



North Coast News & Views Issue 195

Regional Event Fund Recipients Announced

Today, Minister for Jobs and Tourism, Arts, Music and the Night-Time Economy John Graham announced that a number of regional events have been awarded funding through the NSW government's Regional Event Fund.

The fund, managed by Destination NSW, bolsters event organisers with activities such as equipment hire, venue hire, market research, photography, videography, publicity and marketing in a bid to grow visitation and increase economic benefits for their destinations. The fund is a key contributor to the continued growth of the NSW visitor economy and has been designed to support event organisers grow in scale and build the NSW visitor economy, which is now worth more than \$50 billion to the state.

Destination North Coast congratulates the following events for securing much-needed event funds for their regions.

Incubator Fund: This supports the establishment of events in their first or second year of operation, providing seed funding of up to \$20,000.

- [Dark Sky Festival - Lord Howe Island](#)
- [River Sounds](#)
- [Savour The Tweed](#)
- ['Shuck & Shell', Barrington Coast Sustainable Seafood Festival](#), and
- [Winter Seasonal Harvest Food Festival](#)

Flagship Fund: This supports the marketing of emerging events to increase their profile and encourage visitation and offers an annual grant of \$20,000 or a triennial grant of \$30,000 for events that have already received the maximum of three annual grants.

- [Australian Surf Championships - Shortboard, Bodyboard & Para](#)
- [Casino Truck Show](#)
- [Glenreagh Timber Festival](#)
- [Lakeside Festival](#)
- [Sawtell Chillifest](#), and
- [Subsonic Music Festival](#)

View the [full press release](#) and [click here](#) for a full list of the program funding recipients.

If you weren't successful this time around, we encourage you to seek feedback on your submission which will be available from the team at Destination NSW soon.

Department of Creative Industries, Tourism, Hospitality and Sport

The beginning of July marked the first day for the [Department of Creative Industries, Tourism, Hospitality and Sport](#) (DCITHS), after changes to the former Department of Enterprise, Investment and Trade.

DCITHS, is focused on putting culture at the heart of NSW, bringing vibrancy to the state by growing our creative industries and workforces, driving strong visitor and night-time economies, ensuring a responsible hospitality sector, and enabling arts, culture and sport to be enjoyed and accessed by all.

The DCITHS brings together the NSW Government's key organisations supporting:

- creative industries
- visitor and night-time economies
- arts, major events and hospitality sectors
- Cultural Institutions; and
- sports and entertainment agencies.

The 2024-25 NSW Budget has been announced, with \$1.66 billion in funding allocated to the arts, tourism and night-time economy.

Destination NSW received \$324.5 million in funding to support its focus on experience tourism, including investment in visitor experience development, marketing and events to drive visitation to the state.

The 2024-25 NSW Budget provides investment in visitor infrastructure across regional NSW, including an additional \$50 million for the Regional Development Trust, bringing this pipeline of investment to \$400 million.

[Find more information](#) and see the [regional highlights for the North Coast](#).

Less Than One Month To Go - North Coast Tourism Symposium And Tourism Awards

Symposium: The countdown is on! We're inside a month before the North Coast Tourism Symposium is upon us, so if you haven't booked your ticket and planned your trip to Port Macquarie, you are at risk of missing out on a jam-packed day of learning and insights and connection.

[View the day's Program](#) and check out the [amazing line-up of Speakers](#).

The theme, **Creating World Class Experiences**, will be woven into stimulating presentations throughout the day. You don't want to miss our stellar line-up of industry experts

Capping off the day will be the draw of our amazing [Lord Howe Island door prize](#) being return flights for two people to the Island including 8 nights' accommodation (1 night in Port Mac before departure) and a plethora of included world class experiences provided courtesy of the Island's tourism operators.

Tourism Awards: Destination North Coast in partnership with [Business NSW](#), is delighted to again be offering our industry stakeholders the opportunity to participate in the North Coast Tourism Awards. Our industry's best and brightest will shine at the [North Coast Tourism Awards](#) we look forward to celebrating their achievements. The Awards present an opportunity to publicly recognise and applaud success and join friends and colleagues for a great night of celebration and entertainment.

Both events will be held on Thursday 1 August in Port Macquarie.

Don't miss out, [book tickets to both events now!](#)

Accommodation: We have negotiated some special [Event Accommodation Rates](#) with Port Macquarie providers so use the special discount codes provided to book your accommodation now.

