

QUARTERLY REPORT

TWEED TOURISM COMPANY

APRIL - JUNE 2019



THE **TWEED**

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1.0 OVERVIEW

The final quarter of the 2018/19 financial year has included a large amount of groundwork for coming initiatives, most notably for the delivery of a new destination website to be launched in the latter half of the calendar year.

Operator development in the form of an inaugural leadership program and a trade focus with the annual Australian Tourism Exchange (Australia's largest industry event) have all been impactful pieces of work within the quarter.

2.0 CONTRACT OBLIGATIONS

2.1 VISITOR INFORMATION CENTRE REVIEW

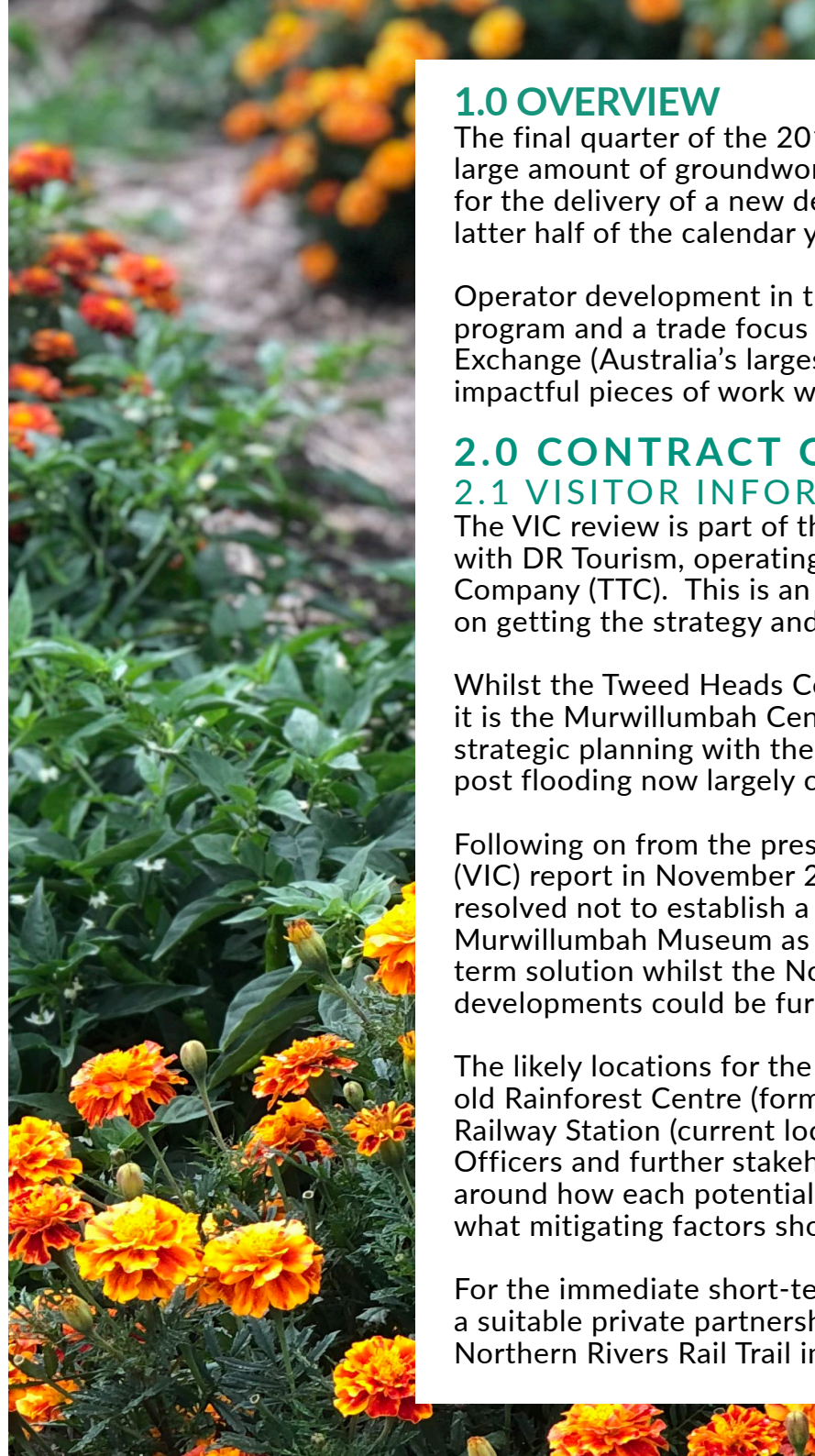
The VIC review is part of the Tweed Shire Council's contract with DR Tourism, operating under licence as The Tweed Tourism Company (TTC). This is an ongoing piece of work that is focussed on getting the strategy and locations of centres set for the future.

Whilst the Tweed Heads Centre location remains a consideration; it is the Murwillumbah Centre that is taking precedence in strategic planning with the Old Rainforest Centre's refurbishment post flooding now largely complete.

Following on from the presentation of a Visitor Information Centre (VIC) report in November 2018, the Tweed Shire Councillors resolved not to establish a temporary co-location space in the Murwillumbah Museum as had been recommended as a short-term solution whilst the Northern Rivers Rail Trail project developments could be further considered.

The likely locations for the ongoing VIC in Murwillumbah are the old Rainforest Centre (former location prior to flooding) or the Railway Station (current location). TTC is working with Council Officers and further stakeholders to deliver vision statements around how each potential centre location can be maximised, and what mitigating factors should be considered in their eligibility.

For the immediate short-term; TTC's first preference remains a suitable private partnership whilst further detail around the Northern Rivers Rail Trail implementation emerges.



2.2 DESTINATION MANAGEMENT PLAN REVIEW

There is a contractual obligation with the Tweed Shire Council for TTC to review the region's Draft Destination Management Plan (DMP). This initial review was completed by December 31st 2018 with a report noting the overall sound basis of the drafted DMP, particularly with respect to the strategic analysis and themes identified.

As a part of the finalisation of the project it was decided via Council resolution that TTC would give a number of stakeholders the chance to view both the Drafted DMP and the Review document for final feedback submissions.

The aim of this process is to ensure a final document in which stakeholders can confidently promote as fitting in with the principles of the Tweed as a region, as well as aligning with the ethos of stakeholders in the region.

The final consultation process is underway and once feedback is compiled, Council will receive a feedback report for consideration and approval. Organisations undertaking the final feedback submissions include:

- Destination NSW;
- Destination North Coast;
- NSW Parks & Wildlife Service;
- Northern Rivers Food;
- Destination Tweed, and the
- Tweed Experiences Network.

3.0 STAKEHOLDER ENGAGEMENT AND PARTNERING

Highlights of TTC's stakeholder engagement and partnering include the continued instigation of regular WIP meetings with Tweed Shire Council officers, a number of presentations and meetings with tourism stakeholders, and the attendance at several important tourism industry events to further raise the profile of both the Tweed Tourism Co. and the Tweed as a holiday destination. These engagements included:

- Presentations to both Destination New South Wales and Tourism Australia at their head offices in Sydney;
- Key presentation for the Tweed Heads Chamber of Commerce (June Breakfast);
- Update for the Murwillumbah Chamber of Commerce (April Breakfast);
- Panelist presenter at the Byron Tourism Symposium (subject regarding the potential for a collective Northern Rivers brand);
- Participation in a Northern Rivers Brand workshop (facilitated by the Department of Premier and Cabinet);
- Ongoing liaison with Destination North Coast and Destination New South Wales;
- Ongoing meetings with the Cross Border Tourism Working Group;
- Presentations to operators (open forum) at the Tweed Experiences Network industry evenings (April, May and June 2019);
- Hosting and introduction to operators for the newly appointed Destination NSW Regional Tourism Development Manager, (North Coast);
- Ongoing engagement meetings with a number of tourism operators/businesses.





Additional partnering opportunities for operators that have been a focus in the quarter have included:

International Product Planner

Distributed to trade partners at ATE (the Australian Tourism Exchange) this targeted document gives operators a chance to be seen by a significant number of international trade partners and booking agents. Further details provided in the trade section.

Visitor Guide 2019/20

The official tourism publication of the Tweed for 2019/20 will be distributed to all accredited Visitor Information Centres in the four hour driving zone. This is the key consumer publication that TTC produces annually. Distribution is anticipated for September.

