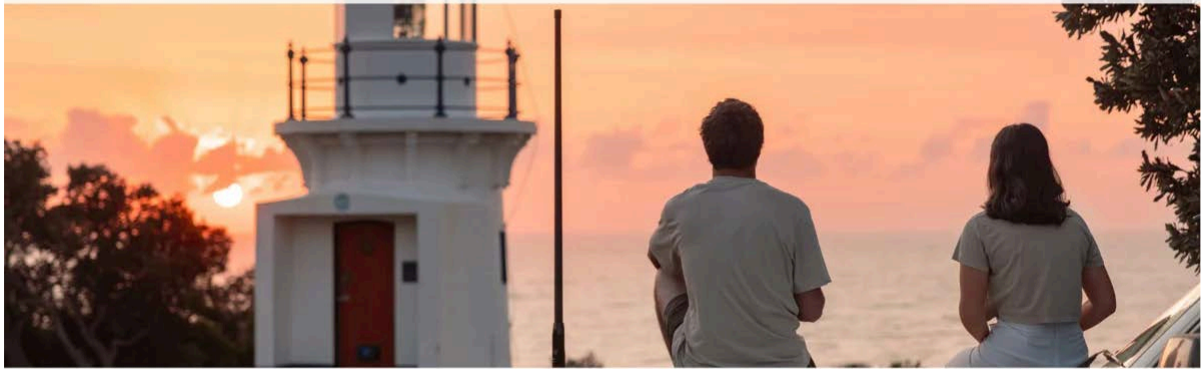




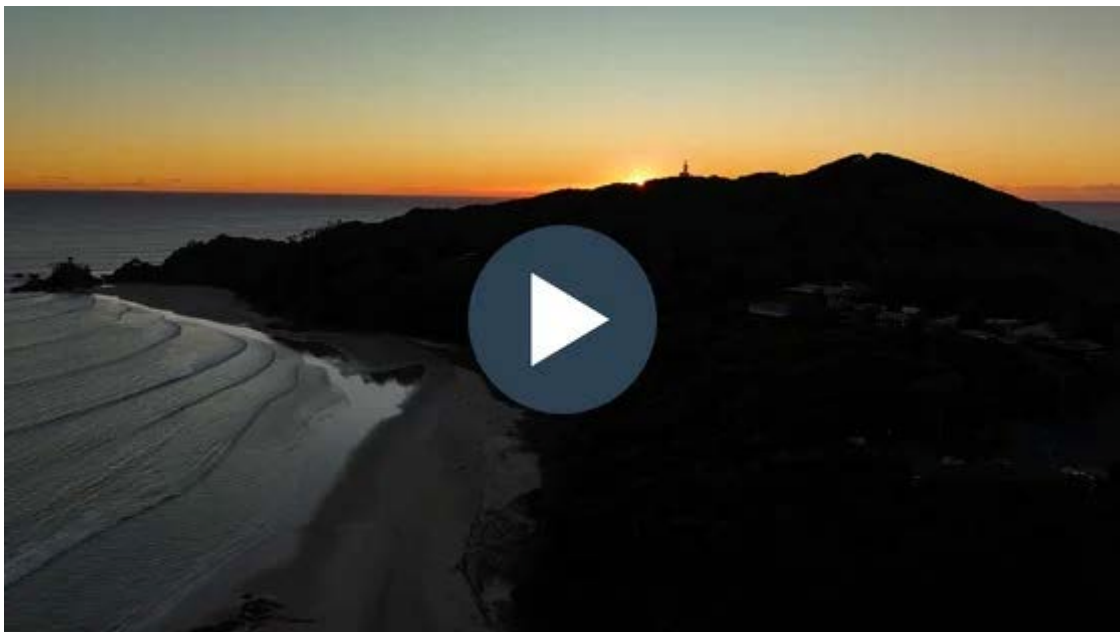
Destination  
North Coast NSW



## Visitor Economy News

*Image: Ballina Lighthouse, Courtesy of @discoverballina*

## Key Updates



## North Coast Tourism Symposium Wrap

The 2025 North Coast Tourism Symposium was a great success bringing together stakeholders from across our region and beyond to collectively inform and inspire our sector. For those who couldn't make it and for those who could, but wish to revisit and review, those presentations we are able to share are available on the [Symposium Program page](#) and recordings of presentations from the day [are available here](#). Images from the event [can be accessed here](#).

### Please Complete our Surveys!

To improve the event moving forward we would greatly appreciate your feedback by way of this quick [Event Survey](#). Those who complete the survey will go into a draw to win the stunning oil painting of The Pass completed by Maria on the event day. We will also be

drawing a name to receive a **free combo ticket** for next year's Symposium and Awards Gala events in Coffs Harbour! Even more incentive to complete the survey.

