



# THE TWEED

## NATURE-BASED TOURISM ACTION PLAN

2023 - 2027



## ACKNOWLEDGEMENT OF COUNTRY

We wish to acknowledge the Ngandowal and Minyungbal speaking people of the Bundjalung Country, in particular the Goodjinburra, Tul-gi-gin and Moorung - Moobah clans, as being the traditional owners and custodians of the land and waters within the Tweed Shire boundaries. We also acknowledge and respect the Tweed Aboriginal community's right to speak for its Country and to care for its traditional Country in accordance with its laws, customs and traditions.

## ACKNOWLEDGEMENTS

Tweed Tourism Co. acknowledges the support of the Federal Government in the development of the Action Plan. The Action Plan has been funded through the Building Better Regions Funding program.

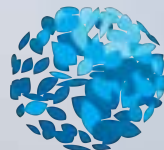
We would also like to thank our industry partners for their support and insight into the development of the Action Plan. The Action Plan sets out the action required to further capitalise on our natural assets and to build a competitive nature-based tourism sector across the Tweed Region.

## CONTRIBUTORS

The Tweed Nature-Based Tourism Action Plan was developed by EarthCheck in partnership with The Tweed's Official Destination Management Organisation, The Tweed Tourism Co.

EarthCheck is the world's leading scientific benchmarking certification and advisory group for sustainable travel and tourism. Since 1987, they have worked with leading research centres and universities around the world to address the key sustainability and climate change issues facing tourism destinations, communities and enterprises. They have a passion for delivering responsible business practices, driving efficiency gains, and safe guarding the natural and social environment. [earthcheck.org](http://earthcheck.org)

A list of stakeholders who participated in consultation sessions for this plan is included as Appendix 2.



EARTHCHECK



## MESSAGE FROM THE TWEED TOURISM CO.

I would like to thank all the local stakeholders that have put time and effort into supporting the development of this Action Plan. The first of its type for the Tweed Region, this Action Plan will support the strategic direction for the sustainable growth of nature-based tourism in the Tweed Region.

Nature-based tourism is in strong demand, with opportunities for rejuvenation as well as exploration. Overall demand for participating in nature-based activities has grown in share of all domestic visitors in Australia from 34.2% in 2011 to 44.6% in 2021. For the Tweed Region, 78% of visitors are already participating in nature-based tourism experiences, especially enjoying our beaches, bushwalking, visiting national parks, swimming and surfing. Now, we are provided the opportunity to further enhance the experiences that we have, creating exceptional reasons to slow down and enjoy all that the region has to offer.

As more iconic infrastructure comes online with the Northern Rivers Rail Trail (Tweed Section), we have a lot to be excited for. It's time to capitalise on what we have, work towards the protection of our environment and communities, and position ourselves as a sustainable, slow tourism destination with a depth and range of experiences that anyone can enjoy.

We look forward to working with you on this journey!

**Bradley Nardi**

General Manager,

The Tweed Tourism Co.

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### DISCLAIMER

The information and recommendations provided in this document are made on the basis of information available at the time of preparation and the assumptions outlined throughout the document. While all care has been taken to check and validate material presented in this report, independent research should be undertaken before any action or decision is taken on the basis of material contained in this report. This report does not seek to provide any assurance of project viability and Tweed Tourism Co accepts no liability for decisions made or the information provided in this report.

All data presented in the report is sourced from Tourism Research Australia's national and international visitor surveys, and tourism satellite account, unless otherwise noted.

All images courtesy of Tweed Tourism Co.

# 1.0 INTRODUCTION



Nature-based tourism offers the Tweed Region an opportunity to increase length of stay and spend per visitor, through an immersive visitor experience.

The Tweed Nature-Based Tourism Action Plan ['Action Plan'] is an outcome of the Tweed Region Destination Management Plan ['DMP'], providing a suite of actions to further activate the natural resources across the region. This document is to be used in conjunction with the DMP and which offers a full market positioning and analysis.

For the purpose of the Action Plan, the definition of nature-based tourism definition is -

*"Nature-based tourism includes people's activities when they visit natural areas outside of their usual surroundings."*

This definition puts no limitation on the type of activity that is included, user skills, risk level, equipment type, environment, or enjoyment level, just so long as the experience is away from home and in nature.

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## NATURE-BASED TOURISM

Nature-based tourism can be:

- **Active** (e.g., fishing, kayaking, bushwalking, stand-up-paddle-boarding, surfing, paragliding, water-skiing, snorkelling, diving, cycling etc.); or
- **Soft** (e.g., birdwatching, guided walks, visiting national parks or botanic gardens, whale or dolphin watching, going to the beach etc.).

