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**Share Some Positivity this Summer through the HumanKIND Campaign**

Destination North Coast has recently helped launch, the very well received, HumanKIND initiative. The campaign is aimed at addressing these issues and we have very generously been allowed to customise and use the campaign assets.

You can view and download the Macleay Valley Coast digital assets using the link below. We have also prepared print assets in the form of an A4 flyer and a 20cm window decal, which we are happy to print at no cost to you and deliver to your premises.

If you would like to take advantage of this offer, please [email](#) or call Rhiannon by Friday 3 Dec 12pm with your desired quantity (max. 2 of each type) and delivery address for us to drop them off to you.

[Download the digital assets here](#)



Create Something New with the Experience Development Fund

The NSW Government has announced that \$2.5 million in Experience Development funding is available in 2021-22 to support the development of new tourism attractions and experiences in NSW.

This fund is available to businesses that are proposing to develop a new attraction or experience in NSW that directly aligns with the NSW strengths identified in the Visitor Economy Strategy (VES) 2030. Funding of between \$80,000 and \$150,000 excluding GST is available, per applicant, on a matched dollar-for-dollar basis for eligible project costs. Expression of interest applications close midnight 16 January 2022 AEDT.



Know Your Numbers Blockbuster Webinar - TOMORROW

Thursday 2nd December 2021, 11am

This practical webinar is aimed at helping businesses improve their financial literacy.

Learn how to build and use spreadsheets to model and forecast different aspects of your business and make data driven decisions.

[Register here](#)



Update Your Accommodation Offering with the Refresh and Renew Fund

The NSW Government has announced that \$1.6 million in funding is available in 2021-22, to support the accommodation sector in regional NSW to Refresh and Renew their rooms and facilities to better meet consumer expectations.

A grant of \$30,000 is available for mid-size accommodation providers (between 11-99 rooms) with an ATDW listing and who are online bookable.

Applications close midnight 9 December 2021 AEDT.

[Learn more here](#)



Thursday 9 December, 10am

In this webinar, you'll be shown some simple steps to creating great content from content and how to develop a content management plan for your business. These simple steps will see you spend minutes, not hours, on your social media.

[Register here](#)



Small and Medium Enterprise Summer Holiday Stock Guarantee Program

Small and Medium Enterprise (SME) owners will be able to operate with confidence this summer as eligible businesses with an annual turnover between \$75,000 and \$50 million will be able to apply for a grant of up to \$20,000 to compensate for loss of perishable stock, or claim \$10,000 for reduced capacity to sell non-perishable items if a local lockdown occurs and they are impacted.

The Small Business Fees and Charges Rebate will also be expanded and eligible for use until 30 June 2022.

[Read more here](#)



DNSW Feel New Campaign Update

Destination NSW has launched the next phase of the FEEL NEW visitor economy brand campaign, RENEW.

Following the successful launch of the FEEL NEW visitor brand on 24 October 2021, RENEW is comprised of tactical recovery activity to drive immediate visitation and spend in NSW and Sydney. The RENEW campaign look and feel will complement the existing NSW marketing programs under the FEEL NEW brand position.

[Learn more here](#)



Destination North Coast is excited to announce the North Coast Flavour Trails online platform is live!

The Trails platform is a dynamic online digital tool that gives consumers the ability to explore the vast array of food, beverage and agri tourism experiences on the North Coast. It's free, easy to navigate and gives the user ideas and inspiration to create their own flavour trail itinerary using the mobile enabled interactive map.

The platform draws information from the Australian Tourism Data Warehouse (ATDW) so this is a good reminder to update your listing or sign up. Don't hesitate to get in touch if you have any questions on this.

[Learn how to create and update your ATDW listing here](#)



My Future Workforce is Bringing Employers and Jobseekers Together

Regional Development Australia is partnering with Business NSW and State and Commonwealth agencies to support local businesses to fill their job opportunities with jobseekers and school leavers through the My Future Workforce platform

My Future Workforce is a streamlined workforce recruitment site specially designed for employers and it's free.

[Check out the site here](#)



Take the Business NSW Re-opening Survey

As NSW emerges from lockdowns, trading conditions for businesses are changing rapidly. Please help Business NSW understand how the re-opening of the state is affecting your business, and what you will need in the months ahead.

The feedback will be used to let key decision-makers know the best ways they can support businesses in NSW.

[Complete the survey here](#)

A screenshot of the Macleay Valley Coast page on TripAdvisor. At the top, there is a banner with the text 'You've been dreaming... now's the time to drop in' and the Macleay Valley Coast logo. Below the banner is the TripAdvisor logo and a search bar. To the right of the search bar are icons for Review, Trips, Alerts, and a Sign In button. The main heading is 'Explore Macleay Valley Coast'. Below this are several category buttons: Hotels, Holiday Rentals, Things to Do, Restaurants, Travel Forums, and More. At the bottom, there are two images: one showing a long, narrow beach with a dirt path leading to it, and another showing people walking through a lush forest. A small text box in the top left of the first image says 'SPONSORED BY MACLEAY VALLEY COAST'.

Macleay Valley Coast Partnership with TripAdvisor

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while they are using the TripAdvisor site to plan their next adventure.

Did you know that our operators can benefit from this too? Listings within our region will have an extended reach during this period, so there's no better time to create or update your TripAdvisor listing to help us all make the most of this opportunity!

[Learn how here](#)



Sculpture in the Gaol Event Coordinator Expression of Interest

Sculpture in the Gaol is an exhibition featuring sculptures and artwork from various professional Australian artists including works by students from schools across the Macleay. The event boasts an 11-year history and is hosted annually at the iconic Trial Bay Gaol in South West Rocks.

To ensure the future success and sustainability for the Sculpture in the Gaol event, National Parks and Wildlife Service NSW, in partnership with Kempsey Shire Council, are seeking an experienced and highly motivated Event Coordinator to lead and execute the 2022 event to the highest standard.

[Learn more here](#)

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