



Destination
North Coast NSW

Visitor Economy News



DNC Out and About in the Clarence Valley

The Board and team were delighted to host a Board meeting, strategic discussion with key industry stakeholders and an engaging networking event in Yamba and Angourie. With Clarence Valley Council having recently released their updated Destination Management Plan it provided an excellent opportunity to explore their vision for the region and to collaborate with key stakeholders to help see this come to fruition.

[Angourie Resort](#) were the hosts of our Board meeting and accompanying events and the team were suitably impressed by the facilities on offer. In addition, we were able to inspect [The Surf Yamba](#) and [Il Defino](#) two recent first-class additions to Yamba's accommodation offerings. Both boutique properties have done an amazing job of capturing the essence of Yamba, it's laid back vibe and surf culture.





Community Investment Program Announced

Businesses, consortiums, local governments, associations, Aboriginal corporations, not for profits and other eligible applicants are encouraged to apply for a share of the \$50 million Community Investment Program, delivered by the NSW Government's \$400 million Regional Development Trust.

Grants of between \$500,000 and \$5 million will be available for infrastructure projects and capital investments to create jobs and economic opportunities.

Between \$250,000 and \$1 million will be available for regional programs to improve service delivery and community connection and capacity building.

[Find Out More](#)



Sea Sea Hotel Opens - Crescent Head

Beautiful boutique, modern accommodation featuring 25 rooms, restaurant, pool and outdoor spaces to relax and unwind. A retro feel complimented by modern architecture and finishings. Sea Sea Surf

Club aims to stand as a cultural hub, encouraging guests to expand their understanding of music, art, and surf culture and how it is all intertwined, revolving, and always relative.

[Find Out More](#)



New ANZAC Day Trading Restrictions

The NSW Government will extend retail trading restrictions on ANZAC Day to ensure the service of veterans is recognised and people can take part in services throughout the day. Currently, retail traders are required to stay closed until 1pm, however from 2025 this will be extended until midnight. Read how this might affect your business on the link below.

[Find More Here](#)

Industry Insights



International Visitors Drive Recovery

The Australian Bureau of Statistics has released its Tourism Satellite Account for FY2023-24, which shows tourism gross domestic product (GDP) was \$78.1 billion, up 5.5 per cent year-on-year



'Are We There Yet? From Recovery to Resilience' Report | September 2024

This report delves into Australia's tourism and international education sectors post-COVID19. It highlights the need for growth, collaboration, and

in chain volume terms. International tourism consumption rose by \$10.8 billion in chain volume terms. Filled tourism jobs rose 5.7 per cent to 691,500.

[Find Out More](#)

Australians Embrace Last-Minute Travel

New data from the Tourism & Transport Forum has found that 62 per cent of Australians are considering last-minute holiday bookings. Despite cost-of-living concerns, 75 per cent of respondents expressed their intent to go on holiday this summer period. [Find more information here.](#)

'Travel Tuesday' Gains Momentum

Have you heard of Travel Tuesday? Following on from the success of Black Friday and Cyber Monday, the latest entrant in this calendar category is a day when shoppers can find deals on travel purchases, with interest in the sales event rising in Australia. A report published by McKinsey & Company, titled [Travel Tuesday is Real - and Growing](#) shows search interest in 'Travel Tuesday' rose more than 500 per cent from 2021 to 2023.

2024 Business Event Consumer Demand Project

Tourism Australia has released new international research, the [2024 Business Event Consumer Demand Project](#) (CDP), that outlines the factors influencing decision makers when choosing a destination for events, including how Australia is perceived. The findings from the research help inform Tourism Australia's business events strategy to drive demand in our key markets and support industry in the process.

innovation in these industries, particularly focusing on First Nations and regional tourism opportunities.

[Find Out More](#)

Tourism Forecasts For Australia 2024-2029

A [new report from Tourism Research Australia](#) (TRA) indicates Australia's resilient tourism industry will continue to grow over the next 5 years. According to TRA's Tourism forecasts 2024-2029:

- international visitor spend is forecast to increase from \$28 billion in 2023 to \$49 billion in 2029
- domestic visitor spend is forecast to increase from \$142 billion in 2023 to \$174 billion in 2029.