DNC again partnered with EarthCheck to measure the carbon footprint of our event. We'd be grateful if you could complete the [EventCheck survey here](#). We need more people to complete this to ensure we have enough data to properly assess the events and their impact. If you completed it on the day, there is no need to do it again.



**Regional NSW Number One for Agritourism**



Regional NSW has been confirmed as Australia's leading destination for visitors seeking agritourism experiences, according to new data from Tourism Research Australia. In 2024, regional NSW attracted 32.7 per cent of domestic overnight visitors who participated in agritourism experiences in regional Australia, the highest share of any regional area in the country.

NSW also welcomed 700,000 international visitors who participated in agritourism experiences during their stay. These visitors spent a total of 15.7 million nights in the state and contributed approximately \$2.5 billion to the economy.

[Find more here](#)



**Tourism Australia launches next chapter of *Come and Say G'day* campaign**

Tourism Australia is embarking on the next stage of its globally successful Come and say G'day campaign, with the second chapter about to launch in key international markets.

The campaign will feature Australian wildlife conservationist Robert Irwin in the United States, food writer and TV cook Nigella Lawson in the United Kingdom, actor Yosh Yu in China, entrepreneur and philanthropist Sara Tendulkar in India and media personality and comedian Abareru-kun in Japan.

[Find more here](#)

## North Coast Exhibitors chosen for Taste the Flavours of NSW at Fine Food Australia expo

Around 25,000 trade visitors from over 50 countries will converge on the International Convention Centre (ICC) from 8 to 11 September, providing a prime opportunity for NSW businesses to connect with interstate and international buyers, secure distribution partnerships and explore export markets. The following North Coast producers have been selected:

- Aurum Mead: A Byron Bay producer of wines made from varietal honey and native ingredients
- Gather By: Northern Rivers based producer of Australian Manuka Honey and Manuka gummies
- Mindful Foods: Producer of organic and activated granolas, nuts and snacks, based in the Northern Rivers

[Find more here](#)

## NSW Tourism Awards Key Dates

- Entries Open Now!
- Final Submissions Close Wednesday 20 August 2025
- Finalists Announced Tuesday 14 October 2025
- Gala Event Thursday 27 November 2025.

## CCIA 2025 Awards of Excellence Key Dates

- Entries Open Now!
- Entries Close Friday 22 August 2025
- Finalists Announced 12 September 2025
- Awards Night Thursday 20 November 2025.

## Industry Insights

### Gen X Most Influential Consumer

A new report by NielsenIQ (NIQ) has revealed that Gen X—those born between 1965 and 1980 will be the most influential consumer cohort over the next decade. It found that despite being smaller in size than Millennials or Gen Z, Gen X would form the world's second-largest consumer

### Workforce Plan Updates now available

Service and Creative Skills Australia has launched its Workforce Plan Updates 2025, including one for Tourism, Travel and Hospitality.

This builds on its Shaping tomorrow: Workforce Planning Report, Tourism



market—second only to the United States and roughly twice the size of China’s total spending—in 2025.

2024.

## Industry Development

### Talking Tourism Podcasts

From the Tourism Industry Council of Tasmania comes Talking Tourism. Designed for tourism operators and industry professionals, Talking Tourism features short, practical conversations that offer insights and skills you can apply in your business.

[Find more here](#)

### iCare NSW Safety Locker

Safety Locker is a free online tool to help small and medium sized businesses build their work health and safety (WHS) knowledge through a series of quick, 3-5-minute interactive modules.

[Find more here](#)

### Workforce support for your business

Financial support of up to \$15,000 is available for employers to hire an eligible employee into a permanent job through the Real Jobs, Real Wages program. The program gives tailored support to help businesses support people with greater challenges into secure work. It is open to small, medium and large employers across any industry.

[Find more here](#)

### AIME Expressions of Interest now open

The Asia Pacific Incentives and Meetings Event (AIME) is the region’s leading trade event for the business events industry, taking place from 9–11 February 2026 at the Melbourne Convention & Exhibition Centre. Expressions of interest are now open for operators to co-exhibit with Destination NSW at AIME 2026.

[Register here](#)

## Sustainability Spotlight



## Regional Bus Trial Informing Statewide Shift to More Sustainable Transport

An electric bus trial in Tweed Heads delivered standout results. From April 2024 to May 2025, Tweed Heads electric buses have:

- Travelled more than 56,000 kilometres – equivalent to flying Sydney to London and back three times
- Accumulated more than 50,000 kilograms of potential tail pipe emissions reductions
- Achieved a remarkable 93% passenger satisfaction rating

[Learn more](#)

### Sustainability Hub

Tourism Australia's Sustainability Hub on the Business Events Australia website brings together resources that showcase Australia's sustainable tourism and business event offerings.

[Find more here](#)

### NSW Sustainability Awards

The closing date for the 2025 NSW Sustainability Awards has been extended to 9 September 2025.

