



North Coast News & Views Issue 190

New Name For NSW Tourism Portfolio

Changes are being made to the NSW Government's Department of Enterprise, Investment and Trade to provide a renewed focus on government priorities in tourism, the arts, hospitality and the night-time economy, as well as driving the implementation of key reforms including the vibrancy reforms.

These changes include a new name: the Department of Creative Industries, Tourism, Hospitality and Sport. Investment NSW will join the Premier's Department. The changes will come into effect on 1 July 2024.

[Find more information here.](#)

NSW Visitor Economy Strategy 2030 Review - Have Your Say!

To unlock the state's full potential, the Visitor Economy Strategy 2030 is being reviewed and evolving to showcase the best of NSW to the world by focussing on the diverse experiences on offer for visitors.

The Government's new tourism strategy seeks to improve cultural experiences for tourists while also expanding visitation to Western Sydney and regional NSW. The impending opening of Western Sydney International and Newcastle International Airports represents further potential for growth in the sector. The review of the NSW Visitor Economy Strategy 2030 presents a pivotal opportunity to shape the future of the visitor economy in NSW.

The strategy review will seek to formalise the NSW Government's focus on experience tourism and ensure that the state's approach to tourism, the NSW Government's [Arts, Culture and Creative Industries Policy](#) (Creative Communities), the night-time economy agenda and the regulatory environments that underpin them, are in lockstep.

[Destination NSW](#), is inviting visitor economy stakeholders from across the state to contribute their insights and expertise.

Individuals and organisations are invited to join the conversation and share their perspectives by submitting written submissions online via Have Your Say (submissions close Sunday 2 June).

[Have Your Say!](#)

The NSW Visitor Economy Strategy 2030 was launched in 2021 and included a commitment to review it after three years.

Regional Event Acceleration Program

Destination North Coast are excited to kick off our [Regional Event Acceleration Program](#) with 17 quality events/event organisers on-boarded and due to delve into this intensive training program being delivered in partnership with Australian Centre for Regional Events (rEVENTS Academy) and commencing next week.

We congratulate each of these event organisers on taking this step to improve their event management skills and to work on their event to aid its long-term sustainability and overall market competitiveness.

We are excited to bring this Program to fruition to support events across the North Coast.

Discover Aboriginal Experiences Sustainable Tourism Case Studies

Tourism Australia's Signature Experiences of Australia program, [Discover Aboriginal Experiences](#) (DAE) collective recently launched four case studies on members going to extraordinary lengths when it comes to sustainable tourism, whether that relates to protecting the environment, community, culture - or all three.

The case studies also tap into recent figures published by [Statista](#), which show that more than 80 per cent of global travellers regard sustainable travel as important to them, and that they were willing to adopt sustainable travel incentives. The case studies profile [Wajaana Yaam](#) on the Coffs Coast and



Clark Webb, Wajaana Yaam Adventure Tours © Tourism Australia

Seeking Mentors - NSW Choose Tourism Program

Destination NSW is calling for visitor economy leaders to join the NSW Choose Tourism Program as mentors.

The program aims to address industry workforce shortages in regional NSW by encouraging Australians to pursue a career in the visitor economy, while also helping operators retain and upskill their staff.

The program will commence in May 2024 and is limited to 70 mentors. [Find more information and apply here.](#)

Fresh Focus For Regional NSW

The NSW Government has announced changes to the way it will serve regional communities, with an enhanced focus on protecting biosecurity, supporting agriculture, fisheries, forestry and mining as well as broader regional development.

