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## North Coast News & Views Issue 197

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### **DNC Business Plan**

**The DNC FY24/25 Business Plan** outlines our strategic focus and key actions for the upcoming financial year, providing stakeholders with a clear vision of our priorities.

While not exhaustive, this plan highlights critical initiatives designed to bolster the visitor economy on the North Coast and support the region in achieving its long-term objectives.

We invite you and your organisation to engage with us if any information or actions within this plan are of interest.

[Find the 2024/25 Business Plan here.](#)

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### **Accommodation Revenue and Yield Management Workshops**

Destination North Coast (DNC) invites accommodation owners, managers, senior leaders, front of house staff and anyone involved in pricing and rate setting to an **Accommodation Revenue and Yield Management Workshop**.

DNC with consultants from Switch Hotel Solutions, are hosting a series of comprehensive two-hour workshops, with an additional 30 minutes for Q&A, designed for North Coast accommodation sector staff. Each workshop aims to improve overall understanding of revenue management, pricing policy, and yield management, ultimately boosting business competitiveness, resilience, and long-term sustainability in the region.

The workshops cover:

- Understanding the Guest's Pathway to Booking
- Advanced Market Segmentation & Distribution Strategies
- Revenue Strategy and Profit Optimisation
- Forecasting, Inventory Management, and Performance Monitoring

Workshop participants will also have access to our Switch Hotel Solutions consultants for up to 30 days post-delivery of the workshop series to provide additional support, answer questions and provide feedback on pricing strategy if requested.

Whilst these workshops are free, [please register for the workshop nearest to you.](#)

- 3.00pm - 5.30pm, 26 August 2024 - **Forster**
- 10.00am - 12.30pm, 27 August 2024 - **Port Macquarie**
- 9.00am - 11.30am, 28 August 2024 - **Coffs Coast**
- 9.00am - 11.30am, 29 August 2024 - **Byron Bay**
- 3.00pm - 5.30pm, 29 August 2024 - **The Tweed**

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## Northern Rivers Rail Trail Delivering Economic Benefits For The Tweed

The results are in! The Tweed section of the Northern Rivers Rail Trail (NRRT) has surpassed expectations, boosting the Tweed economy by more than \$3.7 million in its first year of operation.

An independent [Economic Impact Assessment Report](#) by Muller Enterprise, commissioned by Tweed Shire Council and the Northern Rivers Joint Organisation, analysed the benefits of the Rail Trail to the Tweed since opening on 1 March 2023. Key findings of the report include:

- The Tweed section has attracted significant visitor spending, driving a 15.7% average increase in monthly spend compared to the previous year and stimulated growth in unique visitors (+23% year-over-year) and visitor transactions (+19% year-over-year).
- Businesses along the trail reported increased visibility, foot traffic and in many cases, higher revenues in both Murwillumbah and less-frequented hinterland villages.
- The total value of visitor spend has increased by \$3.717 million compared to the previous year. This far exceeds the anticipated boost of \$2.45 million that was forecast.
- The local economy should expect an additional \$114.3 million in visitor expenditure flowing into the Tweed LGA over the term of the rail corridor lease (30 years) - representing a 54% increase over the originally anticipated boost to the local visitor economy.



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## NSW Tourism Awards - RFQ for Regional Partnerships

NSW Tourism Awards gala night is planned for Wednesday 20 November. This prestigious event celebrates outstanding achievements in the tourism industry across New South Wales.

This year, under the management of the NSW Tourism Association, organisers are looking to change things up a little and add some additional value and state-wide inclusivity within the Tourism Awards, to celebrate not just tourism operators, but also the regions across NSW too.

Operators on the North Coast are invited to pitch for the provision of elements as described. [Find more information in the RFQ.](#)

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## NSW Accommodation Awards for Excellence

Visitor economy success stories were celebrated at the NSW Accommodation Awards for Excellence in Sydney on 18 July 2024.

North Coast accommodation properties shone brightly with congratulations going to;

- WINNER Crystalbrook Byron - Best Environmental/Sustainability Practices
- WINNER Elements of Byron - Human Resources Talent of the Year
- WINNER Elements of Byron - Chef of the Year

[Find more information](#) and link through to the full list of 2024 award winners.

