



North Coast News & Views Issue 199

New Report: The Value of Tourism To The North Coast

Destination NSW, with Tourism Research Australia (TRA) have provided updated North Coast region data for the year ended December 2023.

The report is a summary of economic outcomes and impacts for the tourism sector on the North Coast. It outlines how valuable tourism is to the region's economy and is useful for visitor economy-based funding applications or advocating for the value of tourism and the visitor economy-based projects and initiatives.

Key figures include:

- Each day, tourism delivers **\$16.8 million in domestic visitor spend** which is \$ **11,697 per minute** into the region, a value that has grown by 19.5% since year ended (YE) December 2019.
- In 2023, the North Coast welcomed **12.8 million total visitors** to the North Coast DN which is 18 per cent below the pre-Covid period (YE December 2019).
- Tourism delivers **7.8%** % of our jobs and supports **8,240** businesses.

Growing Regions Program

The Australian Government has committed \$600 million over four years, commencing in 2023-24 for the Growing Regions Program to deliver investment in infrastructure across Australia's regional areas.

The program provides funding of between \$500,000 and \$15 million to local government entities and incorporated not-for-profit organisations for capital works projects that will enhance liveability, bolster social cohesion and support local amenity throughout Australia's regions.

The program is an open competitive program with funding awarded on a merit basis.

[Find more information including Funding Guidelines](#). Applications close 10 October 2024.

Flood-Proof Amphibious Cabin Project - Dunbogan Caravan Park

Destination North Coast were pleased to attend the showcase of the amphibious dwelling installed earlier this year at [Dunbogan Caravan Park](#) on the Mid North Coast of NSW.

Those in attendance learnt how the amphibious dwelling will float in response to a flood and got an

understanding of the positive impact it will have the caravan park and wider community. It presents interesting opportunities for amphibious design generally, but in particular, tourism, affordable housing, accessible design, and the increased flood resilience it can deliver to communities inhabiting and using flood-liable land.

While it looks like a traditional caravan park fixed accommodation unit, the amphibious cabin is designed to rise with the flood waters and is mounted on a pontoon base with guide piles to prevent it from swaying during flotation. Residents will still need to evacuate in severe floods, but it should allow them to return within days rather than months or even years, with minimal impact on the structure and their possessions.

Richie Villages/Dunbogan Caravan Park won gold at the recent North Coast Tourism Awards for **Excellence in Innovation**.



Tourism Symposium - Lord Howe Island Door Prize Redraw

The winner of our main North Coast Tourism Symposium door prize this year, being a return trip for two from Port Macquarie to Lord Howe Island, is unable to accept the prize meaning we have convened a random re-draw.

The new winner who we gave the great news to this morning, is Ian Mobbs from Bago Winery.

CONGRATULATIONS Ian, you'll soon be winging your way to Lord Howe Island with your chosen travel companion and enjoying a raft of amazing tours and experiences and quality accommodation. See the [full list of inclusions of this prize here](#) with thanks again to the very generous industry stakeholders who contributed to this prize.

North Coast Take 3 For The Sea Ground Swell Workshop

Ground Swell is a [Take 3 for the Sea](#) program created to inform and empower the NSW tourism industry to collaborate to reduce litter impacts in our beautiful holiday locations and to work towards and maintain litter-free destinations.

In this free online workshop, the Take 3 team will introduce the identifiable underlying causes of littering, provide recommended solutions and coach participants to develop a tailor-made action plan.

12pm, 10 September 2024. [Register here.](#)

VISITOR LITTER IS EVERYONE'S BUSINESS

Ground Swell Online Workshop

Ground Swell, Take 3's Litter Prevention Program for the Visitor Economy

[Tuesday 10 September at 12pm \(1hr\) Register here](#)



This project is a NSW Environment Protection Authority Waste and Sustainable Materials Strategy initiative, funded from the waste levy.



Celebrate Small Business Month 2024

NSW Small Business Month is returning in October 2024 with a refreshed program. It will include a series of Small Business Month Expos that will take place across NSW. The expos will give small business owners and their staff the opportunity to network with government agencies and large organisations, connect with other small businesses, gain knowledge and learn new skills. Speakers will explore the latest trends and insights shaping the small business landscape.

