



「THE TWEED
TOURISM CO.」

Quarterly Report

APRIL - JUNE 2020

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INTRODUCTION

The following includes The Tweed Tourism Company's operational reporting from April to June, 2020; a period punctuated by the Covid-19 pandemic and subsequently a closure of the state border with Queensland. The report includes strategies implemented to assist the local tourism industry in the short term where possible, as well as the destination focusing on projects to ensure it is well positioned to recover in the future.

The operating reports continue to show a busy quarter for the TTC team inclusive of work to secure grant funding for the region, development of a suite of consumer publications including a Foodies Guide and Hinterland Drives publication, and a marketing campaign to help support the school holiday period as restrictions were lifted to allow intrastate travel. On top of this, the period included many Australians at home and this gave impetus to the team focussing on social media content (section 4.2.2) with pleasing reach and engagement results achieved for the @thetweed Facebook and @thetweed_nsw Instagram channels.

In the case of the Covid-19 (CoronaVirus) pandemic; not only has demand been dramatically impacted, but necessary health-related restrictions have meant that TTC has had a large role in stakeholder communications (see section 7) for local tourism businesses to ensure they are receiving timely and easy to understand messaging. The TTCnews eNewsletter is an important ongoing project and both the Corporate Facebook channel dedicated to operator (B2B) messaging and a series of operator webinars have additionally focused on this corporate communication requirement.

As a final overview note, section 2.0 Destination Research shows the latest tourism figures for the year ending March 2020. Whilst severe declines in visitor numbers must reflect in the next reporting cycle due to Covid-19 Government shutdown period, the numbers in this release remain strong. The International figures have shown the start of a downswing as they should with international markets being the first affected whilst Covid-19 was still considered an epidemic. As an example of this; a suspension of group travel coming out of China came into effect on 27 January and as such falls easily into the reporting period

With regard to domestic overnight markets and daytrip markets; the reporting period falls immediately before the Covid-19 shutdown and these results showcase strong visitor demand and another record high (as they did the prior quarter) for the Tweed's domestic overnight visitor numbers since the National Visitor Survey commenced in 1998.

1.0 OVERVIEW

1.1 CORONAVIRUS PANDEMIC

The following overview is intended to showcase a balance of the positive trajectory that the Tweed's tourism industry has experienced in recent times, offset by all Australian and worldwide destinations being plunged into economic crisis and government sanctioned shutdowns to combat the Covid-19 public health situation.

Whilst the latest visitation figures from Tourism Research Australia (TRA) have only been released to the end of the March quarter (see section 2, destination research), TRA has released a special report to look at the effects of the pandemic on tourism businesses nationwide for the months of April and March (2020).

Noting the following as national data, please see a table summary of impacts:

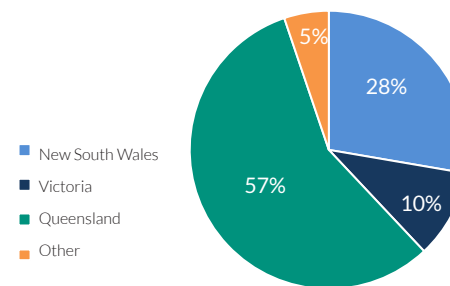
OVERNIGHT SPEND	OVERNIGHT TRIPS	NIGHTS SPENT ON TRIP
<p>April 2020 \$666 million Down 91% on April 2019</p>	<p>April 2020 1.6 million Down 86% on April 2019</p>	<p>April 2020 7.8 million Down 81% on April 2019</p>
<p>May 2020 \$1.05 billion Down 82% on May 2019</p>	<p>May 2020 3.05 million Down 67% on May 2019</p>	<p>May 2020 11.9 million Down 60% on May 2019</p>

Source: Tourism Research Australia - National Visitor Survey (NVS) SNAPSHOT April – May 2020

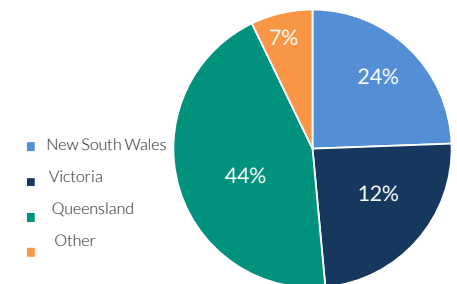
This period has included the withdrawal of all international tourism market visitors and a severe downturn in domestic tourism, and these figures highlight this incredibly difficult operating environment.

For the Tweed region, a secondary factor is also compounding the Covid-19 crisis from an economic perspective, with the Queensland state border being closed from March 24th through to June 1st (and notably the border going back into closure again on August 8th). Whilst the Tweed's destination body supports public health requirements being any government's first priority, the importance of the Queensland visitor markets can be highlighted by the graphs provided. As a summary; in the 2019 calendar year, Queensland markets accounted for 57% of domestic overnight visitors and 44% of domestic overnight visitor nights (Source: Tourism Research Australia).

Tweed Region Domestic Overnight Visitors by State of Origin



Tweed Region Domestic Overnight Visitor NIGHTS by State of Origin



Source: Tourism Research Australia - National Visitor Survey for the year ended December 2019

BORDER ZONE

Whilst the hard border closure has taken effect, TTC would note that the Queensland government has allowed a border zone for Tweed and Gold Coast residents, and is hopeful that this development both continues for the duration of the border closure, and assists businesses to navigate this difficult period.

The Tweed Tourism Co. (TTC) as the region's destination body; supports public health requirements being of the highest priority for government, however the organisation advocates for state governments to work collaboratively to implement measures such as screening procedures or similar, that facilitate domestic borders opened wherever possible, and interstate travel allowable in a controlled manner.

2483 POSTCODE

Following the border zone implementation there was some confusion when the 2483 postcode was removed after initially being included. Whilst primarily a Byron region postcode, TTC is working proactively through the Cross Border Tourism Working Group to encourage Tweed townships from this postcode, including Burringbar, Mooball, and Crabbes Creek to be reintroduced into the border zone. There are noted impacts on these communities especially with regard to employment arrangements; and additionally the situation creates an unrealistic expectation for Queensland residents in the Tweed region to have accurate awareness of their location being in or out of the border zone.

1.2 BUSHFIRE RECOVERY

Although it has been overshadowed now in the media by the pandemic, Australia's bushfire crisis also made for a difficult start to 2020, especially for the Tweed's hinterland tourism operators.

It is noted in this report that since the Bushfire crisis, the Tweed Tourism Co. team has partnered with the Tweed Shire Council's Economic Development team to make two successful grant submissions for upcoming projects from public sector Bushfire Recovery Grant programs. These include:

Project	Funding Body	Grant Program	More Information
The Tweed Resilient Leadership Program	NSW State Government	Bushfire Community Resilience & Economic Recovery Fund	See section 6.1.1
The Tweed Hinterland Trails	The Tweed Hinterland Trails	Regional Tourism Bushfire Recovery Grants - Stream 2	See section 4.3.1



DESTINATION RESEARCH: MONITORING AND ANALYSIS

STATISTICAL TIMEFRAME: YEAR ENDING MARCH 2020

Each quarterly report TTC will look to provide an overview of the destination's performance with some commentary.

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

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

2.1 OVERVIEW

The statistical period in this report is for the 12 months ending March 2020, which show the Tweed maintaining the strong results as seen in recent reporting in the domestic overnight and domestic daytrip markets.

The domestic overnight sector was the highlight story in this release with visitors rising by 33.8% on the year prior. For the second consecutive report, this is the strongest result for the Tweed in domestic overnight visitors since the National Visitor Survey commenced in 1998.

For international visitors, a 10.5% decrease in international visitors and 8% decrease in visitor nights was a precursor to the larger issues that the Covid-19 crisis was about to bring. Within the reporting period, a suspension on group travel coming out of China was implemented as Covid-19 initially hit epidemic status.

The next round of quarterly reporting will showcase the epidemic turning into pandemic and International borders being closed to unnecessary travel. There are going to be significant declines in future visitation reporting as a result of Covid-19, but these latest figures can be a beacon to remind the local industry that the region has been performing strongly.