Dining Guide 2019/20

This project has been launched in the quarter as a new initiative. The first of its kind in the region; and the official guide to all there is to eat and drink in the Tweed as well as food inspired tours and further. Distribution is anticipated for October.

Hinterland Trails

TTC & TEN (Tweed Experiences Network) as part of a joint MOU have undertaken to develop a hinterland trails project. This will focus on 4-5 regional trails and be distributed locally as a printed publication. With significant daytrip visitation being experienced in coastal areas, as well as a large percentage of accommodation providers being located on the coast, this initiative is targeting dispersal of visitors further into the region.

Tweed Tourism Academy

The Tweed Leadership Program was conducted in the April to June quarter with twelve participants from the local industry taking part. Additionally, four operators have signed up for the coming trade mentoring program which is beginning in July 2019. Further details can be found in the Industry & Operator Education section.

Visitor Information Centre (VIC's)

Brochure racking services to showcase individual businesses across the three VIC's now with seventy operators taking part. Additionally the VIC team has been working on a refresh of the retail offerings in the Murwillumbah and Tweed Heads centres which will launch in early July 2019. This revamp will further showcase local handmade giftwares and local products from the Tweed region.





3.1 TWEED TOURISM COMPANY THINKTANK

During the reporting period, a Thinktank (strategic advisory) forum was held in May, with new representatives joining us.

The focus for the May forum was:

- Experience Development and Storytelling; and
- Update on events promotion and the Australian Tourism Exchange (ATE).

The primary topic of experience development covered much ground:

- How to leverage the 2 major tourism destinations either side of the Tweed;
- Coastal and hinterland disconnection and transport hurdles;
- Potential for regional dispersal project, links to drive routes and reinvigorating old/existing touring trails. Leveraging events e.g. Broadbeach Blues;
- Facilitating/developing more rural accommodation (B&B, farm stay);
- TSC seeking to balance sustainable farming (preserving the landscape) with farm based tourism ventures;
- Do we leverage “legends of the Tweed” – well known figures, alongside local figures; and
- We can’t sell diversity, how do we cut through this and highlight authentic locals messaging?

The secondary topic discussed was ATE.

It was concluded that:

- Free and Independent Travellers (FITs) are the real target;
- There is a maturation of eastern markets to becoming FITs;
- We need more education on the Asian market to upskill our operators; and
- We need to monitor Korean flights and this emerging opportunity.

The forum continues to advance the “big agenda” (set during the first meeting) by focusing on a meaningful set of items (no more than 2-3) and guide our strategic thinking and directions. We will soon be reviewing the priorities for the 12 months from October 2019.

3.2 CROSS BORDER TOURISM WORKING GROUP (CBTWG)

As previously reported, the CBTWG is in internal discussions around its positioning and role.

The Southern Cross University team have engaged in leading an 'Environmental Scan' of the participating organisations which aims to give the partnership a set of information to collectively work with and build a re-clarified purpose into the future.

TTC has participated in the Environmental Scan along with further stakeholders to utilise the findings for a revamped strategy in the coming months / quarter.

3.2.1 COLLABORATIVE PROJECTS

The Rainforest Way

The Rainforest Way is a series of tourist drives that extends through the Northern Rivers region as well as across the border into South East Queensland.

Newly developed interpretive signage has been developed for NSW based partners in the past quarter with installation to occur in the coming months. For the Tweed region; revamped signage locations will include Murwillumbah and Uki.

For more information on the driving routes in this initiative, head to www.therainforestway.com.au.



3.2.2 COLLABORATIVE PROJECTS

Short Term Holiday Letting Survey

TTC is partnering with Destination North Coast (DNC) and Southern Cross University (SCU) to assist their joint project in better understanding the impact of Short Term Holiday Letting (STHL) in the community.

Following the release of research undertaken by the School of Business and Tourism (SBAT) at Southern Cross University with relation to the Byron Shire, DNC and SCU have agreed to conduct similar shire-specific research across further local government areas in the North Coast. The research is designed to achieve two main functions:

- Profile the nature of STHL in the region, i.e. size, attributes and development patterns.
- Describe, critically analyse and explore the community perspectives on the perceived positive and negative impacts of STHL within the region in order to inform specific and locally appropriate solutions.



3.3 MEMORANDUMS OF UNDERSTANDING (MOU'S)

In June TTC reviewed its MOUs with the Gold Coast Airport and the Tweed Experiences Network (TEN) to ensure both parties in each are getting value. Each continues to be viewed as very beneficial with collaboration on:

- The production of collateral for marketing and promotion;
- Alignment of social media messaging;
- Sharing of information and data; and
- The flow of funds for agreed projects and cooperative efforts.

Whilst Connecting Southern Gold Coast is in a transition period, we are hopeful of finding some meaningful collaboration. The further progression of our MOU with Northern Rivers Food (NRF) will unfold once further information can be shared between the parties. NRF is a not-for-profit body working across the entire Northern Rivers with aims of connecting people in the local food industry by providing regular events, workshops and networking opportunities.

With Agri-tourism noted as a key experiential pillar for the Tweed region and inevitably to be a key focus in the Destination Management Plan, this MOU is of significant importance for effective promotion in the sector. Additionally the MOU has highlighted that the partnership will collaboratively scope and undertake a joint project of significance for the region.

TTC has also begun discussions with Destination Tweed on an MOU.

4.0 DESTINATION RESEARCH: MONITORING AND ANALYSIS

Statistical Timeframe: year ending March 2019

Primary sources for the following information include Tourism Research Australia (TRA)'s:

1. International Visitor Survey for the year ending March 2019; and
2. National Visitor Survey for the year ending March 2019.

Each quarterly report TTC will look to provide an overview of the destination's performance with some commentary as well as drawing further detail on an aspect of 'enlightenment' (examples include a visitor profiling, drilling down aspect, competitor analysis, etc.).

4.1 OVERVIEW

The Tweed region's year ending March 2019 data shows a number of large percentage changes.

Domestic overnight visitation has experienced a strong increase to a total of 600,000 in the year ending March 2019, demonstrating an increase of approximately 8% in comparison to the previous year. There has however been a decrease in the number of nights being spent in the region of close to 10% in the past year, with the total number of nights generated in the year ending March 2019 being close to 1.7 million nights, indicating an average length of stay (ALOS) of 2.8 nights.

Overnight visitation for the region's international visitor markets, demonstrated a decrease in the year ending March 2019, whereas the total number of nights generated by international visitors demonstrated a strong increase. The number of international overnight visitors decreased by 14% to 26,000, whereas the number of nights spent in the region also increased by 14%.

Table 1: Visitation Statistics for the Year Ending March 2019

DOMESTIC VISITORS - MARCH 2019						
	Overnight Visitors	% change	Visitor Nights	% Change	ALOS*	%
The Tweed Region	600,197	8%	1,667,880	- 9.9	2.8	-15%
North Coast NSW	5,756,888	8%	22,247,877	10.6	3.9	5%
INTERNATIONAL VISITORS - MARCH 2019						
	Overnight Visitors	% change	Visitor Nights	% Change	ALOS*	%
The Tweed Region	26,780	- 14%	297,600	14%	11	33%
North Coast NSW	360,096	1.8	3,987,259	- 3.8	11	Steady
DOMESTIC DAY TRIP VISITORS - MARCH 2019						
	Visitors	% change				
The Tweed Region	1,276,786	- 4				
North Coast NSW	7,082,984	- 6.8				

* Average length of stay

4.2 EXPENDITURE STATISTICS

Whilst TTC will include expenditure statistics in its reporting, we would like to note the following caveat regarding methodology and how this data should be used:

Caveat

Some local government areas (inclusive of the Tweed) complete the modelling based on the Tourism Region (TR) expenditure applied to the visitation rate (as taken from TRA online). Whilst this methodology is the most effective available, it assumes that visitors have the same spending patterns universally. TRA refuses to make that assumption and as such this data is derived by the LGA and never published. Additionally, TRA also considers the expenditure data on a yearly basis the data as too volatile.

TTC recommends that the expenditure data can be a good way to demonstrate the importance of direct visitor expenditure for the local Tweed economy, noting that economic multipliers then mean this injection of new money spreads throughout the community. The data should be used with caution, in particular with large year-to-year fluctuations. A better method is to look at trend information and a gradual change in expenditure over a number of years which TTC will look to provide in upcoming reporting periods for added context.

