



North Coast News & Views Issue 193

2024 North Coast Tourism Symposium - 1 August 2024

Preparations are in full swing for the events of the year and we look forward to welcoming stakeholders from across and beyond the region to the North Coast Tourism Symposium and North Coast Tourism Awards Gala Dinner being held in Port Macquarie on 1 August 2024.

Destination North Coast is delighted to be collaborating with destination co-host, Port Macquarie Hastings Council to deliver these events.

The theme of this year's North Coast Tourism Symposium is **Creating World Class Experiences!** The theme aligns with state and federal product development and marketing strategies, focusing on world class experiences that lead to the development of great destinations. In an increasingly cluttered and competitive marketing environment it's the world class experiences that stand out and what products and destinations should be striving to achieve. As a result, this event is not to be missed.

We are pleased to release the [Preliminary Draft Program](#). Our speaker line-up is exceptional and our presenters are sure to deliver engaging content to stimulate our collective thinking about what constitutes a World Class Experiences and how we can deliver on the promise as trends evolve along with consumer expectations.

We anticipate a sell-out crowd at both the North Coast Tourism Symposium being held at Glasshouse and the North Coast Tourism Awards, at Sails Resort by Rydges, so we encourage you to purchase your [Earlybird/Combo Event Ticket without delay](#).

Teaser Alert: Stay tuned for the soon to be published major door prize for the North Coast Tourism Symposium. Think of a World-Heritage-listed island off the coast of Port Macquarie. Think of the world's southern most coral reef. Think of just paradise and you'll be getting warm as to what this prize may be.



Destination North Coast is grateful for the support from our Symposium Partners and greatly appreciates their generosity in sponsoring our annual event.

Special thanks to destination co-host Port Macquarie Council and Major Event Sponsor, Reflections Holidays. We also give heartfelt thanks to Tourism Australia, National Parks & Wildlife Service (North Coast Branch), and Ingenia Holiday Parks who are also generous supporters of our event.



Choose Tourism Professional Development Day - Improve Your Business

The NSW Choose Tourism Program's [Professional Development Day](#) is an exciting opportunity for Business Owners and Managers to attend a free one-day seminar in Byron Bay to discover the benefits of positioning your business as an employer of choice.

The full day program includes presentations from expert speakers and local operators who will speak on strategies which can be adopted to retain employees, to onboard new recruits and the innovative

approaches to implement to achieve a high performing team.

Connect with a network of support agencies, access valuable, practical resources and develop new skills and strategies that can be implemented straight away.

Attendees will benefit from hearing from industry experts in HR (hiring and retaining staff), Team and Customer Success, AI tech (how to use, refine and the benefits to your business) and working with First Nations people.

The first of these events was held in Queanbeyan received extremely positive feedback from those that attended. With high engagement and opportunities to ask questions to assist with individual businesses there were many tangible takeaways. [See highlights here.](#)



Seminar details

Elements | Byron Bay

26 June 2024 | 9.00am to 4.00pm - followed by networking to 5.00pm

[Register here.](#)

Industry Insights

New TRA Insights Into The Accessible Tourism Market

Did you know that people with accessibility needs and those who travelled with them spent \$6.8 billion on domestic travel in the June quarter 2023? TRA's new Travellers with Accessibility Needs in Australia report has more insights into this market - and its potential for operators who effectively cater for these travellers. [Read the report here.](#)

Australia's Biggest Travel Spenders

The latest [CommBank iQ Cost of Living Insights Report](#) shows Australians over the age of 65 are driving discretionary spending growth. The report uses payments data from approximately seven million customers to track spending trends. CommBank iQ Head of Innovation and Analytics Wade Tubman said: "Australians in the 60 and older age bracket are spending above inflation, especially on activities like travel, which is up 11%, general retail up 9% and eating out up 7%." Nationally, spending increased by 2.5%, with spending in regional areas outpacing metro areas.

Return To Pre-Pandemic Airline Travel Levels

The ACCC's latest [Domestic Airline Competition in Australia report](#) shows Taylor Swift's concerts resulted in domestic passenger numbers exceeding pre-pandemic levels for the first time. The report also reveals that Australia's aviation sector appears to have recovered, with passenger levels and capacity returning to pre-pandemic levels. The country's major airlines carried 4.9 million domestic passengers in March 2024, representing 98.8% of passenger figures in March 2019. The airlines flew around 6.2 million seats in March 2024, just below the seat capacity recorded in March 2019.