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## Celebrating Restaurant And Catering Excellence

The finalists of the 2024 NSW Restaurant & Catering Awards for Excellence have been announced. Congratulations to the following North Coast venues named as finalists:

- Bridgeview Restaurant - Karuah & District RSL Club, Karuah
- Mumm's on the Myall, Tea Gardens
- Potager, Carool
- Sassafras, Yamba
- Bent on Food, Wingham
- Boogie Woogie Beach House and Flow Bar, Old Bar
- Nambucca Heads RSL Club, Nambucca Heads

Winners will be announced on 26 August 2024 at a gala dinner in Sydney. [See the full list of finalists here.](#)

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## Visitor Economy Mental Health Support

The Raising the Bar Foundation has received \$250,000 from the NSW Government to design and deliver a mental health training program called the Barstool Project. The program will aim to reach 10,000 visitor economy workers across the state and improve education and awareness of mental health issues in the industry. [Find more information here.](#)

# Industry Insights

## Latest Data for NSW Caravan & Camping

The NSW caravan and camping visitor economy showed growth in the year ending March 2024, with **4.85 million** overnight trips and **18.7 million visitor nights** recorded. This marks a 1% increase in trips and a 3% increase in visitor nights compared to the previous year. While visitor expenditure rose by 1%, average spend per trip and per night both decreased by 1% and 3%, respectively. [Find more information here.](#)

## Regional Tourism Satellite Accounts 2022-23

The [Regional Tourism Satellite Accounts 2022-23](#) present annual economic and jobs data for Australia's 76 tourism regions. This important release quantifies the relative importance of tourism in each of these regions, as well as changes from the previous financial year.

In 2022-23 gross value added (GVA) and filled jobs grew in 74 of 76 tourism regions. At a national level, direct tourism GVA grew by 74.5% and filled jobs grew by 41.5% in 2022-23, when compared with 2021-22.

## AVIC Update

The latest stats from NSW Visitor Information Centres are in - see the infographic below.





### Tourism Workforce Boosted By Work Bonus Increase

More Australian seniors are turning to work in the tourism industry, new data shows. The shift follows the introduction of an Australian Government package in 2022 allowing older Australians to earn more while continuing to receive a pension. And the scheme has been such a success it has been made permanent. [Find more information here.](#)

### Nature-based Tourism Blossoms

Demand for nature-based tourism experiences has grown. Visitors are choosing to connect more with Australia's many unique natural and cultural assets, with overall growth of 47% in demand over the last decade. [Find more information here.](#)



## Around The Region

### Ballina Byron Gateway Celebrates 20 Years of Partnership with Virgin Australia

Ballina Byron Gateway Airport is thrilled to celebrate the 20-year anniversary of its partnership with airline partner Virgin Australia, marking a significant milestone in regional aviation history and for the Northern Rivers NSW region. [Read media release.](#)

### Jump for Koalas - Saturday 7 September 2024

Join [WildNets Adventures](#) and [Koala Conservation Australia](#) at [Guulabaa \(Place of Koala\)](#), on Threatened Species Day, Saturday 7 September 2024, to Jump 4 Koalas!

WildNets will donate 100% of proceeds from ticket sales on the day to Koala Conservation Australia. These vital funds help rescue and rehabilitate sick and injured koalas, as well as providing important



resources for the soon to be launched Wild Koala Breeding Program at Guulabaa. If we don't act, koalas face extinction by 2050 - an alarming statistic! [Find more information.](#)



### **Savour The Tweed - Ticket Sales Open**

From coast to valley, a taste-led journey awaits. [Savour the Tweed](#) is a collection of events in the Tweed between 30 October and 3 November 2024. Enjoy local brews, kimchi tasting, learning how to get creative with edible seaweed whilst opportunities to dine at some of the country's best restaurants, distilleries and cafes abound. Get to the Tweed and savour it!

### **Yamba Airport Transfers**

Yamba Airport Transfers has added a new service to its offering. As well as their private transfer service, they have a new 12-seat van and have commenced regular shuttle service between Yamba and Ballina. [Find more information.](#)

### **Northern Rivers Rail Trail - Lismore Section**

Get ready to pedal your way to success when you attend the **NRRT Business Ready Workshop**! Join and explore how the Northern Rivers Rail Trail can turn cycling enthusiasts into business opportunities. Rowan from Blue Sky Trails will guide you through customer insights and practical tools in a fast-paced, interactive session. Sign up now and ride the wave of new business opportunities! Gordon Pavilion, Magellan Street, Lismore - 28 August, 7:30am - 9:00am. [Register here.](#)

**Developing Your Business Idea Workshop** will get you ready to turn that lightbulb moment into a thriving business. In just 3 hours, transform your concept into a solid business model with Rowan's guidance. You'll define your business idea, target market, and value proposition. Gordon Pavilion, Magellan Street, Lismore - 28 August, 10:00am - 12:30pm. Don't miss out - [sign up now and start your journey towards success!](#)

### **North Coast Mud Trail**

A once-a-year weekend event to self-drive and visit 23 exciting ceramic Studios in the beautiful Northern Rivers area. **August 17th and 18th, 2024.**

