



Destination
North Coast NSW



Visitor Economy News

Image: Tacking Point Lighthouse, Port Macquarie Courtesy of Destination NSW

Key Updates



Image: Destination NSW

Surf Club Facility Program

The Surf Club Facility Program is part of the NSW Government's ongoing commitment to support the upgrade of local Surf Life Saving Clubs. Category 1 is for Upgrade projects (limited to off the shelf purchases) and aims to assist eligible Surf Life Saving Clubs throughout NSW to create new and upgrade existing facilities. **Applications close 20 October 2025.**

[Read media release](#)



Investment Delivery Authority Boosts Hotel Sector

Expressions of interest will open within weeks for the first round of the NSW Government's Investment Delivery Authority.

The first round will accelerate approvals for major projects aligned with government priorities including hotel developments, advanced technology and renewable energy. Hotel developments must meet a \$200 million threshold to support delivery of the NSW Visitor Economy Strategy 2035.

[Learn more here](#)



What's New in Festival and Music Licensing

Most festivals will require a *OneMusic Event Licence* (or some other permission from copyright owners) to legally use music represented by OneMusic at the event.

OneMusic's licence will cover the public performance of the vast majority of the world's repertoire of music, so you know you will be covered even if your event is showcasing

upcoming or local musical talents. Additionally, many festivals will qualify for lower rates under the Eligible Temporary Music Event Licence (ETME) licence, which covers music use for events with certain features.

[Find more here](#)



DNC Communications Survey

Destination North Coast is refreshing our communications approach to make sure we're connecting with you in the most useful, timely and relevant ways. We've created a short stakeholder survey to understand what's working well and where we can improve. Your insights will help us tailor our updates, training opportunities and industry resources so they're genuinely valuable to you.

The survey should take less than five minutes to complete and your feedback will directly inform how we shape our communications over the next year.

[Take the survey](#)

Vale Rose Wright

It is with much sadness we share the passing of Rose Wright, Founder and Managing Director of Regionality. Rose was a pioneering force in agritourism, culinary tourism, and regional food systems, dedicating more than 30 years to supporting farmers, operators, and communities to build stronger, more sustainable futures.

Her advocacy led to major policy reforms, including NSW agritourism land use and Queensland's Agritourism Roadmap. She also served on the board of Australian Regional Tourism, was Auxiliary Committee Chair of the Global Agritourism Network, and an alumna of the Australian Rural Leadership Foundation.

Rose's courage, passion, and vision inspired all who knew her. She leaves behind a remarkable legacy and will be deeply missed by her family, colleagues, and the industry she helped shape.



Regional Capability & Needs Survey

Australian Regional Tourism (ART) is exploring the need to develop a National Social Impact Framework for Regional Tourism. Tourism in regional communities is about more than just its economic contribution, its true value lies in how it supports local people, strengthens culture, builds resilience, and enhances the liveability that makes each destination unique. Your responses to this survey will help determine the need for a national framework that could support regions to upskill, measure, and report on tourism's social impact, ensuring these benefits are front and centre in planning, investment, and advocacy.

[Take the survey](#)

NSW Small Business Month Events

NSW Small Business Month is returning in October, with a program of free and low-cost events covering topics such as staffing, cyber security, marketing, artificial intelligence and mental health.

Indigenous Tourism Insights and Data

Tourism Australia recently developed the Indigenous Tourism Insights and Data factsheet which provides insights on travellers views of Indigenous tourism, sourced from Tourism Australia's

It will provide opportunities to gain insights, build connections and learn new skills.

Consumer Demand Project and Tourism Research Australia.

[Find more more](#)

[Find more here](#)

Industry Insights

Night-Time Economy Unlocks Billions

The NSW Productivity and Equality Commissioner has [released a review](#) into the barriers holding back the state's 24-hour economy. In 2023-24 industries associated with the core night-time economy in NSW generated more than \$56 billion in turnover.

International Tourism Demand is Rising

[New UN Tourism data](#) shows almost 690 million people travelled internationally between January and June 2025, up 33 million year-on-year. The latest edition of its World Tourism Barometer shows arrivals in Asia and the Pacific grew 11 per cent during the period to 92 per cent of pre-pandemic levels.

The Role of Artificial Intelligence in Tourism

Griffith University are undertaking research to evaluate the potential application of AI within the Australian tourism industry as part of a PhD study. [Take the survey here.](#)

Business Turnover Surges

[New Australian Bureau of Statistics \(ABS\) data](#) shows business turnover in the accommodation and food services sector rose 10.5 per cent in the year ending July 2025.