Table 4 Visitor Expenditure Statistics Year Ending March 2019

	YE March 19	YE March 18	Change %
TOTAL EXPENDITURE			
Domestic Overnight (\$M):	\$261,839,501	\$294,079,432	-12.31%
Domestic Day Visitors (\$M):	\$140,899,156	\$143,156,156	-1.60%
International Overnight (\$M):	\$20,651,887	\$18,500,949	10.42%
TOTAL (\$M):	\$423,390,545	\$455,736,537	-7.64%
EXPENDITURE PER VISIT			
Domestic Overnight Visitors:	\$430	\$517	-20.16%
Domestic Day Visitors:	\$110	\$107	2.59%
International Overnight:	\$759	\$586	22.81%
EXPENDITURE PER NIGHT			
Domestic Overnight Visitors:	\$156.98	\$158.70	-1.10%
International Overnight:	\$69.39	\$ 71.14	-2.51%

**Please note the supplied figures are estimates only based on data extracted from Tourism Research Australia's (TRA) National Visitor Survey and International Visitor Survey, and the TRA Local Government Area Profiles.*

5.0 DESTINATION MARKETING CHANNELS

5.1 DIGITAL STRATEGY

It was reported in the last quarterly report that following its inception, TTC developed a three phase starting digital plan inclusive of the:

- Delivery of a mobile responsive (temporary) website - completed November 2018;
- Social amplification - complete and ongoing; and
- Scoping and tender of a new destination website - high priority.



5.1.1 NEW DESTINATION WEBSITE DEVELOPMENT

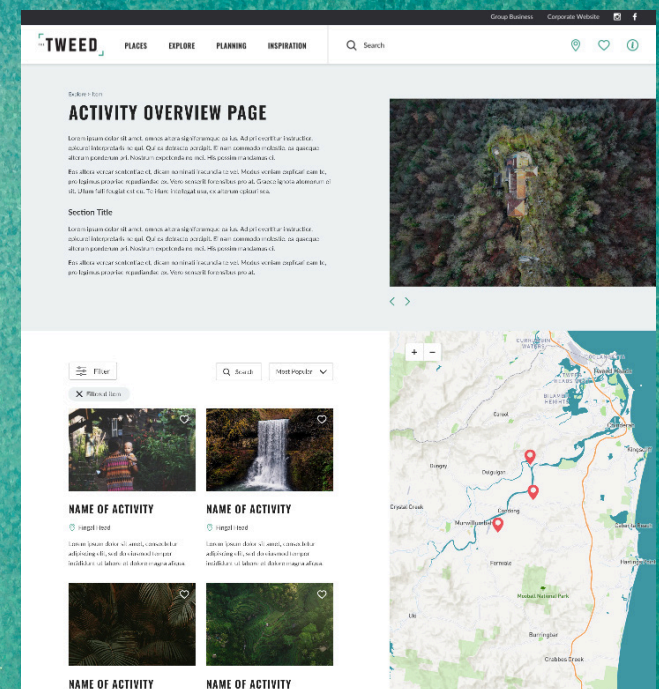
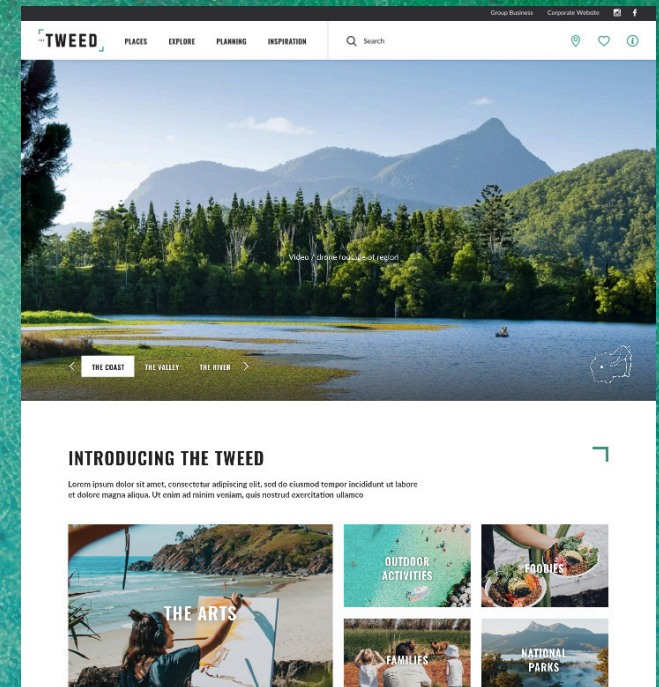
TTC is undertaking the development of a major new tourism website promoting the tourism attributes of the Tweed region.

Through this project, TTC aims to deliver a multi-faceted destination website focused on consumer inspiration as well as linking the consumer to practical next steps for booking their dream holiday to the Tweed region (i.e. linking to local businesses). The website will be a significant development with ongoing resourcing needing to be front of mind so that the project promotes the effective use of staffing time, whilst delivering maximum positive impact for stakeholders.

The website will be the first for the Tweed region to utilise operator listings from the Australian Tourism Data Warehouse. This is significant as ATDW is a national platform, jointly owned and managed by all eight official state destination marketing organisations. In NSW, tourism businesses (operators) are able to gain free online listings (in other states the listing cost \$250) via Destination NSW's 'Get Connected' program. Additional to the new Tweed website, operators listed in ATDW will have the ability to be showcased in the digital messaging of both Destination NSW and Tourism Australia where pertinent.

Further website highlights include blogging, itineraries, interactive mapping and wishlist functionality which will allow users to earmark activities and businesses, and then email details to themselves.

ROMEO has been the digital agency appointed for this project and the current timeline being worked towards is for a September/October launch; noting that the timing is requiring the Everi Events website (see below) to be launched prior.



5.1.2 NEW EVENTS WEBSITE DEVELOPMENT

TTC is working with the Tweed Shire Council teams on the development of a new Events website to collect and aggregate information on consumer events happening in the region from a range of online sources.

Everi is the appointed Digital Agency for the project with an estimated timeline of September for delivery.

As event information will be utilised in pertinent streams across into the (above mentioned) upcoming destination website, the Events site is the first priority for timing implementation. The purpose of this is to achieve a smooth integration with both sites using the most pertinent information.

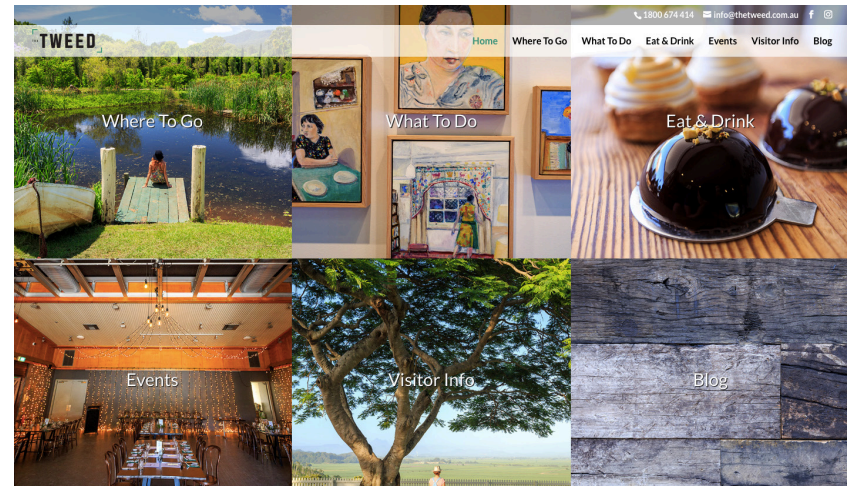
TTC would note and thank the great partnership with Council which has fostered this project.

5.1.3 SOCIAL MEDIA CHANNELS AND CAMPAIGNS

TTC has continued to build on the new range of new social media channels for the destination, with all channels demonstrating increases in following and engagement statistics.

One development in the quarter has been the implementation of a new 'What's On Tweed' Facebook channel utilising Events information. Although to date the results are modest with 230 followers; the page was launched in anticipation of the events website in development. In the future the Events messaging focus will develop as a platform to inspire locals to act as ambassadors without consciously realising it, through the invitation of friends and loved ones to enjoy the region.