Event Sustainability: Destination North Coast are again keen to implement sustainable practices into our events as we continue our sustainability journey. Working in partnership with Earthcheck, we ask you to support our commitment to continued improvement of our environmental performance in delivering our annual events.

In attending our events, please carpool where possible and practical and please fill in this [quick survey](#) so we can measure the carbon footprint of attendance at our events.

Post-event Site Inspection: For those stakeholders extending their stay in Port Macquarie, we invite you to join us at [Guulabaa Place of Koala](#), to view and experience this soon-to-be completed new attraction and cluster of products that looks set to be a benchmark for industry collaboration and partnership.

We'll be there 10.00am - 11.30am, Friday 2 August (no RSVP necessary).



NSW's Bumper Season For Sea Turtle Hatchings

The 2023-24 sea turtle nesting season was a strong one and saw an incredible 877 sea turtles hatch successfully on NSW beaches.

After weeks of careful monitoring, incubation and care from experts at NSW National Parks and Wildlife Service (NPWS), NSW TurtleWatch and Taronga, six loggerhead turtle hatchlings from a nest laid at Diamond Beach have been released to make their way in the big blue ocean world.

The nest at Diamond Beach was one of 12 successful nests recorded on the state's beaches this season, stretching from New Brighton Beach to Diamond Beach, up from the previous season. Together, these nests produced 196 green turtle hatchlings and 681 loggerhead turtle hatchlings. Both are currently listed as threatened species in NSW.

[Read media release.](#)





Industry Insights

IVS and NVS Reports Released

Tourism Research Australia have released the latest [National Visitor Survey](#) and [International Visitor Survey](#) results for the March quarter, with data showing international tourism is climbing back to pre-pandemic levels. More international visitors are returning to our shores, staying for longer and spending more. In the March quarter, 2024, International visitors stayed for a total of 87.5 million nights, 105% of pre-pandemic levels. International visitor spend reached 99% of pre-pandemic levels, injecting \$10.2 billion into our economy. International trip numbers reached 89% of pre-pandemic levels, up from 81% in the previous quarter.

Regional NSW was Australia's favourite regional holiday destination in the year ending March 2024, attracting 66 million domestic visitors. The latest data shows regional NSW also recorded the highest year-on-year growth in regional Australia during the period and experienced the best post-pandemic recovery. Domestic overnight visitor numbers to regional NSW in the year ending March 2024 were the second highest on record.

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 here](#).

Around The Region

More Funding To Get Live Aussie Music Pumping Across The Country

Regional music venues will benefit from a share in \$2.5 million under the latest round of the Australian Government's Live Music Australia program. Over the past 4 years, the program has delivered \$20 million to live music venues, festivals and organisations in metro, regional and remote Australia - bringing more quality original Australian live music to eager audiences. This round will see a further 60 projects receive grants, benefiting 74 live music venues in all states and territories.

[Read media release here.](#)

Congratulations to Bellingen Shire Council; Byron Community Centre; and Bangalow Bowlo who were all successful in their applications. [See the full list of recipients here.](#)

Open Streets Grant Program Recipients Announced.

The Open Streets Program is a non-competitive grant program open to all councils across NSW. The Program aims to energise our streets with free activities and events. 73 councils have been funded to deliver over 130 street events across NSW including the following from the North Coast:

- Ballina Shire Council, Wonderful Wardell
- Bellingen Shire Council, Bellingen Shire Events
- Clarence Valley Council, Clarence Community Celebrates
- Mid-Coast Council, MidCoast Mains
- Nambucca Valley Council, Wallace Lane - Night Market and Lanterns
- Port Macquarie-Hastings Council, ArtWalk 2024 Clarence Street East Activation
- Richmond Valley Council, Richmond Valley Street Fair
- Tweed Shire Council, Local Streets Alive

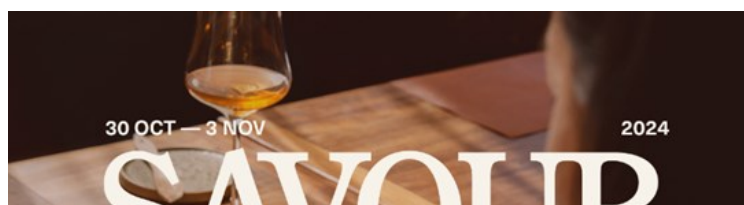
[See the full list of recipients here.](#)

Savour The Tweed

Australia's newest premier food and drink event, [Savour The Tweed](#), will be held from **30 October to 3 November 2024**, shining a light on The Tweed's culinary excellence and unparalleled food and drink provenance in stunning settings across the northern New South Wales region.