Participation in nature-based tourism is not just for the experienced or those at an expert level, but this type of tourism is also open to novices. A visitor can be new to or experienced in the tourism activity, either way there is consistency with natural resources - a vital feature of service delivery.

## SLOW TOURISM

Nature-based tourism is aligned to the concept of slow tourism, embedded throughout the Action Plan. Slow tourism promotes the seeking of fewer, more meaningful experiences within a destination rather than actively chasing a checklist of "must do" activities.

Slowing down should mean visitors spending less time moving between destinations and more spending with local businesses. Slow tourism encourages visitors to rejuvenate through experiences aligned to the core Tweed Tourism strategic goal of focusing on yield over volume as outlined in the DMP.



## VISION

Aligned to the overarching vision for tourism growth in the Tweed Region, the Nature-Based Tourism Plan Vision is:

*We will use nature-based attractions in the Tweed Region as a way to slow visitors down, create a connection with nature, provide time to explore and indulge, offering reasons to spend more time and money in Australia's most sustainable destination.*

## STRATEGIC DIRECTION

The Action Plan will assist the Tweed Region to:

- Diversify its nature-based tourism offering to provide a competitive nature-based tourism sector with a depth of bookable experiences that meets evolving consumer expectations;
- Increase yield by shifting visitors from passive and free engagement with nature to active engagement with bookable visitor experiences; and
- Cement the credentials of the region as a sustainable destination through credible commitments that demonstrate authentic sustainability outcomes.

## POSTITIONING NATURE-BASED TOURISM

As sustainable travel increases in interest and importance, consideration of environmental impact alongside cultural, social, and economic impacts needs to be evaluated. For a sector reliant on the natural assets and environment to deliver memorable experiences, sustainable tourism practices and principles will underpin the actions outlined within the Action Plan.

Sustainable practices (practices that meet the needs of the present without compromising the ability of future generations to meet their own needs) will enable the Tweed Region to allocate resources in a way that reduces the negative impact on the environment whilst seeking ways to enhance positive cultural, social, and economic outcomes. Taking the first step towards causing no harm and working towards an aspirational, regenerative approach, whereby the tourism sector positively contributes to the ecosystem and community it operates within.

It is important to note that just because an experience is nature-based, does not mean it is sustainable. Sustainable nature-based experiences demonstrate commitment to, and management of:

- **Visitors** - creating positive, transformative experiences with a low footprint.
- **Industry** - ensuring economic and social benefits through the tourism industry.
- **Community** - reducing negative impacts such as traffic and lighting through purposeful visitor management.
- **Environment** - protecting, conserving and, where possible, regenerating natural assets.



Figure 1. Slow tourism model, adapted from Pecsek

Like the principles of sustainable tourism management, slow tourism is characterised with focus on **place** (maintaining a local sense of place), **people** (supporting community and culture), **time** (slowing down, relaxing and exploring in depth), **travel** (reducing the footprint of travel) and **personal growth** (focusing on wellness and learning).

Figure 1 above highlights the key principles of slow tourism. These will guide the strategic development of nature-based experiences within the Tweed Region, providing pillars for development that offer balanced visitor experiences that inspire and engage.

Each of the actions within the Action Plan will enhance local visitor experiences, provide positive impact on social and economic wellbeing, encourage low impact travel, and deliver unique and engaging experiences. As such, actions will positively contribute towards a more sustainable future and deliver slow tourism experiences for the region.

## ENABLERS AND GAMECHANGERS FOR THE TWEED REGION

A series of enablers and gamechangers have been identified as drivers for the Tweed Region within the next 3-year horizon, supporting the sustainable growth of the region.



NEW PRODUCT INVESTMENT



HEALTH & WELLNESS



QUALITY & SERVICE



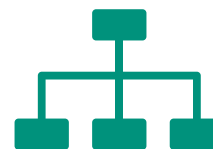
BRAND



GENERATING DEMAND



SUSTAINABILITY



CO-ORDINATION & LEADERSHIP



AUTHENTICITY

## 2.0 MARKET TRENDS



**Adventure travel** – Outdoor, physical activities immersed in natural settings such as hiking (bushwalking), biking, rafting and climbing are increasing in popularity. Personal growth and accomplishment through new adventures is sought after by visitors to create memorable trips.



**Digital detox** – Nature and enhanced cultural experiences continue to grow as travellers have an increased sense of freedom with outdoor lifestyles, wide open spaces and go through a digital detox after spending more time behind a screen than ever.



**Innovation meets nature** – Globally, destinations are creating different, innovative ways to immerse nature with tourism as the demand for unique experiences increased.



**Workcations (bleisure)** – Combining work and leisure experiences, especially with the intent of working remotely, is growing in popularity and likely to increase. Breaking the monotony of working from home, working from anywhere allows a reset and change of scenery.