Visitation Statistics for the Year Ending March 2020

DOMESTIC VISITORS - YEAR ENDING MARCH 2020

	Overnight Visitors			Visitor Nights			
	YE Mar 19	YE Mar 20	% Change	YE Mar 19	YE Mar 20	% Change	ALOS
Tweed	600,197	803,118	33.8%	1,667,880	2,449,873	46.9%	3.1
North Coast	5,756,888	6,216,920	8%	23,287,923	22,247,877	-4.5%	3.6

DOMESTIC DAYTRIPS - YEAR ENDING MARCH 2020

	YE Mar 19	YE Mar 20	% Change
Tweed	1,276,786	1,586,909	24.3%
North Coast	7,082,984	8,754,240	23.6%

INTERNATIONAL VISITORS - YEAR ENDING MARCH 2020

	Overnight Visitors			Visitor Nights			
	YE Mar 19	YE Mar 20	% Change	YE Mar 19	YE Mar 20	% Change	ALOS
Tweed	26,780	23,972	-10.5%	297,600	273,650	-8%	11.4
North Coast	360,096	332,782	-7.6%	3,987,259	3,785,312	-5.1%	11.4

DOMESTIC VISITORS - QUARTER ENDING MARCH 2020

	Overnight trips (000)			Nights (000)			
	Jan-Mar Quarter 2019	Jan-Mar Quarter 2020	% Change	Jan-Mar Quarter 2019	Jan-Mar Quarter 2020	% Change	ALOS
Tweed	153	181	17.9%	404	536	32.9%	3
North Coast	1,642	1,456	-11.3%	7,600	6,596	-13.2%	3.6

*ALOS - average length of stay

2.2 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

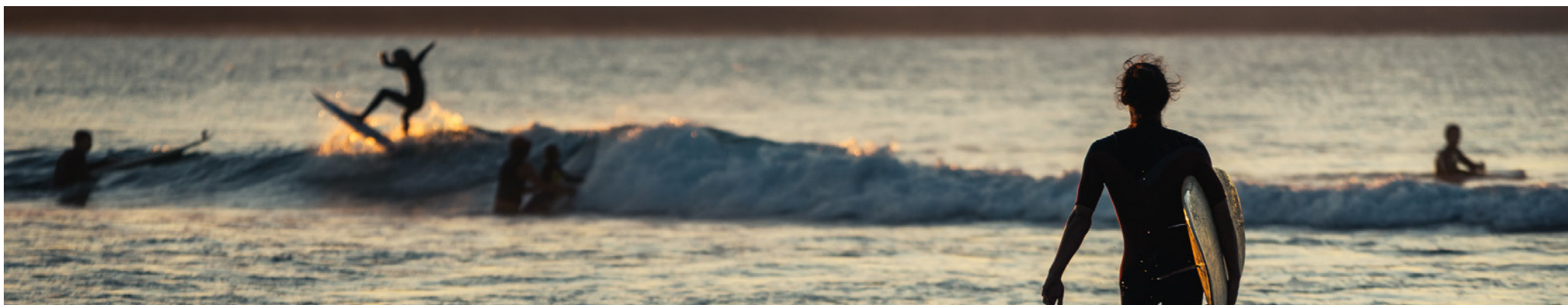
Some local government areas (inclusive of the Tweed) complete the modelling based on the Tourism Region (TR) expenditure applied to the visitation rate (as taken from TRA online). Whilst this methodology is the most effective available, it assumes that visitors have the same spending patterns universally. 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.

VISITOR EXPENDITURE STATISTICS YEAR ENDING MARCH 2020

	YE Mar 20	YE Mar 19	Change %
TOTAL EXPENDITURE			
Domestic Overnight (\$M):	\$400,721,166	\$261,820,270	53.05%
Domestic Day Visitors (\$M):	\$178,401,230	\$140,876,821	26.64%
International Overnight (\$M):	\$18,483,704	\$20,652,218	-10.50%
TOTAL (\$M):	\$597,606,10	\$423,349,309	41.16%
EXPENDITURE PER VISIT			
Domestic Overnight Visitors:	\$498.96	\$436.22	14.38%
Domestic Day Visitors:	\$112.42	\$110.34	1.89%
International Overnight:	\$771	\$771.18	-0.02%
EXPENDITURE PER NIGHT			
Domestic Overnight Visitors:	\$163.57	\$156.98	4.20%
International Overnight:	\$67.55	\$69.40	-2.67%

*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.





3.0 CRISIS RESPONSE STRATEGY

In the last Quarterly report, TTC outlined a crisis response strategy to focus on three pillars including the following (as a brief recap):

With Covid-19 developing into a pandemic and the ensuing effects of changes to the ways that businesses have been able to trade, the strategy has evolved. As it developed it was underpinned by three key principles including a focus on:

- The now, or the immediacy of the situation.
- The future and how we are able to assist in getting businesses and the destination strongly positioned for the economic recovery, and
- Strong minds, with a realisation that the Covid-19 crisis in particular had the potential to shut businesses, put people out of employment and affect mental health.

THE NOW

This focus area has looked to act quickly with the immediacy of the situation front of mind. Activity highlights in this section can be characterised by both communication with operators and ensuring industry has access to simple and effective information, as well as the development of a campaign to raise awareness for locals around the sentiment of 'supporting local business'.

COMMUNICATION ACTIVITIES

- Industry Liaison and Marketing Specialist positions reaching out to local businesses and scheduling Zoom meetings, giving feedback and brainstorming with operators directly.
- TTCnews (B2B) email communications being increased from fortnightly to weekly distribution.
- Fortnightly operator zoom meetings conducted.

THE FUTURE

This focus area emphasises the positioning of businesses and the destination for a successful recovery period post the current Covid-19 situation.

RESILIENT LEADERSHIP PROGRAM

In particular, the successful joint application - with Tweed Shire Council's Economic Development Unit - has resulted in our joint teams delivering a fully subsidised 'Resilient Leadership Program' for Tweed businesses. This program commenced in late June/July and further information can be viewed in section 6.1.

TTC would like to acknowledge and thank the NSW State Government for making this program possible through the Bushfire Community Resilience & Economic Recovery Fund 2020.

DESTINATION MARKETING

The team began focussing on demand driving campaigns in the lead up to the July school holiday period. It is noted that following a period of travel; restrictions were re-implemented due to Covid outbreaks predominantly in Victoria and Sydney and as such the TTC team is constantly evaluating and discussing with the State authority Destination NSW with respect to responsible promotions for the time.

STRONG MINDS

Finally; this focus area aims to promote a sense of community, a sense of optimism and in an era when mental health has been realised to be such a potent force, a focus on harnessing the positive.

8 Week Challenge

During COVID lockdown we were concerned about our industry's wellbeing and mental health as well as the obvious financial impacts. As such, we engaged local wellness warrior Tim Jack Adams from Green-X7 to lead an 8 Week Challenge which focussed on 8 key areas

including sleep, physical health, nutrition, mindset, fun, relationships, friendships and purpose. TTC partnered with Tweed Shire Council to subsidise the program with 54 participants from tourism and the local business community registering. The participants connected via weekly zoom webinars and via the customised app that tracked their “battery” levels and provided the framework for a positive outlook. Survey of participants is in progress, but anecdotally there has been positive feedback from participants who made changes to their fitness and nutrition based on the program.

3.1 IMPACT STATEMENT

TTC’s General Manager Bradley Nardi has been involved in numerous meetings and media requests with regard to the COVID-19 crisis as well as the Queensland border closure impacts.

Following a meeting with the NSW Cross Border Commissioner James McTavish as hosted by Business NSW, it was requested that TTC prepare a short impact statement for stakeholders to utilise for education on the situation.

TTC’s impact statement has been included as Appendix 1 to this report.

26th August 2020

Ms Jane Lavery
Regional Manager Northern Rivers
Business NSW
2/54 Tamar Street, Ballina NSW 2478
Email: jane.lavery@businessnsw.com
Subject: **Impact Statement - COVID 19**

Dear Jane,

Thank you for your request to address the Covid-19 crisis and in particular the subsequent Queensland border closure impacts on the Tweed region's tourism economy.

Whilst the latest visitor figures from Tourism Research Australia (TRA) have only been released to the end of the March quarter, TRA has released a special report to look at the effects of the pandemic on tourism businesses nationwide for the months of April and May 2020.

Whilst these figures represent national and not Tweed-specific data, they are effective in highlighting the difficulty of current operating environment for all Australian tourism businesses including a withdrawal of all international tourism markets and a severe downturn in domestic tourism.

Domestic Spend	Domestic Spend	Domestic Spend
April 2020	April 2020	April 2020
\$666 million	1.6 million	7.9 million
May 2020	3.05 million	11.8 million

Source: Tourism Research Australia - National Visitor Survey (NVS) QANZ017 April - May 2020

For the Tweed, the Queensland border closure represents a secondary factor compounding the already disastrous impacts of the Covid-19 crisis. It must be stressed that the Tweed, as well as further Northern Rivers tourism businesses, are at the coalface of this border closure which has the potential for devastating impacts on local businesses. The border was initially closed from March 24th through to June 1st, and following a brief opening it re-entered a state of closure on August 8th.

The Tweed Tourism Co. (TTC) as the region's destination body, supports public health requirements being of the highest priority for government, however we do hope to see state governments working collaboratively to implement measures such as screening procedures or similar, that facilitate domestic borders opened wherever possible, and interstate travel allowable in a controlled manner.

(cont.)

With regard to the importance of the Queensland visitor market for the Tweed region, the following graph highlights the impact of this source market on the region's visitor economy.