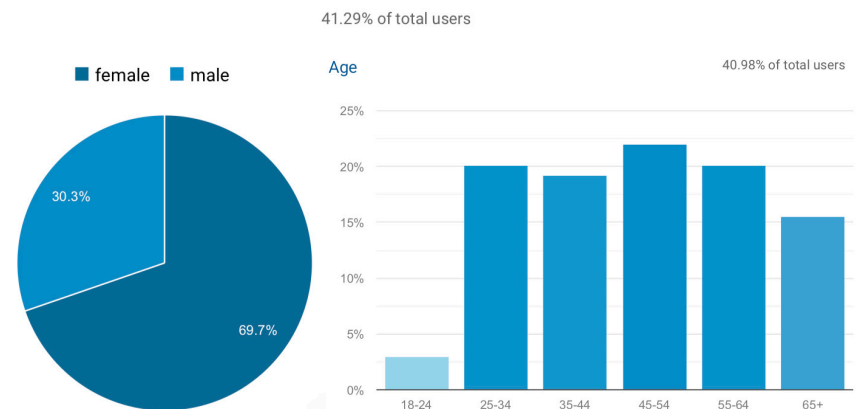
Further insights on the Tweed's social media channels can be found in the social media report.



Please note that the current visitthetweed.com website was implemented as a fast placeholder solution to enable a mobile responsive design whilst TTC engaged in a comprehensive destination website build (see page 5.1.1 page 9).

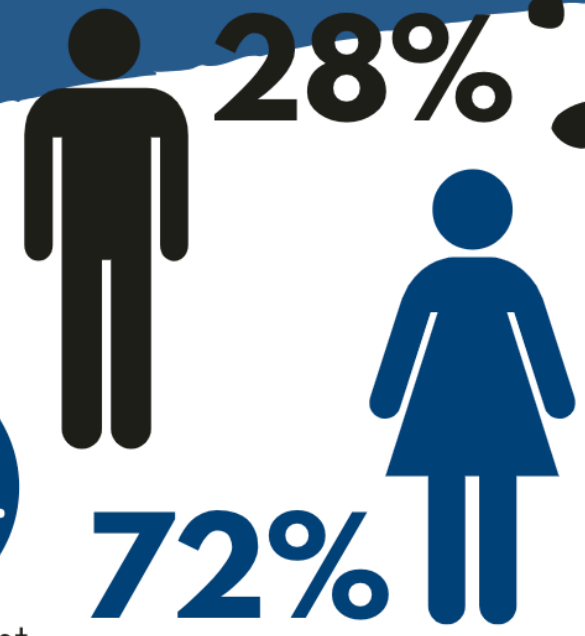
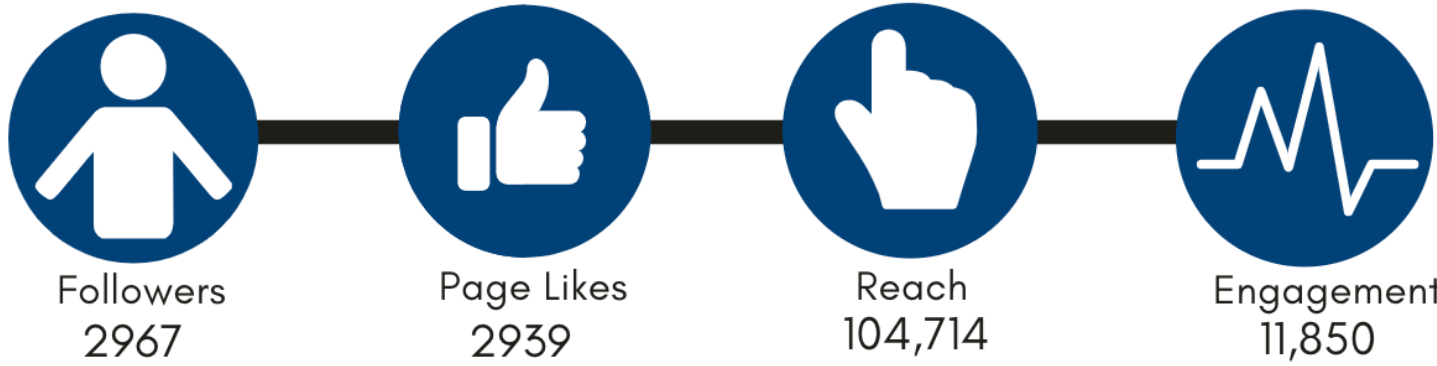
Please see further previous section for more on the upcoming destination website. Key insights for the placeholder site:

April - June | Users: 1,320 | Pageviews: 3,355 | Bounce Rate: 48.9%

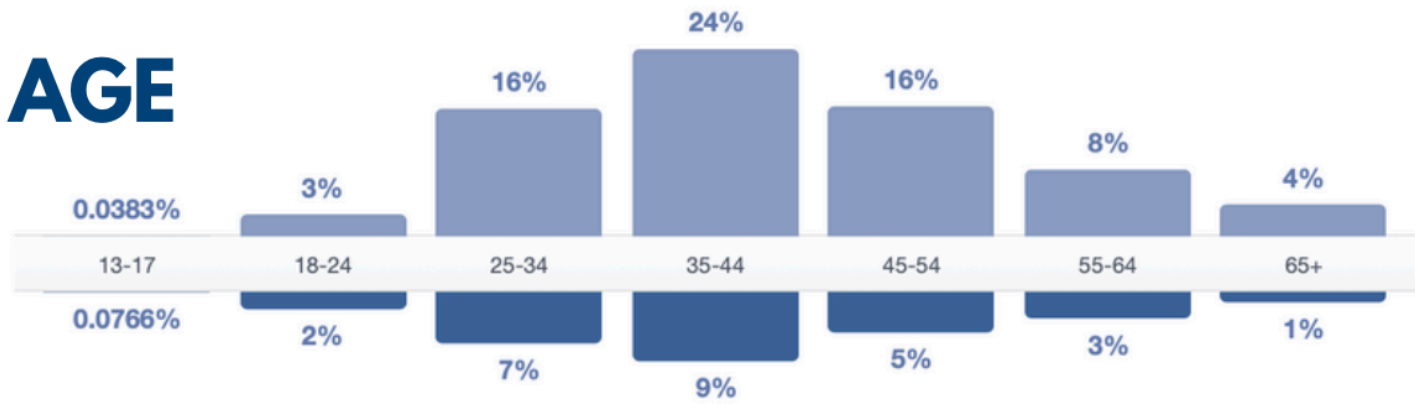


B2C FACEBOOK 'THE TWEED'

This is the main consumer Facebook channel targeting out of region audiences and engagement. Keep an eye out for the team launching a new events-based channel on the Facebook channel as well.



AGE



LOCATION

City	Your Fans
Brisbane, QLD, Australia	821
Gold Coast, QLD, Aust...	669
Sydney, NSW, Australia	342
Tweed Heads, QLD, A...	80

INSTAGRAM

@thetweed_nsw



3827



6070



226

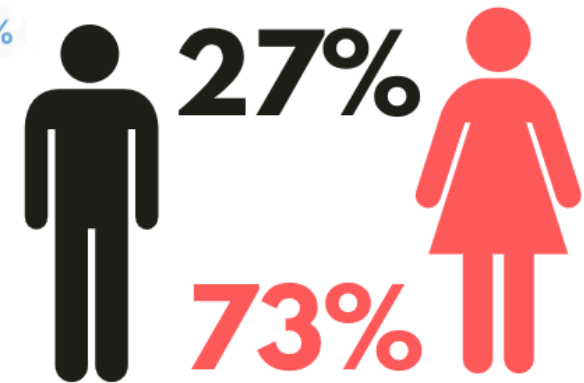
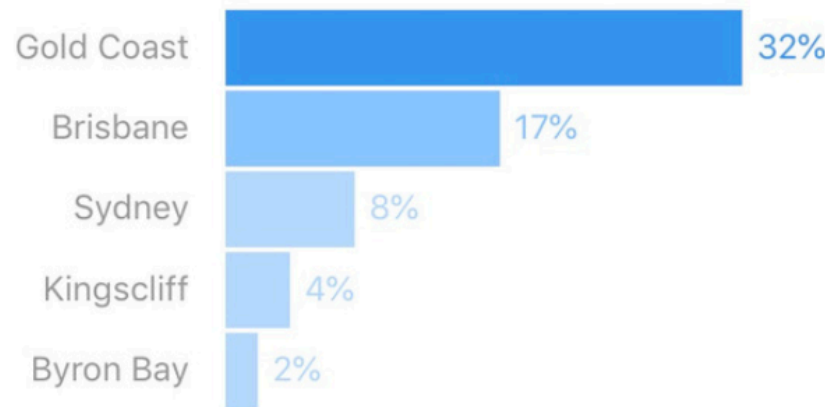
Instagram is an incredibly influential consumer platform in social media. This is the main consumer channel targeting out of region audiences and engagement.