**Movement to net zero** – Globally, monitoring and reporting emissions, accelerating decarbonisation, and engaging in carbon removal schemes are increasing as awareness around climate change and associated impacts increases.



**Health and wellness tourism** – Beyond experiences such as spas, visitors are seeking to continue their own wellness lifestyle during travel. This includes healthy eating, fitness routines, mind-body practices, nature experiences, and connections with people and culture. Health and wellness are intrinsically connected with nature and slow tourism.



**Certification** – as travellers seek more sustainable options and travel with a purpose, 56% of visitors are actively seeking experiences and destinations with sustainability certification. Certification is an ideal way to market sustainable, low impact offerings without accusations of greenwashing.



**Sustainable travel** - Continues to be a rising trend year-on-year with 81% of participants in Booking.com's Sustainable Travel Report indicating they want to stay in sustainable accommodation within the year. Travellers are opting for minimal impact actions such as: using public transport, preferencing locally sourced supply-chains and nature activities.



**Spending more for less impact** – tied to sustainability is younger generations' willingness to pay more money for travel with brands that are perceived as preserving naturally and culturally significant sites.

Trends sourced from:  
Booking.Com (2022). Sustainable Travel Report 2022.  
Expedia Group (2022). Sustainable Travel Study. Consumer Attitudes, Values, and Motivations in Making Conscientious Choices.  
Intrepid. (2022). The Intrepid Travel Index  
Wunderman & Thompson. (2023). The Top 100 Trends to Watch in 2023.

# 3.0 NATURE-BASED AUDIT

An audit on nature-based experiences across the region highlights the existing strengths in water-based nature businesses, and the alignment between accommodation and nature throughout the region. The quality of experiences across the region is high, with visitors positively engaging with nature enabling the enhancement of experience delivery to build yield. For the scale of the region, there exists a gap in the hero or driving attractor to bring visitors to the Tweed Region. The audit highlights the strengths and opportunities.

Nature-based operators are defined as those that host operations within a natural setting, utilise the natural resources, and/or have a focus on nature-led experiences or eco-tourism. The services are delivered within the Tweed LGA area. Tours and experiences that enter the Tweed Region for a product then return to a different LGA were excluded from this analysis. Operators were further mapped against the slow tourism framework (Figure 1). This includes a focus on sustainability, social wellbeing, locality, and experience-driven, within a natural environment setting.

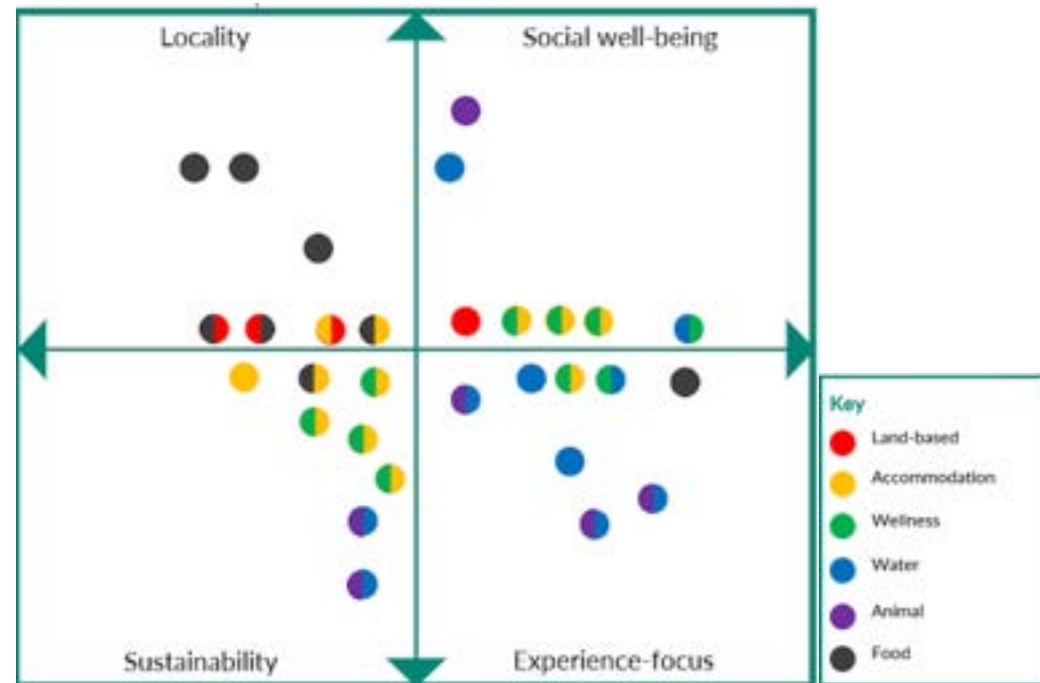
The Tweed Region has a diversity of natural attractions including coast, rivers, and world-heritage listed rainforest. While not an exhaustive list, over 20 beaches, National Parks and walking trails were identified. These iconic natural assets set the scene for operators to provide inspiring and enriching experiences that activate these assets.