Source: Tourism Research Australia's National Visitor Survey (for the year ended December 2019 for the calendar year)

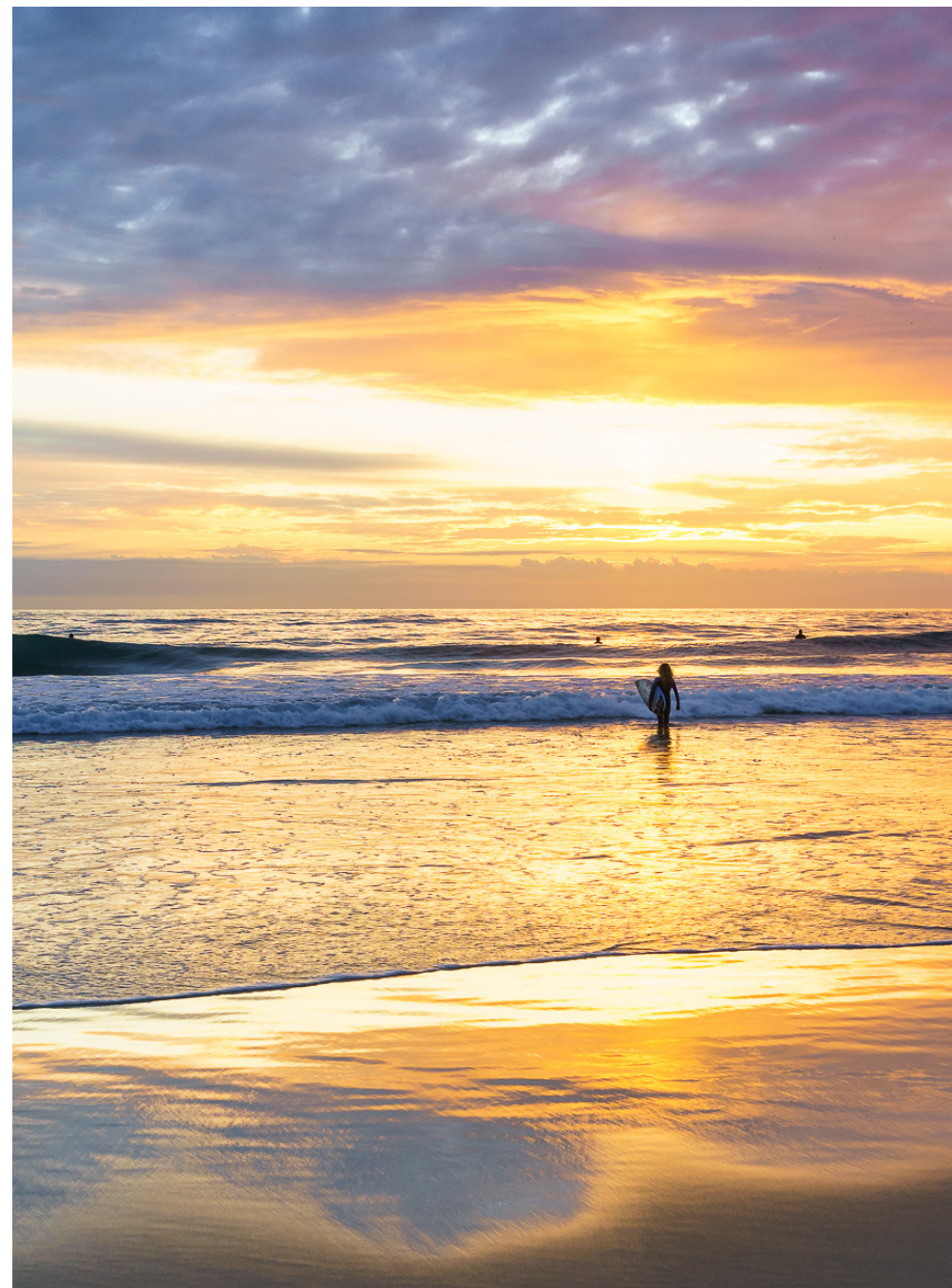
As this graph shows, in the 2019 calendar year Queensland markets accounted for 57% of domestic overnight visitors. In the same time period, the region had 775,000 domestic overnight visitors meaning approximately 441,000 visitors from Queensland enjoyed the region and at the same time injected new money into the local economy.

With regard to employment figures for the Tweed region, the table to the right showcases retail jobs as well as accommodation and food services having a significantly higher proportion of employment in the Tweed region over further New South Wales. Tourism whilst not the only - is a significant driver in maintaining these employment sectors. These are employment sectors directly threatened by the border closure impacts and TTC would implore stakeholders to work together to support future prospects for these businesses.

Our organisational thanks go to both Business NSW and the State Government for all ongoing advocacy efforts provided for the Tweed region. I am happy to expand on these impacts either in writing, by telephone or in person. Additionally, I am prepared to work with local tourism businesses for further case studies on the very real impacts that the border closure is having on local businesses.

Warm regards,
Bradley Nardi

General Manager, The Tweed Tourism Co.
brad@tweedtourismco.com.au
P: 0448 994 874



4.0

DESTINATION MARKETING CHANNELS

As previously reported, the year commenced with the launch of a new destination website (visitthetweed.com.au - see section 4.2.1), and since that time the team has been constantly evolving the plans to the short term needs of local businesses due to the external health crisis and shutdown period.

Highlights for the period have included progressing both a new Foodies Guide and a Hinterland Trails publication whilst the Covid-19 crisis has been developing which will be launched in August (see section 4.3), as well as conducting the first recovery campaign to support the June/July school holiday period.

4.1 CAMPAIGNS

TTC has engaged two consumer based campaign periods across the reporting period inclusive of an initiative to support local businesses in their innovations, and the first recovery campaign which was instigated whilst the Queensland border was still in its first closure to stimulate demand for the June/July school holiday period.

4.1.1 LOVE THE TWEED

During the border shutdowns and lockdowns, the team turned their attention to engage community support around a localised message. These local businesses were promoted via the website channels as well as through social media and a PR campaign with local media including the Tweed Daily News, Tweed Valley Weekly and Haven Magazine.

The #LoveTheTweed initiative was engaged to act quickly with the immediacy of the Covid-19 situation front of mind. As such the strategy to target locals was a necessary one in order to focus on continued cashflow for as many businesses as feasible.

The campaign commenced with a #LoveTheTweed social movement to support local business and progressed to sharing information from businesses that were able to be operational such as restaurants offering takeaway.

The strategy relied on developing a simple webpage with randomised local initiatives, which was set up quickly and gave a platform for a multitude of tourism business innovations. At the start of the initiative it was envisaged this would include accommodation, activities and food and beverage, but as the government restriction tightened so did the businesses that could be promoted.

The initiative resulted in over 80 operators being promoted during the first phase of the campaign, and a further 35 operators involved in the Mother's Day Gift Guide.

With regards to the channel strategy, the initiative utilised:

- A unique page in the VisitTheTweed.com.au website as the call to action.
- A versatile strategy with regard to social media channels that takes into account what innovations are pertinent to each channel, and as such promotion across @thetweed, @whatsontweed and @thetweedtourismco.
- A paid media strategy, primarily focusing on local print inclusive of the Tweed Valley Weekly and the Tweed Daily News (TDN). Additionally; TDN / NewsCorp's online assets were used to target online users by geographic area, and these assets primarily included taste.com.au and news.com.au.

MOTHERS DAY GIFT GUIDE

With the #LoveTheTweed campaign ultimately focussing largely on food and beverage options due to Covid-19 restrictions (such as fruit markets, take away specials etc.), the TTC marketing team looked to new ideas to support further operators that were not able to provide such innovations.

A strategy that the team utilised to target future business was the Tweed Gift Guide, launched to align to Mother's Day gift ideas. The strategy for the initiative was to provide inspiration and a platform to access local gifting options that can be enjoyed either immediately or after the period of restrictions had been lifted. Example gifting ideas included going to a restaurant for a meal, or to a Hinterland lodge for that fresh air getaway (once appropriate).

A dedicated webpage was set up with 35 local businesses taking part and 615 user sessions engaged with the page in the lead up to Mothers day. This initiative is planned to be repeated in the future with the next Tweed Gift Guide targeting Fathers Day in September.

TO NEWS

Gift Mum some Tweed love this year

THE BEST of the year's most popular products are on display at the Tweed Gift Guide, a collection of local businesses' offerings. The guide is a comprehensive list of products and services available in the Tweed region, including honey, jam, and jewelry. It is a great resource for anyone looking for a unique gift for Mother's Day.

Local honey

Local honey is a popular choice for Mother's Day gifts. It is not only delicious but also has many health benefits. There are many local producers in the Tweed region who offer a variety of honey products, including wildflower, eucalyptus, and lemon.

Jam

Jam is another popular choice for Mother's Day gifts. It is a versatile product that can be used in many ways, from spreading on bread to making preserves. There are many local producers in the Tweed region who offer a variety of jam products, including strawberry, raspberry, and blueberry.

Jewelry

Jewelry is a classic choice for Mother's Day gifts. There are many local producers in the Tweed region who offer a variety of jewelry products, including necklaces, earrings, and bracelets. Some of the most popular designs feature local flowers and stones.

Local produce

Local produce is a great choice for Mother's Day gifts. It is fresh, delicious, and supports local businesses. There are many local producers in the Tweed region who offer a variety of produce products, including fruit, vegetables, and herbs.

Local services

Local services are a great choice for Mother's Day gifts. They provide a unique experience and support local businesses. There are many local service providers in the Tweed region who offer a variety of services, including massages, haircuts, and manicures.

THE TWEED PUZZLES

In the reporting period, the marketing team identified a likely trend to emerge as Australians were forced to hibernate at home looking for entertainment options for the entire family. From this, a destination imagery-based series of puzzles was developed by the team and distributed to entertain and inspire people with a Tweed message incorporated to stay front of mind for when travel was to return.