Savour The Tweed will feature a stunning program of 20 distinctive events featuring local and visiting chefs with highlights including a First Nations welcome dinner and native food foraging, farm to fork menus and wild-caught seafood lunch, plus events showcasing healthy and sustainable food practices and ethical farming.

Organised by the Tweed Tourism Company and presented by Tweed Shire Council, the program is co-curated by Tweed-based chef and author Christine Manfield and local food advocate Amy Colli of Straight To The Source and will highlight the diversity and prominence of The Tweed as one of Australia's leading food and drink destinations with farm tours, distillery and brewery masterclasses, long table lunches, storytelling, cooking classes and local degustation feasts.





NPWS Plans Of Management Adopted

The Dorrigo National Park, Bindarri National Park and Bindarri State Conservation Area Plan of Management have been adopted, under the National Parks and Wildlife Act 1974.

The plan of management provides for the ongoing protection of the parks' significant natural and cultural values. It will also ensure that visitors have an opportunity to experience and learn about the Gondwana rainforests through world-class facilities and interpretation, including the proposed new visitor centre and multi-day walk. [Find more information here.](#)

Ink Art Competition Now Open

Husk Ink Gin is a true original. Almost 10 years ago, Ink was launched to widespread attention and some controversy..."gin is supposed to be clear!"

Ink doesn't adhere to strict rules for creativity, which is why every year it supports Aussie artists through the annual [Ink Art Competition](#). This prize celebrates originality, offering a \$5000 cash first prize and featuring the winning artwork on the limited-edition Ink Art Gin bottle.

Wharf St Distillery Wins Four Awards At The 2024 San Francisco World Spirits Competition

Forster's [Wharf St Distillery](#) has once again made a stunning impression at the prestigious San Francisco World Spirits Competition, taking out four awards: two coveted Double Gold medals and two Silver medals. These awards spotlight the dedication to crafting gins that are unique in flavour and character and showcase Wharf St's ability to push boundaries and explore new dimensions of gin crafting.



Industry Development And Other Opportunities

NSW Tourism Awards - Nominations Close 7 July

Tourism operators, destinations and events are encouraged to [nominate now](#). The awards recognise the industry across a range of categories, offer the opportunity to build your reputation, allow you to benchmark against competitors and receive feedback from industry experts.

Nominations close Sunday 7 July and final submissions are due Friday 6 September 2024.

How To Create EV-Friendly Visitor Experiences

Explore how your business can create visitor experiences that are electric vehicle (EV) friendly through a new guide released by Destination NSW.

[Quick tips for creating EV-friendly experiences](#) provides practical tips and advice including:

- Understanding electric vehicles
- The opportunity for visitor economy businesses
- Creating great EV-friendly experiences
- Next steps on how to enhance and share your EV charging facilities.

The guide has been produced as part of the capability-focused [NSW First Program](#), which helps visitor economy businesses to develop, promote and sell world-class experiences.

TA Industry Webinar

Tourism Australia's July Industry Webinar will take place on Friday 12 July at 11am. [Register to attend here.](#)

Tourism Tribe - Milking Online Reviews Quick-Win Webinar

Join Tourism Tribe for an insightful webinar that untangles the world of online reviews, uncovering strategies to enhance your visibility and credibility online.

[Register required for this Free Webinar.](#) 11am, Thursday 11 July, 2024.

Consultation Process - Working Holiday Maker Visa Arrangements, & Regional Migration Visa Settings

The Department of Home Affairs has just released a discussion paper seeking views on regional migration settings, including as they relate to Working Holiday makers. You can have your say on this issue.

[Submissions close 26 July 2024.](#)

Upskill Your Cyber Security

Make your workplace more secure by enrolling in the [free Cyber Wardens program](#) - a free online educational program designed to build a cybersmart small business workforce. In less than an hour, learn the key cyber safety skills to protect your data from scammers and hackers.

Reminder: Have You Renewed Your ATDW Listing Lately?

