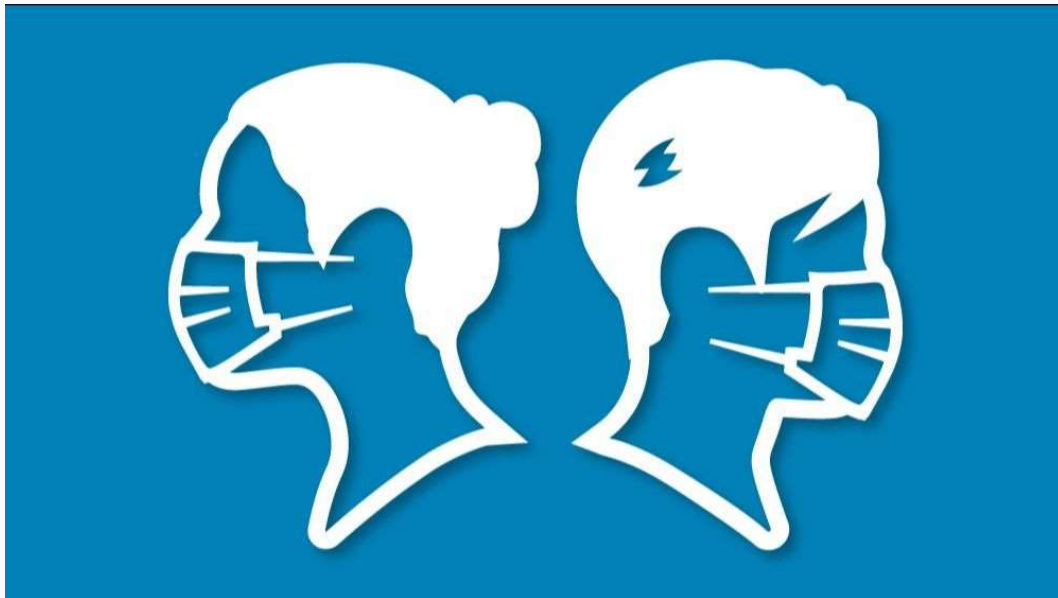




macleay valley coast
discover something new

In this newsletter:

- **Vaccination information for employers**
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Vaccination information for Employers

All Australians over the age of 12 now have access to a free COVID vaccine.

There are a range of resources available to assist businesses owners in making decisions and providing staff with information on vaccinations.

For the latest and most up-to-date information, download the Department of Health's [Business Kit](#), read the advice from [Business NSW](#) or review the resources provided by the [Australian chamber](#).



Macleay Valley Hinterland in the Spotlight

Through an exciting partnership with Australian Traveller's 'Top 100 Unique Stays' issue, we are celebrating the beauty and offerings of the Macleay Valley Hinterland through print and digital advertising that showcases some of the places to stay, things to see and activities around the area.

Even though every business was not specifically featured, we expect the increased awareness of the Macleay Valley Hinterland raised through this partnership to have a positive impact on operators across the region.

[Check the online story out now](#)



Roadmap to Recovery

The NSW Government has announced its re-opening roadmap for #backtobusiness day – when we're expected to hit the 70% double vaccination target, with freedoms increasing once we hit 80%.

Hospitality, entertainment, community sport, education and domestic travel will return in greater degrees with each milestone under the new pathway out of lockdown.

Council will share any additional details as they are announced.

[Learn More](#)



Igniting Opportunities in the Mid North Coast

Ignite Mid North Coast 2021, will be held online (via) Wingham.

The event, which began in 2017, hosts a mixture of speakers and guest panelists, brings together leaders in business, community and government who live and work in the beautiful Mid North Coast.

[Learn More](#)



Social Media for Creatives

This workshop will explore different social media platforms and just who is using them, how to craft a compelling narrative that supports your brand, through to building trust with your audience to grow repeat business.

[Learn more or get your ticket now](#)



New partnership in the works!

We are excited to announce that we will be engaging in a new partnership with Tripadvisor, the world's largest travel guidance platform, in order to further raise awareness around the Macleay Valley Coast region and the amazing experiences on offer for prospective visitors.

It will be important for all of our local operators to have their Tripadvisor listings up to date in order to get the most value out of this partnership. As such, we will be hosting a webinar on **Monday 11**

October at 1pm to assist anyone in need of a refresher or support in getting this done.

[Sign up here](#)



Lifeguards preparing for busy season

Visitors can breathe a sigh of relief as professional lifeguards gear up for the upcoming patrol season at popular beaches throughout the Macleay Valley Coast.

[Learn more here](#)