Once nature-based operators were identified, their services and products were positioned within six categories:

CATEGORY	DESCRIPTION	NO.
<b>Water-based</b>	Water activities, sports, boats, swimming, riverbanks.	12
<b>Land-based</b>	Land activities, bike riding, climbing, walking and hiking tours, sports.	5
<b>Accommodation</b>	Eco-lodges, retreats, camping/glamping, sustainable accommodation.	25
<b>Animal</b>	Fishing, crabbing, bird watching, animal seeking, sanctuaries, zoos.	8
<b>Food &amp; beverage</b>	Farm gates, agriculture, gastronomy, distilleries, and locally sourced and organic food.	9
<b>Wellness</b>	Retreats, relaxation, wellbeing programs, perception of health.	13

Operators may fit in multiple categories. A total of 49 operators were identified, with a breakdown of the list in Appendix 1. Table 1 shows the quantity of experiences available in each category. These operators were then mapped against the slow tourism model above, with the findings shown in Figure 2.

Figure 2. Slow tourism for Tweed Region





## IMPLICATIONS FOR THE TWEED REGION

Water-based experiences are the core strength of the Tweed Region with 12 unique offerings. Identifying ways to lift the experience delivery to increase yield will be the next step for these mature operators within the region. The coastline, beaches and Tweed River are accessed by operators and offer a variety of water-based experiences. Yet, the waterways are still considered under-utilised with further opportunities for river access and coastal activation if the business conditions (permitting, development requirements etc.) were supportive. Activation of waterfront precincts through pop-up activities that build yield will also be important to encourage visitors to slow down and spend longer with operators.

Land-based and wellness experiences create a reason to visit, however this particular area is one of the weakest for the Tweed Region. This is notable, as trends for health and wellness have increased, yet there are comparatively limited offerings for wellness (not attached to accommodation) and land-based experiences from operators. Wellness does not have to be a traditional spa experience, with other opportunities including forest bathing, cookery and nutrition classes, waterfall walking tours and yoga on the beach. These types of activities also present ways of achieving higher yield with strong touchpoints. Diversifying wellness experiences presents a significant opportunity. However, barriers to development of these experiences include restrictions to access within National Parks, high permitting fees and restrictions on development.

Findings from the mapped operators against the slow tourism model (Figure 2) has identified multiple gaps in the product offerings in the Tweed Region. There is a strong representation of operators with sustainability at their core creating a positive positioning for the region.

Social wellbeing (closely aligned to health and wellness) does not yet offer a comprehensive offering to visitors, demonstrating a need to create a localised approach to rejuvenation to strengthen the region's nature experiences. Curating "local" itineraries makes it easy for visitors to access local activities, producers, experiences and products, and supports the economic benefits of tourism remaining in region. Engaging in story-telling of both the natural environment (food-bowl and heritage rainforest) as well as the cultural story will support the delivery of social experiences that connect people with place, driving deeper engagement and encouraging greater spend in the places that matter.

Experience-focus is another opportunity for the region. Current operators are predominantly water-based, there are a number of upskilling and development opportunities to pursue that can strengthen existing, and foster the building of new experiences centred around the emerging opportunity of the Northern Rivers Rail Trail (Tweed Section).

With changes to farm gate legislation in 2022, supporting operators in the shift to experience from the offering of product will also add depth to the nature experiences across the region.

The region's local food offering is distinctive and is used as a core driver of visitation to the Tweed Region. Strengthening local trails such as Hinterland Gems with additional seasonally specific attractions and itineraries can support year-round activation and assist in smoothing some of the seasonal fluctuations.

Strong nature destinations have a clear cluster of experiences that are accessible to all. Creating curated itineraries that link nature experiences builds reputation and credibility, supporting the region's positioning as a leading nature-based destination.

## OPPORTUNITIES ASSESMENT

To be a strong nature-based tourism destination, typically a clear vision for the development of the visitor economy is required alongside spectacular natural assets, key experiences that act as attractors, and a depth and range of experiences.

The following table overviews Tweed Region's positioning as a nature destination.