[Find more here](#)

**DNC Out & About**





## Agritourism Summit

DNC attended the 2025 Agritourism Summit in Orange this week, gaining insights into key trends shaping this fast-growing sector. Common themes emerged: many farmers underestimate travellers' interest in their lifestyle; authentic, well-curated experiences are essential, and collaboration with the wider visitor economy accelerates success.

DNC will apply these learnings to support the sector over the coming year.

## Around the Region

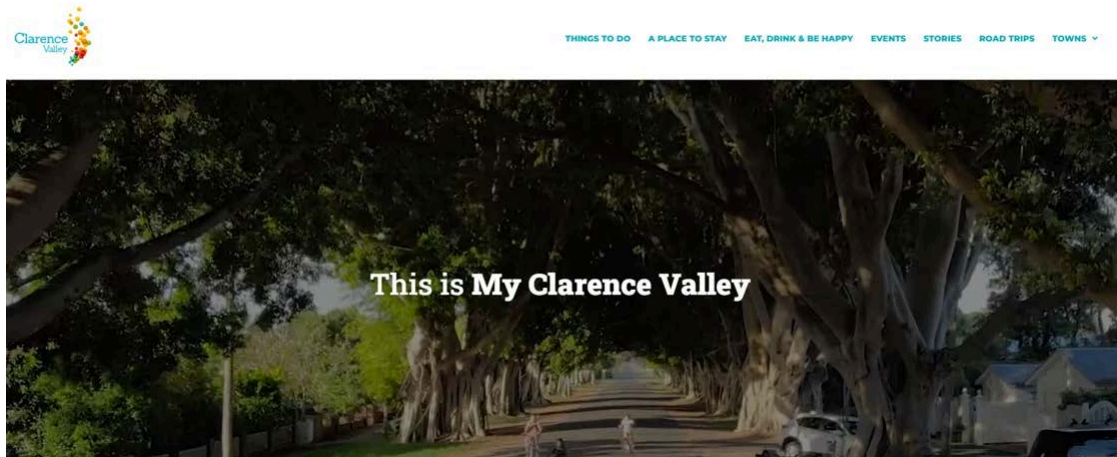


Image: Bec Taylor

## 2025 Tweed Regional Museum Street Party

The Tweed's biggest party is back, with the 2025 Tweed Regional Museum Street Party lighting up the Museum precinct on Saturday 6 September from 3 – 9 pm. Timed perfectly to beat the heat and allow everyone to enjoy live music into the springtime evening, this free family-friendly event brings together an exciting new program of entertainment, food, art and after-hours fun.

[Find more here](#)



## Clarence Valley Council Requesting Feedback

Clarence Valley Council is seeking assistance to better understand how their [My Clarence Valley](#) webpage is used and where improvements can be made. If you would like to assist, you can explore the website and complete the feedback survey.

[Complete survey here](#)

## Product Development

Have a new product or experience you'd like to tell us and DNSW about? Submit it via the link below.

[Submit here](#)

## Brush Turkey Books - Wingham

An eclectic independent bookstore in Wingham stocking new and used books; new and used vinyl; board games. You never know what you might find...

[Check it out](#)

## Jetty Pavillion - Coffs Harbour

The newly opened Jetty Pavilion has become a beloved destination on the iconic Coffs Harbour Jetty Strip, known for its exceptional food, specialty coffee, expertly crafted drinks, and laid-back atmosphere. This vibrant venue offers relaxed, all-day dining.



[Check it out](#)

## Fins - Kingscliff

Kingscliff's Fins Restaurant, one of Australia's most awarded regional seafood restaurants, is now serving an irresistible weekend brunch, featuring bottomless mimosas and delicious dishes, such as Moroccan baked eggs, and Bali banana pancakes.

[Check it out](#)

## Grants & Funding

### Looking for Grants?

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.

[Request a letter of support here](#)

### Business Event Bid Fund

The Business Event Bid Fund is designed to deliver conversion of new business where Australia is bidding against international competitors for the right to host the business event.

**Supports bids where a decision is made by 26 June 2026**

[Apply](#)

### Elevate: First Nations Storytelling & Literature Fund

This grant supports career development and is open to Australian First Nations writers, poets, editors, illustrators, journalists, arts workers, and groups in the literature sector. **Closes: 2 September 2025**

[Apply](#)

## North Coast Events

#### [Beyond Jazz Weekender](#)

Bellingen 15-17 August 2025

#### [Jamba](#)

Yamba 29-31 August 2025

#### [Sample Food Festival](#)

Bangalow 6 September 2025

**Spring Festival 2025**

Forster 13 September 2025

**CurryFest**

Woolgoolga 27 September 2025

**Lismore Masters Games**

Lismore 26-28 September 2025

Destination North Coast NSW, The  
Professional Centre Park Avenue, Level  
1/9 Park Avenue, Coffs Harbour, New  
South Wales 2450, Australia

[Manage preferences](#)

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