Industry Development

DNSW Inbound Strategy Workshop

The 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. The workshop will suit visitor economy businesses, including accommodation, tours and activities, and visitor attractions including wineries, distilleries, breweries and farm gates that:

- Offer bookable experiences
- Have a presence in the domestic market, with at least one year of operational experience
- Are currently connected with or considering working with an online travel agent
- Are exploring opportunities in the international market

Date: Tuesday 28 October 2025

Time: 10:00 - 16:00 (AEDT) *Check-in from 09:30*

Location: Elements of Byron, 144 Bayshore Drive, Byron Bay

Cost: FREE

[Register here](#)

Destination Byron Tourism Symposium

Destination Byron has announced it's 2025 Symposium will be hosted at The Byron Community Centre on **Thursday, 23 October**, inviting all local community members to join for a day of learning and collaboration to help shape the future of Byron Bay.

This year's theme, "**Thriving Together: Building the Future for Byron Bay**," reflects Destination Byron's renewed focus on managing a sustainable visitor economy that benefits the community.

[Register here](#)

Australian Adventure Activity Standards Webinar

Delivered in partnership with Outdoors NSW & ACT, this session will unpack the Australian Adventure Activity Standard and Good Practice Guides. Participants will learn how these tools support safety, quality, and sustainability and gain practical advice on aligning operations with industry best practice. **9 October 2025**

[Register here](#)

Tourism Australia's Industry Webinar

Tourism Australia will host its industry webinar this **Friday 25 September at 11am**.

Acting Managing Director, Robin Mack, will provide an update on Tourism Australia's recent activity and market insights.

[Register here](#)

Sustainability Spotlight



The Business Case for Sustainable Events

Sustainability in the experiential sector remains something of a double-edged sword. On one hand, organizations are increasingly placing it front and centre, making it a key priority in RFPs and deeming it a core consideration in briefs.

At first glance, this is exciting and progressive, yet beneath the surface, there's still major uncertainty about what meaningful sustainability actually looks like.

[Learn more](#)

Cleaner Fuels Program

The Australian Government is investing \$1.1 billion to help unlock the economic opportunities on offer from low carbon liquid fuels.

The funding will help maximise the economic and industrial benefits of the shift to clean energy and net zero. The investment will also ensure strong supply chains for the more sustainable fuels that can power trucks, cargo ships and planes into the future.

The new 10-year Cleaner Fuels Program will stimulate private investment in Australian onshore production of low carbon liquid fuels, such as renewable diesel and sustainable aviation fuel.

[Learn more](#)

DNC Out & About



Yuraygir Coastal Walk

Last week, we spent a few too-short days on the Yuraygir Coastal Walk in the Clarence Valley with [Connect Adventures](#), soaking up stunning landscapes, great company. Kate and Jason elevate the experience with thoughtful local touches at every step, sharing their deep expertise in nutrition and trail walking along with their genuine connections to the region. A truly authentic adventure experience.

Around the Region



Ballina Shire Council Festival and Event Funding 2026/27

Ballina Shire Council's Festival and Event Funding Program is now open for the 2026/27 financial year, with around \$150,000 available to support local festivals and events.