This project sparked the imagination far and wide, with editorial coverage earned across Australia including via the Escape liftout of the Sunday Telegraph, as well as being internationally promoted via Tourism Australia (TA), and subsequently promoted in Germany by German Public Relations agency Hansmann PR.

Local morning

Back to the real world

Falling into place

Just what you need to get you back to the real world.

The puzzle is a 1000-piece jigsaw puzzle featuring a beautiful scene of a person relaxing on a beach. The puzzle is made of high-quality materials and is perfect for anyone looking for a relaxing activity. It is also a great gift for anyone who loves puzzles.

Local morning

The puzzle is a 1000-piece jigsaw puzzle featuring a beautiful scene of a person relaxing on a beach. The puzzle is made of high-quality materials and is perfect for anyone looking for a relaxing activity. It is also a great gift for anyone who loves puzzles.

4.1.2 RECOVERY CAMPAIGN #1

On June 1st, restrictions on accommodation were lifted and intrastate travel permitted.

With Australia's travel restrictions quickly opening, domestic consumers rapidly progressed from the 'dreaming' phases of the travel cycle through to planning and booking phases.

The primary Tweed-specific challenge was the need to attract markets from intrastate areas whilst the region's largest source market (south-east Queensland) remained prohibited due to the first border closure. It was always anticipated that the border issue would significantly impact the July school holiday period.

Marketing efforts moved into the first recovery campaign phase as the region focused on gaining immediate traction with markets coming from the southern distribution points such as NSW (primary) audiences. Additionally, locals that weren't ready to travel long distances but were looking for a change of scenery in their backyard were noted as a secondary target for the initiative.

The campaign included an implementation of a 'Hot Deals' digital module via ATDW (The Australian Tourism Data Warehouse) listings to be promoted on VisitTheTweed.com.au as a direct call to action.

By way of a quick synopsis, phase one of the campaign undertook an approach to:

Get tactical.

- This means that local tourism businesses had the opportunity to leverage the initiative, primarily through submitting 'Hot Deals' on visitthetweed.com.au.
- Implementation of a deals page and these offers were additionally displayed on various content pages throughout the website.

Get digital.

- Digital marketing was the predominant medium for the campaign including targeting via Facebook and Instagram to an intrastate (NSW) market is a 5-hour drive range.

Get visual.

- Television advertising on the WIN network with the intention to target audiences from the Tweed to Taree, especially around key programs including The Project and MasterChef (which progressed towards its climax in the advertising period).
- Select publications including Haven were utilised for print advertising opportunities in similar targeted areas.



Get practical.

- The team aimed to inspire trips with itineraries and the sharing of how to discover and explore the region. Pre-emptive messaging of the Tweed Hinterland Trails was in particular utilised.

The campaign objectives included:

- Increase destination awareness and gain consideration for drive market travellers.
- Influence consumers within initial discovery mode.
- Increase website traffic in the lead up to the July school holidays period.
- Increase operator bookings & engagement conducted within VisitTheTweed.com.au.
- Target messaging to a broad North Coast (Byron/Ballina, Lismore, Clarence, Coffs Harbour and Port Macquarie) audience inclusive of a 5-hour drive market.

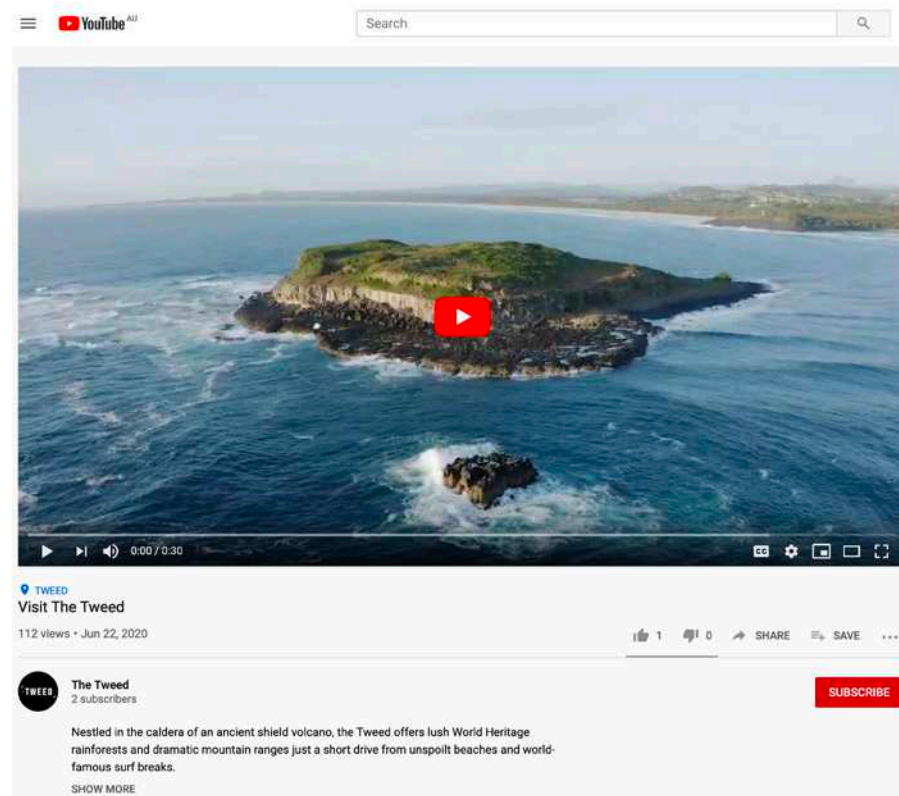
Campaign Channels

- Regional Television: both 30 and 15 second versions were delivered to target the WIN Network's key programming during the period including Masterchef, The Project and News broadcasts.
- Social advertising: primarily via the Facebook platform as well as further awareness promotions via Instagram.
- Google targeting including a focus on organic SEO (search engine optimisation) performance.
- Native advertising primarily via the Taboola platform.

Campaign Insights for the period of June 19 - July 19:

- Over 40 local tourism businesses submitted online offers for the campaign.
- Television advertising was seen from Taree/Port Macquarie through to the border.
 - 422 advertising spots were broadcast over a 4 week period.
 - Expected reach utilising the TARP (Target Audience Rating Point) advised by station for this campaign was 198,300.
- Digital activity focused on the aforementioned channels of Social, Search and native advertising.
- 10,041 website users on the VisitTheTweed.com.au platform with source mediums shown in the analytics graphic provided.
- 1,599 digital sales leads* were delivered to participating businesses. Of this:
 - 1,183 hot deal book online clicks
 - 352 hot deal link clicks to operator websites.
 - 64 enquiry form (email address) submissions.

Source / Medium	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
	10,141 % of Total: 100.00% (10,141)	9,756 % of Total: 100.00% (9,756)	12,773 % of Total: 100.00% (12,773)	47.71% Avg for Video: 47.71% (0.00%)
1. social / cpc	6,553 (64.21%)	6,408 (65.68%)	8,105 (63.45%)	52.94%
2. google / organic	1,284 (12.58%)	1,206 (12.36%)	1,638 (12.82%)	34.98%
3. taboola / referral	927 (9.09%)	927 (9.50%)	1,034 (8.10%)	49.32%
4. m.facebook.com / referral	571 (5.60%)	456 (4.67%)	632 (4.95%)	52.06%
5. (direct) / (none)	411 (4.03%)	386 (3.96%)	669 (5.24%)	30.49%
6. facebook.com / referral	95 (0.93%)	84 (0.86%)	141 (1.10%)	51.06%
7. bing / organic	81 (0.79%)	72 (0.74%)	108 (0.85%)	26.85%
8. visitnsw.com / referral	67 (0.66%)	64 (0.66%)	75 (0.59%)	21.33%
9. l.facebook.com / referral	44 (0.43%)	29 (0.30%)	111 (0.87%)	11.71%
10. yahoo / organic	30 (0.29%)	30 (0.31%)	35 (0.27%)	28.57%



"TTC would additionally like to thank the WIN Network who utilised regional footage for their June / July 15 second Our Country vignette with 60 complimentary spots broadcast across the Northern Rivers, Coffs Harbour and Taree markets."

**Please note: TTC considers a digital sales lead as a website consumer clicking through to an operators online booking space. This can occur through a specific 'book now button' on the listing but linked to the operator website and email address are also utilised.*

To view the TVC, head to <https://youtu.be/ROqS4VtavCw>

4.1.3 CO-OPERATIVE MARKETING OPPORTUNITIES

Although not exactly a campaign; TTC's cooperative marketing strategy is deliberately aimed to be able to take on opportunistic media deals that work to strategic objectives and also give local tourism businesses access to advertising specials that may otherwise be out of budgetary reach.

In the reporting period the team as been able to provide a series of co-operative marketing opportunities for major publications with operator commitments generally occurring within 24 hours of promotion. The opportunities are promoted generally with a mix of the social media channels and TTCnews, and it is a first in format.