#thetweed #visitthetweed

AGE



LOCATION



B2B FACEBOOK 'TWEED TOURISM CO.'

This is a 'business to business' channel looking at regularly connecting local stakeholders with updates that are relevant to their business. From media famils in town to airport and local product updates this is a great source of information.



Followers
443



Page Likes
423

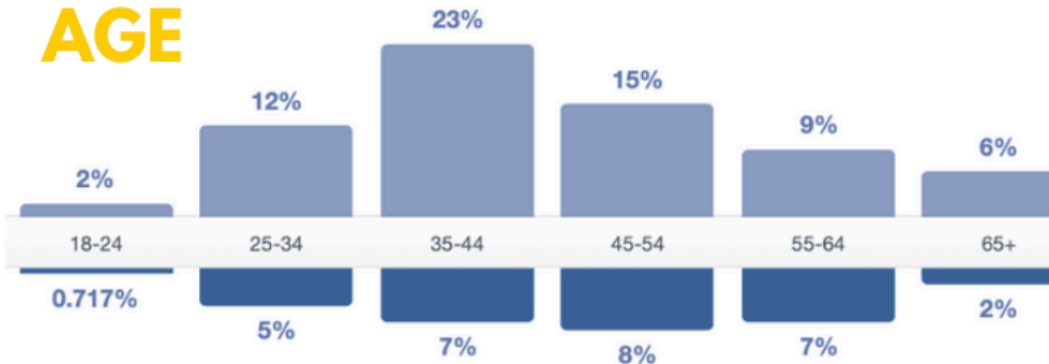


Reach
9082



Engagement
1,494

AGE



31%



69%

LOCATION

City	Your Fans
Gold Coast, QLD, Aust...	105
Brisbane, QLD, Australia	56
Hervey Bay, QLD, Aust...	34
Sydney, NSW, Australia	32
Murwillumbah, NSW, A...	31

5.2 COMMUNICATIONS UPDATE

5.2.1 NEW COMMUNICATIONS LEAD

Louise Terry is a respected tourism professional with 20 years' experience in destination marketing, from regional tourism to State Government. We've engaged Louise to assist us in driving positive media coverage of the region's holiday offerings and generating content to convey the diversity of experiences available to visitors.

With years of marketing and planning experience at Tourism Victoria and most recently as the head of marketing and Deputy CEO of Tourism Noosa, Louise has a strong commitment to unearthing the distinctive elements of a destination and creating pathways to connect this essence with consumers.

5.2.2 GENERAL UPDATE

On top of Louise Terry hitting the ground running, it has been another strong media quarter. This has included articles published from prior famil-based activity such as the Keith Austin Story in Good Food.

Adding to the media coverage has undoubtedly been two significant openings which media have been responsive to including the new Pipit restaurant in Pottsville with owner/chef Ben Devlin transferring from Paper Daisy in Cabarita; and the Husk Distillers long awaited distillery door opening.

Adding to these product developments was the Taste Tweed Food Festival which also proved to be an effective story generator.

5.2.3 MEDIA COMPILATION LIST

Media Highlights

Keith Austin was part of a regional famil generated by TTC's previously reported International Media Marketplace attendance. The result was a feature piece on the Tweed's chefs in Good Food which was distributed in the Sydney Morning Herald, The Age, and The Canberra Times. The article was titled 'High Flyers Find Tweed A Perfect Fit'.

After TTC provided tailored suggestions to writer Chris Ashton of Repeat Traveller, two commissioned Tweed articles were generated on The Upsider, Australia's newest premium lifestyle website (owned by oOh! media and Junkee Media), dedicated to helping busy professionals uncover the best of Australian destinations from luxury holidays to food, drink and experiences. The Upsider's content is distributed online, amplified on social and broadcast to over 2.7 million people each fortnight via oOh! media's 4,000 screens in premium office towers at 1,100 locations nationally.

North Coast Sydney Weekender DNSW Special was broadcast on Sydney Weekender on 30 June at 5:30pm on Channel 7. The episode was replayed on 7TWO Saturday 6 July. Total audience reach was more than 350,000. The program highlights things to see and do in northern NSW with eating out in the Tweed highlighted, featuring Cubby Bakehouse and Kingscliff Beach Bowls Club.

- NATIONAL GEOGRAPHIC- feature
- DNSW insights- feature
- URBAN LIST- Husk/Harvest
- TWEED DAILY NEWS- May food events
- ESCAPE- review, Crystal Creek Retreat
- CAPTURED TRAVEL-Kate Webster- Crystal Creek Rainforest Retreat
- NORTHERN STAR-Tweed events, Easter
- HAVEN MAGAZINE - Day Trippin The Tweed
- ALLUXIA - Top Picks for Taste Tweed Food Festival
- ESCAPE (NEWSCORP) - Mistere Solved
- DRIVENOW.COM - Head For The Tweed Coast of NSW For Some Winter Wonders
- ECHO NET DAILY - Visit The Husk Rum Distillery in Tumbulgum
- ESCAPE (NEWSCORP) - Dip In To Nature
- ETB Travel News - New Ways To Warm Up This Winter
- UPSIDER - Hotly Anticipated Husk Distillers Opens In The Tweed Shire
- UPSIDER - NSW Weekender: Where to Eat, Stay and Play in The Tweed
- GOOD FOOD (SMH/AGE) - High Flyers Find Tweed A Perfect Fit

MEDIA HIGHLIGHTS

HOME WHATS ON WIN LIFE WELLBEING STYLE BUSINESS TRAVEL THE WORD MAGAZINES

ACTIVITIES COMMUNITY DAYTRIPPING

Day Trippin' the Tweed

Don't get us wrong – we love life here in south-east Queensland. But sometimes we find ourselves dreaming of a day trip south of the border. There, we said it. When adventure calls, we love heading to Tweed for good food, great sights and more family fun than you could pack in a car.

Here is a round-up of a few of our favourite things to do...

Quirk's Cuscowry, Fingal Head (Broomberg)
A certainly doesn't have anything on the real Quirk's Cuscowry in Northern Ireland, but we'll take the Fingal Head location any day. The natural wonder makes for the perfect photo ops, and you can even spot a range of dolphins and passing whales on your trek through the Headland – it's a seriously magical spot. If you feel so inclined, take the 15-minute boat ride across to Cook Island to swim with native turtles, or stay on the mainland and check out Dreamtime Beach. The choice is totally yours.

Tour Tumbulgum
Time seriously slows down in Tumbulgum – so much so that you'll feel like you've taken a step back in time. A quintessential riverside town on the Tweed, Tumbulgum (pronounced Tum-Bow-Gum) is quaint and beautiful but still offers plenty to do. The new House of Hales Distillery has just opened, serving up white rum, spiced dark rum and Mangel Rotibau's local rum. You can also use the town – and more – from the Tweed River south, about an 80-minute drive. You can see the southeast of Tweed from local seafood in a degustation lunch on board.

See the sun (flowers)
Farm & Co of Culligan specialises in organic, podolite-to-plate goodness with a side serving of narrative, courtesy of the field of wildflowers they have on site. Take a walk with the flowers for your Insta feed! There to enjoy a \$5 entry fee, but it's certainly worth it to pick your own to take home. Then say hi to Mark the veggie guy before hitting the road for some mouth-watering food grown right there on the farm. You can even hit the store or set up regular deliveries to get a taste of Farm & Co at home. www.farmandco.com.au

ClubMafia Headliner
If you're looking for the best 300 views of the Tweed, you've gotta visit Norries Headoff. Offering panoramic views from the pristine coastline to the valley and mountains beyond, it's a must-visit for your hiking efforts, this is one activity that you could happily spend hours savouring – especially when you can spot a leucis white and forest wattle humming in or foraging nearby. After your walk, head into Calamba town and check out its array of high street shops and the freshly made gelato bar.