NATURE DESTINATION ATTRIBUTES	TWEED REGION ASSESSMENT	
Consensus on a clear vision and direction for destination management and development	✓	The Tweed Region has a clear vision of where nature-based tourism sits within its experience delivery framework, the importance of nature-based tourism and its aspirations for the future.
High quality environment/ spectacular backdrops	=	The region has a diverse range of natural assets and landscapes, suitable as a backdrop for nature-based experiences. Challenges with access, especially across National Parks, need to be addressed to optimise the opportunities.
Signature experiences	x	Given the closure of Wollumbin Mt Warning to visitors there is no clear hero experience through the region. There is an opportunity to use Wollumbin Mt Warning as a backdrop for signature experiences and for the Northern Rivers Rail Trail to be strategically activated to create a hero experience. This will require unique, local experiences to be embedded throughout.
Range of experiences	=	There are a range of commissionable and international ready visitor experiences with access to beach, river and National Parks. Further experience activation will create a depth of bookable experience across the region. Further clustering would support ease of access to range of experiences.
High quality supporting visitor infrastructure	✓	Strong culinary group of operators and a range of accommodation options through the region. Connectivity can be enhanced.
Connectivity – making it easy for visitors	=	It is difficult to reach areas of the National Park and there is limited connectivity between key precincts and towns unless self-drive. Limited options for low impact transportation such as bike routes.
Positioning/brand perception and reputation	✓	The region has worked hard to position itself as a nature-based tourism destination with a good reputation among domestic markets.
Credibility	=	The Council has been working to provide credibility across the region with a strong commitment to the protection of natural assets and sustainable action. Industry needs to be further engaged with this to ensure authentic commitment and action is delivered.

# 4.0 ACTION PLAN

Based on the analysis conducted and aligned to the NSW Government Visitor Economy Strategy 2030, the following actions are allocated across the following phases:

- Recovery (to 2024),
- Momentum (to 2026)
- Accelerate Phases (to 2030).

**TTC** – Tweed Tourism Co.  
**TSC** – Tweed Shire Council  
**DNSW** – Destination New South Wales  
**NPWS** – NSW National Parks & Wildlife Services

STRATEGIC PRIORITIES	STRATEGIC ACTIONS	IMPLEMENTATION/WHO	PRIORITY
Locality	Development of a “best of Wollumbin Mt Warning” route – identifying and activating viewing spaces for iconic photography, viewing and storytelling. Encourage bookable experiences aligned to itineraries (e.g. tours, etc.).	Who: TTC & TSC How: Partner & Deliver	Recovery
	Leverage farm gate legislation to activate culinary experiences through linked experiences that showcase produce.	Who: TTC, TSC & Operators How: Partner	Recovery
	Celebrate the World Heritage listed Gondwana Rainforest through experiences that showcase the story and the heritage of the unique area. Support operators with a narrative overviewing the area to engage visitors in consistent storytelling.	Who: TTC & Operators How: Deliver	Momentum
	Support existing nature-based tourism operators that are delivering exceptional experiences to build yield and showcase the best of the region through targeted marketing, itineraries and co-op campaigns.	Who: TTC & Operators How: Deliver	Ongoing
	Build cross selling and local influence through a trade display to other visitor economy businesses hosted annually through TTC.	Who: TTC How: Deliver	Annually
	Support businesses within the visitor economy to understand and embrace the brand values, personality and positioning (Inspired by Nature) through regular communication and engagement.	Who: TTC How: Empower	Ongoing
	Partner with the High Performance Surf Academy to leverage their position as national leader to drive visitation in the lead up to the Olympic and Paralympic Games.	Who: TTC & partners How: Collaborate	Momentum

STRATEGIC PRIORITIES	STRATEGIC ACTIONS	IMPLEMENTATION/WHO	PRIORITY
Social wellbeing	Champion local Indigenous operators to develop and deliver transformational cultural experiences.	Who: TTC & First Nations Operators How: Empower	Ongoing
	Support businesses in the visitor economy to meaningfully engage in the First Nations story and connection to place to integrate appropriately and sensitively across the visitor experience.	Who: TCC & Operators How: Partner	Ongoing
	Meaningful and strategic activation of the Tweed Section of the Northern Rivers Rail Trail through pop-up retail and visitor experiences (locally driven) throughout the trail that drive high-economic, low-environmental impact where viable.	Who: TCC & Operators How: Empower and Partner	Recovery
	Support businesses in the visitor economy to deliver meaningful, exceptional, bookable experiences to all visitors through capacity building programs including: digital, welcome, sustainability & local knowledge.	Who: TTC, TC, DNSW & Operators How: Deliver	Ongoing
	Enhance yield across region through support to build value adds in existing experiences, either directly or collaboratively with visitor economy businesses.	Who: TTC, TC, Operators How: Deliver	Momentum
Sustainability	Support Tweed Shire Council to deliver the Sustainable Destination Certification program.	Who: TTC & TSC How: Partner	Ongoing
	Leverage Sustainable Destination approach through marketing and storytelling throughout the region.	Who: TTC How: Deliver	Ongoing
	Launch sustainable pledge for the Tweed Region to engage operators and begin a consistent narrative around the vision for the region's sustainable future.	Who: TTC & TSC How: Deliver	Recovery
	Support the visitor economy in upskilling of sustainable tourism management.	Who: TTC & DNSW How: Deliver	Recovery
	Tweed Tourism Co. promote sustainable operators through online platforms with preference to encourage greater levels of engagement.	Who: TTC How: Deliver	Ongoing
	Encourage visitor economy businesses to measure and reduce carbon footprint on pathway to net zero – either through certification or measurement tools.	Who: TTC & Tourism Operators How: Empower	Momentum
	Support the development of citizen science programs that create a depth of engagement with visitors, connecting them with people and place. Support visitor economy businesses to identify regenerative tourism activities that could be offered to visitors and then amplified through product development and marketing.	Who: TTC, Universities & operators How: Collaborate	Momentum

