



## North Coast News & Views Issue 194

### Destination North Coast Business Events Program WINS 2023 National Award

The DNC Business Events team were thrilled to accept the 2023 National Award for a Destination Marketing Business in the Excellence in Industry category at Meetings & Events Australia (MEA) Evolve Conference, held in the Hunter Valley last week. This award recognises organisations whose main functions include increasing customer awareness of and promoting a destination with the objective of inspiring event owners, operators and decision-makers to select it as the location in which to hold an event, above other possible alternatives based on its unique selling points.

This Award is testament to the success of DNC's Business Events Program, and we share it with our program partners as we could not have done this without your support. We are delighted to record this as our third win on the national level from three award submissions!

The conference welcomed more than 200 national events industry delegates and provided the perfect platform for exposure to the latest industry trends, brilliant keynote speakers and to celebrate success.



### Destination North Coast Attends Global Sustainable Tourism Summit

DNC's Industry Engagement Manager Jacquie Burnside along with Board Director Meredith Wray, attended the [Global Sustainable Tourism Summit](#) held in Brisbane last week.

Over the two-day conference, 62 passionate speakers spoke across 24 topics with risks and opportunities for sustainable tourism at the heart of the conference theme: People, Planet, Place, Purpose. In attendance were more than 280 sustainable tourism operators and businesses, destinations, government departments and national park agencies, solutions providers, researchers, and conservation advocates with Lismore, Bellingen, The Tweed and Coffs Harbour representing the North Coast.

Speakers broke-down the latest consumer trends and how sustainability has moved from a nice to have to an essential requirement for a large portion of travellers and that in some sectors like accommodation, there's increasing pressure to address environmental challenges with mandatory reporting not too far away. Similarly with the aviation sector and the future of air travel and the need for Australia to develop Sustainable Aviation Fuel. An intriguing panel session determined the strong likelihood of electric flights for small group, short route flights will be in Australia within the next 10 years. Fostering respectful partnerships with Indigenous communities through tourism took centre stage throughout the Summit program as did the need to just start.

Sustainability is not about perfection, it is a journey, but that journey cannot start without commitment. Start with what makes a difference to you was a key message.

Images thanks to Mad Panda Media



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## North Coast Tourism Symposium

In our last edition of this e-newsletter, we hinted at an amazing major door prize for the North Coast Tourism Symposium and here it is!

This is your chance to WIN return flights from Port Macquarie and eight nights accommodation for two people with seven nights on Lord Howe Island plus a pre-night accommodation at [Rydges Port Macquarie](#) in a newly renovated room. Add in an embarrassing abundance of world class experiences from Lord Howe Island tour operators and visitor economy stakeholders and you've got the door prize of all door prizes.

Winning this prize will see two people winging their way to Lord Howe Island thanks to [Eastern Air Services](#), sharing your time staying four nights at [Admiralty Apartments](#) (right on Neds Beach) and three nights at [Somerset Apartments](#), and embracing the plethora of water and land activities as listed below;

- [Galapagos Shark Snorkel Experience](#),
- [Mount Gower Guided Trek](#),
- [Ball's Pyramid Expedition](#),
- [Glassbottom Boat - North Bay Turtle Nature and Snorkelling Tour](#),
- [Introductory 'free dive' Taster Course](#),
- [Island Gin Tasting Experience](#),
- [Dinner at Coral Café](#), and
- [An Informative Island History Lecture](#) at the Lord Howe Island Museum.

[See full details here.](#)

Of course, you have to be in it to win it so [purchase your tickets to the North Coast Tourism Symposium today](#) as **Earlybird/Combo Event Ticket sales close soon**. The prize will be drawn at the end of the conference day.

Destination North Coast sincerely thanks the [Lord Howe Island Tourism Association](#) and all operators who kindly donated to this amazing price. Your support is much appreciated.

If you are travelling into region for the North Coast Tourism Symposium or staying on for the North Coast Tourism Awards celebration, we encourage you to book your accommodation soon.

[Find accommodation options here.](#)

**Earlybird discounted tickets for the North Coast Tourism Symposium and North Coast Tourism Awards close Monday 24 June. [Buy your tickets now and SAVE.](#)**



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



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## Last Chance To Register: Improve Your Business With Professional Development

Next Wednesday 26 June, is the North Coast region's Professional Development Day: [Becoming an Employer of Choice](#) session as part of a series of one-day seminars across the state. Operators from across the region are urged to take advantage of this free opportunity to build your skills. It's being held at Elements, Byron Bay. [Register here.](#)

Hear from leading experts and industry peers via interactive panel discussions and sessions on how to position your business as an employer of choice. It's free for tourism and hospitality operators from across the region and runs from 9am to 5pm, including an hour of networking.