Visitors are able to chat about the potters' varied processes and to purchase ceramics. This year, there has been a large increase in the number demonstrations, artists talks and workshops where visitors can also participate. [Find more information here.](#)



## **Industry Development And Other Opportunities**

**Choose Tourism Webinar Series**  
Wednesday 7 August & Wednesday 21 August  
[REGISTER NOW](#)

"Extremely worthwhile, excellent speakers" - Shelly, Newcastle

Australian Government | Tourism NSW | Destination NSW

### **Free Webinars To Grow Your Business**

Destination NSW's Choose Tourism NSW Program is inviting visitor economy operators to a free online workshop to learn the latest techniques for attracting and retaining quality staff. The session will be held on 9.30am-11.30am, 21 August. [Find more information here.](#)

### **Tourism Australia Industry Engagement Survey 2024**

Tourism Australia seek your input to ensure the work they do in supporting industry remains useful and relevant. Please take a few moments to share your feedback. [Click this link to begin the survey.](#)

### **Recently Launched Tourism Expert Directory**

Liz Ward and Fabienne Wintle have launched the Tourism Tribe Expert Directory, a new feature within their award-winning TourismTribe.com education platform. This innovative directory is designed to connect tourism businesses with recommended and trusted consultants and solution providers, helping them grow

their businesses, digitally transform, and gain efficiencies in their operations. Find the [Tourism Expert Directory](#) and read [media release](#).

### **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. **8th - 11th September** Cairns.

### **Australian Indigenous Tourism Conference**

The 2024 [Australian Indigenous Tourism Conference](#) will be held in Melbourne/Narrm from **29th - 31st October**.

### **Here to Stay Conference**

For those in the short stay rental accommodation sector, the [annual association conference](#) in Brisbane will be **28th - 29th October** with experts from the local and global travel and hospitality industry.

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## Funding And Other Opportunities

### [Revive Live - Grant Program](#)

Funding is available for activities that support established live music venues or established music festivals, creating a sustainable operating environment to protect performance opportunities, and the development and discoverability of original contemporary music by Australian artists. The Program also has a strong focus on activities that improve accessibility at established live music venues or established music festivals, providing participation opportunities for audiences, and career pathways for musicians and music workers, with disability.

The grant opportunity will run from 1 July 2024 to 30 June 2025.

Applications for grant funding will be accepted under two streams:

1. Live music venues - with a maximum grant amount of \$100,000.
2. Music festivals - with a maximum grant amount dependent on proven audience size. **Closes 23 August 2024.**

### [Contemporary Music Touring Program](#)

The Contemporary Music Touring Program (CMTP) supports national touring activity undertaken by Australian musicians performing original Australian contemporary music. **Closes 3 September 2024.**

### [Museums & Galleries of NSW Leg Up Grant](#)

These Leg Up grants aim to provide 'quick response' grants for volunteers in volunteer managed museums and Aboriginal cultural spaces who require financial assistance to attend some form of skills development activity, or to bring such an activity into their museum. **Closes 27 October 2024.**

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## North Coast Product Development

### [Spirit of Wollumbin Indigenous Experiences - Tweed Escapes](#)

Visitors connect to the land and waterways of the Tweed River with a traditional guide and learn about local Minjungbal indigenous flavour of food and storytelling.

### [Narraweema Guesthouse - Gloucester](#)

Luxury BnB renovated in a historic Gloucester Hospital, right in the centre of town.

### [Hola Bonito - Ballina](#)

The old Mexican Del Rio has new owners, with the space recently refurbished and offering a tasty new menu. This venue has been Ballina's Mexican hotspot since the 70's and after being closed for a few months, the doors have opened!

### [Lo Scoglio](#)

Catering to the discerning traveller, Lo Scoglio is the new breathtaking Italian-style farmhouse situated in

peaceful Coopers Shoot, part of the beautiful Byron Bay hinterland. Lo Scoglio honours the owners Sicilian heritage, the luxurious two-story estate is a sanctuary that invites guests to unwind and rejuvenate, offering the perfect blend of heritage and modern luxury.

### DVINE Experiences - Port Macquarie

Specialising in curating exceptional food, wine, and experiential tours designed to tantalize senses and enrich travels, DVINE Experiences are new to the Port Macquarie Hastings region. Check out their [DVINE Wine & Food Experiences](#).



## 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](#).

### Husk Rum Harvest Festival

12-18 August 2024

Tumbulgum

### My Cousin Frank

24, 30, 31 AUG, 2PM + 7.30PM

Star Court Theatre and,  
Byron Community Theatre

### Sample Food Festival

7 September 2024

Bangalow





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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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