



Destination  
North Coast NSW

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## Visitor Economy News

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### Strategy Review Recommends Shift To Experience-Led Tourism

An independent review of the NSW Visitor Economy Strategy has recommended the NSW Government adopts an experience-led strategy to enhance NSW's appeal to visitors and turbocharge visitation growth.

Research commissioned as part of the review found visitors are seeking interactive experiences that connect them deeply with local culture, natural landscapes and the people of NSW.

This includes coastal and aquatic and nature-based experiences, culinary and agritourism, art and culture, nightlife, Aboriginal cultural experiences and wellness.

[Find Out More](#)

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### **Training Programs To Plug Jobs Gap In The Visitor Economy**

TAFE NSW is partnering with Destination NSW to develop and deliver training programs jointly funded by the Australian Government's NSW Choose Tourism Program. The subsidised courses are designed to address industry workforce shortages by encouraging Australians to pursue a career in the visitor economy, helping operators to attract, retain and upskill staff. The new training programs include:

- An 'Introduction to the Visitor Economy' microskill: a short self-directed online course, designed to provide foundational knowledge and explore careers in the visitor economy industry.
- Five one-hour video masterclasses: fully subsidised pre-recorded masterclasses will be available on the TAFE NSW website, featuring industry experts such as Scenic World, Cupitt's Estate, Merlin Entertainments, Sydney Opera House, and W Hotels.
- Modernised Certificate III in Tourism: set for delivery in 2025, this updated qualification will include new visitor economy skills.

[Find Out More](#)





## Short Term Holiday Rental Accommodation Caps

In what is a first for NSW, Byron Shire Council's new cap on unhosted short term rental accommodation (STRA) of 60 days a year came into effect on 23 September 2024.

Apart from some areas in Byron Bay and much of Brunswick Heads, people are now only able to rent their unhosted properties for holiday accommodation for two months a year.

Council staff will now spend the next several months focussing on consolidating data on unhosted properties including those registered on the NSW Government Short Term Rental Accommodation Register, as well as public and private listings on on-line booking platforms.

[Find Out More](#)



## DNC Board Meeting In The Tweed

The Destination North Coast Board's trip to the Tweed was a dynamic mix of strategy and cultural collaboration. It began with a crucial Board meeting and strategy session focused on exploring cross-border opportunities with South East Queensland. In the strategy session with the Tweed Shire Council, Tweed Tourism Co., Gold Coast Airport, Southern Cross University and NORPA, we discussed collaborative opportunities to leverage the economic and social potential between the North Coast and Queensland.

[Find Out More](#)



## New Deal Boosts Newcastle Airport As International Gateway

Destination NSW has signed a Memorandum of Understanding (MOU) with Newcastle Airport to help secure new domestic and international routes. The MOU supports Newcastle Airport to become a global gateway when its upgraded international terminal opens in 2025. The \$250 million upgrade is projected to increase annual visitor numbers by 850,000 each year and inject \$6.2 billion into the NSW visitor economy which bodes well for our southern regions particularly.

[Find Out More](#)

## Industry Insights

**Latest NVS and IVS Statistics Released**

In YE June 2024, NSW received 101.6 million domestic and international visitors, who spent a record \$52.9 billion in the state. Overnight visitors to NSW stayed at 216 million nights. The \$52.9 billion total expenditure was up 9% on YE June 2023 to the highest since records began in 1998. International visitors also spent a record of \$12.2 billion (up 41.9%).

NSW and Sydney continue to be Australia's leading state and capital for tourism, receiving the highest number of visitors, visitor nights and expenditure.

In YE June 2024, 65.4 million international and domestic travellers visited Regional NSW, including daytrips. This is a decrease of 5.5 million visitors (-7.8%) compared with YE June 2019. Visitors spent \$26.1 billion in Regional NSW across the period, matching the expenditure seen for YE June 2019.

