



North Coast News & Views No. 181

Destination North Coast In Region

Last week, the DNC team were pleased to join Lismore City Council Tourism staff and Jane Lavery, Regional Director Northern Rivers for Business NSW, visiting operators, doing site inspections and meeting with Nimbin Chamber of Commerce as this active community look to evolve the Nimbin brand and bring new life to visitor experiences.

Visits included an exquisitely designed and decorated tiny home at [Arcadia Nimbin](#) which is opening soon (watch this space for further developments such as their market garden, farmgate stall, chai wagon etc.); multi-award winning [Contained in Nimbin](#), developed with thoughtful detail and presenting as a peaceful and lovely retreat; [Nimbin Valley Dairy](#), producer of some amazing cow and goat cheeses (yes, we had to sample) and on-site [Cheeze Van](#), [Nimbin's Sustainable Living Hub](#), the [Bush Theatre and Café](#), Nimbin's internationally known [Candle Factory](#) and more.



Arcadia Nimbin



The Cheeze Van



Contained In Nimbin



Contained In Nimbin Awards



Nimbin Candle Factory



Nimbin Bush Theatre

New Toolkit And Framework To Drive Sustainable Tourism

A new National Sustainability Framework for the visitor economy and a [Sustainable Tourism Toolkit](#) jointly developed by the Federal, State and Territory governments have been released.

The Framework is the first of its kind for the industry. It provides a nationally agreed understanding of sustainable tourism and a vision for Australia to be a world leader in the sector.

The Toolkit provides a range of supportive guides to help businesses implement sustainable practices and communicate their sustainability stories to visitors.

[Read media release.](#)

Destination NSW Stakeholder Survey

Destination NSW is the lead agency, champion and voice of the visitor economy in the NSW Government, with responsibility for leading the delivery of the NSW Visitor Economy Strategy 2030. They rely upon the support of stakeholders to deliver on the strategy's ambitions and to realise their vision for NSW to be the premier visitor economy of the Asia Pacific.

Collaboration is key to their success as an organisation and to growing the visitor economy in partnership with stakeholders. In this context, DNSW are keen to hear about your experience and expectations of working with Destination NSW in particular with Marketing, Events and/or the Product, Policy and Engagement team.

Your feedback is important and will help DNSW continue to offer programs that deliver real value to you. The survey is completely anonymous and confidential, so please be honest about your views.

[Complete the survey here.](#) If you have any questions or issues while completing the survey, please email research.admin@dnsw.com.au

10 Award-Winning Hotels, Cabins And Retreats

Last week Destination NSW published an article highlighting 10 award-winning hotels, cabins and retreats across the state. After our region's success at the recent NSW Tourism Awards, it's no surprise four of them are on the North Coast.

Boundary-pushing design, impeccable service, unparalleled luxury - great hospitality makes a holiday extra special. NSW's hotels, resorts and retreats have all this and more - [here are 2023's award-winning stays to check into](#).



Myall River Camp



Diamond Waters Treehouse Retreat



Contained In Nimbin



Hona Holiday Park

Industry Insights

Record High Spend For The Visitor Economy

Updated domestic and international [Tourism forecasts for Australia](#) have just been published by Tourism Research Australia.

International visitor spend in Australia is forecast to exceed its pre-pandemic levels in 2024, followed by international visitor arrivals in 2025. By 2028, there are forecast to be 12.1 million international visitor arrivals, spending \$50.7 billion in Australia.

Domestic travel is forecast to stabilise in 2023, after strong growth in 2022 coming out of the pandemic. Domestic tourism metrics are forecast to continue to rise over the next 5 years. By 2028, Australians are forecast to take 128.9 million domestic overnight trips and 262.3 million day trips annually. Domestic tourism spend is forecast to reach a record high in 2023 then continue to grow and to reach \$172.6 billion in 2028, which is 61% higher than its pre-pandemic level.

Travel Reclaims its Share of Wallet

The [Roy Morgan Holiday & Travel survey](#) indicates that spending on travel is recovering rapidly in the post-COVID-19 period. Travel spending was up by around \$30 billion in the 12 months to June 2023 compared to a year earlier.

AVIC Latest Statistics

The latest statistics for Visitor Centres in NSW have been released - see the infographic provided by The Tourism Group below.



Around The Region

Best Restaurants In Sydney & Regional Nsw

The Restaurant & Catering Hostplus Awards for Excellence has announced the best restaurants in NSW for 2023. Congratulations to the following winners and finalists.