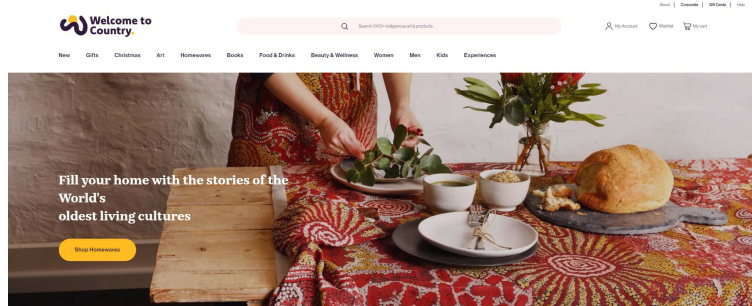
From 1 July 2024, the Department of Regional NSW will be re-named the NSW Department of Primary Industries and Regional Development. Regional economic development will remain in the new department, with broader regional coordination functions returning to the NSW Premier's Department.

[Find more information here.](#)

Welcome to Country Launches New Website

Welcome to Country is a not-for-profit social enterprise whose purpose is to address employment and economic development outcomes in the Aboriginal and Torres Strait Islander communities.

Through their [website and online marketplace](#), Welcome To Country celebrate and recognise the valuable contribution of Aboriginal and/or Torres Strait Islander peoples with the goal of generating revenue and creating brand awareness.



Industry Insights

Record-Breaking Year For Australian Cruising

The three largest cruise operators in the Australian market - Carnival Australia, Royal Caribbean and Norwegian - have estimated it has been a record-breaking summer season.

Australia welcomed around 70 cruise ships in the six months to 6 April 2024, an increase from 60 in 2019. There were 1.3 million cruise visitors to Australia, New Zealand and the Pacific in 2023, up 8.4 per cent on 2019.

According to Tourism & Transport Forum Australia, the average age of cruise passengers has also fallen,

with the youth market one of the fastest growing segments. [View the report here.](#)

Australians Are Willing To Pay More For Eco Stays

The latest [YouGov Surveys](#) research across 17 international markets has found that around two in five people surveyed in Australia (42%) are willing to pay more to stay at an eco-friendly hotel. This compares to close to three-quarters of consumers in the United Arab Emirates (73%) being willing to pay more, ahead of almost seven in 10 Indian consumers (69%). Three in five consumers in Indonesia, Hong Kong (both 61%) and Mexico (60%) are also open to higher room rates for sustainable accommodation.

Tourism To Break All Records In 2024

The World Travel & Tourism Council is projecting a record-breaking year for tourism in 2024, with the sector's global economic contribution set to reach an all-time high of almost \$17 trillion. According to the tourism body's 2024 Economic Impact Research, travel and tourism will contribute close to \$1.2 trillion more than its previous record. This growth comes despite two of the world's biggest markets, United States and China, experiencing slower international visitor expenditure recovery. By 2034, the sector will supercharge the global economy, making up 11.4 per cent of the entire economic landscape. [Find more information here.](#)

Travel Top Priority For School Holidays

New research released by the Tourism & Transport Forum Australia has revealed one in four Australians rank travel as the number one priority of all non-essential spending. During the autumn school holidays, 70% of Australians will travel, including 41% within their own state, up from 36% during summer, while 21% will holiday interstate and 8% overseas. NSW will be the most popular state for Australians to visit (33%). [Find more information here.](#)

Tourism businesses in Australia June 2018 to 2023

The Tourism businesses in Australia 2018 to 2023 report is now available from Tourism Research Australia (TRA).

There were 355,570 tourism businesses operational nationwide at 30 June 2023, a decline of 1.5% or 5,262 businesses from June 2022. The number of tourism businesses grew by 13% between June 2018 and June 2023. The report also reveals 1 in 7 Australian businesses are directly connected to tourism and 95% of tourism businesses are small to medium-sized enterprises.

Data tables are also available for download. [Access the report here.](#)

Around The Region

DNC Kempsey Shire Board Meeting & Industry Networking

The Destination North Coast Board traditionally rotates around the region for our bi-monthly Board meetings. In May, we have pleasure in planning our meeting to be held at Crescent Head.

After the Board meeting, we invite members of the Tourism Industry to a casual get-together and an opportunity to meet and network with the Board, the DNC team and industry peers.