STRATEGIC PRIORITIES	STRATEGIC ACTIONS	IMPLEMENTATION/WHO	PRIORITY
Experience development	<b>WATER</b>		
	Drive water activation through advocacy for red tape reduction and support of commercial operators to activate waterways and aligned precincts.	Who: TTC, TSC How: Advocate	Ongoing
	Advocacy and support for marina precinct development to activate waterfront visitor experiences and dining opportunities.	Who: TTC & TSC How: Advocacy	Momentum
	Develop a code of conduct for Cook Island Marine Park. Including awareness and education of appropriate behaviour towards species such as sea turtles.	Who: TTC & TSC How: Deliver	Recovery
	Identify suitable locations for water-activation and water adjacent (e.g. land for pop up activation of cafes, bars and art installation) and advocate for investment.	Who: TTC How: Advocacy	Momentum
	<b>TRAILS (BIKES AND WAKLING)</b>		
	Support a sustainably connected region through bike paths, electric vehicle routes and walking trail development and promote as an alternative to driving throughout the region.	Who: TTC & TSC How: Advocacy & Partner	Momentum
	Advocacy for a viewing platform development as part of the Rail Trail activation as an alternative to the view from Wollumbin National Park.	Who: TTC & TSC How: Advocacy	Recovery Momentum
	Elevate multi-day walks and wildlife experiences to meet the criteria of the Tourism Australia Signature Experiences portfolio.	Who: TTC & Operators How: Empower	Momentum
	Attract and facilitate investment and support the navigation of the development process for nature-based experiences . Priority experiences include: - Wellness experiences separate from accommodation providers. - Water activation with active nature experiences. - Cultural experiences.	Who: TTC, TSC & Operators How: Partner	Ongoing

STRATEGIC PRIORITIES	STRATEGIC ACTIONS	IMPLEMENTATION/WHO	PRIORITY
Experience development	<b>NATIONAL PARKS</b>		
	Ongoing partnership with NPWS to deliver trail and interpretation through National Parks.	Who: TTC & NPWS How: Partner	Ongoing
	Advocate to NPWS for increased nature-based opportunities in parks including increased walking tracks with bookable visitor experiences aligned.	Who: TTC & NPWS How: Advocacy	Ongoing
	Identification of land suitable for enhancing National Park experiences and advocate for activation.	Who: TTC How: Advocacy	Momentum
	<b>EVENTS</b>		
	Focus on signature events within the region that highlight food, nature and culture. Use events to even seasonal swings.	Who: TTC & partners How: Collaborate	Momentum
	Partner with other destinations with aligned visions to leverage culinary philosophy and drive world leading initiatives, events and engagement.	Who: TTC & partners How: Collaborate	Momentum



## 5.0 FUNDING THE FUTURE

To deliver the outcomes of this Plan, Tweed Tourism Co. cannot deliver alone. Outcomes rely on private investment in the development of new and extended tourism experiences and on grant programs and funding.

The table highlights some strategic grant pools that may support the delivery of one or more actions.