Recent opportunities included:

- Signature Luxury Travel & Style magazine with operators including: Crystal Creek Retreat, La Rocher Eco Retreat, Ecoasis, Blue Ginger Picnics/Mount Warning Tours, The Beach Resort and Tasting Plate Tours.
- 2 editions of Out & About with Kids with 8 operators partnering (4 in each edition) including: Tropical Fruit World, Tweed Regional Gallery, Hosanna Farmstay, Ecoasis, Watersports Guru, Catch-a-Crab, Boyd Bay Houseboats and North Star Holiday Resort.

TTC negotiates these opportunities with the aim of bonus editorial, edm and social media mentions to amplify the messaging.

Pictured: Above - Signature Luxury Travel & Style advertisement, Right - Out and About with Kids

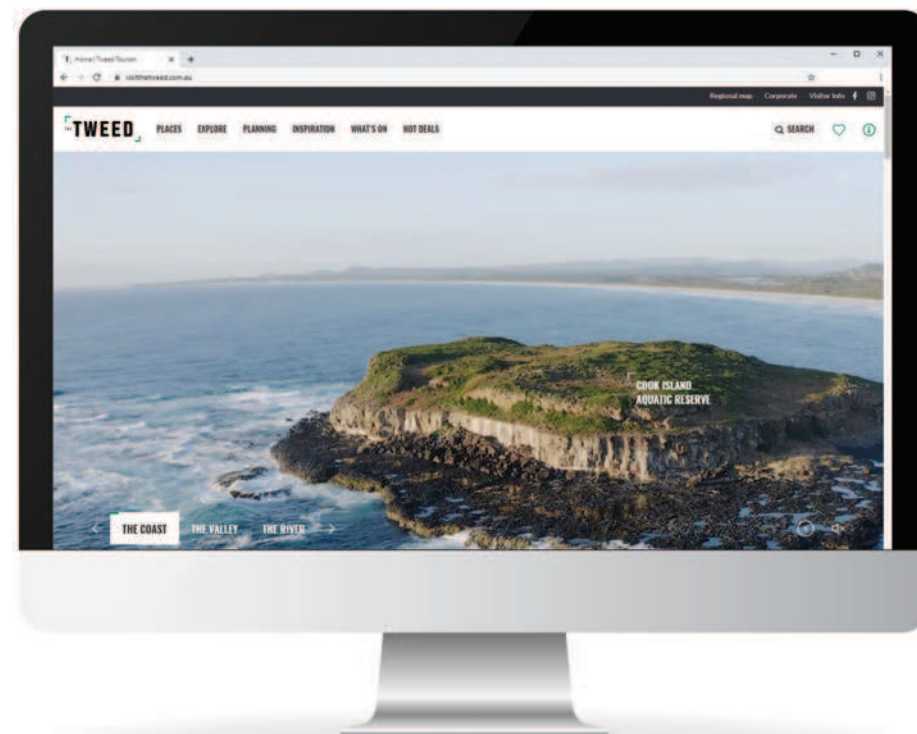


4.2 DIGITAL CHANNELS

TTC began January 2020 with the launch of a brand new destination website that can be viewed at visitthetweed.com.au. This new website further reinforced the advancing digital strategy for the region following the late 2019 launch of the [whatsontweed.com.au](https://www.whatsontweed.com.au) platform as a partnership between the Council and TTC teams in the events space.

Like all areas of operation, the Covid-19 crisis has provoked a revamped strategy, For TTC this has included a period of focussing on:

- Aspirational messaging promoting travel in the future (on main consumer channels @theTweed Facebook and @theTweed_NSW instagram), and
- Direct messaging to support local business initiatives (Instagram stories, @whatsonTweed Facebook and @theTweed Facebook).

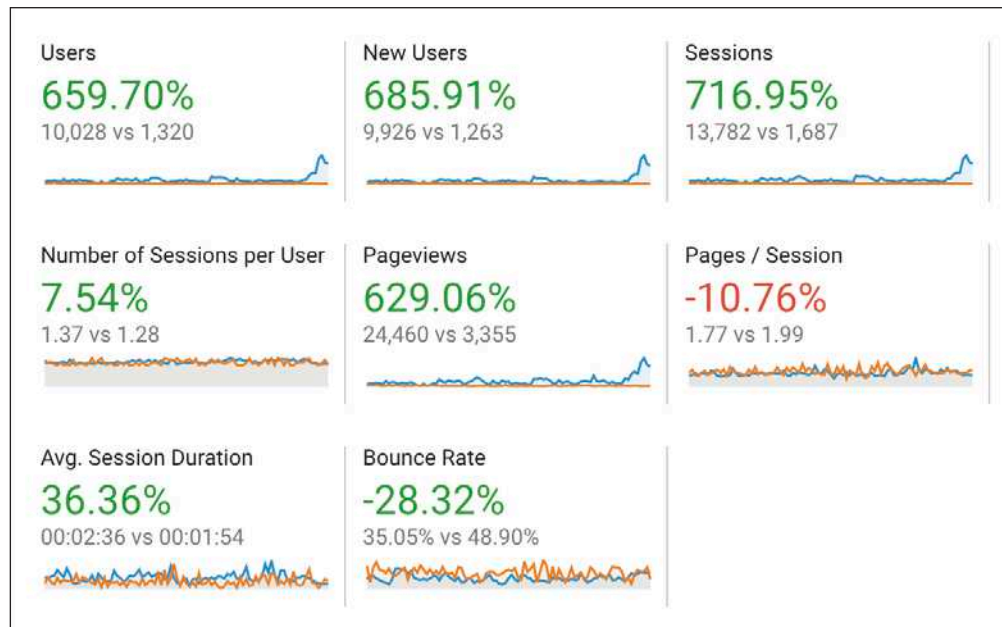


4.2.1 DESTINATION WEBSITE

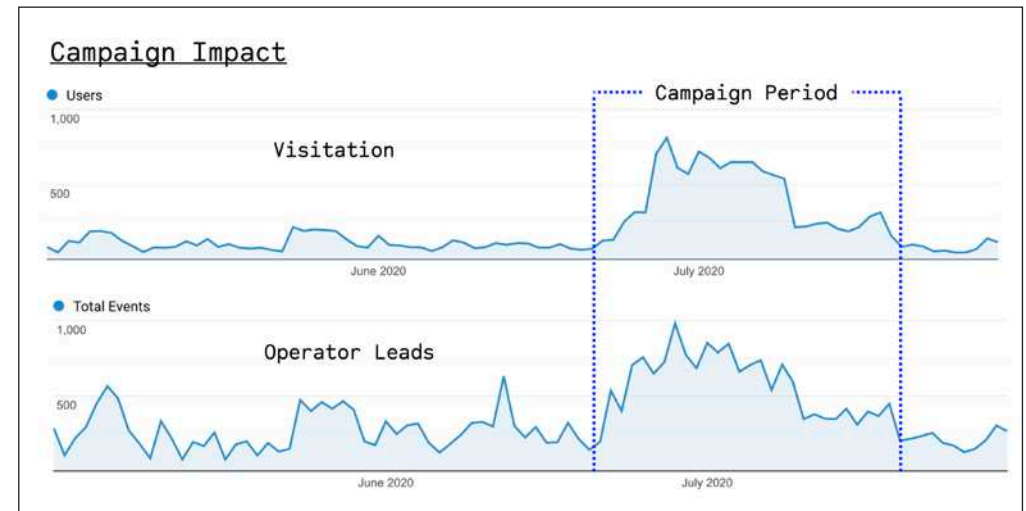
A revamped visitthetweed.com.au consumer website was launched in January to target the early stages (i.e. dreaming and research) phases of the consumers path to a Tweed visit.

The reporting period has provided challenges for the Tweed's marketing team as the efforts are being made to establish the website as the region's official source of destination information with search engine optimisation at the front of priorities.

Reporting on website user statistics shows dramatic growth in website usage compared to the prior year, however the team is conscious to make the point that this is from a low base and vigilance will be maintained to ensure this digital growth trajectory continues.



Additionally it is noted that while it only impacts some of the reporting period; the recovery campaign's digital success did provide a significant uplift for the website late in the reporting period. The following graph shows the website audiences both in and following the campaign period and demonstrates the increased traffic during that time.



As has always been planned, the team is now implementing an ongoing continuity strategy for the website (i.e. always on / business as usual). In addition to the always on activity there will continue to be periods of seasonal, event driven, needs driven campaigns. These ad hoc campaigns will be in addition to always on and will play a supporting role and tactically target need periods for local tourism businesses.