FAMILY DINING

Winner - The Garden Eatery, TEA GARDENS
Finalist - Bridgeview Restaurant, KARU

RESTAURANT IN A HOTEL/RESORT -

Finalist - Forest by Crystalbrook, BYRON BAY

ASIAN RESTAURANT

Finalist - Bridgeview Restaurant, KARUAH

BREAKFAST RESTAURANT

Finalist - Mumm's on the Myall, TEA GARDENS

CONTEMPORARY AUSTRALIAN RESTAURANT - INFORMAL

Finalist - Mavis Kitchen, UKI

RESTAURANT IN A PUB/CLUB

Finalist - Bridgeview Restaurant - Karuah & District RSL Club, KARUAH;
Finalist - The Garden Eatery - Tea Gardens Country Club, TEA GARDENS

SEAFOOD RESTAURANT

Finalist - Mumm's on the Myall, TEA GARDENS

ONEMUSIC EXCELLENCE AWARD

Finalist - Flow Bar - Boogie Woogie Beach House, OLD BAR

[See full list of finalists and winners here.](#)

Tweed Wins Destination And Visitor Economy Conference

Tweed Shire Council has won the right to host the 2025 Local Government NSW (LGNSW) Destination and Visitor Economy Conference which is the largest local government sector tourism forum in the nation. Hundreds of delegates will converge on the Tweed to hear from tourism experts and

stakeholders, leading researchers, practitioners, and industry experts on the latest trends in tourism.
[Read media release.](#)

Dorrigo Escarpment Great Walk project update

National Parks and Wildlife Service currently have the draft plan of management and the draft master plan for this development available for review and comment. Submissions close on 15 January 2024. There are 2 separate consultations underway:

1. [Draft Plan of Management for Dorriggo and Bindarri national parks and Bindarri State Conservation Area.](#) The draft plan contains information on important park values and provides key strategic directions for future management of these parks.
2. [Draft master plans for the proposed Dorriggo Escarpment Great Walk and the Dorriggo Arc Rainforest Centre.](#) The draft master plans provide further detail about the location and concept designs for the proposed multi-day walking experience, replacement visitor centre and new elevated walkway.

Barrington Coast In The News

Some great recent publicity for the Barrington Coast. Boomerang Beach was highlighted in Australian Traveller and the film crew from Channel 7 Sunrise Weather recently beamed seven live crosses into the homes of 367,000 viewers, highlighting the delights of Forster.

Seeking Feedback On The Tweed Destination Management Plan 2024 - 2030

Tweed Shire Council is inviting the community to provide feedback on the revised Tweed Destination Management Plan 2024 - 2030 (DMP) which provides a framework and actionable plan to position the Tweed as one of Australia's top sustainable tourism destinations.

Developed in partnership with Council, its tourism partner The Tweed Tourism Company, and industry, the draft Tweed DMP 2024 - 2030 builds on the 2019 DMP to adapt to the changing needs of the community and ensure sustainable tourism growth over the next six years

The revised [Destination Management Plan](#) is on exhibition until 4 pm on Friday 10 January 2024.



Register Your Business: Bigger Backyard Northern Rivers

Business owners across the Northern Rivers region are joining the Bigger Backyard and doing business together to create a stronger Northern Rivers. Bigger Backyard Northern Rivers helps businesses to find local products and services, creating resilient local businesses by shortening the supply chain and spending money in our own backyard first.

[Create a FREE profile for your business here.](#)

Tweed In The News

In partnership with Destination NSW, Tweed Tourism Co. recently welcomed Channel 7s Sunrise program, broadcasting the morning weather live from Kingscliff, featuring Tweed Eco Cruises, Tropical Fruit World, Husk Farm Distillery and promotion of A Monet in Murwillumbah by the Tweed Regional Gallery and Artory.

Industry Development And Other Opportunities

Sustainability Skills Microcredentials - Limited Spaces Still Available

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.

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.

Nambucca Tourism & Business Development Project Officer Role

Working with a dedicated team of volunteers, committee and tourism businesses, the Project Officer will develop and promote tourism to attract visitors and produce significant economic benefits for members of the NVTa and the Nambucca Valley as a whole. This is a permanent part-time position, subject to satisfactory probationary period of six months. The role is 20 hours during weekdays, and provides flexibility around required work hours. As the project officer, there is opportunity to grow the role through sales, advertising, and grant programs. [Find more information here.](#)

Big Banana Seeking Sales & Marketing Manager

An exciting opportunity exists to join The Big Banana Fun Park. An enthusiastic and dynamic Sales & Marketing Manager is required to support the business with day-to-day sales and marketing duties, in a busy and fast-paced environment. [Find more information here.](#)

Register for Tourism Australia's December Industry Webinar

The Tourism Australia Industry Webinar will take place on Friday 15 December at 11am. This will be the final webinar for 2023 and along with an update from Tourism Australia, Chief Marketing Officer, Susan Coghill, will give an update on the 'Come and Say G'day' marketing campaign. [Register to attend.](#)

Christmas Social Media Guide

As we embrace a brighter era, it's the perfect time to revel in the holiday spirit. To share New South Wales' joyous spirit with the world, let's fill social feeds with the festive decorations, experiences and

lights that are bringing some Christmas magic to our regional towns. Here are [DNSW's top tips for sharing festive posts this season](#).