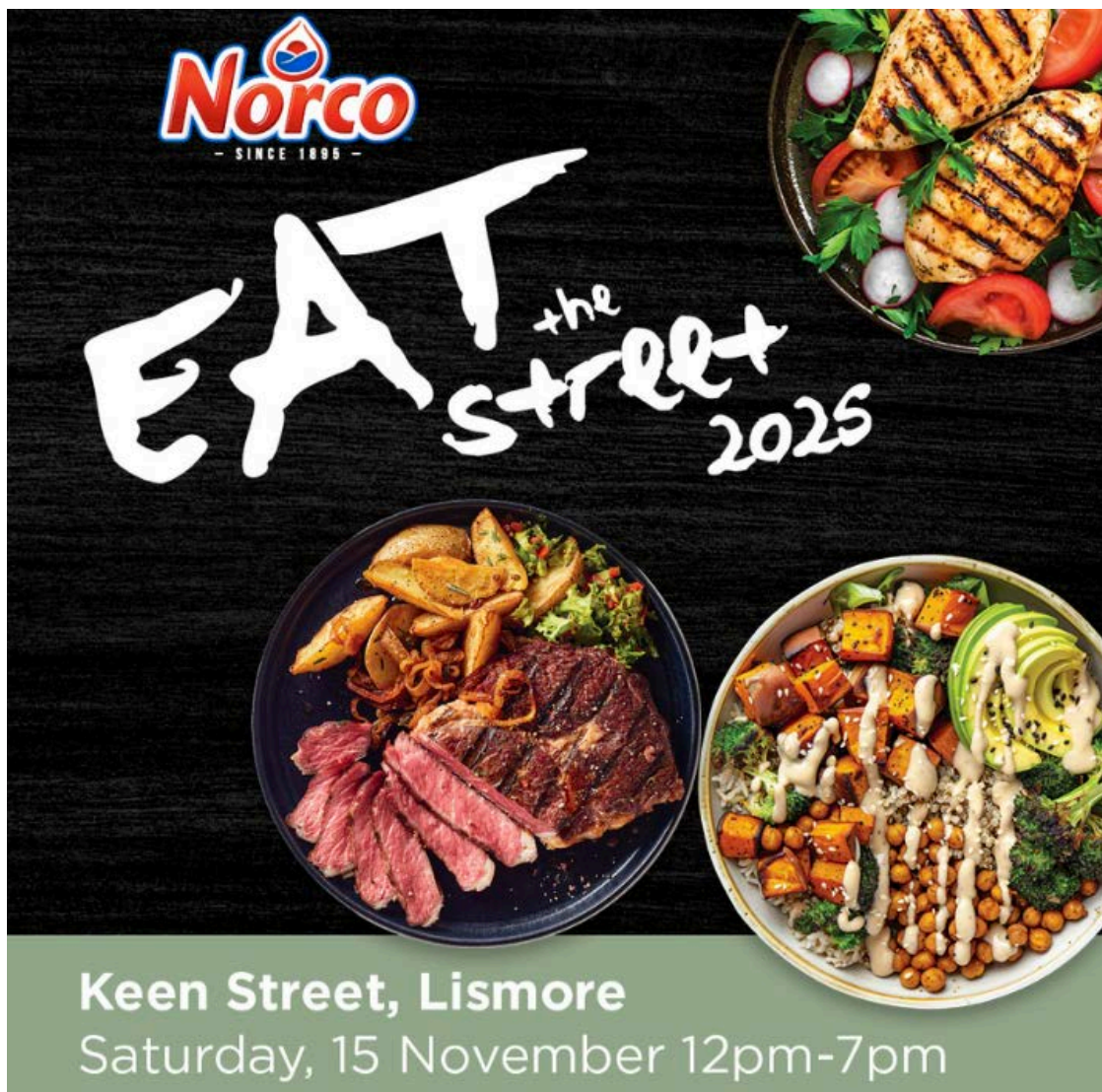
To be eligible, events must be held within Ballina Shire and meet several criteria, including:

- A total event cost of more than \$20,000
- Adequate public liability insurance

(Additional eligibility requirements apply – see website for details.)

Applications close **Friday 7 November 2025** and will be considered at the December Council meeting. Applicants will be advised of outcomes in early January 2026.

[Find more here](#)



Eat the Street Returns to Lismore

Lismore City Council is excited to announce the return of *Eat the Street*, the city's signature food, arts and culture festival, on Saturday, 15 November 2025. After a four-year break brought on by the pandemic and the 2022 natural disaster, this much-loved community event will once again transform the CBD into a vibrant celebration of food, music, art and local culture.

[Stallholder EOIs are open until 10 October 2025](#)

[Find more 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](#)

Black Fig Gallery - Alstonville

A curated art gallery in the heart of Alstonville, NSW, created for artists to showcase their works.

[Check it out](#)

Breadology Workshops - Coffs Harbour

Discover the joy of making authentic sourdough bread and pizza at Breadology Workshop in Sapphire Beach. Run by passionate sourdough baker Julie Quenneville, these small, hands-on workshops are designed to be fun, relaxed, and full of flavour—no experience necessary.

[Check it out](#)

Potager House - Carool

Potager House is now open to book — your chance to stay just steps from the kitchen garden, where daily harvests inspire every plate. Perfect for guests who want to slow down, breathe in the fresh mountain air, and soak up the full paddock-to-plate experience.

[Check it out](#)

Black Dingo Cafe - Tweed Heads

Situated smack-bang at the NSW border with Queensland, overlooking Duranbah Beach and tucked under an iconic lighthouse, Black Dingo Cafe is building a strong following and mighty reputation.

[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](#)

Festivals Australia

Festivals Australia funds engaging arts projects that invite community participation and audience engagement in regional and remote Australia. Projects can include but are not limited to a parade, performance, workshop, installation or exhibition. **Closes 7 October 2025.**

[Find more here](#)

Innovate with nbn Grants Program

Supports regional businesses that are using the nbn® network to drive innovation, improve productivity, and deliver meaningful social and economic outcomes in their communities.
Closes 12 October 2025.

[Find more here](#)

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.](#)

Hello Koalas Treasure Hunt

Port Macquarie 24 September - 3 October 2025

Old Bar Beach Festival

Old Bar 3 - 5 October 2025

Lakeside Festival

Forster 31 October – 1 November 2025

Blues and Berries Festival

Woolgoolga 2 November 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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