



North Coast News & Views No. 180

DNC Engaging With the Barrington Coast

Destination North Coast had the pleasure of travelling to the Barrington Coast region this week for a Board meeting, industry engagement session and some key site inspections. The Board and team felt extremely privileged to receive a tour of the stunning new Forster Civic Centre that holds three Council facilities: Forster Library, Customer Service Point, and the Visitor Centre. The new facility is designed with a consumer centric philosophy being located close to the CBD in what will become a high traffic area and with a great integration of technology and access to other relevant council owned assets for the visitor economy. The venue also hosted the DNC Board meeting which was a great way to experience the first-class facility and technology that delivered a seamless Board meeting for those in attendance physically or attending remotely.

Likewise, the new state of the art Visitor Centre was the ideal venue to host our networking event that was attended by an array of strongly engaged and innovative operators. In addition, we had the privilege of visiting the Manning Regional Art Gallery in Taree that is a great community and visitor economy asset and vehicle for Aboriginal storytelling and showcasing the abundant local talent in the region. Special thanks to the Director of the gallery Rachel Piercy, who is also the Chair of The Indigenous Advisory Group of the Art Gallery of NSW for outlining their vision and for her amazing work as a voice for Indigenous art at a state level.



Travel to Wineries, Breweries, Distilleries & Farmgates

According to a study undertaken by Tourism Research Australia, Australians took almost 6.8 million daytrips to the wineries, breweries, distilleries, and farmgates spending \$1.1 billion.

WHO ARE THEY?

- On average, 4.9% of domestic overnight visitors visited a winery, brewery, distillery or farmgate on their trip.
- Two-thirds (66%) were from intrastate.
- Older visitors (aged 55 and over) made up one-third of visitors (33%).

WHERE DO THEY TRAVEL?

- Holiday travel was the largest driver of trips, making up 63% of trips.
- Those visiting friends and relatives were the second largest category (27%).
- Business travellers also enjoyed these activities, accounting for 8% of visitors.

WHY DO THEY TRAVEL? WHERE AND WHEN DO THEY GO?

- The majority of visitors (82%) had their experience in a regional destination (4.7 million).
- February and August were low demand periods, accounting for 6% each of trips. High demand occurred in January, April and July, which was consistent with domestic travel patterns.
- Visitors were more likely to visit a winery, brewery, distillery or farmgate if they travelled to Tasmania (10.5% of visitors to the state had this experience), South Australia (10.4%) or Western Australia (8.8%).

HOW LONG DO THEY STAY?

- Average trip length was 3.4 nights.
- Those on interstate trips stayed longer, 4.1 nights compared to 3.0 nights for intrastate trips.
- Around 42% of trips were just 1 to 2 nights in length.

[Read the full report here.](#)

Summertime's Right For Dancing In The Streets

Communities, councils and event organisers will have a much easier and cost-effective path to hosting festivals, parties and events on their local streets and outdoor areas under landmark changes to the application process. The Minns Labor Government is also making outdoor dining permanent across NSW, with a law change to cement temporary arrangements introduced during COVID-19. Reducing costs and red tape to utilise our shared streets and outdoor spaces is part of the Government's focus on finding all ways possible to ease the cost-of-living and help families

Drawing from the successful approach developed by Wollongong Council a 'global approvals' approach will be rolled out to 127 councils across the state. A pilot will also be delivered which will aim to reduce the costs associated with street closures and traffic planning. Events on streets can require a development application and can incur traffic management costs of over \$100,000 for a single day.





Tourism Sector's Plea Answered For New Visas To Encourage Chinese Tourists

A new visa deal to entice more Chinese visitors to come to Australia has been hailed a 'vital boost' to Australia's tourism sector, according to the Tourism and Transport Forum (TTF) Australia. TTF CEO Margy Osmond welcomed the agreement between Australia and China to provide access to new, reciprocal three to five-year multi-entry visas for visitors and business people, following Prime Minister Anthony Albanese's recent meeting with Chinese President Xi Jinping and Premier Li Qiang in Beijing.

[Read media release.](#)

Amended Agri-Policy

The NSW Government has made it easier for farmers to use their land for agritourism to complement their existing agricultural businesses. This includes farm experiences, cellar doors, cafés, retreats, roadside stalls, fruit picking, hosting small weddings and other activities.

