour	Positive Energy Adventures & Retreats
Potager - A Kitchen Garden	The Big Banana
Three Blue Ducks	Tiona Holiday Park
Tweed Tourism Company	Vision Walks - Eco Tours, Byron Bay
Wingham Music Festival	Wajaana Yaam Gumbaynggirr Adventure Tours, Coffs Harbour

Managed by the NSW Tourism Industry Council in partnership with Destination NSW, the NSW Tourism Award Winners will be announced at a Gala Dinner on 8 November 2023 at the White Bay Cruise Terminal. [Tickets are available here.](#)

Caravan, Camping, Industry Association Awards Finalists Announced

The Caravan, Camping, Industry Association, NSW (CCIA) this week announced the finalists for the upcoming state Caravan Industry Awards, part of their annual Celebration of Excellence. This year, five holiday parks from the North Coast region have made the shortlist, showcasing the exceptional quality and diverse offerings of these unique destinations.

Congratulations to:

Big4 River Myall Holiday Resort

Winners will be announced at a black tie event at Crown Sydney, Barangaroo on 16 November 2023.
[Tickets are available here.](#)

Industry Insights

International Visitor Recovery: NSW Leads The Nation

The NSW visitor economy is leading Australia's recovery from the pandemic, with new data showing NSW recorded the largest absolute increase nationally for international visitors, nights and expenditure in the year ending June 2023.

According to [Tourism Research Australia](#), international visitors took 5.4 million trips to Australia during the period, with the lion's share - over 2.7 million - coming to NSW (up 451.3% on the year ending June 2022). They stayed 67.8 million nights in NSW (up 221.5%) and spent \$8.6 billion (up 344.8%) in the state.

The North Coast received 5.7 million domestic overnight visitors, leading the regions in visitors, nights and expenditure.

NSW is accelerating on the road to post-pandemic recovery and has reached 74.7% of the NSW Visitor Economy Strategy's target of \$65 billion for total visitor expenditure by 2030.

The Value Of Aboriginal Tourism To NSW

According to Tourism Research Australia's [National Visitor Survey](#) a total of 190,600 domestic overnight visitors participated in an Aboriginal cultural tourism experience in NSW in the 12 months to June 2023.

These visitors stayed 0.7 million nights, contributing \$329.8 million in visitor expenditure to the state.

When compared with the previous year, domestic overnight visitors who engaged in an Aboriginal activity in NSW increased by 48.8%. Visitor nights and expenditure increased by 64.4% and 61.7% respectively.

Over the past five years, from the year ending June 2019 to 2023, the volume of domestic overnight visitors who engaged in an Aboriginal activity in NSW increased by 18.3%.

Caravan Industry Performance Update.

The Caravan Industry Performance Report for 2022-23 has been released, with record heights recorded for nights, trips and expenditure.

Although there has been some softness in market in other states, NSW is bucking the trend as consumers are travelling closer to home, less amount of people travelling north to QLD this year as well as the continue demand for caravan and camping compared to other accommodation types. [View the full report here.](#)

Around The Region

[Clarence Valley Council Community Initiatives Program](#)

The Community Initiatives Program supports not-for-profit organisations to produce new or continuing projects and initiatives for the benefit of the Clarence Valley community. **Closes: 31 October 2023**

[Clarence Valley Council Special Event Sponsorship](#)

Events that contribute to the strength and vibrancy of the Clarence Valley economy by attracting visitors are important and we support them via the Special Events Sponsorship program. **Closes: 31 October 2023**

Yarrila Place Opens

Housing a state-of-the-art Museum, Art Gallery, Library and council services, Yarrila Place opened to the public on 16 September.

In addition to being the NSW mid-North Coast's foremost museum, art gallery, library, technology centre and events space, Yarrila Place also includes the City of Coffs Harbour's customer service points and Council Chamber.



Mid Coast Destination Management Plan

The MidCoast Council Destination Management Plan 2017 is in its scheduled review period and the draft updated DMP is now on public exhibition. The plan aims to set the direction and priorities to sustainably grow the visitor economy of the MidCoast Council region to 2030 and beyond. The plan focuses on sustainable growth, with people spending more money, staying longer, and exploring the region all year round, while also protecting the environment, culture, and community. [Feedback is welcome](#), submissions close 2 November 2023

Have Your Say About The Wine Tourism And Cellar Door Grant Program

The Department of Agriculture, Fisheries and Forestry (DAFF) is seeking feedback on the \$10 million per year Wine Tourism and Cellar Door Grant Program. The program currently gives wine and cider producers the opportunity to apply for grants of up to \$100,000 on eligible cellar door sales made during the previous financial year, encouraging tourism in our wine regions. Interested stakeholders can provide their feedback until 30 October 2023 through DAFF's [Have Your Say website](#).