This full day program will include presentations on what strategies can be adopted to retain employees and to onboard new recruits and the innovative approaches that you can implement to achieve a high performing team.

It's part of the [NSW Choose Tourism Program](#), delivered by Destination NSW, and seeks to address industry workforce shortages by encouraging Australians to pursue a career in tourism and hospitality as well as helping operators retain and upskill their staff.

The first of these events 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.

*'One of the best one-day seminars I have attended'*

*'Please have more of these events in future across our region'*

*'Extremely worthwhile and plenty of take-aways. Excellence speakers & panel guests'*

*'I just wanted to say thank you so much for organising yesterday. I have to say it was one of the best days out of the office I have had.'*

*'I enjoyed every aspect and learnt so much and I thought the speakers were fabulous.'*

[See video highlights here.](#)



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### NSW Tourism Awards - Nominations Closing Soon

The NSW Tourism Awards celebrate excellence and innovation in the tourism industry. Whether you're a seasoned business or a new entrant, these awards offer a unique opportunity to showcase your achievements and elevate your profile in the tourism sector.

Nominate for the [NSW Tourism Awards](#) (closing 30 June).

Once you have nominated, [detailed submission guidance](#) is available to support applicants through the process, allowing you to dive deep into what judges are looking for and how to best represent your business.

See the below firsthand feedback from GOLD award recipient (2023 NSW Tourism Awards and 2023 Australian Tourism Awards), Danielle Nicolson, [Love Lord Howe](#).

*"During the awards process, I've made valuable partnerships with both local and mainland businesses resulting in collaborative efforts to bring visitors and groups to our island. Bookings for weddings and events have increased by 65% over the last two years. Additionally, changes I've made to my business based on the expert feedback I received after each awards application has significantly impacted my revenue each season.*

*The entrance fee is truly worth the constructive business feedback you receive."*

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## Industry Insights

### State of The Industry 2023 Report

TRA's annual [State of the Industry Report](#) presents a snapshot of Australia's visitor economy in 2023. It discusses trends in both demand and supply in the visitor economy. It shows visitor expenditure in Australia reached \$208 billion in 2023.

The report forecasts that international visitor spend will reach pre-pandemic numbers by 2025. International visitor expenditure reached \$28 billion in 2023, up 120% on the previous year. In 2019 international expenditure was \$31.44 billion.

International visitor arrivals reached 7.2 million, up 95% on the previous year, with the largest international markets being New Zealand, United States, United Kingdom and China.

Domestic overnight trip expenditure was up 8% to \$109 billion, with domestic day trip spend up 13% to \$33 billion.

### NSW State Of The Scene Live Music Report Released

The NSW Government's first [State of the Scene](#) report has found live music provides 25,000 jobs and contributes an economic output of \$5.5 billion to the NSW economy.

The report acted as the first-ever census of live music in NSW, using feedback from 750 industry participants and 550 members of the public who attend live music gigs. The report confirms there are now 795 live venue areas across NSW.

More than \$45.4 million in funding for artists and live venues has been allocated in the 2024-25 NSW Budget.

### Accredited Visitor Information Centre Statistics - July 2023 to April 2024

Ever wondered how many enquiries NSW Accredited Visitor Information Centres (AVICs) handle? The below infographic shows the interaction and engagement with visitor enquiries for all of NSW's AVICs for the period from July 2023 to April 2024.



#### Overseas Arrivals and Departures Statistics

The ABS report on overseas arrivals and departures for April 2024 has been released. Short term arrivals into Australia are up nearly 9% and total arrivals are up over 19% from one year earlier. The three leading source countries for NSW were New Zealand (34,600 trips), China (24,950) and the United States (23,870). [Find more information and read report here.](#)

#### NSW Business Conditions Report - May 2024

Business NSW has released the latest Business Conditions Report, which provides insights into business confidence, hiring intentions and operational challenges such as cost concerns and worker productivity. Download a copy of the [May 2024 Business Conditions Report.](#)

## Around The Region

#### Coffs Harbour Shortlisted For AFR Most Innovative Companies List

City of Coffs Harbour has been shortlisted for the 2024 Australian Financial Review's prestigious Most Innovative Companies list. "This is a significant achievement in itself and a reflection that we are shaking up industry standards and transforming the organisation from the inside out," City of Coffs Harbour, General Manager, Natalia Cowley said. [Find more information here.](#)

#### MidCoast Council Supports Youth to Choose A Career In Tourism

We love this initiative by MidCoast Council who have recently advertised a role for a Junior Destination Experience Officer with the aim to support training and education to inspire local youth to choose a career in tourism. Council's goal is to coach and mentor students while they are in school and give them valuable experience for when it comes time to move on to potential higher education or furthering their careers.

The [Job Description](#) describes the role as providing a foot in the door to all things tourism.

