



North Coast News & Views Issue 196

NSW Is Australia's Most Popular Winter Destination

New data has revealed NSW is the most popular state for Australians to visit this winter, while Sydney is the top city.

The [national survey by the Tourism & Transport Forum](#) also showed the most popular NSW regional destinations to visit were the Far North Coast, Snowy Mountains, South Coast and Newcastle.

The survey results indicated 74 per cent of Australians intended to go on a holiday this winter, up from 70 per cent in autumn. This included 34 per cent who plan to holiday in their own state or territory and 26 per cent who planned to head interstate.

Tourism Research Australia data shows regional NSW was Australia's favourite regional holiday destination in the year ending March 2024, attracting 66 million domestic visitors. [Learn more here.](#)

Ticket Sales Closing Soon - Tourism Symposium & Tourism Awards Gala-Dinner

North Coast Tourism Symposium: Just two weeks to go! 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, insights and connection.

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

You might also miss our [biggest ever door prize](#) being a trip for two to Lord Howe Island including flights, accommodation and several world class experiences. Attend to win!

North Coast Tourism Awards: Our industry's best and brightest will shine at the [North Coast Tourism Awards](#) and 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.

[TICKET SALES CLOSE Monday 22 July 2024.](#)

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: DNC 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).

Destination North Coast sincerely thanks our event sponsors!



Choose Tourism Webinar Series
Wednesday 7 August & Wednesday 21 August
REGISTER NOW

'Absolutely wonderful, so engaging & valuable' - Kate, Byron Bay

Australian Government THIRIVE 2030 NSW GOVERNMENT Destination NSW

Choose Tourism NSW Webinar Series

On the back of successful Choose Tourism Professional Development Days recently delivered across regional NSW, comes 2 webinars featuring the same speakers and content.

We encourage all visitor economy stakeholders to virtually attend.

Webinar 1: Wednesday 7 August (9:30am - 11:30am)

[Choose Tourism NSW Webinar Series 1](#)

Webinar 2: Wednesday 21 August (11:30am - 11:30am)

[Choose Tourism NSW Webinar Series 2](#)

Night-time Economy Toolkit

The Office of the 24-Hour Economy Commissioner has developed the Local Government Night-Time Economy Toolkit to support councils in developing and managing night-time economies.

The toolkit includes advice and tools that are available to councils to progress their night-time economy, along a five-stage continuum from 'Emerging' to 'Established', recognising that every local area is different.

The Office of the 24-Hour Economy Commissioner can assist council representatives with how to best use the tools, which include a Maturing and Capacity Framework and series of Implementation Guides.

More information on the [toolkit is available here.](#)

New Noise Complaint Regulations

A new era for music fans, artists, venues and neighbours began on 1 July 2024, as new noise complaint regulations came into effect.

The noise and licensing reforms coming into effect relate to:

- Order of occupancy
- Simplifying the noise complaint process
- Requirements of complainants
- Take-away alcohol for small bars
- New extended trading applications
- Streamlined consultation processes for liquor licence applications.

More information about the [noise and licensing reforms is available here.](#)

Industry Insights

Conference Spending In Regional NSW

The latest Tourism Research Australia data for the year ending March 2024 shows domestic overnight conference visitors to NSW spent on average \$530 per night, which is 133.8% higher than what domestic leisure visitors spend per night. [Find more information here.](#)

North Coast visitor economy businesses can take advantage of the opportunities presented by the business events sector by joining the Destination North Coast Business Events Program. [Please contact us.](#)

ABS Overseas Arrivals

Last week, the Australian Bureau of Statistics (ABS) released its latest [Overseas Arrivals](#) data for May 2024 with the figures showing arrivals are at 90% for the month, compared to the same month in 2019. The most arrivals were from New Zealand, China, South Korea, Singapore, the US, UK and India. The data for the full year also showed that several of our markets have achieved full recovery including India and South Korea.