GRANT POOL	OPPORTUNITY	TIMEFRAME
NSW Heritage Grants Program	The 2023-2025 NSW Heritage Grants Program aims to revitalise meaningful places in NSW and preserve them for future generations. The Program has six categories, including: The new Activating State Heritage Grant; Aboriginal Cultural Heritage Grants; Caring for State Heritage Grants; Community Heritage Grants; Local Government Heritage Grants; Emergency Works Grants.	2023-2025
Free Digital Skills Accelerator Program	A free Digital Skills Accelerator Program has been launched to help tourism businesses digitally transform their marketing. Destination NSW has partnered with Tourism Tribe to offer the free program to NSW accommodation providers, tour companies and visitor attractions. Open to 150 businesses, the program includes a digital health check report, two 1-hour consultation sessions with a digital advisor and access to a course library to help improve knowledge and digital skills.	2023
Disaster Recovery Grants	Small businesses and not-for-profits can apply for grants of up to \$50,000 to help them recover from recent storm and flooding events in NSW. These grants are available in local government areas that are disaster impacted and is being jointly funded by the Commonwealth and New South Wales governments under the Disaster Recovery Funding Arrangements (DRFA).	2023 onwards
Disaster Ready Fund	The Australian Government will establish the Disaster Ready Fund (DRF) from 1 July 2023. The DRF will provide up to one billion dollars over the next five years to improve Australia's recovery and response capability.	2023-2028
Regional Events Fund	The Regional Event Fund identifies and supports events in regional NSW that have the potential to act as a 'cornerstone' or flagship tourism event for their area by attracting overnight visitation and delivering long term benefits to the region.	2023 onwards
Regional Investment Activation Fund	The NSW Government's \$110 million Regional Investment Activation Fund will make regional NSW the location of choice for investors, facilitating new private sector investment to activate the potential of priority precincts and industries.	2022-2024
Regional Tourism Activation Fund	The Regional Tourism Activation Fund is accelerating the development of new and enhanced tourism infrastructure across regional NSW.	2023 onwards
Regional Precincts and Partnerships Program	The regional Precincts and Partnerships Program will provide a strategic, nationally consistent mechanism for funding and coordinating projects that transform a place, to benefit communities in regions, regional cities and rural Australia. The program will also be the mechanism for delivering all future regional partnerships to help regions move towards net-zero emissions, a decarbonised economy and sustained regional growth.	2023 onwards

## APPENDIX 1 – TWEED REGION ATDW LISTED OPERATOR AUDIT

OPERATOR	LOCATION	CATEGORIES	REFERENCE / SOURCE
Big4 Tweed Billabong	Tweed Heads	Accommodation	<a href="http://bookingsau.newbook.cloud/big4tweedbillabong/index.php">bookingsau.newbook.cloud/big4tweedbillabong/index.php</a>
Blue Ginger Picnics	Kingscliff	LandFood	<a href="http://bluegingerpicnics.com">bluegingerpicnics.com</a>
Catch a Crab	Tweed Heads	WaterAnimal	<a href="http://www.catchacrab.com.au">www.catchacrab.com.au</a>
Colonial Tweed	Tweed Heads	Accommodation	<a href="http://www.colonialtweed.com.au/">www.colonialtweed.com.au/</a>
Coolamon Station	Palmvale	AccommodationWellness	<a href="http://coolamonstation.com.au/">coolamonstation.com.au/</a>
Cooly Eco Adventures	Tweed Heads South	Water Animal	<a href="http://coolyecoventures.com.au/">coolyecoventures.com.au/</a>
Crystal Creek Rainforest Retreat	Upper Crystal Creek	AccommodationWellness	<a href="http://www.ccr.com.au/">www.ccr.com.au/</a>
Cushy Fishing Charters	Tweed Heads	WaterAnimal	<a href="http://cushyfishingcharters.com.au/">cushyfishingcharters.com.au/</a>
Earth Beer Company	Cudgen	Food	<a href="http://www.earthbeercompany.com.au/">www.earthbeercompany.com.au/</a>
Ecoasis Mami Wata	Uki	AccommodationWellness	<a href="http://ecoasis.com.au/">ecoasis.com.au/</a>
Farm & Co	Cudgen	Food	<a href="http://farmandco.com.au/">farmandco.com.au/</a>
Garden of Light	Tyalgum	Land	<a href="http://gardenoflight.com.au/about-gol/the-garden-tours/">gardenoflight.com.au/about-gol/the-garden-tours/</a>
GreenX7	Kingscliff	Water Wellness	<a href="https://www.greenx7.com/">https://www.greenx7.com/</a>
Gynea Eco Retreat Centre & Healing Spa	Uki	Accommodation Wellness	<a href="http://www.gymearetreat.com.au/">www.gymearetreat.com.au/</a>
Halcyon House	Cabarita	Accommodation Wellness	<a href="http://halcyonhouse.com.au/">halcyonhouse.com.au/</a>
Surfing Australia High Performance Centre	Casuarina	Water	<a href="http://www.surfingaustraliahpc.com/">www.surfingaustraliahpc.com/</a>
Hosanna Farmstay	Stokers Siding	Accommodation Food	<a href="http://www.hosannafarmstay.com.au/">www.hosannafarmstay.com.au/</a>
Husk Farm Distillery	Tumbulgum	Food	<a href="http://www.huskdistillers.com/">www.huskdistillers.com/</a>
In2Surf	Kingscliff	Water	<a href="http://in2surf.com.au/">in2surf.com.au/</a>
Ingenia Holiday Parks	Kingscliff	Accommodation	<a href="http://www.ingeniaholidays.com.au/">www.ingeniaholidays.com.au/</a>
Journey Outdoors in Nature (JOIN)	Bogangar	WaterWellness	<a href="http://www.journeyoutdoorsinnature.com.au/">www.journeyoutdoorsinnature.com.au/</a>
La Rocher Eco Retreat	Rowlands Creek	AccommodationWellness	<a href="http://larocher.com/">larocher.com/</a>