4.2.2 SOCIAL MEDIA

Results

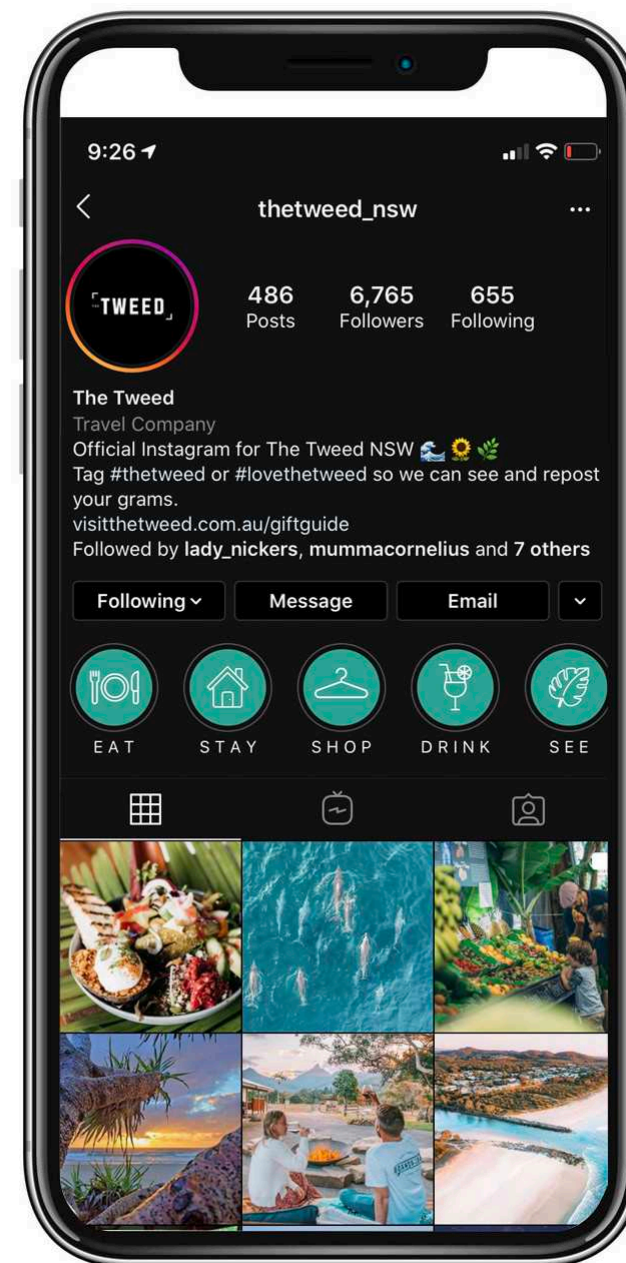
Please see an overview of results on the following page.

Key Insights

- 'Always On' Paid Strategy: as seen in the dramatic increase in followers, reach and engagement across all channels from January 2020 compared to the end of the 2nd quarter - the 'always on' strategy undertaken by Tweed Tourism Co. has been a success and is something that should be maintained to continue the growth of all destination channels.
- 'The Tweed' Follower Campaign - To further increase our following on 'The Tweed' Facebook channel, a page likes campaign was implemented in May which resulted in 1,169 page likes and was a very cost effective campaign with an average of \$0.34 per page like. This campaign tested two different creatives (coastal and hinterland) in our key audiences and the hinterland creative was by far the most engaging.
- What 'The Tweed' social audiences are loving - Audiences across this quarter were loving interactive videos across the Tweed region as shown in large spikes in reach across both Facebook and Instagram for the month of April. A range of videos were released to allow audiences to virtually tour the Tweed with the most popular being Fingal Head, Husk Distillers and Mount Warning (Wollumbin) footage.

Plans for the next quarter:

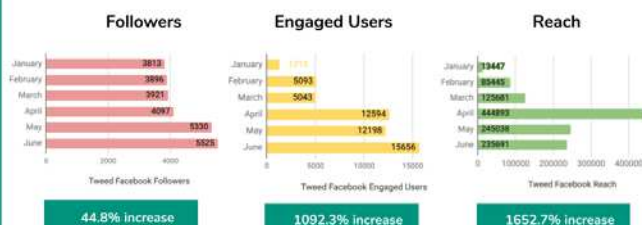
- Taking results from paid campaigns introduced across April - June 2020, across the next quarter the team at TTC will be implementing a further campaign activity on The Tweed (@thetweed) facebook channel.
- The team will continue with the successful 'always on' advertising budgets for both 'The Tweed' and 'Whats On Tweed' to promote increased engagement.
- There will be continued development of video content in the future for more short regional videos.
- There will be a continued focus on Instagram stories, which we will start reporting on in the next quarter. Additionally instagram's new 'reels' module is being investigated for potential interest.



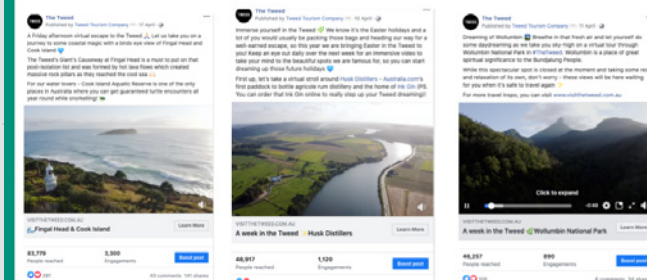
Facebook Results - The Tweed April - June



Facebook Results - The Tweed 2020 Snapshot (January - June)



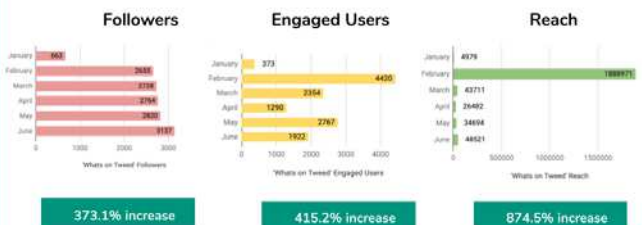
Most Popular Posts - Tweed Facebook



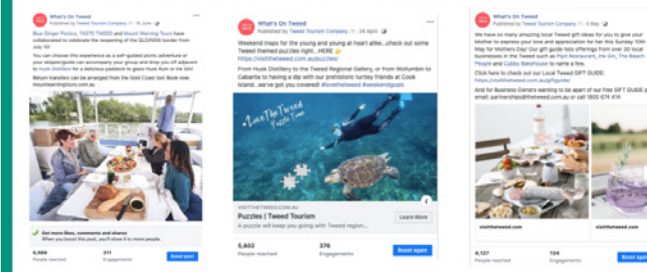
Facebook Results - Whats on Tweed



Facebook Results - What's On Tweed 2020 Snapshot (January - June)



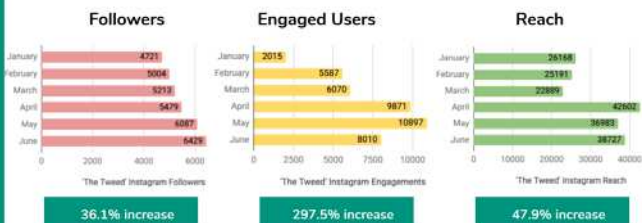
Most Popular Posts - What's On Tweed



Instagram Results - The Tweed April - June



Instagram Results - The Tweed 2020 Snapshot (January - June)



Most Popular Posts - @thetweed_nsw



4.3 PUBLICATIONS

During the shutdown period the TTC team were eager to push forward with two publication-based projects in the form of the Tweed Hinterland Trails and the Tweed Foodies Guide.

These new guides are strategically designed to form a suite of consumer publications with the region's Visitor Guide. With regard to the complementary nature of the publications, the:

- **The Visitors Guide** is the main consumer publication for the region with a 45,000 copy print run. This guide is distributed to Visitor Information Centre's in a 5 hour driving radius and is intended to showcase the importance of driving visitors to get to the Tweed. Additionally this publication is distributed in the Gold Coast and Brisbane Airports, and at consumer shows in particular for Caravan and Campaign markets.
- **The Hinterland Drives** is aimed to aid dispersal of visitors throughout the region (see further detail below) and to drive awareness of this strength for the region which has the potential to increase the length of visitor stays.
- **The Foodies Guide** is targeted to showcase the region's key strength is agri-tourism with the new guide shining a light on the Tweed region's farm-fresh produce, award-winning restaurants, evolving eateries and growing number of drink-makers, from gin and beer to tea and coffee.

4.3.1 TWEED HINTERLAND DRIVES

This publication is designed with a number of strategic aims including:

- Firstly the Tweed has approximately 1.5 million daytrippers visiting the region annually and it is important to ensure they are finding all of the hidden gems the region holds.
- The guide is additionally aimed to raise awareness that a daytrip isn't enough with high quality accommodation options available in the hinterland.
- The majority of accommodation inventory is in coastal communities and these drives are designed to give visitors to the coast the impetus to stay an extra day and to go further (or alternately be inspired to return).