[Find more information here.](#)

Earthcheck Unveils New Carbon Capture Calculators

[EarthCheck](#) has unveiled three new carbon calculators that will enable tourism operators to understand, manage, and reduce their emissions more effectively than ever before. Learn how to track your freight, food and laundry emissions with [EarthCheck's innovative new tools](#).

Aviation Green Paper Open for Feedback

The Commonwealth Government has taken the next step towards reforming Australia's aviation sector, this week releasing the Aviation Green Paper and calling for community and industry feedback. Consultation on this document will contribute to the development of the Aviation White Paper which will set the policy direction for the aviation sector out to 2050. The aim is to deliver a more competitive aviation sector, secure Australian jobs, develop stronger consumer protections, improve accessibility and transition the industry to net zero emissions. Industry, including the Australian Airports Association, welcomed the release of the paper. [Submissions are open until 30 November 2023.](#)

Industry Insights

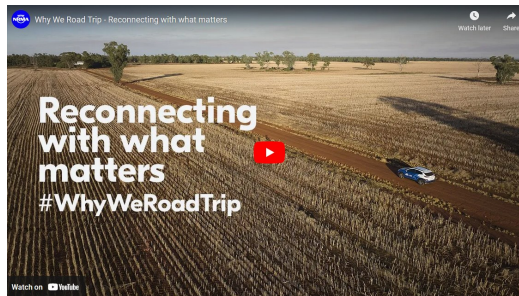
Hospitality Training Needs Survey

Share your valuable industry insights and recommendations that will inform training and funding across the hospitality sector, via an industry-targeted survey. The survey takes approximately nine minutes and will remain open until 30th November 2023. [Complete the survey here.](#)

Celebrate #Whyweroadtrip With NRMA

The NRMA has a long history of supporting regional communities. Why We Road Trip aims to inspire road trips across Australia and boost tourism in regional communities.

On the road, we reconnect with family and friends, discover hidden gems and help others. So pick a town, call your mates, pack the car and celebrate #whyweroadtrip. [Find more information here.](#)



CSIRO Predicts Agritourism Boom

CSIRO analysis estimates the annual opportunity for agri-related tourism in Australia will reach around \$18.6 billion by 2030. Focusing on expenditure for food, drinks and accommodation, which most closely align with the food and agribusiness industry, the annual opportunity is expected to reach \$5.6 billion by 2030, including \$3.6 billion spent by international visitors and \$1.9 billion spent by domestic day trip and overnight visitors. International visitor demand is expected to drive the majority of this growth, with visitors from China, United States, United Kingdom, New Zealand, Japan and India expected to account for more than 60 per cent of international expenditure by 2030. [Find more information here.](#)

Around The Region

Building Business Success - Northern Rivers Rail Trail

Destination North Coast recently participated in the Building Business Success with the Northern Rivers Rail Trail Workshops in Casino and Lismore along with interested parties including landholders, potential new business operators and existing visitor economy stakeholders. There was a real buzz in the rooms as the opportunity of the Rail Trail starts to be realised.



Employment Opportunities

MidCoast Council are currently recruiting a [Tourism Industry Development Officer](#) and a [Senior Economic Development Officer](#) for positions commencing in January 2024..

Local Success In NIAA Tourism Grants For Indigenous Businesses

The Federal Government is supporting diverse and unique experiences for both domestic and international visitors, providing \$6 million in grants to more than 100 First Nations tourism businesses and community organisations across the country. Grants of up to \$50,000 were available for First Nations owned tourism operators and up to \$100,000 for First Nations community organisations.

The First Nations tourism grants contribute to the Australian Government's delivery of THRIVE 2030: the national strategy for Australia's visitor economy recovery and return to sustainable growth.

Congratulations to Yidabal Galii Maa, Unkya Local Aboriginal Land Council, Figtree Descendants and Bunyah Local Aboriginal Land Council for their successful grants. [See full list of grant recipients here.](#)

Avenir Vigneron Pty Ltd Breathes New Life into Cassegrain Wines

Cassegrain Wines, a prominent name in the Australian wine industry, is thrilled to announce a transformative milestone in its journey. Avenir Vigneron Pty Ltd, a dynamic amalgamation of seasoned wine experts and astute investors, has successfully acquired Cassegrain Wines, ushering in a promising era of growth and innovation for this celebrated winery.