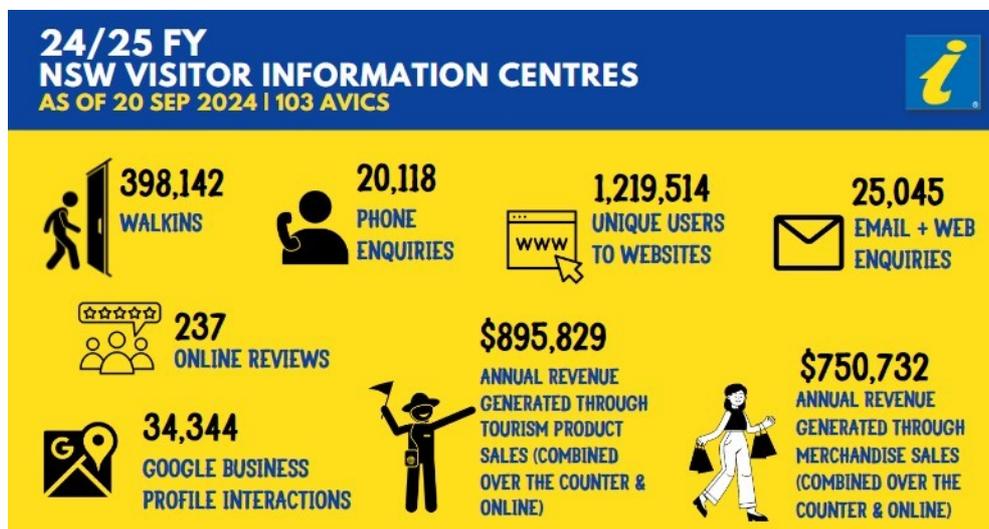
27.7 million visitors stayed overnight in Regional NSW, lodging a record high (since 1998) of 102.5 million nights (up 2.8% since YE June 2019). The average length of stay was 3.7 nights, with an average spend per night of \$195.3.

[View the TRA National Visitor Survey results here.](#)

[View the TRA International Visitor Survey results here.](#)

### Visitor Information Centre Results For September 2024

The latest VIC stats are in - see the infographic below.



## Industry Development And Other Opportunities



**First Nations Tourism Mentoring Program**  
The First Nations Tourism Mentoring Program (FNTMP) is a free program designed to support First Nations tourism businesses. By connecting these businesses with skilled, experienced, and culturally respectful tourism experts, the program



**Tips For Cheaper Insurance Premiums For Outdoor Adventure Activities**  
Looking for better-value insurance to cover outdoor adventure activities your tourism business delivers? The Australian Outdoor Industry has teamed up with Affinity Insurance

offers personalised guidance, advice, and support to help them grow and achieve their objectives.

Since its launch in July 2023, the program has received 146 applications from First Nations tourism businesses nationwide. Over 75% of these businesses are now benefiting from one-on-one mentoring with the dedicated team of tourism professionals.

[Find Out More](#)

and Aon and have developed a suite of resources to support businesses with the planning, delivery and risk management of outdoor adventure activities, through the online Activity Safe Education Program.

This program lines up with the Australian Adventure Activity Standard and associated Good Practice Guides.

[Find Out More](#)

## Around The Region



### Lismore Regional Gallery Re-opens

Lismore Regional Gallery has re-opened to residents and visitors after the completion of a multi-faceted restoration project.

The project received more than \$5.1 million in Federal and State funding following extensive flood damage to the building and its contents from the 2022 natural disaster, including artwork on exhibition, the permanent collection and all gallery contents.

All five gallery spaces have been restored and the Quad which connects the Gallery to the Lismore Library and Northern Rivers Conservatorium has seen upgrades to the landscaping, soil drainage, pathways and seating for the community.

[Find Out More](#)

### Ballina 2025/2026 Festival and Event Sponsorship Program

Ballina Shire Council has announced the opening of their [Festival and Event Sponsorship Program](#) for the 2025/26. Local Event organisers are invited to express an interest by completing an online application and lodging it with Council. Applications close 8 November 2024. Funding is available from 1 July 2025.

### Good Weekend's 52 Weekends Away



### Tweed Regional Museum Success at AMaGA Awards

The Tweed Regional Museum has taken out top honours for its exhibition *Supertonic* at the prestigious 2024 Australian Museums and Galleries Association (AMaGA) Awards.

*Supertonic* took out the coveted award in the Exhibiting Excellence category for the way in which it explored contemporary music culture across the Northern Rivers and Gold Coast region. The Museum was also highly commended in the Social Impact category for the Supertonic Song Writers program which offered local musicians aged 12-19 years the chance to write, record and produce their own tracks and vinyl under the guidance of professional musicians such as JK-47.