Around The Region

2024 Melbourne Royal Australian International Beer Award Winners

Congratulations to [Stone & Wood](#) who produced the Champion Australian Beer at the Australian international beer Awards with their Hinterland Big Pale. This brew also achieved success as the best Australian-Style Pale Ale.

Congratulations also goes to Ballina's [Seven Mile Brewery Co.](#) for their success in taking home the trophy for Best International-Style Pale Ale.

Free Workshops From Byron Shire Council

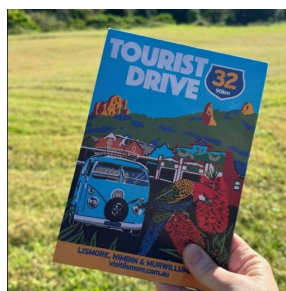
Byron Shire Council is hosting five free workshops for event managers and volunteers. The workshops have a focus on inclusivity and include disability, accessibility and anti-racism, as well as community capacity building. Workshops run from **13 to 24 June 2024**. [Information and registration are available here.](#)

Tourism Economy Panel

Economic Development Australia is bringing together a panel of experts for a webinar focusing on growth through visitor and community engagement from **12 noon on Wednesday 26 June 2024**. [Register here.](#)

New Regional Tourism Guide

A new regional touring guide showcasing Lismore, Nimbin and surrounding villages, produced by Council's Destination team, is inspiring locals and visitors to delve deeper into the region. The guide features Tourist Drive 24 and 32, extending from Murwillumbah in the north, to Woodburn in the south, and encourages people to explore the region and enjoy its many attractions. The guides are being distributed to Visitor Information Centres across the Northern Rivers region, north coast and south-east Queensland and through local businesses.



Local Districts Get Backing To Shine Brighter

Administered by Transport for NSW, the Community Improvement District Pilot Program grants are part of the NSW Government's vibrancy agenda that is backing businesses to make the most of their public

spaces and local character to draw more visitors and more life to their district - day or night. The successful recipients will receive up to \$400,000 each including three in regional centres including Yamba and Murwillumbah. [Read media release.](#)

Macleay Valley Tourism Operator Meet-up

The **June Tourism Operator Meetup** will be held at **The Garden Bar & Kitchen**. This event will be a fantastic opportunity for tourism operators to network, collaborate *and* help brainstorm ideas for an upcoming tourism campaign for the region. [RSVP here.](#)

Tweed Shire Council's Community Grants Program and Events Sponsorship

Both funding rounds will award financial assistance for meaningful community projects and uniquely Tweed events. Applications close 28 June 2024. [Find more information here.](#)

Nominate A Blue Plaque

Nominations are now open for a fresh round of Blue Plaques to celebrate the people, groups and events which have contributed to the rich heritage of NSW. Whether it's an unsung hero, group or landmark event, now is the time to put them forward for recognition in this Heritage NSW program. More than a dozen recipients will be chosen from these submissions. [Find more information here.](#)

Richmond River Section of the Northern Rivers Rail Trail

Discover the new Richmond Valley section, spanning 13.4 km that has been thoughtfully crafted to cater to horse enthusiasts and all trail-goers. This section ensures a smooth and enjoyable journey for riders and all visitors alike. Plan your journey, including getting there, parking and insights into the breathtaking views and vistas, as well as applying for horse permits. The trail is in daily use by a variety of user-groups as can be seen from this social post from the [Kyogle Tyred Turkeys](#). Up next, the continuation of the Richmond Valley section from Bentley to Lismore. [Follow along with construction progress here.](#)



Industry Development And Other Opportunities

DNSW Experience Development Workshop - Bellingen

Join this Destination NSW workshop to find out how you can create, tailor and deliver world-class, bookable visitor experiences that showcase the strengths of your destination.

This workshop will suit visitor economy businesses, including accommodation, tours and activities, and visitor attractions including wineries, distilleries, breweries and farm gates that offer, or would like to create, bookable visitor experiences.

Get tips and insights on:

- The foundations of great visitor experiences
- Understanding your ideal visitor
- Creating new bookable experiences, and refining existing experiences, to meet your ideal visitor's needs
- Experiences in focus, including:
 - Wellness experiences
 - Culinary experiences
 - Nature experiences
- Where to find tools, resources and support.