Spending On Travel And Dining Rises

The monthly CommBank Household Spending Insights (HSI) Index rose 0.6 per cent in June, driven primarily by increased spending on recreation (up 3.2%) and hospitality (up 2.1%). Online travel bookings bumped up recreation spending, while pubs, taverns and bars and food delivery services were the biggest drivers of this month's spending increase for hospitality. [Find more information here.](#)

Around The Region

Northern River Rail Trail - Ranked In Top 10% Of Attractions Globally

The Northern Rivers Rail Trail has earned Tripadvisor's coveted Travelers' Choice Award ranking it in the top 10% of attractions worldwide. The award celebrates attractions that have consistently received great traveller reviews on the global travel review website, Tripadvisor, over the past 12 months. This is an outstanding result for the region! [Read media release.](#)

The [Tweed section](#) of the NRRT is kicking major goals as an exciting visitor experience whilst thousands of people have already enjoyed the recently opened [Richmond Valley section](#) of the NRRT on foot, bike, horse and mobility scooter. Families, groups and individuals are all enjoying the picturesque landscapes and adjoining bridle trail.

Construction of the [Lismore to Bentley section](#) is well underway and working towards opening in the latter part of this year. For businesses that offer (or hope to offer) visitor experiences, services, or products, there are opportunities to leverage off the Rail Trail. Contact business@lismore.nsw.gov.au to get

involved.



Boosting Coffs' Agritourism Industry

Are you a producer, farmer, food & beverage manufacturer, cafe owner, restaurateur or business owner in the Coffs Coast agrifood sector? Be part of an evening filled with engaging discussions and exciting collaborations at 'Boosting Coffs' Agrifood Industry'. Connect with other local foodies, hear from industry leaders, and learn about the latest Coffs Agrifood Living Lab (CALL) updates. This is a FREE event with refreshments provided. [Register here.](#)

When: 5.30pm - 8.30pm, Tuesday 23 July

Location: Level 1, Coffs Central, Harbour Drive

Art On Bundjalung

[Art On Bundjalung](#) is coming to Evans Head in 2024. The Aboriginal-led artisan market and cultural program is calling for stall holders for the market event being held on Saturday 16 November. Art on Bundjalung brings community together to connect and gather, foster cultural exchange, and celebrate First Nations creatives who call Bundjalung Country home. Open to all Aboriginal and Torres Strait Islander artists who have a connection to the Bundjalung region. Applications open this month and close early October 2024. [Visit the website](#) to apply or for more information email info@artsnorthernrivers.com.au.



ART ON BUNDJALUNG MARKET

ABOUT THE MARKET

Who can register for the market?

- > Open to all Aboriginal and Torres Strait Islander artists who have a connection to the Bundjalung region

Is there a stall fee?

- > Yes, the registration fee is \$60
- > Fee can be paid by EFTPOS or cash
- > The registration fee is non-refundable
- > Stall holders must provide their own Public Liability Insurance

What the Art on Bundjalung Market will provide:

- > 3 x 3m covered marquee
- > 1 x table and 1 x chair

Important Dates:

- > Applications open July 2024 & close early October 2024 via ARTONBUNDJALUNG.COM
- > Art on Bundjalung Market will be at Evans Head on Saturday 16 November, 9am-5pm

For more information, contact info@artsnorthernrivers.com.au

Your Local Club Perfect Plate Awards

The 2024 Your Local Club Perfect Plate Awards winners for 2024 have been announced. 176 eateries from 151 clubs across NSW participated in the 2024 Clubs NSW awards, which shine a spotlight on club dining. Congratulations to [Cudgen Headland Surf Lifesaving Club](#) and their award-winning clam chowder. [See the full list of winners here.](#)

Tweed Events Strategy - Call For Feedback

Residents and industry specialists are invited to help shape the future of events and sponsorship in the Tweed, to ensure the Shire attracts and supports activities that highlight its natural beauty, creativity and culinary strengths. Residents and industry representatives are encouraged to review the draft Events Strategy 2024-2028 and draft Events Sponsorship Policy and [share feedback by 4 pm on Wednesday 31 July 2024.](#)

Theatre North Pop-up Museum - Lismore

Theatre North provided quality theatre experiences for artists and audiences on the Northern Rivers from 1981 - 2024. To celebrate and explore its history through a sharing of memories, an exhibition at the Richmond River Historical Society's Pop-Up Museum (109 Molesworth Street, Lismore) runs until the end of August 2024 and will display a range of diverse items documenting the contribution the organisation made to the regional cultural life.

