



Destination
North Coast NSW

Visitor Economy News



NSW Government Delivers Relief To Support Music Festivals

Minister for Music and the Night-Time Economy, John Graham recently announced new regulatory and financial support for music festivals struggling under the pressure of increasing costs. This comes after the NSW Government committed to review the Music Festivals Act. The review found the regulatory framework would benefit from a closer focus on harm reduction, industry sustainability, and ensuring costs for festivals in NSW are at a level comparable to other states, while still prioritising health and safety at festival events. As part of these reforms, music festivals across NSW will receive two years of emergency funding assistance, with an initial \$3 million allocated, and benefit from sector-wide reforms as they weather headwinds that have led to numerous cancelled events.

[Find Out More](#)

**Northern Rivers Towns and Villages
Resilient Business Activation Program**



NSW Reconstruction Authority

Northern Rivers Towns and Villages Resilient Business Activation Program

This **\$9.5 million** grant program will support the economic recovery of villages and town centres in the Northern Rivers through direct assistance to small and medium sized businesses and local government-led Central Business Districts (CBD) activation and revitalisation projects.

It will be delivered across the seven most impacted Local Government Areas in the Northern Rivers region: Tweed, Ballina, Byron, Lismore, Kyogle, Richmond Valley and Clarence Valley. Funding is available through two targeted streams:

Stream 1 - Infrastructure support for small and medium sized businesses. Grant amounts - from **\$250,000 to \$2 million**

Stream 2 - CBD activation and revitalisation projects delivered by Councils. Grant amounts - from **\$50,000 to \$500,000**

Expression of interest applications are now open; EOI applications close on 4 October 2024.

[Find Out More](#)

**DNC Are Looking For A Business Events, Business Development Executive**

The DNC Business Events Program, Business Development Executive would manage the Mid North Coast region stretching from MidCoast to Coffs Harbour City Council areas and also incorporating Lord Howe Island. The role would bring a whole of destination approach with the primary aim of securing Business Events for the North Coast. In addition, they will support stakeholders to improve the bid success ratio, represent the region and deliver initiatives that will lead to upskilling of industry.

Working with professional conference organisers, corporate organisations, meeting planners and directly with business clients, they will assist in bidding for and securing these events.

The Business Development Executive will be employed on a contract based on 20 hours per week. Remuneration will be dependent on experience and relevant skills for the role.

Applications close at 5pm Tuesday 24th September 2024

Find Out More

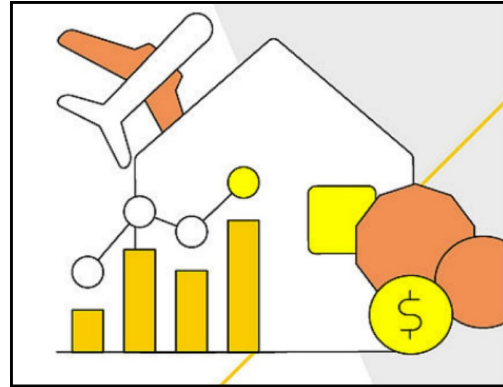
Industry Insights



Australia's Wine Tourism State

Tourism Research Australia data shows NSW is Australia's top destination for international visitors seeking wine tourism experiences. NSW welcomed 252,200 international winery visiting travellers, who stayed 9.1 million nights and spent \$1.3 billion during the year ending December 2023.

Find Out More



Recreation Spending Rises

The CommBank Household Spending Insights Index shows spending on recreation rose 0.7% in August 2024. The increase was driven by online travel bookings and airlines. This was partly offset by reduced spending on ticketing services, accommodation, cruise lines and travel agencies.

Find Out More

China Tops Overseas Arrivals To NSW

Australian Bureau of Statistics data shows China was the leading source market for visitors to NSW in July 2024, with 41,090 trips, followed by New Zealand (32,250) and the United States (20,710). NSW welcomed 234,450 short-term visitor arrivals in July 2024, an increase of 910 compared with July 2023. [Find out more.](#)

First Nations Trade And Tourism Businesses Shine In New Report

The first of its kind, the *First Nations Businesses Succeeding Internationally Report* highlights the significant contribution that First Nations exporters, importers and tourism businesses make to the community, creating jobs and driving our nation's growth. [Read the full report here.](#)

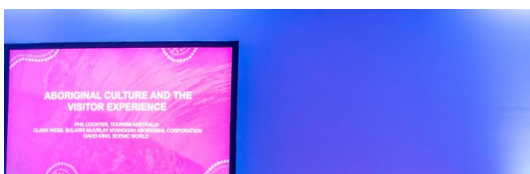
New Report: Cultural Tourism in Regional NSW

This report on [Cultural Tourism in Regional NSW](#) shows that of the domestic cultural tourists who visited regional NSW between 2016 and 2019, North Coast NSW and South Coast were the most popular regions to visit, each attracting 24% of all regional NSW cultural visitors.

North Coast Value of Tourism 2023

Destination NSW, with Tourism Research Australia (TRA) provide updated North Coast regional data for the year ended December 2023 when we welcomed 12.8 million visitors and each day, tourism delivered \$16.8 million in domestic visitor spend. [Read Report here.](#)

Industry Development And Other Opportunities





Register - 2024 Visitor Economy Forum

This full-day event is a chance to connect, share insights, and learn from industry experts about upcoming trends that will drive growth in the NSW visitor economy. 3 October (Sydney).

[Find Out More](#)



ATEC 'Domestic Ready' Program

ATEC's 'Domestic Ready' program provides the industry with domestic tourism distribution training across two comprehensive self-directed modules. Discount available for members.