- What: Evening Industry Networking
- When: Wednesday, 15 May 2024
- Time: 5.15pm-6.45pm
- Where: The Mini Golf Gazebo, [Crescent Head Country Club](#), 1 Rankine St, Crescent Head

[RSVP is required by 10 May 2024](#) and for catering purposes, please include any dietary restrictions.

We look forward to connecting with industry in region and meeting in Crescent Head.

Urunga Visitor Centre Reopening

Brent and Belinda from [Coffs Harbour Trike and Private Tours](#) will open the doors to the Urunga Visitor Information Centre from Monday April 29th. Services available will include usual Visitor Information services, a cultural display, coffee and cake, souvenirs and apparel and more. Once established, there'll be opportunities for local pop ups, advertising opportunities and meeting room hire. Normal trading hours at the VIC will commence from Monday 29th April 10am to 2pm (Monday to Friday).

Locals are invited to pop into the Visitor information Centre building on Friday 26th of April from 4pm to 7pm, for a sneak peak of what's to come with a BBQ dinner available for purchase from the Urunga Lions Club on the night.



Visitor Experience - South Solitary Island by Helicopter

Visitors can experience the thrill of flying by helicopter to South Solitary Island, off the Coffs Coast, and be taken on a rare 2-hour guided tour of the historic lighthouse and island by one of our rangers. The tour will allow visitors to explore the lighthouse, climb the spiral staircase to take in the amazing

panoramic views and hear fascinating stories about what life was like living on the island.

Tours run on the first and third Saturday of each month from May to August 2024. [More information and bookings via Precision Helicopters.](#)



The Harvest Food Trail is back - 2 to 5 May 2024

Visitors can celebrate 8 years of Northern Rivers flavour across four days and indulge their senses in unforgettable foodie experiences that will take them on a journey from farm to table. There's two days of immersive foodie events including bush tucker walks and native food cooking demonstrations and a vibrant farmers market-style Harvest Hub at the [Bowlo Bangalow.](#)

This self-drive food trail across 23 locations that showcases the bounty of the Northern Rivers, is sure to delight and will deliver the true essence of the region.

[Share the interactive map, secure tickets and indulge.](#)



Byron Shire Grants

Two [Byron Shire Council grant rounds](#) are open now for community projects and creative activation of public space with grants of up to \$5,000 per project available.

- Community Initiatives Program supports projects that will deliver social, cultural and environmental outcomes.
- Creative Public Spaces Small Grants supports creative activations and art projects in public spaces.

Applications close on 30 June 2024.

Stand Up For Wildlife and Vets Fundraiser for Byron Bay Wildlife Hospital

This [very special fundraiser](#) to mark World Veterinary Day, takes place on April 26th at the Lennox Head Cultural Centre and supports the [Byron Bay Wildlife Hospital.](#)



EOI For Trial Bay Kiosk

The National Parks and Wildlife Service (NPWS) has released an [expressions of interest \(EOI\)](#) for the lease of Trial Bay Kiosk within Arakoon National Park. Closes 3 June 2024.

Industry Development And Other Opportunities

Strive 4 Sustainability Scorecard

[Strive 4 Sustainability Scorecard](#) is open to all businesses in the tourism supply chain (e.g., cafés, restaurants, bars, breweries, activity providers, art galleries, visitor information centres, tourism support businesses, and more!) wishing to start their sustainability journey in a simple and affordable way. This new program is not a certification but rather a steppingstone to encourage more tourism businesses to embark on their sustainability journey who may not be ready for certification (yet).

The scorecard complements Ecotourism Australia's existing globally recognised [certification programs for businesses](#) (of which we now have options for non-nature based businesses) but it is not required to continue onto certification if you have completed the scorecard.

Destination NSW in partnership with Ecotourism Australia is supporting NSW visitor economy businesses to complete this pre-certification pathway program for FREE. You can submit an [Expression of Interest here](#) and have until 30 June 2024 to complete the scorecard.

Northern Rivers Creative Sector Mapping Survey

Calling all artists, musicians, performers, creatives and arts workers across the North Coast to share your views about the future of arts and creativity in the region. The project aims to understand what the industry looks like today and assess priorities and needs for the future.