[Find more information here.](#)



Free Personalised ATDW Support

Are you wondering if your Tourism Business Profile could work harder for you, but not sure where to start? Standing out online is a challenge for all businesses. That's why ATDW offers free one-on-one profile optimisation sessions to help you succeed. The friendly team of experts will guide you in enhancing your profile to attract more customers. Boost your visibility and connect with the right audience. [Visit the ATDW website](#) today, or [book your one-on-one session](#) now.

Tourism Australia's 2024 Industry Briefings

Industry stakeholders are invited to a free of charge afternoon briefing which will include an update from Tourism Australia, followed by a networking event.

- 25 September - Gold Coast
- 6 November - Sydney

[Register to attend](#) (with other capital city sessions also available). Venues will be announced shortly.

ATEC's China Host NSW Workshop

The [Australian Tourism Export Council](#) (ATEC) and the National Foundation for Australia-China Relations China Host Workshops are fast approaching, with NSW's workshop to be held in Sydney, 22 August 2024, with [registrations now open](#).

The workshops will explore ATEC's China Host modules, focusing on culture, products and services, and trade engagement, along with practical breakout sessions. The workshops will play a crucial role in supporting the economic recovery of the Chinese inbound market, assisting Australian tourism businesses in building confidence and utilising current market updates to their advantage.

Australian Indigenous Tourism Conference

The [Australian Indigenous Tourism Conference](#) will take place 29-31 October 2024, in Melbourne. If you are an Aboriginal tourism business who is interested in attending, there is currently an opportunity for [funding to attend](#) keeping in mind this will close soon.

2024 Business NSW Workforce Skills Survey

Business NSW is conducting a survey to gain crucial insights into the labour market in NSW from an employer's perspective, and your input is vital.

By participating in this survey, you'll be directly contributing to a better understanding of the skills and training needs of employers across the North Coast. This is a unique opportunity to voice your needs and influence future support and initiatives for businesses like yours. [Take the Survey](#) (closing 22 July 2024).

New Disaster Ready Toolkit Released

The NSW Government has created a toolkit to raise awareness of four apps designed to help communities and visitors prepare for natural disasters. [Download here](#).

Australian Regional Tourism Convention

The 2024 Australian Regional Tourism Convention will be held in Mackay, QLD on 9-11 October 2024. The 2024 ART Convention theme is *Regional Tourism: Inspiring Success* and provides a networking opportunity and forum to exchange ideas about ways to grow a sustainable regional destination and to showcase best practice success. [Find out more including the Draft Program](#).

ART in partnership with Tourism Australia are pleased to be offering attendees at the ART Convention the opportunity to attend the additional Agritourism Forum, as part of the 2024 Convention program. Being held on Wednesday, 9 October from 1.30pm - 5.30pm at the Mackay Entertainment and Convention Centre the forum is free to Convention delegates, however [you will need to register](#) as part of the Convention registration process.

Australian Centre for Regional Events - Regional Events Signature Program

[Australian Centre for Regional Events](#), formerly rEVENTS Academy, have opened registrations for their remodelled signature program, a 12-week program that empowers event organisers with the knowledge, tools and inspiration to revitalise their event. Commencing 29th of July 2024 - [Register Now](#).

This program is suited for volunteer event organisers, local government staff involved in event delivery, new event organisers and students starting a career in events.

[Find more detail](#) on this program and a brand-new Leadership Program geared at local government teams.

Agritourism Summit

Destination NSW is proud to support Australia's first [Agritourism Summit](#) which is set to take place on 29 August 2024 in the Southern Highlands of NSW.

The event is where tourism and farming connect in an insightful and practical day-long event. This unmissable event will offer a unique opportunity for aspiring and established agritourism entrepreneurs to gain valuable knowledge and network with industry leaders. [Early bird tickets](#) on sale now.