[Find Out More](#)

### Wild Aid 2024

Byron Bay Wildlife Hospital presents WILD AID 2024, a comedy fundraiser event in Byron Bay on Thursday 21 November 2024: Stand Up #forthewildlife! Laughter really is the best medicine, and animals bring us joy and laughter with their often comical antics and distinctive behaviour. A fun-filled, feel-good night of comedy is a perfect way to help raise funds for the Wildlife Hospital to continue providing veterinary care for sick, injured and orphaned native

Last Saturday's Sydney Morning Herald's *Good Weekend* included the annual *52 Weekends Away* with 5 (of NSW's 16) being on the North Coast.

- [Il Delfino, Yamba](#)
- [Selah Valley Estate, Limpinwood](#)
- [Swell Hotel, Byron Bay](#)
- [Basq House, Byron Bay](#)
- [The Writer's Room, Mullumbimby](#)

Congratulations to these 5 accommodation properties who are obviously getting things right.

### **NSW Government Delivers Funding To Support All Recreational Fishers**

The NSW Government is committed to supporting recreational fishing and making it more accessible to everyone across the state and has just announced funding of \$1.8 million for grants to improve recreational fishing as part of the [2024/2025 Recreational Fishing Trust grants program](#).

Congratulations to Tweed Shire Council who received funding to provide local fish cleaning facilities next to the jetty with disabled access at Tumbulgum, and Port Macquarie Hastings Council for multiple fish cleaning facilities.

animals. [Find tickets and more information here.](#)

### **MidCoast Destination Marketing Plan Tourism Providers Questionnaire**

MidCoast Council are drafting a Destination Marketing Plan for the Barrington Coast brand. The development of a marketing plan for the next three years is a key action in their Destination Management Plan 2030. As part of this plan development, they want to hear about marketing initiatives to support tourism providers in the best way possible. [Complete the survey here.](#)

### **Coastline Credit Union MidCoast Business Awards 2024**

Congratulations to all of the MidCoast local businesses that participated in the recent 2024 Coastline Credit Union MidCoast Business Awards. These awards recognise outstanding business achievements and celebrate the success of our industry leaders. [See all finalists and winners here.](#) And a special shout out to [Bent On Food](#) in Wingham for taking the winner's podium three times:

- 2024 Business of the Year
- Best Hospitality Business
- Best Visitor Experience (Tourism)

## **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.



### **Live Performance Venue Accelerator Program (Round 2)**

Venues looking to kick-start or expand their live performance offerings can soon apply for the Live Performance Venue Accelerator program. The seven-week Accelerator program will provide participants with a series of workshops, networking opportunities and access to industry



### **Regional Precincts and Partnerships Program**

The rPPP seeks to support transformative investment in regional, rural and remote Australia based on the principles of unifying regional places, growing economies and serving communities.

experts to help them to better understand their venue's sound requirements, curate programming, engage with artists and develop new audiences to accommodate more live performance.

**Closes 4 November 2024.**

[Find Out More](#)

The rPPP focuses on a partnership approach, bringing together governments and communities to deliver regional precincts that are tailored to local needs and have a shared vision for how that precinct connects to the region.

**Ongoing.**

[Find Out More](#)

## North Coast Product Development

[Jacaranda Estate Vineyard](#) - winery at Wingham

[Sweet Layers Café](#) is now open at the Grafton Regional Gallery where visitors can enjoy the finest artisan cakes, patisserie treats, and coffee, all within the Gallery gardens and precinct.

[Oaktree Farmhouse](#) - a peaceful getaway just moments from Dorrigo town centre, Dangar Falls and numerous National Parks.

[Seaview Retro Diner](#) - cafe at Harrington

[Chippa - Evans Head](#) - offers traditional fish and chips with a focus on affordability and quality.

## 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](#).

[Wingham Music Festival](#) - Wingham 18-20 October 2024

[Transmoto 8-hour @ Macleay Valley](#) - Macleay Valley 19-20 October 2024

[Peach Festival](#) - Southview Orchard, Hogarth Range 20 October 2024

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

[Nimbin Roots Festival](#) - Nimbin 25-27 October 2024

[Grafton Jacaranda Festival](#) - Grafton 25 October-3 November

## Stay Up To Date And Follow DNC On Social Media

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