Swim Heading Point
The Murrellshead Aqueduct really isn't heading point in the spotlight – you can see the giant lighthouse (which is more 'light' than 'house'), but still before from the river. But look and enjoy river views about the river. This place offers long views from behind the wall. With view cream and beautiful natural surrounds, Heading Point is the place where you can feed down the river, then jump out and grab an Aussie hamburger complete with pineapple and avocado and a Fiddle Pop from the general store.

Snack and Sip
...on the homemade scenes and local Mezza tea at House of Quaker, the stately white plantation house

thismagnificentlife

25 June at 10:29 · 📍

The annual TASTE TWEED Food Festival is back from 5-14 July with free & ticketed events across the region. There's the 6-course degustation Season Signature Dinner, with Margaret River's Hay Shed Hill Wines to mulled wine & street food at Kingscliff Night Market. Think restaurant events, cooking masterclass, twilight cruise, brewery tour & World Chocolate Day: <https://www.tastetweed.com.au/program-guide/> #foodfestival #thetweed #restaurantaustralia #visitsnw

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TASTE TWEED FOOD FESTIVAL: a delicious food event

16 JUN 2019

From 5 June - 14 July
From 5 June - 14 July
From 5 June - 14 July

Register now for more than 100 free and ticketed events across the region. The Taste Tweed Food Festival is back with a range of food and drink events across the region.

A 6-course degustation Season Signature Dinner, headed by Margaret River's Hay Shed Hill Wines to mulled wine & street food at Kingscliff Night Market. Think restaurant events, cooking masterclass, twilight cruise, brewery tour & World Chocolate Day.

There will be mulled wine and street food at the popular Kingscliff Night Market. There will also be a mulled wine and street food at the popular Kingscliff Night Market. There will also be a mulled wine and street food at the popular Kingscliff Night Market.

📍 TW
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ETB Travel News

100 YEARS OF TWEED

New ways to warm up this winter

June 24, 2019 · 10:10am, Australia, New Zealand, America, Asia, Europe, Middle East, Africa

1. Sample the delights of the Tweed region's award-winning produce.

2. Check out the new and improved Hunter Valley wine & food festival.

3. Discover the new and improved Kingscliff Night Market.

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9. Discover the new and improved Kingscliff Night Market.

10. Discover the new and improved Kingscliff Night Market.

Visit the Husk rum distillery at Tumbulgum

The Husk Farm Distillery has officially opened and is Australia's first paddock-to-bottle artisan rum distillery. The single-estate distillery is located on the Tweed River, Tumbulgum, Northern NSW with views across the Valley to Wollumbi Mt Warning and beyond.

As we locals know, the Tweed Valley is nestled in the eroded core of an ancient shield volcano, known as the Green Caldera, and with an abundance of rich volcanic soil the region is home to a growing agricultural industry. The Husk Farm Distillery is situated on 60-hectare farmland with grazing cattle, sugar cane, and twelve hectares of cleared remnant rainforest. The Messenger family who own and operate the farm distillery are committed to the protection of

THE UPSIDER

AN INSIDER'S GUIDE TO LIFE ON THE UP

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NSW WEEKENDER: WHERE TO EAT, STAY AND PLAY IN THE TWEED

By Chris Ashton

Food traveller

High flyers find Tweed a perfect fit

By Lyndee Kavanagh

THE TWEED REGION'S award-winning produce is attracting a new breed of foodies. High flyers are flocking to the Tweed for its fresh, local produce and stunning scenery. The region's award-winning produce is attracting a new breed of foodies. High flyers are flocking to the Tweed for its fresh, local produce and stunning scenery.

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New Ways to Warm Up in the Tweed This Winter

The days may be shorter and the air cooler as winter hits its stride but in the Tweed region of northern New South Wales, a host of events and new experiences are all waiting up, offering visitors the perfect excuse to escape the cold.

Along with enjoying average winter tones of 20 degrees plus, holiday makers to the Tweed also receive their dose of the region with craft and rum tastings, nationally significant art exhibitions, delicious food events and a rare opportunity to get close with the big boys of the sea – whales, dolphins and turtles – in under 3 hours!

Lovers of craft gin and rum should make tracks to Husk Farm Distillery in Tumbulgum to experience the recently launched Calce Doer & Bar and learn more about the family behind the award-winning rum made from locally sourced cane sugar and one of Australia's most captivating spirits, 14, 6, 6, which famously changes from purple to pink upon the pouring of tonic.

Husk Distillery was born from humble beginnings in a farm shed by distiller Paul Messenger, wife Marley and daughter, and survived the region's worst flood in 100 years back in 2017. Emerging from the disaster with a strong conviction to create not only a premium paddock to bottle product, but also an engaging experience for visitors to the distillery, Husk now offers a Distillery Tour to learn firsthand how the spirits are made, which famously starts with a gin and tonic and ends up with rum tastings.

From craft beverages to handmade pies and the finest art, the Tweed is a place that inspires creative expression.

The hinterland town of Mullumbimby has long been a mecca for art lovers and creative souls and hasn't ever been so close with the region as to be inspired this winter with exhibitions showcasing local and national talent.

The township, celebrated for its Art Deco heritage, is bringing the region's art scene to the fore with a local artist exhibition at Gallery One in Mullumbimby. From 27 June to 2 July, a major touring exhibition by the National Gallery of Australia (NGA), 'Art Deco: The National Collection: The World's Modern Movement' underway until 28 August at the Tweed Regional Gallery & Margaret Olley Art Centre.

The NGA exhibition, which has commenced its national tour at the Tweed Regional Gallery, showcases Art Deco Australia across a range of media from paintings and sculpture to poster art, sourced from the NGA's collection of Australian and overseas pieces.

A must for visitors to the Valley is also some time spent in the Margery Olley Art Centre (MOAC), a breathtaking heritage-listed property of Australia's

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Head for the Tweed Coast of NSW for some winter wonders

25 June 2019

Head for the Tweed Coast of NSW for some winter wonders

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Exciting News! The 2,600,000th person read this Magazine in 2018. An innovative new way of presenting tourism in the Hunter, Tweed, South West, North West, Central, Western, Northern, and Southern regions of Australia.

WEDNESDAY, 26 JUNE 2019

SEARCH THIS BLOG

New Ways to Warm Up in the Tweed This Winter

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Top Picks for Taste Tweed Food Festival

WEDNESDAY, 26 JUNE 2019 · ROUNDUP: TOP 10 TOP 10

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TRAVEL TRIPS

ROUNDUP: TOP 5, TOP 10

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A LIST: INSIDERS GUIDE

TRAVEL NEWS

Hay Shed Hill Wine Dinner (Friday 5 July)

Book off the festivities with a cruise through the Kingscliff Night Market - Taste Tweed Food Festival dinner from the awesome street food, with you sip mulled wine and toast to live music. Free entry!

Season Restaurant Long Lay Lunch (Saturday 6 July)

Grab dinner from the awesome street food, with you sip mulled wine and toast to live music. Free entry!

Hay Shed Hill Wine Dinner (Friday 5 July)

Book in a 5-course degustation dinner hosted by Hay Shed Hill Wines winemaker Michael Kerrigan at Season Restaurant. The chef & Season will introduce the region's produce creating a delicious menu matched with wine. Free will serve.

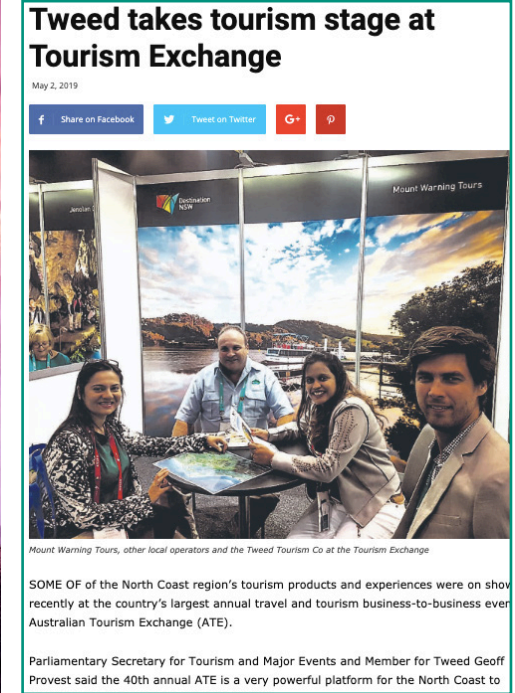
6.0 INDUSTRY AND PRODUCT DEVELOPMENT

6.1 AUSTRALIAN TOURISM EXCHANGE

The Australian Tourism Exchange (ATE) is Australia's largest tourism trade show and was held in Perth, Western Australia (April 2019). ATE brings together Australia's tourism operators with wholesalers, retailers and key decision makers from around the world.