## Industry Development And Other Opportunities

#### THRIVE 2030 Stakeholder Survey

As Austrade review the Thrive 2030 strategy, they wish to hear directly from tourism businesses on their priorities and your business or regions' opportunity/priorities/challenges.

Please take a few moments to complete the short survey - [THRIVE 2030 Survey.](#)

#### Choose Tourism Mentor Program - Express Interest Before 30 June 2024

The Choose Tourism Mentor program aims to help workers in the tourism and hospitality industry in regional NSW by making mentors available who will provide coaching, support, advice, motivation, and exposure. These mentors will serve as a sounding board and role model, provide exposure to the wider industry beyond the mentee's placement and expand the mentees' professional networks.

The mentor may help the mentee achieve or work toward career goals, introduce the mentee to new ways of thinking, challenge a mentee's limiting assumptions, share valuable life lessons, and much more.

If you, or someone in your team would benefit from the Choose Tourism Mentoring Program, please complete an [Expression of Interest.](#)

#### Choose Tourism Industry Survey

The NSW Choose Tourism Program is conducting a survey of the tourism and hospitality industry to gain insights into workforce challenges and gaps in skills.

The information gained from this survey will enable the program to better support businesses and provide valuable feedback to assist workplace support agencies in addressing any challenges they are encountering.

Your contribution to the gathering of this data is appreciated. [Survey closes 30 June 2024.](#)

#### New Guide For Communicating Accessible Tourism Offerings

Tourism Australia has released a new guide to help the tourism industry embrace accessible tourism.

This guide offers tips to enhance your online content's accessibility, making it clearer and more approachable for people with disabilities. Clear communication is crucial in breaking down barriers in accessible tourism. The guide suggests small but significant changes to ensure all visitors feel welcomed and included, starting from the moment they engage with businesses online. [Download the Guide](#)

[here.](#)

### The Australian Indigenous Tourism Conference - Registrations Open

The Australian Indigenous Tourism Conference (AITC) will be held in Melbourne / Narrm from 29 to 31 October 2024, hosted by WAITOC, Western Australian Indigenous Tourism Operators Council.

The conference presents a platform for Aboriginal tourism businesses to meet, learn from and forge new partnerships with wholesale and retail operators, including airlines, accommodation and media as well showcasing their product through a globally recognised tourism forum.

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

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## Sustainability & Eco-Tourism

### ECO Certification Support For Businesses

MidCoast Council is offering local tourism operators the opportunity to strengthen their appeal to high yielding, environmentally conscious visitor markets by becoming ECO Certified with [Ecotourism Australia](#). Local operators already accredited include [Wandha Eco Cottage](#) at Bungwahl and [Myall River Camp](#) at Hawks Nest.

Council are seeking expressions of interest from local tourism businesses who wish to undertake their ECO Certification and will reimburse the full amount of the program for up to four local tourism operators. While undertaking the program you will receive coaching calls from Ecotourism Australia and check-ins from the Tourism Industry Development Officer at MidCoast Council. The program is delivered through Ecotourism Australia's online portal and has eight sections to complete.

Complete the [Expression Of Interest](#) by **4:30pm Friday 21 June 2024**

### Banksia Sustainability Awards Open

The Banksia Foundation is calling for entries in the [2024 NSW Sustainability Awards](#), held in collaboration with the NSW Government.

Visitor economy businesses are encouraged to enter the Sustainable Tourism Award category, which recognises organisations, destinations and businesses that prioritise conservation minimising their ecological footprint.

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## Funding And Other Opportunities

### Rail Trails Australia Community Grants

Supports community organisations to undertake activities which are aligned with RTA's vision. **Closes 28 June 2024.**

### Electric Vehicle (EV) Destination Charging Grants

EV Destination Charging Grants are available to eligible tourism businesses throughout NSW, allowing EV drivers to charge while spending time at the tourist destination.

The NSW Government will fund the following for up to 4 EV charging ports per site:

- 75% towards the cost of an eligible 7 kW and/or 22 kW electric vehicle charger(s)
- 75% towards the cost of installation (capped at \$3,000 per charging port)
- 75% towards the first year of an eligible annual EV charger software subscription.

By growing the EV charging network across NSW, the grants will enable EV uptake which will reduce carbon emissions and help reach the NSW Government's Net Zero emissions target. **Closes 2 August 2024.**

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## 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.](#)

### Skullcandy Oz Grom Open

Lennox Head  
4- 9 July 2024

### NRL Premiership Round - Cronulla Sharks v Gold Coast Titans

Coffs Harbour  
5 July 2024

### Evans Head Fishing Classic

Evans Head  
5 -11 July

### Lakes Trail Festival

Hawks Nest  
6 - 7 July 2024

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## 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](#).

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