The report explores many details including projections for both international and domestic visitor numbers, which countries are likely to be Australia's biggest tourism source markets in the next 5 years, and key areas of growth for the visitor economy out to 2029.

Booking.com Makes Sustainable Travel Choices Easier

Booking.com is prioritising third-party sustainability certifications, updating its platform to showcase properties with certifications and allowing users to filter by them. The move aligns with consumer demand for clearer sustainable travel choices and supports accommodations in adopting sustainable practices through educational resources. [Find more information here.](#)

Industry Development And Other Opportunities

Protect your small business with free and simple cyber security training

[ENROL NOW](#)



Cyber Security Training

To help protect you and your small business, Destination North Coast is partnering with **Cyber Wardens**, a **free online learning program** designed to simplify cyber security for your small tourism business. Funded by the Australian government, the program is quick and self-paced. We know small businesses have a long to-do list so if you can't finish it in one go, you can save your progress and finish it later.

By taking the course, you will be taking the first step towards making your business cyber-safe.

[Register Here](#)

ATDW Profile Updates

With Christmas and the New Year fast approaching, now is the time to update your ATDW profile. Ensure your listings don't expire over the festive season and consider adding a deal or offer to entice holiday customers.

[Need help optimising your profile?](#) ATDW offers free one-on-one sessions to learn how to enhance your profile to attract more customers and boost your online presence.

Want Help to Reach the Accessible Tourism Market?

Accessible and inclusive tourism is a major opportunity, with Australia's domestic accessible travel market worth \$6.8bn in just one quarter of 2023. MyTravelResearch.com is teaming up with Charles Sturt University to explore how research can support tourism operators in engaging this growing market. Led by Dr. Nicole Sugden and Dr. Clifford Lewis, the project aims to tailor its focus based on your input. Take their 3-minute survey to help shape the research to better meet your needs.

[Take The Survey](#)

ACRE Signature Program Open For Registration

Australian Centre for Regional Events is excited to be taking registrations for their popular [signature program](#) - a 12-week program takes a deep dive into all 13 modules and empowers event organisers with the knowledge, tools and inspiration to revitalise their event. It will reshape thinking, ignite connections, unify communities and help event organisers to develop effective strategies, systems and processes that will ensure long term success and viability.

Around The Region



Coffs Coast Business Survey

The City of Coffs Harbour's Economic Development and Tourism Team is responsible for delivering the [Coffs Harbour Economic Development Strategy](#) and the [Coffs Coast Tourism Strategy](#), both of which were adopted in 2023.

As the team prepares for next year's calendar of industry support, training, and events - we are seeking your feedback on business sentiment, challenges and opportunities across the Coffs Coast. Complete the survey using the link below.



Northern Rivers Rail Trail Earns Sustainable Tourism Accreditation

The Northern Rivers Rail Trail has officially earned accreditation as a sustainable tourism business under the Australian Tourism Industry Council's (ATIC) Quality Tourism Framework (QTF) program. The NSW Tourism Association is licensed by ATIC to provide this accreditation for NSW businesses. This achievement highlights Tweed Shire Council's commitment to delivering sustainable, high-quality tourism experiences and sets a new benchmark for regional tourism standards. Read media release.

Complete the survey

Elements of Byron Triumphs at 2024 AHA National Awards for Excellence

Elements of Byron has once again cemented its status as a leader in luxury accommodation, with two standout wins at the 2024 AHA National Awards for Excellence. Ebony Baker, the resort's Executive Chef, was named *Chef of the Year - Accommodation Division*. Talent & Culture Manager, Justine Dorrell, was recognised for *Excellence in Service - Accommodation Division*, a testament to her dedication to fostering an outstanding workplace culture.