TTC attended on behalf of the Tweed region along with Mount Warning Tours, Tweed Eco Cruises and Tropical Fruit World as well as local properties Mantra, Peppers and Oaks being represented as part of the national brand stands.

There was much interest in the region from the nearly 80 one on one appointments that TTC conducted over the 4 day event. The Tweed International Product Manual acted as an invaluable piece of collateral to grow awareness of the diverse range of experiences and products that we have in the region.



6.2 INTERNATIONAL PRODUCT MANUAL

As part of TTC's commitment to engage industry and develop an Eastern and Western markets trade and distribution-based strategy for the region, TTC developed a trade product manual showcasing all of the operators who are willing to work with trade distribution partners around the world.

16 operators across the region partnered with TTC to showcase their products on a global stage in the region's first International Trade Manual. This manual is specifically for an inbound, wholesale and retail trade audience and was launched at ATE in April.



6.3 INDUSTRY AND OPERATOR EDUCATION

Tweed Tourism Academy

The Tweed Tourism Academy initiatives are now well underway, with one program completed and another soon to commence. The Tweed Tourism Academy reflects TTC's passion for capacity building, and the desire and need to have a vibrant, sustainable sector. It is TTC's umbrella for a suite of exciting learning opportunities. Through first class learning experiences, we want to challenge thinking, foster collaboration, networking and enhance professional and business growth.

The offerings that are currently being offered include the following:

1. The Tweed Tourism Futures Leadership Program

This is an aspirational leadership training program heavily subsidised by The Tweed Tourism Co and aimed at leaders and emerging leaders within tourism and the business community. It includes 4 x one day intensive learning workshops (Dream Big, Focus on Me, Focus on Team and Open to the World) alongside 3 x one on one mentoring sessions for each participant. A half day symposium at the end will showcase the group's learnings. (runs across 4 months).

The Tweed Tourism Futures Leadership Program for the 2018/19 financial year is now complete and has received overwhelmingly positive reviews from the program participants. TTC is looking to commence the next Leadership program in October/November 2019.

2. Trade Mentoring Program

This program aims to provide operators with an understanding of the complexities of trade/distribution and provide the knowledge, tools and to capitalise on the benefits that working with domestic and international tourism trade partners presents. This program will kick off in July 2019, and will see a

total of 4 tourism operators participate in this round of mentoring. These operators will include:

- North Star Holiday Resort;
- Mistere Spa and Retreat;
- La Rocher Eco Retreat; and
- Life of Water.

Once the program is complete, operators will have fully commissionable rates, a trade ready kit, a far better understanding of how to work with trade and they will be contracted with at least 1 trade partner.

3. Trade Development Workshop

This workshop offers an introduction to the complexities of trade/distribution and provides the knowledge, tools and understanding to capitalise on the benefits that working with domestic and international tourism trade partners presents. (1/2 day)

5. Experience Development Program

Originally planned to be a workshop, TTC has made the decision (following consultation with operators and due to demand), to expand this program to feature a more thorough and detailed mentoring program. This program aims to not only raise awareness of the importance of developing and enhancing visitor and customer experiences and to equip program participants with the knowledge and tools to build, further develop and promote their own experiences, it will also result in TTC working with a handful of operators to develop tourism experiences to take to market.

6. Packaging and Bundling Program

As is the case with the Experience Development Program, TTC will be expanding this program to focus more on individual mentoring rather than a workshop approach. By the end of the program, each participant will have developed a new tourism package that will



7.0 EXPERIENCE & TOURISM DEVELOPMENT

7.1 WELCOME PROGRAM

A “Welcome to the Tweed” program is still considered a priority need, subject to funding been found or suitable partners. It would create an online and face to face professional development program to help local businesses and their teams build a sustainable business and deliver a memorable experience for visitors and local customers alike. The program is aimed at revitalising the quality service culture in the tourism industry by providing an online training program focused on customer service and regional specific content.

The “Welcome to the Tweed” program would provide basic information about our region – why the region is so special, the history of the area, key things to do, information on specific native flora and fauna, details of events, information on the different villages and/or beaches etc. and essentially any general information that is relevant to the destination. It’s not only the tourism sector targeted. Uptake of the program from people outside the tourism industry will include local retailers, pharmacists, real estate agents and other industries, with people seeing the value of having more knowledge of their area to improve customer service.

7.2 PRIORITY DEVELOPMENT PROJECTS

TTC notes that the following is not an exhaustive list of priority projects for the region. There are, however, two significant projects that have attracted public funding and will be strategically important in the coming years to be efficiently implemented for future opportunities.

7.2.1 Northern Rivers Rail Trail

As taken from the briefing note on the Northern Rivers Rail Trail website: The Northern Rivers Rail Trail (NRRT) will be different things to different people depending on whether you like to walk, ride a bicycle or a horse, or drive a zero-emissions vehicle such as a mobility scooter, a Segway or an electric bike. It will also depend on whether you want to cover the whole 132 kilometres from Casino to Murwillumbah, or a specific section of the trail that appeals to your particular interest. You may want to walk or ride to work or school or just take a short stroll in your local area as part of your daily exercise program. The initial Murwillumbah to Crabbes Creek stage of the Northern Rivers Rail Trail is anticipated to be completed by late 2020. TTC is committed to working with all stakeholders to ensure the project’s vision has the best chance for success.

7.2.2 Tweed Byron Hinterland Trails

As taken from the briefing note on the NSW Parks & Wildlife website: Tweed Byron Hinterland Trails will create high quality nature-based visitor experiences focusing on a signature walk from near the village of Uki to Minyon Falls in the far north NSW hinterland. The project will see new sustainable visitor infrastructure in the Wollumbin, Mount Jerusalem and Nightcap national parks and Whian Whian State Conservation Area. This project received funding through the 2018/19 NSW Government budget for \$7.35 million and will be delivered in stages over a four year period, with final completion expected in 2022.

8.0 VISITOR INFORMATION CENTRES

Merchandise

The past couple of months have seen the sourcing of local products to stock the VICs in the first round of retail goods. The focus has been on showcasing the Tweed and the diverse range of produce, food and local artist wares that are on offer. The retail shop will be operational from 01st July. It will continue and grow throughout the coming months.

Volunteers Week 24th May

To coincide with Volunteers Week, TTC took our team of volunteers to Minjungbal Aboriginal Cultural Centre to participate in a famil. There was a total of 27 volunteers who attended, everyone enjoyed the museum and the guided walk of the grounds and boardwalk around the mangroves.

Afterwards, Baked at Ancora was the destination for a light lunch and a coffee to have a chat. The volunteers love the opportunity to get to know each other socially during these times.

Famils

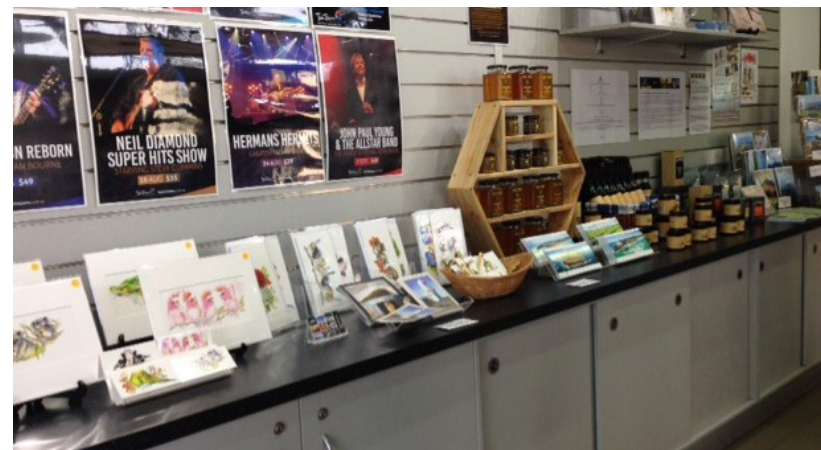
During the past three months several famils have been on offer to volunteers to attend:

- Hosanna FarmStay was visited by 12 volunteers on the 4th April.
- Lunch at Potager was attended by 12 Tweed volunteers for a beautiful lunch on the 24th May, the following two VICs will take place in July and August.
- Whale watching started at the end of June, any volunteer wishing to experience whale watching with Coolangatta Whale Watch are welcome to jump on board (subject to availability).
- Minjungbal Aboriginal Cultural Centre and Baked at Ancorra (per the above Volunteers week famil).