Caper - Byron Bay 2024

Caper Byron Bay is making a grand return in 2024. Mark your calendars because the celebration of Byron Bay's food and culture will unfold from May 17th to May 26th, 2024! [Expressions of Interest will open soon on their website](#), providing a unique opportunity for you to contribute to the festival's diverse tapestry. Whether you're a venue looking to host an event or a vendor interested in participating at the Festival Village, you're invited to be a part of this immersive celebration.

Calling All Artists

Artist Applications for the Murwillumbah Arts Trail, scheduled for 11-12th May 2024, (MAT24) are now open! This biannual exhibition of contemporary art showcases the extraordinary work of artists from the Tweed Valley and surrounding areas, offering a platform for community engagement and creativity. Over the course of this dynamic two-day event, the town of Murwillumbah is transformed into an immersive arts experience, spotlighting and celebrating the wide array of talents that our local artists have to offer. [Register here](#).



Destination NSW Content Library

The [Destination NSW Content Library](#) houses a collection of inspiring images, videos and editorial content showcasing destinations and experiences across Sydney and all regions of New South Wales. It provides the tourism industry, travel media, government agencies and select commercial partners with a range of free assets that can be used to promote New South Wales as a travel destination. There are over 25,000 images of NSW destinations, experiences and events in both city and regional locations, as well as high-definition footage and editorial copy. [Find out how to access the library here](#).

Booked Out! How to Start and Grow a Successful Regional Tourism Business

Booked Out! How to Start and Grow a Successful Regional Tourism Business is a recently released book that covers the 101 of tourism, marketing and small business start-up. It offers a comprehensive guide to starting a tour, attraction or accommodation in regional Australia and may resonate well with new business owners and people in agri/food/arts and Indigenous networks, wanting to apply successful strategies to build new income streams. [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](#).

Soundproofing Grants for Live Music Venues

Funding to support existing and new NSW live music venues to achieve best practice sound management and infrastructure. Eligible music venues can apply for grants up to \$100,000 for sound mitigation measures. **Closes 19 January 2024.**

Project Funding - Individuals and Groups

Supports innovative, accessible NSW arts and culture, and the employment and development of professional artists and cultural workers. **Closes 19 January 2024.**

First Nations Heritage Grants Round 1

The First Nations Heritage Grants Program aims to assist in adding Indigenous values to Australia's World and National Heritage listed places. The program also seeks to aid the identification of culturally significant First Nations places. **Closes 24 January 2024.**

Regional Arts Touring

These grants support projects that provide access to arts and culture for audiences living in regional NSW. Funding is available for tours of all artforms, including performing arts, music, visual arts, literature, history, museums and multi-arts. **Closes 26 February 2024.**

North Coast Product Development

Bello E Buono Café - Sawtell

A brand new espresso bar in Sawtell's main street, serving traditional Italian cuisine and mouth-watering pastries.

Buckley's Chance - Alstonville

Artisan café located in Alstonville's heritage 1909-built post office. Inspired by modern Australian style and the beautiful Northern Rivers region, Buckley's champion local produce and native flavours.

Baraka Lennox Head

Modern Middle Eastern dining is now in Lennox Head.

Husk Unveils New Offerings

The 2023 special edition bottling of [Ink Art Gin](#) has rolled off the production line. Only 4000 bottles have been created, making them a collector's edition featuring Natalie Yate's Topographical Fingerprint No3, winner to this year's Ink Art Competition.

Husk Signature is the first rum to bear the [Australian Cultivated Rum](#) (ACR) mark, officially launching the birth of this new style of Australian Rum in time for Christmas. ACR is a trademark registered by Husk to define where and how this new style of rum can be made. It's a guarantee of quality, integrity and authenticity. With the ACR seal of authenticity, Husk Signature is a farm to bottle rum made from 100% single estate cane juice, non-chill filtered and with no added flavours, colours or sweeteners.



Salt @ South West Rocks

Salt @ South West Rocks offers 16 luxury self-contained villas, all with views over the beautiful Macleay River.

Pedals And Picnics - Murwillumbah

Specialists in curating picnic experiences along the Northern Rivers Rail Trail, the Pedals and Picnics team will create luxury picnics for your Rail Trail journey. Place your order and arrive to ready-to-go picnic heaven or book a DIY to tow your picnic bounty in a cart and stop when you've had enough of the pedal and want more of the picnic!

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](#).

[BBL Back In Coffs](#)

3 January 2024.

[Daryl Braithwaite At The Hoey Moey](#)

20 January 2024.

[Afrobeats & Eats Festival - Port Macquarie](#)

27 January 2024.

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