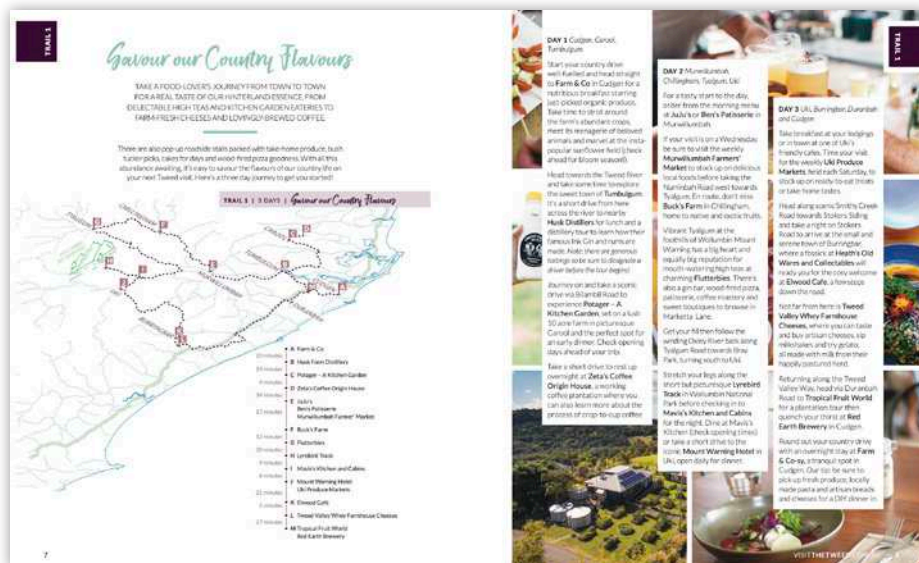
The guide itself includes 32 pages of inspiration and includes itineraries focussing on themes of food, the arts and nature. On top of this there are a number of 'meet the local' style pieces and TTC wishes to thank:

- Solar Chapel; Flutterbies (Tyalgum)
- Arna Baarts; Artist, M-Arts (Murwillumbah)
- Eva & Ross Heath; Heath's Old Wares (Burringbar), and
- Garry Wall; Bastion Lane Espresso (Uki)

Additionally, TTC would like to thank the 31 local businesses who partnered with this publication, and also to acknowledge the contribution and partnership of the Tweed Experiences Network in setting up the strategy that has resulted in this project.

TTC is pleased to announce that in partnership with the Tweed Shire Council, grant funding has been secured from the Federal Government's Bushfire Recovery Grant scheme to drive the Hinterland Drives further. TTC looks forward to updating on digital support for the project in coming reports.

To view the Tweed Hinterland Drives please head to: visithetweed.com.au/corporate



4.3.2 TWEED FOODIES GUIDE

The inaugural Foodies Guide is another initiative that is aimed at dispersing visitors further when in the region. The project was borne out of feedback and demand in the Visitor Information Centres as well as from tourism businesses and particularly accommodation operators looking for a high quality publication to distribute to their guests.

Good food and drink is a way of life in the entire northern rivers region of NSW, but the Tweed is perhaps the jewel in the crown.

The Tweed Foodies Guide is anticipated to launch in August and is more than a round-up of the dining scene (although it certainly does provide wonderful inspiration on that front). The guide provides a flavour-filled menu of inspiration for travelling locavores with food-based itineraries, bio's on locals and a recipe or two for good measure.

TTC wishes to thank:

- Steven Snow; FINS Restaurant & Bar (Salt Village)
- Peter Clarke and Charlie Ebell; Mavis's Kitchen (Uki)

Additionally, TTC would like to thank the 40 local businesses who partnered with this publication.



The full Foodies Guide will be available in the next reporting cycle. This screenshot is a sneak peak of the publication.



5.0 COMMUNICATIONS UPDATE

COMMUNICATIONS FOCUS

TTC's media and communications focus continued to manoeuvre around the evolving COVID-19 pandemic which increased in severity from April onwards, with a nationwide lockdown and travel restrictions impacting movement and messaging.

As a result, the team remained unable to invite travel writers to visit the region on hosted familiarisations through April and May but maintained ongoing liaison around 'holiday dreaming' stories, including an innovative digital jigsaw puzzle series that was featured in Tourism Australia's industry e-news (see pic) and possibilities for future visits when able.

From this, coverage of operators and experiences was gained in national consumer media, but predominantly focussed on intra-region messaging to position a strong 'buy local' call to help businesses still able to operate, along with providing ways for businesses to stay connected.

With intrastate travel back open from 1 June, the team aimed to start communicating state-based travel through a drive recovery campaign and also actively pitch to NSW based media, securing a hosted fam in late June for a freelancer's commissioned story on the Tweed in Signature Luxury & Travel magazine.

Major media outlets continued to be impacted by the economic downturn, notably NewsCorp's decision to close the print versions of many of its regional and local newspapers, including the Tweed Daily News which has since become a digital only publication.

Major projects undertaken or completed during the quarter included:

- the preparation of our Tweed Hinterland Drives Guide, incorporating themed itineraries across food, art, nature and heritage, highlights of local hinterland people, and a strongly supported advertising opportunity (see further detail on this project in section 4.3);
- #LoveTheTweed COVID-19 multiple editorial pieces in various local media to support our buy local campaign and profile local businesses

LOCAL MESSAGING: COVID-19 Pandemic - Love The Tweed

With the COVID-19 crisis continuing to affect external messaging from April onwards, a continued focus on local messaging was important, adapting strategies around milestones including Easter holidays, Mother's Day and Anzac Day.

The Love The Tweed campaign continued to gain local media coverage to highlight businesses adapting their offer to remain open and also presented a supportive voice for TTC in the community.

The campaign took a 'shop local in Easter' message in April, a Mother's Day Gift Guide in May and also extended beyond the region with 'holiday dreaming' messages to continue engagement with our media and consumer audiences and keep the Tweed top-of-mind during the lock-down.





5.1 MEDIA PROGRAM

5.1.1 LOCAL MESSAGING

In addition to local print and digital news articles, a regular monthly column in the Tweed Valley Weekly also helps to build connections with the community, convey the benefits of tourism to all who live in the region and help tourism operators better understand and engage with TTC as the official tourism management and marketing organisation.

Major local messages in this quarter focussed on:

- supporting local tourism businesses during COVID-19;
- local offers around Mother's Day
- Easter well wishes and local offers
- digital jigsaw puzzle series - from dreaming to return to travel
- dining re-opens cautiously from 15 May - highlighting restaurants that are re-opening
- intrastate travel open from 1 June in NSW - recovery campaign
- Tweed VICs re-open from 1 June
- visitor statistics YE Dec 2019

LOCAL MEDIA CLIPPINGS

- www.abc.net.au/news/2020-05-22/nsw-business-groups-calls-for-lift-on-covid-19-border-closure/12272496
- www.tweeddailynews.com.au/news/coronavirus-road-to-recovery-where-to-eat-out-in-t/4014066/
- www.tweeddailynews.com.au/news/dream-now-visit-later-mothers-day-ideas-that-suppo/4000459/
- www.themorningbulletin.com.au/news/how-you-can-stay-home-and-healthy-by-supporting-tw/3989329/
- www.tweeddailynews.com.au/news/taste-the-wonders-of-the-world-from-home/3992496/
- www.tweeddailynews.com.au/news/tweed-recovery-begins-as-state-opens-for-tourists/4027777/
- www.abc.net.au/news/2020-05-22/gold-coast-tourism-dire-queensland-border-closure-stops-tourists/12272290
- www.tweeddailynews.com.au/news/how-coronavirus-has-changed-these-businesses/4028962/
- www.themorningbulletin.com.au/news/taste-the-wonders-of-the-world-from-home/3992496/
- www.abc.net.au/news/2020-06-06/coronavirus-travel-restrictions-destinations-to-visit-tourism/12325334
- www.tweeddailynews.com.au/news/taste-the-wonders-of-the-world-from-home/3992496/
- www.tweeddailynews.com.au/news/coast-distillery-named-states-most-popular/4035928/

5.1.2 EXTERNAL MESSAGING

In usual circumstances, TTC pitches regularly to targeted media to generate and host media familiarisations with tailored itineraries and also assists media with requests for story ideas. During this time, contact has been ongoing to maintain relationships and keep future possible visits actively engaged.

Travel media messages throughout most of the quarter were around 'dreaming now for holidays later'.

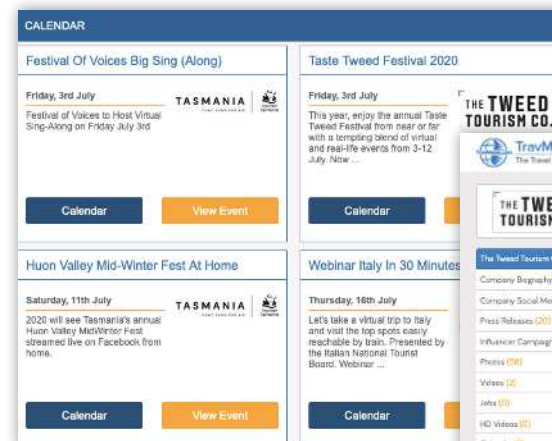
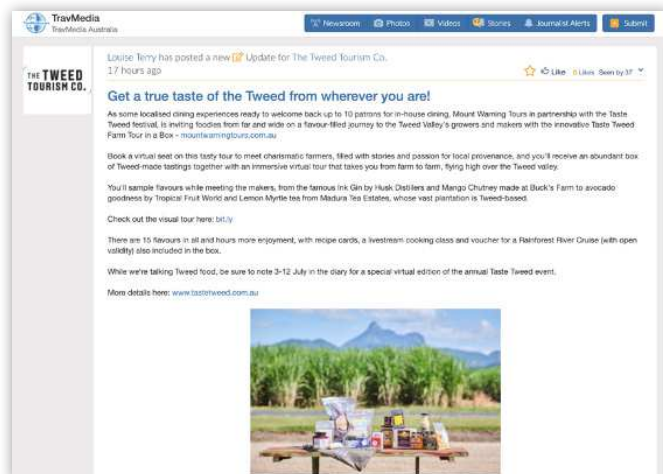
Our innovative digital jigsaw puzzle series was launched in April and generated strong user engagement as well as media interest. The consumer message was to dream now, holiday later and stay busy with mind games during the lock-down. The media angle was to seek coverage of the initiative as well as remain top-of-mind for future editorial and famils.