[Find Out More](#)

Tourism Australia Update

[TA's September Hotel List](#) featuring what is making waves in September including soon-to-open properties Sea Sea Hotel in Crescent Head and Rae's on Wategos, Byron Bay.

[TA Industry Briefing](#) 25 September 2024, Gold Coast

ATEC Excellence Awards Open

It is the tourism export sector's exclusive recognition of contribution and leadership, honouring those individuals who go over and above and give generously to others and the broader tourism export industry. [Find out more.](#)

Destination NSW Update

[DNSW Signs MOU with Newcastle Airport](#)

The MOU is aimed at assisting Newcastle Airport to secure new international and domestic routes following the \$250M upgrade to the facility.

[DNSW Inbound Strategy Workshop](#) (19 September 2024, online)

NSW Small Business Month

October is NSW Small Business Month. Time to brush up on your marketing skills, learn more about financial planning, or even delve into the world of AI. With a host of [online workshops](#) there's plenty to choose from.

Around The Region



Australian Good Food Guide Winners

Congratulations to the 20 North Coast restaurants who have been named winners in the Australian Good Food Guide Hat Awards for 2024. These include Pipit, Raes Dining Room, Tweed River House, Paper Daisy, Forest Byron Bay, Karrikin, The Hut Byron Bay, Harvest, Potager, Fins Restaurant, Bar Heather, Frieda's Field, Taverna, Baraka, No.35 Cabarita, Bill's Fishhouse + Bar and The Stunned Mullet.

[Find Out More](#)



Port Macquarie Astronomy And Science Centre Almost Complete

Funding through the Australian and NSW Government Bushfire Local Economic Recovery Fund has assisted with building the new Port Macquarie Observatory and Science Centre. The new facility will provide a boost to the visitor economy by hosting events such as the Winter Solstice and accommodating more than 20,000 visitors a year.

[Find Out More](#)

Paid Parking Coming To Brunswick Heads

Pay parking meters are being installed in Brunswick Heads and are due to start operating on Monday 30 September 2024. A [map of the pay parking zone](#) is on Council's website.

World Travel Awards 2024

Sydney has been crowned Oceania's Leading City Destination at the 2024 World Travel Awards, which saw NSW triumph across 11 categories. Sydney also took out Oceania's Leading Meetings & Conference Destination, while Sydney Airport won Oceania's Leading Airport. The North Coast's Gaia Retreat & Spa took out Australia's Leading Retreat. [Find more information here.](#)

Richmond Riverfest

Celebrate the life force of the Richmond River at the inaugural [2024 Richmond Riverfest](#). Book one of 20+ events being hosted between 22 September - 20 October 2024.

Clarence Valley Council - Round 2 Special Event Sponsorship Program

If you are planning an event for the Clarence Valley that will attract visitors and contribute to the local economy, you may be eligible for CVC's [Special Event Sponsorship](#) program. Round Two is open for events occurring between February 2025 and July 2025.

Applications close 31 October 2024.

Funding And Other Opportunities

Government agencies and organisations offer grants and funding programs, designed to assist with improving your business or product offering. Review the latest opportunities for [grants in NSW](#) and [nationally via Austrade](#).

Destination North Coast may be able to provide a Letter of Support (LOS) for your project if it aligns with the [Destination North Coast Destination Management Plan \(DMP\)](#). Letters of Support requests can be made via the [online form found on our website](#).



\$5 Million Available For NSW Surf Clubs

NSW Surf Life Saving Clubs are set to receive a boost with the NSW Government opening the latest round of its Surf Club Facility Program that aims to keep surf life saving clubs modern and accessible. **Closes 11 November 2024.**

[Find Out More](#)

[2024 Innovate with NBN Grants Program](#)

This Program aims to help regional-based businesses transform their great ideas into game-changing achievements and supports tourism businesses to showcase their digital abilities and expand their online opportunities. **Closes 29 September 2024.**



Festivals Australia

Festivals Australia provides funding to support individual art projects at festivals or significant one-off community events, such as a town celebration or opening of a new community resource. **Closes 8 October 2024.**

[Find Out More](#)

[New \\$200,000 Film Festival Fund Announced](#)

The NSW Government's Community Film Festival Opening Night Fund will offer grants of up to \$5000 for community film festivals to host opening night celebrations. **Closes 8 October 2024.**

North Coast Product Development

[Saltbush Waterfront Bar & Grill - Ballina](#) - Located on the waterfront under the Ramada Hotel & Suites, Saltbush features modern Australian cuisine. Open 7 days for breakfast & dinner.

[Hillside Estate](#) - Luxury rural retreat on 18 hectares, nestled between Wingham and Tinonee on the Barrington Coast.

[Sutherland Downs Retreat](#) - The ultimate accommodation for large families or groups, sleeping up to twenty-two guests in thirteen beds. There is also beautiful camping options around the property, also on the Barrington Coast.

[Mogul Beer](#)

A new small batch craft brewery has landed in Woolgoolga.

[Grafton Regional Gallery](#)

The Birds of Australia STORYBOX is a digital storytelling cube inspired by the work of John and Elizabeth Gould and is at the gallery until 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](#).

[Coffs Harbour Buskers & Comedy Festival](#) - Coffs Harbour 3-6 October 2024

[Evans Head Malibu Classic](#) - Evans Head 4-7 October 2024

[Lismore Cycling Festival](#) - Lismore 5-6 October 2024

[Dorrigo Folk and Bluegrass Festival](#) - Dorrigo 25-27 October 2024

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](#). You can find training and other content on our [YouTube channel](#). We also encourage you to share our updates with your networks, simply forward this email and they can [register here](#).