By uploading your businesses data, information may be pulled from the ATDW onto a variety of websites, including Tourism Australia, Destination NSW and more than 50 other websites, with the potential to reach more than 1.5 million potential visitors every month. What's more - if your information changes, you can easily update your listing in the ATDW, which will then update the various other websites that pull your information from the warehouse. [Update your listing here.](#)

Aboriginal Trade Event Support - Applications Close 5 July 2024

Destination NSW has partnered with the Australian Tourism Export Council (ATEC) to deliver a two-year [NSW Aboriginal Trade Event Support program](#). The initiative will assist export-ready operators in NSW to build and strengthen key international sales relationships with inbound travel distributors, with the aim of growing their business revenue and sustainability. The program will run from 1 July 2024 to 30 June 2026.

Sustainability & Eco-Tourism

Strive 4 Sustainability Scorecard

NSW visitor economy businesses can still register for the pre-certification [Strive 4 Sustainability Scorecard](#), which has now been extended until 30 June 2025 for new participants. The scorecard can assist businesses to make informed decisions and take steps to enhance and promote sustainable practices.

Delivered by **Destination NSW**, in partnership with **Ecotourism Australia**, the Strive 4 Sustainability Scorecard is free to access and supports visitor economy businesses in evaluating their performance across four key pillars of sustainability:

- Environmental impacts
- Socio-economic impacts
- Cultural impacts
- Sustainable management.

The scorecard will help visitor economy businesses to:

- Learn how business can positively impact people, the planet and culture
- Evaluate current sustainability performance (in less than a day*)
- Receive personalised and practical insights for continuous improvement
- Clarify and simplify sustainability practices through a snapshot evaluation.

* The scorecard can be completed at your own pace, averaging 6 to 8 hours to complete.

[Find out more and apply now.](#)

Expressions of interest are now open to new registrants, and businesses have until 30 June 2025 to submit the scorecard. Successful applicants will be notified by Ecotourism Australia by email and provided with log-in details to commence the scorecard.

The fully-funded Strive 4 Sustainability Scorecard is delivered by [Destination NSW](#) in partnership with [Ecotourism Australia](#) as part of the [NSW First Program](#), which assists businesses across the state to [Develop](#), [Promote](#) and [Sell](#) world-class visitor experiences.



Sustainability Training Webinars For Tourism Businesses

A recent series of webinars for tourism enterprises was aimed at helping businesses operate in a more sustainable way. The 4-part series of one-hour webinars gives practical guidance and inspiration and focused on different aspects of sustainable tourism as outlined in the national [Sustainable Tourism Toolkit](#).

Designed for small to medium enterprises, the series covered taking a managed approach to sustainability, the environment and climate action, respecting culture, and creating positive social impact including promoting your sustainability story.

If you missed these webinars, you can [view them in your own time.](#)

Visitor Economy Stakeholder In Focus

Nicole and Nicolas Lindner - Contained in Nimbin

This month we focus on one of our newer businesses that has really embedded sustainability throughout their business. Being only a couple of years young, [Contained in Nimbin](#), owned by Nicole and Nicolas Lindner, made a big splash at the 2023 North Coast Tourism Awards going on to win gold at the NSW Tourism Awards in the same year. They were also a finalist at the National Tourism Awards.

At Contained in Nimbin accommodation, sustainability isn't just a buzzword-it's a way of life. Both cottages have been meticulously designed and constructed with a steadfast focus on minimising the environmental footprint.

As stewards of the land, the owners are committed to giving back. Through their carbon abatement initiative, they are rewilding an acre of riparian zone along the Goolmangar Creek, preserving biodiversity and mitigating their carbon footprint.

Contained in Nimbin Accommodation is proud to be a Quality Tourism Accredited Business, Sustainable Tourism Accredited Business and EcoStar Accredited Business.

Read more about [Contained In Nimbin](#).



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](#).

[Elephant Trail Race](#)

Port Macquarie Hastings Region
12-14 July 2024

[Clarence Valley Country Muster](#)

Ulmarra
25-28 July 2024

[NSW Hockey NSW Women's Masters Field State Championships](#)

Lismore
26-28 July 2024

[Glenreagh Timber Festival](#)

Glenreagh
27 July 2024

[Australian Surf Championships](#)

Port Macquarie
31 July - 8 August 2024

[Casino Truck Show](#)

Casino
3 August 2024



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