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A big congrats to all of our tourism business operators on a very busy and successful Christmas holiday period on the Macleay Valley Coast.

After such a busy & tumultuous 2020 we are looking forward to working with and supporting our tourism businesses throughout 2021. We will be sending these e-newsletters out monthly to keep you up to date with all things tourism in the Macleay Valley Coast. If you have any questions, feedback or comments on tourism in the Macleay please contact Alex directly on [alex.henley@kempsey.nsw.gov.au](mailto:alex.henley@kempsey.nsw.gov.au) or call on 0418 830 257.

#### **Dine & Discover - Register your business**

[Eligible dining, arts and tourism businesses](#) across the state can [now register](#) to take part in the NSW Government's major economic stimulus program, Dine & Discover NSW.

With every NSW resident aged 18 and over eligible for four \$25 vouchers worth \$100 in total: two \$25 vouchers for eating in at restaurants, cafes, bars, pubs and clubs from Monday to Thursday, and two \$25 vouchers for entertainment and recreation including cultural institutions, live music, and arts venues, available 7 days a week (both streams exclude public holidays), and with vouchers only able to be redeemed with participating business, it makes sense to register early in preparation for the program going live in coming months.

The [Service NSW mobile app](#) is already available for participating businesses, so they can scan and track voucher usage over the life of the program.

#### **What's going on in the region?**

We want to be showing all events that are happening across the Macleay Valley Coast on our

website and Visit NSW, so visitors are aware of what they can do when here.

If you have something coming up you can submit it through [ATDW here](#). If you need any assistance setting it up, please follow [this guide](#) or contact Alex on 0418 830 257.



### **COVID Restrictions for regional & rural NSW**

Make sure you are staying up to date with the current restrictions for operating in [regional NSW here](#).

### **What are you doing for Valentines Day?**

On social media this week we will be featuring businesses that have a Valentine's Day offering.

Please send through the following via [email to Alex](#) to be featured:

- Your business name on Instagram
- What you are doing
- An image to accompany



## NSW Visitor Economy Strategy

The NSW government have recently released their Visitor Economy Strategy 2030, providing all industries involved in tourism to recover from the impact of drought, bushfires and COVID-19 and to grow into the future.

The strategy states that Regional NSW will be the future to contributing to recovery with domestic markets to be the primary focus. Making sure that the Macleay Valley Coast is in the best position to strengthen and grow our tourism industry and economy with the support of the NSW Government.



[Have a look at the strategy here.](#)

The support for tourism in Regional NSW is also complemented by the from the NSW government in the new [20-Year Economic Vision for Regional NSW](#).



Aboriginal  
Affairs



### **\$800,000 funding program opens to support Aboriginal Languages in NSW**

Applications are now open for Aboriginal communities across NSW, thanks to a NSW Government funding program that is designed to support projects that reawaken, grow, nurture, promote and raise awareness of Aboriginal languages.

The Aboriginal Languages Community Investments Program 2021 is an open round grants program offering a total of \$800,000 across three categories to support different project aims:

- Reawaken (supports projects that encourage the development of new or emerging language activities) – up to \$20,000
- Grow (supports existing projects to expand and develop the capacity of groups or organisations) – up to \$50,000
- Nurture (provides support to build the strategic capacity of more established groups or organisations) – up to \$90,000

Applications for the Aboriginal Languages Community Investments Program 2021 funding round close Friday 12 March 2021. More information can be found on the [NSW Government Aboriginal Affairs website](#).



### **SHINE Microgrants**

NSW Thanks to Create NSW's RESTART program, Arts Mid North Coast are excited to announce our month long celebration of all things arts and culture on the Mid North Coast - SHINE!

April is going to be a busy month - as well as partnering with the Screenwave International Film Festival - we will be shining the light on the arts, culture and heritage of our region.

Artists and organisations will have the opportunity to apply for microgrants of \$1000 to assist in the development and staging of events and programs as part of SHINE.

**What are we looking for?** We will be looking to support events and activities that reflect the following themes:

- Creative Ageing
- Youth Arts
- New innovative events / place activation (e.g. smaller towns/creative places/community halls)
- Heritage & History
- Activities and events that enhance capacity and learning

[Find out more here.](#)