As one of the largest winemaking operations in the Port Macquarie and Mid-North Coast region, Cassegrain Wines supplies numerous hospitality venues. The Cassegrain team is committed to collaborating closely with local tourism boards to boost visitation to the area and reinvigorate the space for locals and visitors alike. [Read media release.](#)

Coffs Coast Explorer App And Touchscreen Kiosks

Destination Coffs Coast will soon be launching two exciting new offerings to expand their region's visitor experience: Seven digital visitor information kiosks and a Mobile App. The kiosks will be in key locations across the Coffs Coast and will be available 24/7 for visitors to find Places to Stay, Things to Do, Food and Drink options and much more.

The mobile app allows visitors and locals to have a wealth of destination information at their fingertips. It can be used for research before a visit, an inspiration tool to encourage visitation, and features an itinerary planner so visitors can explore more of the Coffs Coast.

Are you a tourism-based business and want to be featured on these platforms? If so, you'll need to create a free ATDW profile. **The app and kiosks automatically sync information straight from ATDW, so if you're not on, you'll miss out!** [Find more information here.](#)



Expression of Interest - 2024 Harvest Food Trail

The Harvest Food Trail provides visitors and locals with an opportunity to jump in their car and visit some of our region's best farms, distilleries, breweries and food outlets across the region. People on the trail can plan their own itinerary over the weekend to experience the range of unique food and beverage experiences on offer. The trail will extend across the Northern Rivers NSW region from The Tweed to Grafton. Northern Rivers Food are calling for Expressions of Interest to participate in the 2024 Harvest Food Trail. [Find more information here.](#)

Innovative Artventure Trail In The Lismore CBD

Lismore City Council, in a creative collaboration with the Lismore Regional Gallery and CBD property owners, has transformed the city's CBD with an interactive ArtVenture Trail. The trail features reproduced artworks from the Lismore Regional Gallery, turning empty shopfronts into surprising exhibition spaces and infusing the city with renewed vitality and artistic flair. Visitors can embark on this artistic journey by picking up a map of the ArtVenture Trail at the Lismore Regional Gallery, the pop-up space at 46 Magellan Street, Lismore, the Council Chambers at 43 Oliver Avenue, Goonellabah, or by downloading it from www.visitlismore.com.au.



Bonza Takes Off To The Tweed

Gold Coast Airport (gateway to The Tweed and Northern Rivers) named Bonza's newest base, with up to 70 additional flights each week from over 11 destinations with flights commencing from mid-November. The Tweed has been actively targeting these new regional markets including Albury, Mildura and more. [Read media release.](#)

Friendly Collaboration In The Tweed

The DNC team were pleased to see this example of friendly collaboration by [Husk Farm Distillery](#) on a recent visit. This is a perfect example of the adage that 'a rising tide lifts all boats' and recognition of the importance a cluster of quality product brings to the region. The more things to do and see, the more likely for extended and overnight stays to benefit the wider visitor economy.

Well done Husk Farm!

NSW Caravan & Camping Industry Awards

The Caravan & Camping Industry Association (NSW) has celebrated its Awards of Excellence during a ceremony at Crown Sydney Barangaroo. Congratulations to [Reflections Holiday](#)





Industry Development And Other Opportunities

Creating EV-Friendly Road Trip Experiences

Join Destination NSW and a guest presenter from the Office of Energy and Climate Change (OECC) to find out how to attract electric vehicle (EV) drivers to your destination and business. In this online session for NSW visitor economy businesses, including visitor attractions, accommodation, tour and activity providers, find out:

- How being EV friendly is great for visitor economy businesses to help attract EV road trippers
- Information about the NSW Government's EV destination charging grants program, which co-funds up to 75% of the cost of purchasing and installing EV chargers
- Advice on EV charging installation and equipment
- Tips for promoting EV charging facilities to visitors
- Q&A with the presenters.

10:30am - 11:30am, Thursday 30 November 2023

[Find out more and register here.](#)

REMINDER: DNSW Sell Online Workshop Port Macquarie

Join Destination NSW for a free, half-day **Sell Online** workshop to find out how you can increase bookings for your tour, attraction or accommodation by selling online. Get tips and insights on taking online bookings, driving direct bookings through your online listings, and reaching more visitors with online travel agents.