Industry Development And Other Opportunities

Check Out The Small Business Month Event Calendar

Looking for new ways to evolve your business so it operates more efficiently and profitably? Learn from the experts at NSW Small Business Month this coming October. [Find a list of all events here.](#)

Destination North Coast & Bookable Tourism Back To Basics Workshops

Join Destination North Coast and [Bookable Tourism](#) for an engaging and comprehensive workshop that equips you with the essential tools to delve deep into understanding your ideal customer. Discover how they research and book, and learn how to tailor your strategy to target them effectively. From this workshop, you will be able to build a step-by-step roadmap to help increase your revenue opportunities for your business.

This workshop is ideal for:

- New business owners setting up their business foundations.
- Businesses who are looking to introduce a booking system solution.
- Businesses who use booking systems however are yet to find the right one.
- Businesses who are wanting to introduce a Marketing and Distribution Strategy.
- Businesses who are looking to "sanity check" their current distribution and marketing strategies.

[These workshops are FREE but registration is required.](#)

Monday 23 October 2023

9.00am-12noon
Twin Towns Services Club
Wharf St, Tweed Heads

2.30pm-5.30pm

Ballina Byron Islander Resort
Ronan Pl, Ballina

Tuesday 24 October 2023

11am-2.00pm
Business @ Yarrila, Level 1
Yarrila Place
23 Gordon St, Coffs Harbour

Wednesday 25 October 2023

9.00am-12noon
Club Forster
Strand St, Forster

Proudly funded by



Small Business Month 1 - 31 October 2023

Get More For Less On Social Media

Struggling to maximise your social media presence while minimising costs and time? Wondering why your posts are not getting traction? In this free interactive session from Tourism Tribe, you'll learn how to create engaging content; how to better reach your target audience and how to increase your online visibility. **Wednesday 18 October 2023, 12 noon.** [Register here.](#)

New Webinar Series: World Class Agritourism And Culinary Experiences

Join Destination NSW and a panel of industry experts over two free webinars to explore opportunities to develop world-class culinary and agritourism experiences.

- **Creating World Class Agritourism Experiences, Wednesday 18 October 2023, 10.30 - 11.30** Find out how to create world class agritourism experiences that exceed expectations and are practical for your farming business. [Register here.](#)
- **Elevate Your Culinary Experience, Wednesday 25 October 2023, 10.30 - 11.30** Discover how you can enrich the visitor experience by delivering world-class tour, attraction or accommodation experiences that showcase the culinary offering of your destination. [Register here.](#)

The webinars are part of the [NSW First Program](#), delivered by Destination NSW to assist businesses to develop, promote and sell world-class visitor experiences.

Funding And Other Opportunities

Access to Government Grant Information

All government grants information is available for free from official sources - be wary of scam websites that charge fees for grant-related services. Check out these [tips for accessing grant information safely.](#)

Rural Women's Acceleration Grant

AgriFutures has introduced a new program called the AgriFutures Rural Women's Acceleration Grant program. Seven Australian women per annum will be granted with a learning and development bursary (not cash) of up to \$7,000 for professional development to enable them to bring their idea, cause or vision to life. **Closes 25 October 2023.**

NSW Community and Place Grants

Expressions of interest (EOI) are now open for Aboriginal organisations to apply for the next round of Community and Place Grants. This program aims to deliver tangible local benefit and impact to Aboriginal communities against the Closing the Gap socio-economic outcome targets, recognising that Aboriginal communities have the solutions to problems or issues in their community. **EOI close 30 October 2023.**

Unified Grants

The UNIFIED Grant is about driving innovation and investing in creative projects that have the power to ignite positive change in Australia's music industry and beyond. They are looking out for *true* innovators - offering \$5,000 to five exceptional visionaries who dare to dream big, have the courage to push boundaries, and are committed to doing the work to create a safer, more inclusive future for all who work in music. **Closes 1 November 2023.**

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.](#)

Dorrigo Folk And Bluegrass Festival

The Dorrigo Folk and Bluegrass Festival is a three-day celebration of local, national and international acoustic folk, bluegrass and old-time music. The festival is a boutique, family-friendly event with concerts, workshops, dance and jam sessions. Patrons have opportunities to perform and learn from the best traditional, contemporary, and exploratory acoustic music exponents of these genres. With the festival now recognised across the globe, it attracts artists from the USA, Canada, United Kingdom, New Zealand, and Australia, presenting a full program from Friday evening through to late Sunday afternoon. **27-29 October 2023.**

Jacaranda Festival Grafton

In its 89th year, the longest running floral festival in Australia is back for another Jacaranda Season. Events include: Illuminate, Jacaranda Ball, A day of culture river dreaming, Retrofest, CVCON concert band and jazz ensemble, Jacaranda Thursday, Venetian carnival and headliner act Troy Cassar-Daley. **27 October - 5 November 2023.**





[Frida's Field Community Day - Nashua](#)

Hosted by Frida's Field, this community day will feature live music, tree planting, nature crafts and teepee making. **4 November 2023.**

[Taranta Festival - Bellingin](#)

The Taranta Festival is coming to Bellingin. The festival will take place at the Bellingin Memorial Hall and the Bellingin Showgrounds and features Workshops, Concerts and a traditional Italian long lunch! **2-5 November 2023.**

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