[Register for the Northern Rivers Expo here.](#)

Industry Insights

Aviation White Paper Released

The Australian Government has released an Aviation White Paper that features key focus areas on consumer rights, increasing competition, supporting regional and general aviation and helping the sector decarbonise. The White Paper includes 56 policies, with the centrepiece being an independent Aviation Industry Ombuds Scheme and a new Charter of Customer Rights. [Find more information here.](#)

Sports Tourism Turbocharges Visitor Economy Growth

Sports tourism is one of the fastest-growing sectors worldwide, both in size and market volume. According to [UN Tourism](#) the market reached an approximate value of \$US609 billion in 2023 and it is projected to grow at rate of around 16% between 2024 and 2030. American Express Travel's [2024 Global Travel Trends Report](#) has also identified sports tourism as one of the four top trends driving booking decisions, based on survey data from travellers in the United States, Australia, Canada, India, Japan, Mexico and the United Kingdom.

AVIC Update

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





226,164
GOOGLE BUSINESS
PROFILE INTERACTIONS



TOURISM PRODUCT
SALES (COMBINED
OVER THE COUNTER &
ONLINE)



GENERATED THROUGH
MERCHANDISE SALES
(COMBINED OVER THE
COUNTER & ONLINE)

Around The Region

Lord Howe Island Marketing, Partnerships & PR - Seeking Tenders

The Lord Howe Island Tourism Association (LHITA) is seeking qualified persons or agencies to undertake Marketing, Partnerships and Public Relations for the Island as a premier tourist destination. They are open to individual or Agency submissions provided the submission demonstrates extensive experience in each domain.

Lord Howe Island is not only a premier destination within Australia but also a globally recognised location of exceptional appeal. Aligned with the recently completed Destination Management Plan and refreshed strategic direction, the Association sees a significant opportunity to enhance awareness of the island, attract lifelong followers and repeat visitors, and to foster a profound connection with this unique destination. This request for proposal presents a rare opportunity to elevate a world-class destination and further enhance the successful candidate's professional profile within the tourism industry.

Find the [Request for Tender](#) document and associated [Statement of Requirements](#).

Clarence Valley Visitor Guide 2025

The My Clarence Valley Tourism Team present an exciting opportunity for local businesses to promote themselves in the brand-new Clarence Valley Visitors Guide 2025.

The Clarence Valley Visitor Guide will be distributed through an extensive Visitor Information Centre Network across NSW and South East Queensland. Additionally, it will be stocked in various local businesses and hotels throughout the region and be a vital platform to showcase what the region has to offer to prospective visitors and those already in region looking for places to stay and dine and things to do. [Find more information and advertising rates here.](#)

NSW Restaurant & Catering Awards

The North Coast punched above its weight at the recent NSW Restaurant and Catering Awards.

- Bent on Food, Wingham - Partner Excellence Award
- Sassafras, Yamba - Best Regional Pizza Restaurant
- Potager, Carool - Regional NSW Award for Contemporary Australian Restaurant - Informal and Restaurant of the Year - NSW Regional!

Congratulations to all North Coast restaurants, cafes and venues who were finalists in these prestigious awards. [Find all results here.](#)

Introducing the MidCoast Investment Prospectus

With an excellent lifestyle, strategic location and competitively priced land, the MidCoast has much to offer prospective investors. [Check out their new Investment Prospectus here.](#)





Yamba Distilling Co

The team at [Yamba Distilling Co](#) are ecstatic to announce that they won seven medals at the 2024 Melbourne Royal Australian Distilled Spirits Awards bringing home a Gold Medal, three Silver Medals, and three Bronze Medals. This year's entries were assessed by 50 of Australia's leading industry experts over three days in July with points for appearance, nose, palate, balance, and finish. Congratulations to other North Coast distillers who also brought home awards. [Find all results here.](#)

[Qantas Flights - Coffs Harbour to Melbourne](#)

Coffs Harbour Airport is set to welcome the new QantasLink Airbus A220 with flights to/from Melbourne due to commence from October. The A220 will offer passengers more choice and flexibility with 137 seats available per flight, including 10 Business Class seats, with improved technology and a greater sense of space throughout the cabin.