- WHEN: Thursday 7 December 2023 10.30am - 2.30pm
- WHERE: Sails Port Macquarie by Rydges, Park St, Port Macquarie

[Register here](#)

The Sell Online Workshop will suit visitor economy businesses that offer bookable experiences, including accommodation, tours and activities, and visitor attractions including wineries, distilleries, breweries and farm gates.

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

Free Social Media Marketing Workshop - Ballina

This action-oriented workshop will step you through the essential channels and strategies to ensure your business can be found online by your ideal customer and teach you proven tactics to increase customer engagement. You will receive objective feedback on your website and walk away with prioritised actions to work on after the workshop. Workshop attendees will receive complimentary access to the Tourism Tribe Digital Academy so they can tap into support and further learning to help them with implementation of improvements straight away.

- WHEN: 9am - 1pm, Thursday 30 November 2023
- WHERE: Byron Bay Wildlife Sanctuary, Knockrow

[Register here](#)

First Nations Tourism Mentoring Program

The First Nations Tourism Mentoring Program (FNTMP) is a new, free mentoring program for First Nations tourism businesses across Australia, matching businesses with skilled and experienced mentors. Since its opening in July 2023, the FNTMP has received more than 80 applications from First Nations tourism businesses to access free mentoring from our experienced team of mentors. This program is designed to support mentees to grow their tourism businesses and achieve their business goals. Mentees will have access to expert advice, tailored learning, and culturally respectful industry specialists. [Find out how to take part in the program here.](#)

Registrations Are Open For Destination Australia 2024

Tourism Australia will host the annual Destination Australia conference on Wednesday **13 March 2024** at the International Convention Centre (ICC) Sydney. [Find more information here.](#)

Elevating Gastronomy Tourism

The United Nations World Tourism Organization (UNWTO) has launched the 4th Global Competition for Gastronomy Tourism Startups. Winners will receive mentoring by UNWTO and its partners, tailored support and investment opportunities. [Learn more here.](#)

Destination NSW is also offering a new on-demand webinar to assist businesses in elevating their culinary offering to deliver world-class visitor experiences. [Find more information here.](#)

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.](#)

Level The Playing Field Program

The NSW Government has committed up to \$30 million to the Level the Playing Field Program (the Program). The Program investment will revive sport facilities by providing new or upgrading existing sport facilities, amenities and sporting fields. Funding will also support the provision of new and upgraded lighting that will enable more women and girls to train and compete in sport in a safe and inclusive environment. **Closes 30 November 2023.**

MVP Ventures

The MVP Ventures Program supports startups and innovative SMEs in the product lifecycle between early-stage research and mature investment opportunities, through grants to drive the commercialisation of highly innovative and new products or processes. Applications will be considered on a non-competitive basis against the eligibility and assessment criteria and will be assessed in the order in which they are received. **Closes 30 April 2024.**

North Coast Product Development

Ballina Manor

Ballina Manor have renovated their kitchen and now operate Manor Restaurant which is open to the public. Presenting a carefully curated fusion of both classic and innovative dishes, crafted with the finest ingredients sourced from local farmers and artisans. Supported by an excellent wine list and offering superb service in a unique heritage atmosphere.

Coastal Harvest - Bellingen

Coastal Harvest Burgers have been an online, delivery food option in Bellingen for the past 2 years. They

have recently opened with a shop front, where they offer dine in, take away and delivery. Excellent burgers, salads and desserts. Coastal Harvest also offer catering; perfect for the busy summer season.

King Tide Brewing Partners With National Cartoon Gallery

To celebrate the [35th Annual Rotary Cartoon Awards](#) being held at the National Cartoon Gallery, Coffs Harbour's [King Tide Brewing](#) has teamed up with the NCG to create an Old World Pils which is available for purchase and on tap! The OLD NEWS-NEW WORLD PILS is contained in a limited edition can.

[Beera - Port Macquarie](#)

Welcome to Beera, a trendy and sophisticated restaurant that promises to be your ultimate destination for an extraordinary dining experience. Nestled in the heart of the city, this modern establishment is designed to cater to discerning palates and social spirits alike.



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](#).

[Beats On The Bank - Taree, 8 December 2023.](#)

[Lismore Delights, 16 - 23 December 2023.](#)

[Camp Creative - Bellingen, 8th - 12th January 2024.](#)

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