## APPENDIX 1 – TWEED REGION OPERATOR AUDIT (CONT.)

OPERATOR	LOCATION	CATEGORIES	REFERENCE / SOURCE
Mavis Kitchen	Uki	Accommodation Food	<a href="http://maviskitchen.com.au/">maviskitchen.com.au/</a>
Midginbil Eco Resort	Midginbil	Accommodation Wellness	<a href="http://midginbilecoresort.com.au/">midginbilecoresort.com.au/</a>
Murwillumbah Cycles	Murwillumbah	Land Rail Trail	<a href="http://visitthetweed.com.au/Experience/murwillumbah-bike-sales-hire-repair/">visitthetweed.com.au/Experience/murwillumbah-bike-sales-hire-repair/</a>
Mt Warning Rainforest Park	Wollumbin	Land Accommodation	<a href="http://www.mtwarningrainforestpark.com/">www.mtwarningrainforestpark.com/</a>
Noah's Ark Animal Sanctuary	Tyalgum	Animal	<a href="http://noahsarkanimalsanctuary.org/">noahsarkanimalsanctuary.org/</a>
Northern Rivers Sportfishing	Murwillumbah	WaterAnimal	<a href="http://northernriverssportfishing.com.au/">northernriverssportfishing.com.au/</a>
Pipit	Pottsville	Food	<a href="http://www.pipitrestaurant.com/">www.pipitrestaurant.com/</a>
Pyramid	Tweed Heads	Accommodation	<a href="http://www.pyramidpark.com.au/">http://www.pyramidpark.com.au/</a>
Salty Girls Surf School	Bogangar	Water	<a href="http://www.saltygirlssurfschool.com">www.saltygirlssurfschool.com</a>
Tallaringa Camping	Condong	Accommodation Wellness	<a href="http://www.tallaringacamping.com/">www.tallaringacamping.com/</a>
The Hideaway	Cabarita	Accommodation	<a href="http://www.hideawaycabaritabeach.com.au/">www.hideawaycabaritabeach.com.au/</a>
The Picnic Portal	Kingscliff	LandFood	<a href="http://www.thepicnicportal.com/">www.thepicnicportal.com/</a>
Tropical Fruit World	Duranbah	Food	<a href="http://www.tropicalfruitworld.com.au">www.tropicalfruitworld.com.au</a>
Tweed Cooking School	Casuarina	Food, Wellness	<a href="http://www.tweedcookingschool.com">www.tweedcookingschool.com</a>
Tweed Eco Cruises	Tweed Heads	Water Animal	<a href="http://www.tweedecocruises.com/">www.tweedecocruises.com/</a>
Tweed Escapes	Tweed Heads South	Water	<a href="http://tweedescapes.com.au/">tweedescapes.com.au/</a>
Tweed Holiday Parks	7 locations	Accommodation	<a href="http://www.tweedholidayparks.com.au">www.tweedholidayparks.com.au</a>
Water Sports Guru	Kingscliff	WaterWellness	<a href="http://watersportsguru.com/">watersportsguru.com/</a>
Watersports Tweed	Tweeds Head	Water	<a href="http://visitthetweed.com.au/Experience/watersports-tweed/">visitthetweed.com.au/Experience/watersports-tweed/</a>
Wollumbin Palms Rainforest Retreat	Wollumbin	Accommodation, Wellness	<a href="http://www.wollumbinpalms.com/">www.wollumbinpalms.com/</a>

## APPENDIX 2 - STAKEHOLDER CONSULTATION SESSIONS

Local businesses and strategic partners were invited to take part in research sessions for this Action Plan. TTC wishes to thank the following contributors:

- Tweed Shire Council
- Destination North Coast
- Destination NSW
- NSW National Parks and Wildlife Services
- La Rocher Eco Resort
- Mt Warning Estate
- Tropical Fruit World
- Potager - A Kitchen Garden
- Tweed Eco Cruises
- Ecoasis

## APPENDIX 3 - ACRONYMS

DMP - Destination Management Plan

LGA - Local Government Area

TTC - Tweed Tourism Co.

TSC - Tweed Shire Council

DNSW - Destination New South Wales

NPWS - NSW National Parks and Wildlife Services



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