Point Plomer Campground Revitalisation

The revitalisation of the Point Plomer Precinct in Limeburner's Creek National Park, undertaken by NSW National Parks and Wildlife Services, requires a temporary closure of the campground from 1 August to 15 December to accommodate construction activities. This closure is part of the Plan of Management to enhance the scenic beauty, rich cultural heritage and biodiversity of the area. Additionally, the project will introduce a new campground office, expanded parking for day visitors, new seating and picnic areas, and enhanced protection for cultural heritage sites. [Read media release.](#)

[Gold Coast Airport Flights to Hong Kong](#)

Gold Coast Airport will welcome its first connection to Hong Kong in over six years with Hong Kong Airlines launching seasonal services that will run for five weeks over the Chinese Lunar New Year period, delivering approximately 6,000 inbound seats. Operating from 17 January to 15 February 2025, 4 times a week utilising the airlines A330 wide body aircraft.

New Attraction Comes to The Big Banana, Coffs Harbour

The Big Banana Fun Park is excited to announce the upcoming launch of its newest attraction, Axe Throwing, set to debut this summer during the park's 60th-anniversary celebrations. [Read media release.](#)



Seven Mile Brewing Co. Wins Big at Indies

Congratulations to Ballina's [Seven Mile Brewing Co.](#) who have been named the best medium-sized independent brewery in the country at the [Australian Independent Beer Awards](#). Seven Mile Brewing Co. won the Champion Independent Medium Brewery award, recognising breweries that produce between 100,000 and 699,000 litres of beer a year. They were also named Champion New South Wales Brewery! Visit Seven Mile Brewing Co in the Ballina Industrial Estate, next to the airport.

Gourmet Traveller Annual Restaurant Guide

Gourmet Traveller have landed the list of the [best restaurants in Australia](#) right now as reviewed for their annual Restaurant Guide. The North Coast has three on this distinguished list.

- Bar Heather, Byron Bay
- Pipit, Pottsville

- Bistro Livi, Murwillumbah

Congratulations to these three super stars of our culinary scene.

Top 10 Stunning Spring Towns You Need To Visit

Spring is arguably the best time to pack up the car and embark on an Aussie adventure. Australian Traveller has just released their [Top 10 stunning spring towns you need to visit](#) - with Mullumbimby and Bellingen included on the list.



Port Macquarie Hastings Council Major Events Funding

Round 1 of the 2025 Major Events Grants are now open and will close at midnight on 15 September 2024. This round is for events to be held between 1 January and 30 June 2025 and are available for up to \$5000 per application. [Find more information here.](#)

Tiny Towns, Big Adventures

Airbnb has unveiled the best towns no one has ever heard of to encourage Aussies to holiday off the beaten track with its Tiny Towns, Big Adventures initiative, with Maclean making the cut. [Read the article here.](#)

Oakes Oval and Crozier Field Upgrades

Lismore has reinforced its position as the state's regional sporting hub with the opening of [Oakes Oval and Crozier Field](#) after a \$12.4 million upgrade to the facilities including new media and coaches boxes, change room enhancements, grandstand renovations and a fully refurbished Gordon Pavilion at Oakes Oval with Crozier Field receiving a new pavilion with a function room, commercial kitchen and various amenities among other things.

Industry Development And Other Opportunities

Destination NSW Inbound Strategy Workshops

This practical Inbound Strategy Workshop is designed to provide visitor economy businesses with the necessary steps to develop and sell export-ready products to international visitors via the inbound travel trade.

Date: Thursday 19 September 2024

Time: 10:00 - 16:00

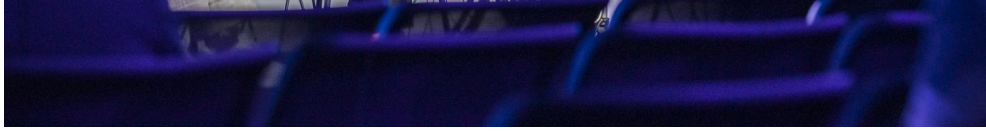
Location: Online - via Zoom (a link will be sent closer to the workshop date)

Cost: [Registration is free](#)

Register To Attend NSW Visitor Economy Forum

The NSW Visitor Economy Forum 2024 will be held on 3 October in Sydney. Attendees will share insights and hear from industry experts on growth opportunities for the visitor economy. The event is free to attend and open to all visitor economy stakeholders including operators, trade partners, industry representatives and government colleagues. [Learn more here.](#)





Australian Tourism Data Warehouse (ATDW) Listing

Have you listed your business with the Australian Tourism Data Warehouse (ATDW)? ATDW is the national digital platform for tourism industry product and destination information in Australia.