These surveys are anonymous and takes just 10-15 minutes to complete.

- [Arts Mid North Coast Survey](#)
- [Arts Northern Rivers Survey](#)

Music Australia Launches Music Festivals Survey

Music Australia is calling for information from festival organisers about their 2024 festivals (held, in planning or cancelled). Festival organisers are invited to contribute by 1 May 2024 and should contact [Creative Australia](#) to participate in the survey.

Australia Next 2024

Registrations for Australian industry sellers to participate in [Australia Next 2024](#) have opened. Previously known as Dreamtime, Tourism Australia's signature incentive showcase is now called 'Australia Next' to align with Business Events Australia's bespoke magazine for incentive planners.

Tourism Australia Industry Sentiment Survey

Tourism Australia have been intermittently conducting sentiment surveys with key stakeholders for some time to help better articulate and quantify how tourism operators and regions around the country are tracking. They would appreciate your help in completing this round of the survey. [Find out more and complete the survey](#). Survey closes 3 May.

Google SMB Summit - 17 May In Sydney

Industry stakeholders are invited to join Google's leadership team in Sydney to learn directly about the new features that are being launched to help grow your restaurant, hotel or tourism business. [Find more information here](#).

Reminder: Sustainability Webinars for Tourism Operators

Learn how to operate your tourism enterprise in a more sustainable way.

Hosted by Austrade in partnership with Tourism Australia, this [free 4-part series of one hour webinars](#) (commencing 30 April 2024) will offer practical guidance and inspiration for tourism business operators.

Funding And Other Opportunities

Open Street Program

The Open Streets Program is a \$4.5 million non-competitive grant program open to NSW councils, designed to energise our streets with free activities and events. Funding of up to \$150,000 is available to support the temporary closure of streets for placemaking activations for people. Events and activations are to be delivered by January 2025. Applications close once the total program funding has been allocated, or by the application close date of **30 April 2024**, whichever is first.

NSW Aboriginal Land Council - Regional Event Grants

This program, formerly known as NSWALC State Wide Grants, aims to provide funding for organisations and events that have Aboriginal participation and are of regional significance for Aboriginal peoples in NSW. **Closes 30 April 2024.**

Qantas Regional Grants Program

The Qantas Regional Grants program is offering \$2 million in support to Australian-based communities and projects that are looking to benefit regional areas. **Closes 10 May 2024.**

Playing Australia Project Investment

Supporting performing arts tours to reach regional and remote communities across Australia. Grants are available to support the net touring costs associated with a national tour. **Closes 4 June 2024.**

Arts Grant

Seeks to support first-rate artistic institutions and organisations in metropolitan and regional Australia which are distinctive in artistic achievement, imagination and innovation. **Closes 7 June 2024.**

Touring and Travel Fund

Sound NSW's \$2 million Touring and Travel Fund offers quick response funding to support national and international touring activity and attendance at key music industry events for NSW artists and industry professionals.

Funding of up to \$2,500 per person for domestic activity and up to \$7,500 per person for international activity is available. **Closes 20 May 2024.**

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](#).

[Nimbin Mardigrass](#)

Nimbin
3-5 May 2024

[Murwillumbah Arts Trail - Open Studio Event](#)

The Tweed Region
11-26 May 2024

[Lismore Gem Fest](#)

Lismore
14-19 May 2024

[Norco Primex Field Days](#)

Casino
16-18 May 2025

[Caper Food Festival](#)

Byron Region
17-26 May 2024

[Casino Beef Week](#)

Casino
20-26 May 2024



Stay Up To Date And Follow DNC On Social Media

Thank you for taking the time to read this update. Don't forget between our e-newsletters, you'll find us on the socials - head over to follow us on [LinkedIn](#) and [Instagram](#). We also encourage you to share our updates with your networks, simply forward this email and they can [register here](#).

This email was sent to admin@dncnsw.com by admin@dncnsw.com.
Click [here](#) to unsubscribe.