[Read media release.](#)

2024 IMAGinE Winners Announced

NSW museums, galleries and Aboriginal cultural spaces have been recognised at the 2024 IMAGinE Awards. Congratulations to the following North Coast organisations:

ACCESSIBLE ARTS AWARD FOR ACCESS AND INCLUSION Engagement Projects
Highly Commended **Northern Rivers Community Gallery Ballina Contemporary Art Market**

ACCESSIBLE ARTS AWARD FOR ACCESS AND INCLUSION Exhibition Projects
Highly Commended **Nambucca Valley Phoenix Arts Ability Connect Mid North Coast 2024**

Volunteer Achievement Award
Winner **Rachel Burns, Nambucca Headland Museum Nambucca Heads Railway Station Centenary**

EXHIBITION PROJECTS - MUSEUMS AND HERITAGE Medium Organisations
Winner **Yarrila Arts and Museum Yaamanga Around Here**

Read media release

Visit Lismore - New Brand And Destination Website

Lismore launches its new destination brand, imagery and website. The new brand leverages the theme MORE, in LisMORE.

There's MORE than meets the eye, MORE to see and do, MORE to discover. Visitors just have to come and explore and they'll find MORE in LisMORE.

[Find MORE here.](#)

EXHIBITION PROJECTS - GALLERIES AND VISUAL ARTS *Small or Volunteer Galleries*
Highly Commended **Lismore Regional Gallery Pop up exhibition program 2023 - 2024**

EXHIBITION PROJECTS - MUSEUMS AND HERITAGE *Small Organisations*
Winner **Tweed Regional Museum Supertonic**

ENGAGEMENT PROGRAMS *Small and Volunteer Organisations*
Highly Commended **Lismore Regional Gallery The Future of Toys**

Highly Commended **Tweed Regional Museum Supertonic Songwriters Music Camp**

[Find the full list of winners here.](#)

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.

[Cultural Grants Program](#)

Aboriginal community organisations and groups across NSW have been invited to apply for funding under the Cultural Grants Program 2024-25, for grants ranging from \$500 to \$20,000 to support events and activities that celebrate and promote Aboriginal cultures. **Closes 21 March 2025**

[Special Entertainment Precinct \(SEP\) Kickstart Grant Program](#)

The \$1 million Special Entertainment Precinct (SEP) Kickstart Grant Program will provide councils that have already committed to establishing a SEP in their LGA with an opportunity to apply for funding ranging from \$50,000 to \$200,000 to help establish SEPs. **Closes 12 March 2025**

Sustainability & Eco-Tourism

Know Your Sustainability Numbers

Among the first steps when making your tourism business more sustainable is to benchmark your water and energy use and amount of waste being produced. Using the tracker in the [Australian Government's Sustainable Tourism Toolkit](#) (Appendix 1, page 59) simplifies this process.

EV Destination Charging Grants

Round three of the NSW Government's [destination charging grants program](#) is now live, offering a further \$12 million in funding to fill EV charging gaps along established regional NSW road trip routes. Closes 31 January 2025.

If you have questions about this document or its contents, email the [EV destination charging team](#).

North Coast Product Development

[187 Cantina Ballina](#)

After having so much success in Lismore, 187 Cantina are coming to Ballina! Same great menu, same local produce and suppliers. Modern menu, delicious cocktails and a great relaxed vibe so gather your friends, book a table for drinks, lunch or dinner!

[Dorrigo and Beyond Café and Artisan Space](#)

A cafe, book shop and artisan gallery specialising in hand-crafted products from Dorrigo and beyond.

[Tweed Turtle Tours](#)

Are a new business operating out of Tweed Heads South that offers snorkelling and scuba diving tours around Cook Island Aquatic Reserve. They also offer a variety of scuba diving courses and seasonal whale watching tours.

[Lismore Workers Club](#)

Reopening after extensive redevelopment with modern facilities that cater to a wide range of interests and activities, three dining options with the cook-to-order eatery, Riverz Bar/Café and Oven Pizzeria there are plenty of options to satisfy everyone.

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](#).

[Starlight Festival](#) 2-5 January 2025 Bangalow

[Costa's Garden: Flowers Bellingen Book Launch](#) 5 January 2025 Bellingen

[Shuck and Shell Barrington Coast Sustainable Seafood Festival](#) 11 January 2025 Coomba Bay

[Cowboys in Coffs](#) 11 January 2025 Coffs Harbour

[Works from the Collection](#) to 9 February 2025 Lismore Regional Gallery

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](#).