By registering with ATDW, your tourism offering may be showcased on a variety of websites, including:

- Tourism Australia
- Visit NSW
- ...and more than 70 other websites, with the potential to reach more than 1.5 million potential visitors every month!

[Find out more here](#). Register or update an ATDW listing [here](#).

Book a [free ATDW optimisation session](#) to maximise this opportunity for your business.

Sustainability & Eco-Tourism

Climate Change Projections

The NSW Government has released updated Climate Change projections to help governments, agencies, businesses, landholders and communities plan and adapt to the future climate. They illustrate the need for further action to reduce emissions and for informed planning to improve the resilience of households, communities and businesses to the impacts of climate change, such as extreme weather patterns. [Find more information here](#).

Tonnes Of Rubbish Saved From Landfill At Byron Writers Festival

Byron Shire Council's 'Move to Reuse' initiative at this year's Byron Writers Festival resulted in washing and reuse of a whopping 18,000 items, saving 26 wheelie bins of rubbish from going to landfill. Council partnered with Green My Plate to replace single-use packaging over the three-day festival with reusable plates, cups and bowls. Council's new Single-use Packaging and Materials Policy came into effect in June 2024 for internal Council operations. All events held on Council-owned land will need to comply with the new policy from December 2024. [Find more information here](#).

36th Banksia National Sustainability Awards Now Open

This year, the Banksia Foundation are seeking inspirational individuals, organisations, and initiatives that are making a profound difference in Australia's sustainability landscape. The theme for 2024 is optimism - to celebrate those whose work is creating positive change and inspiring hope for a sustainable future. The Tourism and Destinations Award recognises outstanding organisations, destinations, programs and businesses in the tourism industry that prioritise environmental conservation. [Find more information here](#).

North Coast Product Development

Bill's Fishhouse & Bar

[Bill's Fishhouse](#) won the [2024 Best NSW Wine List in a Regional NSW venue](#) (<60 seats) at the NSW Wine Sommelier Wine List Awards.

South Kempsey Pump Track

For BMX enthusiasts and families with children learning to ride, the [South Kempsey pump track](#) offers an asphalt track with sweeping, banked turns designed for speed. It also includes viewing areas for family and friends to watch and enjoy. [Read Media Release](#).

The National Cartoon Gallery & National Holden Motor Museum

As well as the regularly changing cartoon exhibitions downstairs, the upstairs gallery now hosts the [National Holden Motor Museum](#) with a significant collection of Holden Motor Cars, some dating back to

the 1950s, and throughout the decades until the recent demise of Holden car production. The museum includes a broad range of Holden memorabilia from over the years.

Good Intent Hotel

South Grafton's newest venue, the [Good Intent Hotel](#), has a fresh, modern look and a warm, welcoming atmosphere.

Gadhu Dreaming Whale Tours

New whale watching cruises from Tuncurry with [Gadhu Dreamland](#).

X-Golf Port Macquarie

[X-Golf](#) provides the ultimate indoor golfing and entertainment for players of all levels. Now open in Port Macquarie.

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](#).

[National Old Mal Titles](#)

Crescent Head
12-14 September 2024

[2024 Australian Longboard Titles](#)

Tweed Coast
12-17 September 2024

[Tyalgum Music Festival](#)

Tyalgum
13-5 September 2022

[Casino Carp Muster](#)

Casino
14-15 September 2024

[Beach to Brother](#)

Port Macquarie
22 September 2024

[Hello Koalas Festival Treasure Hunt](#)

Port Macquarie
24-28 September 2024



SAVE THE DATES!

HELLOKOALAS

FESTIVAL

+ Treasure Hunt

www.hellokoalas.com/festival

4 Days over Two Weeks
Wednesday 25 & Thursday 26 September, 2024
Wednesday 2 & Thursday 3 October, 2024

Visit the Hello Koalas Gallery + Gift Shop for your complimentary copy of the Hello Koalas Sculpture Trail Guide & Map.

You'll find us at Shop 2, 1A Blackbutt Road, Port Macquarie, just near the Lake Road roundabout, Monday to Friday 9am to 4pm.



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](#).