AGRI**T**OURISM SUMMIT | Where Tourism and Farming Connect

Sustainability & Eco-Tourism

Sustainability First For Balloon Aloft

[Balloon Aloft](#) is the first visitor economy business in Australia to progress through the Strive 4 Sustainability Scorecard and achieve Ecotourism Australia's globally recognised [Sustainable Tourism Certification](#).

Destination NSW has extended its [Strive 4 Sustainability Scorecard](#) program until 30 June 2025 for new registrants. Eligible businesses can gain free access to the pre-certification pathway program and assess their performance.

Net Zero Commission Launches

The NSW Government has launched the Net Zero Commission, an independent, expert body that will monitor, review and report on the state's progress towards emissions reduction targets. [Learn more.](#)

Funding And Other Opportunities

[Royal Australian Historical Society - Transport Heritage Grants Program](#)

This program aims to help the NSW community rediscover the culture, the events and the people that shaped transport in NSW over the past 170 years, as well as support the restoration and conservation of valuable heritage assets. **Closes 31 July 2024.**

[Electric Vehicle \(EV\) Destination Charging Grants](#)

To help reach net zero by 2050 whilst also continuing to grow our economy, a total of \$10 million of funding has been made available in round 2 of the program. These grants will provide co-funding towards the purchase and installation of select 7kW to 22kW AC EV chargers as well as the first year of an annual EV charger software subscription. **Closes 2 August 2024.**

[Create NSW Arts & Cultural Funding Program](#)

This program aims to provide long-term funding certainty to high-performing organisations in order to deliver their fundamental arts and cultural purpose. **Closes 8 August 2024.**

[Regional Arts Fund Project Grants](#)

The Regional Arts Fund Project Grants will fund high-quality arts projects benefitting regional or remote artists, arts workers, audiences and communities. The focus of the project could include any area of creative practice, multiple art forms or cross-disciplinary practice. **Closes 16 August 2024.**

[Backroads](#)

Backroads connects communities throughout regional and remote NSW to small-scale, high quality performing arts events. The initiative aims to extend and support the reach of professional productions to regional towns that do not have performing arts centres as well as support small hall activation and the work of independent producers and artists. **Closes 19 August 2024.**

North Coast Product Development

[twotriplefour by Bills Restaurant - Port Macquarie](#)

Now located in the heart of town at 24 Clarence Street.

[Reflections Caravan Park - Urunga](#)

Reflections Holiday Park in Urunga is having an upgrade as it continues to transform into an inclusive tourism site with a new accessible amenities block, new widened pathways, disabled parks, accessible ramp to the stage and inclusive benches and seating.

[The Lismore Bounty Motel](#)

The Lismore Bounty Motel has reopened its doors to the public after a period of closure. They have also enhanced their accommodation experience with a refurbishment of their Executive Studio, Balcony, Spa, and Residence suites. This 4-star rated accommodation hotel is conveniently located within the Lismore town centre.

[Il Delfino](#)

Il Delfino is the new seaside stay in Yamba featuring four elegantly appointed suites and a stand-alone bungalow, all with incredible ocean views. Each suite is thoughtfully designed with integrated kitchens, private balconies, and stylish living and dining spaces.

[Skyline Attractions Tweed Heads](#)

Returning for another season is SkyLine Attractions' Giant Ferris Wheel at Jack Evans Boat Harbour. From a height of 35 meters, the comfortable gondolas offer 360-degree panoramas of Tweed Heads and its surroundings. Opening daily, 10am to 9pm (weather dependent), 29 July - 13 October 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](#).

[Rumble in the Jungle Trail Run](#)

Ulong
4 August 2024

[Forgotten Arts Fair](#)

Djangbung Gardens, Nimbin
10 August 2024

[2023 Archibald Prize Exhibition](#)

Glasshouse, Port Macquarie
Until 18 August 2024

[Birds of Australia Storybox](#)

Grafton Regional Gallery
To 13 October 2024





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