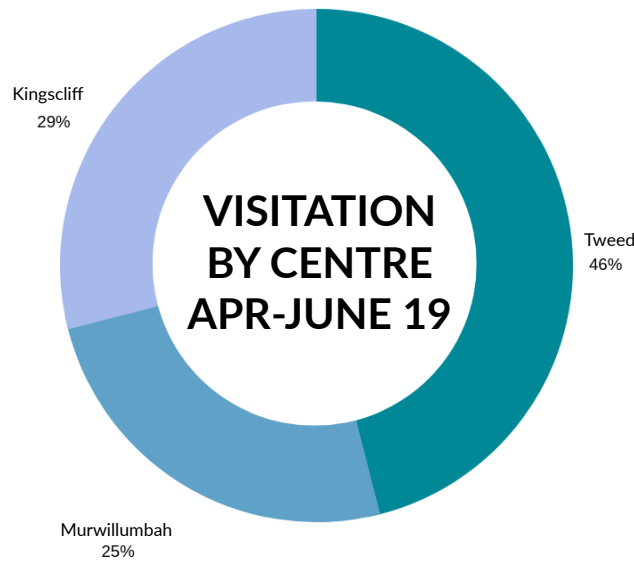
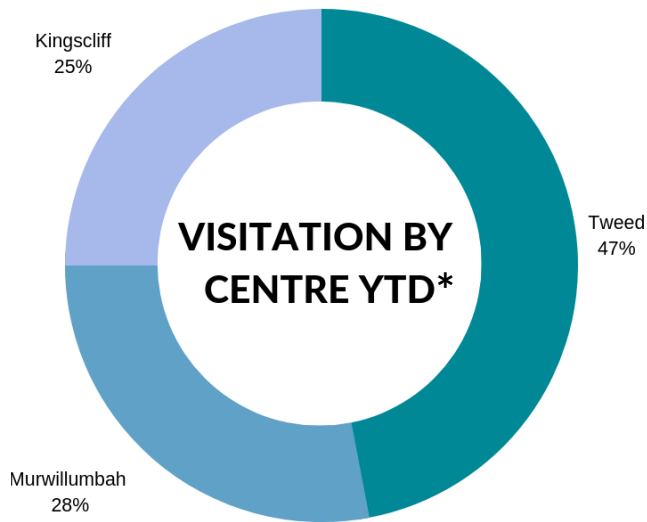
Volunteer Management Training

On the 18th June, TTC hosted an accredited TAFE course, Volunteer Management, which was funded by Destination NSW. The course was attended by VIC staff from Tweed and Murwillumbah as well as staff from the Tweed Regional Gallery and Tweed Regional Museum. It was a very informative day, and everyone commented they benefited from the topics covered.

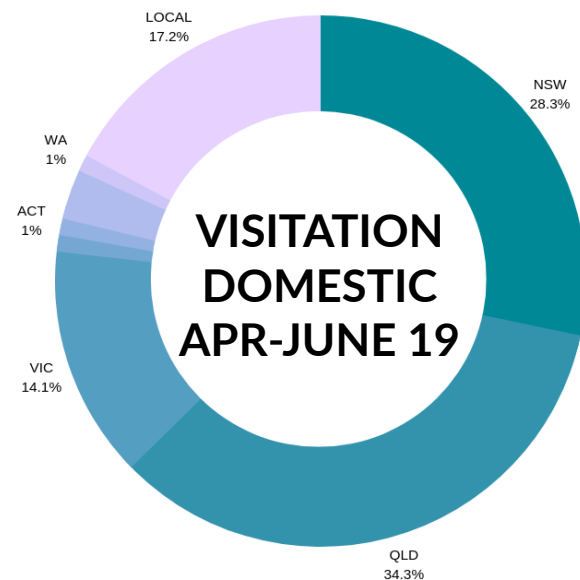
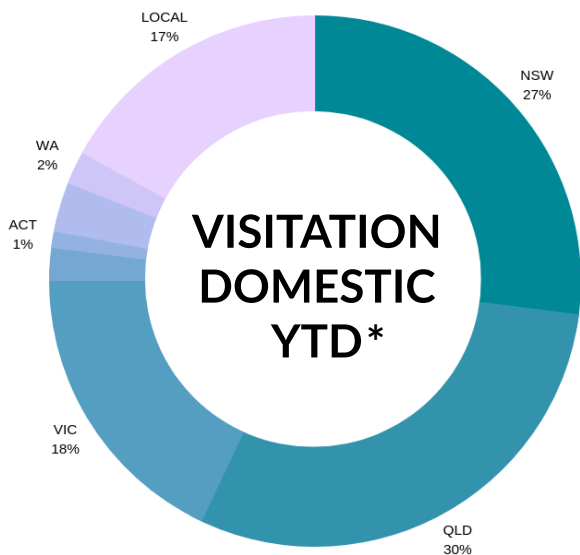
We thank Destination NSW for partnering with us on this initiative.



VISITATION BREAKDOWN BY VISITOR INFORMATION CENTRE



VISITATION BREAKDOWN BY ALL CENTRES CONSOLIDATED



*Year To Date

Brochure Racking Partners

TTC wishes to note within this report the 70 local businesses that are currently engaged in brochure racking partnerships in the Tweed Region's Visitor Information Centres. Partners include:

- | | | |
|--------------------------------------|----------------------------------|---|
| Hosanna Farmstay | Craftview Pty. Limited | Sport Fishing |
| Husk Farm Distillery | Crystal Castle | Old Butcher Shop |
| Kirra Beach Apartments | Crystal Creek | Chillingham |
| Madura Tea Estates | Rainforest Retreat | PLB Group |
| Psmith and Son Real Estate | Cubby Bakehouse | Potager - A Kitchen Garden |
| Smile Street | Cudgen Headland SLSC | Pyramid Holiday Park |
| A View of Mount Warning B&B | Curumbin Wildlife Sanctuary | Rainforest Cafe |
| Ardent Leisure Limited | Epic Skate Rink | Reflections |
| Art and Craft on the Coast | Gallery Motel | Coolangatta Beach |
| Atlas Currency Exchange | Get Hooked | Salt Bar & Bistro |
| Big Blue Whale Pty Ltd | Seafoods | Scales Seafood |
| BIG4 Tweed | Heath's Old Wares & Collectables | South Tweed Sports Club |
| Billabong Holiday Park | Hello Gold Coast | Tamborine |
| Caldera Wildscapes Gallery | In2surf | Rainforest Skywalk |
| Carters Car Rental | Kingscliff Doctors | Teretre Cabins |
| Catch a Crab | Lady Elliot Island | Nimbin |
| Chantilly Lace Boutique Pty Ltd | Eco Resort | The Nook Cafe |
| Chantilly Lace Boutique Pty Ltd | Mahsuri Thai | Hastings Point |
| Coast Cyclery | Mavis's Kitchen | The Temple Door |
| Colonial Tweed Holiday And Home Park | Mistere Spa and Retreat | Cooking Classes |
| Cooks Endeavour Motor Inn | Mount Warning Tours | Tropical Fruit World Pty Limited |
| Coolangatta Surf Club | Mt Warning RainForest Park | Tweed Coast Holiday Parks |
| Coolangatta Tweed Tenpin | Murwillumbah Gallery Motel | Tweed Eco Cruises |
| | Murwillumbah Motor Inn | Tweed Mall |
| | Murwillumbah Theatre Company Inc | Tweed River Motel Pty Ltd |
| | Murwillumbah YHA | Tweed Theatre Company Inc |
| | North Star Holiday Resort | Tweed Valley Whey Farmhouse Cheeses Pty Ltd |
| | Northern Rivers | Two Pines Cafe |
| | | Watersports Guru |




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