Date: Tuesday 25 June 2024

Time: 09:45 - 14:45 (AEDT)

Location: Bellingen Memorial Hall, 32 Hyde St, Bellingen, NSW 2454

Cost: Free [Register here.](#)

TA Industry Webinar

Tourism Australia's June Industry Webinar will take place on Friday 21 June at 11am AEST. [Register here.](#)

Fasttrack Lead Generation Program With Tourism Tribe

Do you have a system in place to nurture cold leads that are not ready to buy right away from your website? or do you just have a boring "sign up for our e-news" subscription box in your footer that doesn't get much love? In Tourism Tribe's lead generation program you'll learn how to set up email marketing automation that works and that nurtures your cold leads whilst you sleep. This program will run over 3 months and it is one of Tourism Tribes most popular skills-building experiences. Begins 11 June 2024 with [all information and registration here.](#)

Sustainability & Eco-Tourism

Sustainability Program Closing Soon

Destination NSW has partnered with EarthCheck to help visitor economy businesses attain Sustainability Skills Micro-credentials. The free micro-credentials are practical, accessible and designed specifically for the visitor economy across three courses: Sustainability 101, Sustainability and your Experience Delivery and Sustainability Management. You can [submit an expression of interest here](#) and have until 30 June 2024 to complete the courses.

Austrade Sustainability Webinars

Austrade recently ran a series of sustainable tourism training webinars for hundreds of operators on each of the four pillars of sustainability: managing your business in a sustainable way, taking environmental and climate action, respecting culture, and creating a positive social impact. These pillars are part of Austrade's [Sustainable Tourism Toolkit](#) for tourism businesses. The webinars are now on Austrade's YouTube channel. Watch for free and share with your networks.

Electric Vehicle Grant For Eligible Businesses

Transitioning to EV-friendly premises has never been easier thanks to the limited government funding offered through New South Wales' limited [EV Destination Charging Grants program](#). It covers 75% of charger costs, installation expenses, and the first two years of an annual EV charger software subscription for eligible businesses. Business NSW have partnered up with ABB Australia, one of the most trusted partners in the industry for the journey towards sustainable mobility. With over 140 years of technology leadership in a world-leading EV charging portfolio, they offer safe, smart, and sustainable EV charging solutions tailored to any business' needs.

Ready to drive more customers to your doorstep and boost your revenue? [Download ABB's e-book](#) to learn more about the grant and the benefits of EV charging for your business.

North Coast Product Development

[Positive Energy Adventures & Retreats](#)

Positive Energy Adventures & Retreats is thrilled to collaborate with neighbours and local businesses on Lord Howe Island to bring their transformative Positive Energy experience to all retreaters. If you're passionate about swimming, hiking, immersing yourself in nature, and indulging in wellness sessions, then join them for the latest guided, tailor-made adventure on the breathtaking Lord Howe Island. [Find more information here.](#)

[Wilderness Adventures - Northern Rivers](#)

Wilderness Adventures offers private small group adventures in the Northern Rivers, including unique abseiling, canyoning, liloing, bushwalking, and wild swimming tours. Wilderness Adventures is the first operator licensed to offer many of these adventures in the region's National Parks and Wildlife Reserves.

[Big Air Bike Park - Tuncurry](#)

Big Air is the Mid North Coast's only world class indoor bike park. Big Air is an indoor BMX & MTB jump park.

[Ozfoiling](#)

Ozfoiling provides e-powered and unpowered hydrofoil experiences, teaching and tours and also sales and servicing. The Ozfoiling experience has participants on fliteboards, floating and flying above the water. Ozfoiling covers from Arrawarra north of Coffs Harbour to Diamond Head south of Port Macquarie.

[Basq House - Byron Bay](#)

Boutique hotel Basq House is opening its doors this week offering 32-rooms in the heart of Byron Bay's village centre. Inspired by the grandeur of Moroccan riads, the hotel's design pays homage to tradition, with many rooms overlooking the central temperature-controlled magnesium pool.

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.](#)

[Wings And Wheels - Grafton Aero Club](#)

Grafton
16 June 2024

[Lismore Lantern Parade](#)

Lismore
22 June 2024

[Seas The Day Surf Festival](#)

Kingscliff
22-23 June 2024





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