As restrictions eased, we updated media on innovations such as the Taste Tweed Farm Tour in a Box along with adapted events including Taste Tweed.

Leisure media visits + pitches

As mentioned, media faml pitches were not possible during the majority of the quarter however as restrictions started to ease in June we were able to start locking in forward visits to the region.

Freelance travel writer Sue Gough Henly was hosted on a 3 day Tweed hinterland famil in late June and negotiations commenced to host the Australian Society of Travel Writers National Committee on a Tweed meeting and famil visit. This opportunity is significant for the region as it will see six senior and seasoned travel writers experiencing the region for future editorial.



5.2 MEDIA MONITORS

In addition TTC activated leads, media opportunities or assisted with story content for the following media contacts during the quarter:

JOURNALIST	DISTRIBUTION	NOTES STATUS
Lara Picone	Ex Australian Traveller editor, writes for a range of highly regarded travel and lifestyle media	Tweed story with a 'boutique' focus based and also connecting with a local 'cool creative/artisan'
Liz Bond	Freelancer/blogger	Food visit in future re restrictions
Paul Ewart	Sunday Life	The best of the best in and beyond Byron, focussing on surrounding small towns and hinterland.
Caro Ryan	Great Walks magazine, Outdoor, Wild LotsaFreshAir.com blog	Liaising on a story for Great Walks magazine on the Tweed's hiking trails and outdoor experiences
Alex Carlton	WHO, Marie Claire	Feature on restaurants with accommodation - Paper Daisy and Halcyon House
Sue Henly	Signature Luxury Travel Explore magazine	Three day hinterland famil secured featuring Tweed Regional Gallery and Margaret Olley Art Centre, Tweed Regional Museum, Art Deco architecture in Murwillimbah, Husk Distillers, Farm and Co and more
Craig Tansley	Escape, Traveller, AFR, inflights	Tweed hinterland drive itinerary under discussion. Regent Cinema Murbah feature - assisted with images
Carla Grosetti	NZ Herald, Viva	Luxury escapes in NSW - boutique hinterland properties - Origin House at Zeta's Coffee, Crystal Creek Rainforest Retreat, La Rocher
Lee Mylne	The Australian - Travel + Indulgence	Whale watching season - Big 3 of the Sea
Sudeshna Ghosh	Jetstar Media	Tweed region story - images

Content Development

In the reporting period, copy was generated for a range of TTC guides and content projects including:

- Tweed Hinterland Drives Guide - publication copy, including rich drive trail itineraries and interviews with hinterland personalities.
- Mother's Day Blog and web copy
- Ease back into the food scene - blog on restaurants re-opening
- Hinterland Drive Trails blog
- Haven feature for Mother's Day www.havenmagazine.com.au/a-gift-for-mum-with-love-from-the-tweed/

5.3 MEDIA RESULTS AND HIGHLIGHTS

Despite the challenging times and the need to dramatically pivot messaging, there continued to be positive media outcomes in the past quarter.

TTC monitors media coverage from previous hosted visits and media gained for the region to track editorial coverage as well as leads generated for local businesses. Outlined below is a brief snapshot, along with web links where available, to some of the key travel articles. Australian Travellers special edition '100 Ways to Holiday Here This Year' in partnership with Tourism Australia featured the Tweed at #4 "Have a vintage summer holiday on the Tweed Coast" and #61 "Discover Coffee and Culture in Murwillumbah".

<https://www.australiantraveller.com/nsw/best-ways-to-holiday-in-nsw/>



Digital editorial content links:

- <https://www.traveller.com.au/best-places-to-travel-in-australia-the-bestkept-secrets-of-regional-nsw-h1ozd5>
- <https://www.eglobaltravelmedia.com.au/john-rozents-checks-out-the-weeks-travel-bargains-18/#more-1077346>
- <https://peppermintmag.com/fill-your-cup-the-salt-mill/>
- <https://www.seniorsnews.com.au/news/a-luxury-bush-getaway-for-the-bucket-list/3985460/>
- <https://www.eglobaltravelmedia.com.au/piecing-together-dreamy-tweed-holidays-for-later/>
- <https://holidayswithkids.com.au/win-a-tweed-treats-hamper-for-mum-this-mothers-day/>
- <https://view.flodesk.com/emails/5ea8a014a8ecc400260ea8c8>
- <https://www.gdayindia.com.au/set-on-a-virtual-tour-to-new-south-wales-australia/>
- <https://holidayswithkids.com.au/win-a-tweed-treats-hamper-for-mum-this-mothers-day/>
- <https://www.afr.com/life-and-luxury/food-and-wine/how-craft-spirit-makers-are-avoiding-sacking-staff-20200402-p54ggn>
- <https://repeattraveller.com/blog/pipit-pottsville-first-birthday/>
- <https://www.delicious.com.au/eat-out/article/australian-cafes-restaurants-offering-pick-up-delivery-during-coronavirus-pandemic/mi59xogw>
- <https://www.pressreader.com/similar/282029034402477>
- <https://www.eglobaltravelmedia.com.au/lets-get-ready-to-rum-ble-in-nsw/>
- <https://www.alluxia.com/blog/regional-holidays-in-nsw>
- <https://www.holidaysforcouples.travel/nsw-domestic-travel/>
- Chefs share their post-lockdown restaurant and bar hit lists featuring Ben Devlin
- High Tea at Flutterbies High Tea review and celebrating Flutterbies reopening.
- Pipit: Australia's Best Regional Restaurant Turns One
- <https://www.delicious.com.au/travel/australia/article/new-south-wales-gin-tasting-class-changed-drink-gin-forever-im-not-mad/pe2w3aox>
- <https://www.havenmagazine.com.au/a-gift-for-mum-with-love-from-the-tweed/>
- <https://www.cairnspost.com.au/news/national/magical-sunset-lights-up-tweed-river-on-new-south-wales-north-coast/video/30ffb58d2df98e63ccd4f4b5873ae9b9>
- <https://www.alluxia.com/blog/la-rocher-eco-retreat-hinterland-hideaway>
- <https://www.australiantraveller.com/qld/gold-coast/bon-sol-burleigh-heads/>
- <https://www.traveller.com.au/best-places-to-travel-in-australia-the-bestkept-secrets-of-regional-nsw-h1ozd5>
- https://www.australiantraveller.com/nsw/north-coast/10-definitely-worth-it-detours-on-your-nsw-coast-road-trip/?utm_source=adestra&utm_medium=email&utm_campaign=atedm0107&utm_content=nswoast&custId=1689fe3c79417a0afe3d8cef41b5f268

5.4 MEDIA CLIPPINGS

LIFE is SWEET

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate.

Home made treats

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate. From traditional cakes and pastries to modern, innovative creations, there's something for everyone.

Local food scene

Our local food scene is thriving with a range of delicious options to suit every palate. From traditional cakes and pastries to modern, innovative creations, there's something for everyone.

Recovery begins as bookings soar for Tweed tourism operators

Local tourism operators are seeing a recovery in bookings as the region's tourism industry begins to bounce back from the challenges of the past year.

Local tourism operators

Local tourism operators are seeing a recovery in bookings as the region's tourism industry begins to bounce back from the challenges of the past year.

Gift Mum some Tweed love this year

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate.

Home made treats

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ARE WE THERE YET?

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate.

Home made treats

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate. From traditional cakes and pastries to modern, innovative creations, there's something for everyone.

Celebrating our local volunteers

Our local volunteers are the backbone of our community, and we're proud to celebrate their contributions.

Local volunteers

Our local volunteers are the backbone of our community, and we're proud to celebrate their contributions.

Service with a smile

Our local businesses are providing excellent service to our customers, and we're proud to support them.

Local businesses

Our local businesses are providing excellent service to our customers, and we're proud to support them.

It's official - local gin is a Queensland favourite

Our local gin is a Queensland favourite, and we're proud to support it.

Local gin

Our local gin is a Queensland favourite, and we're proud to support it.

Share the Tweed Love

Our local businesses are providing excellent service to our customers, and we're proud to support them.

Local businesses

Our local businesses are providing excellent service to our customers, and we're proud to support them.

Share the Tweed Love

Our local businesses are providing excellent service to our customers, and we're proud to support them.

Local businesses

Our local businesses are providing excellent service to our customers, and we're proud to support them.

Local tourism

Our local tourism operators are seeing a recovery in bookings as the region's tourism industry begins to bounce back from the challenges of the past year.

Local tourism operators

Our local tourism operators are seeing a recovery in bookings as the region's tourism industry begins to bounce back from the challenges of the past year.

Gift mum some Tweed love this year

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There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate.

Home made treats

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate. From traditional cakes and pastries to modern, innovative creations, there's something for everyone.

Gift mum some Tweed love this year

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate.

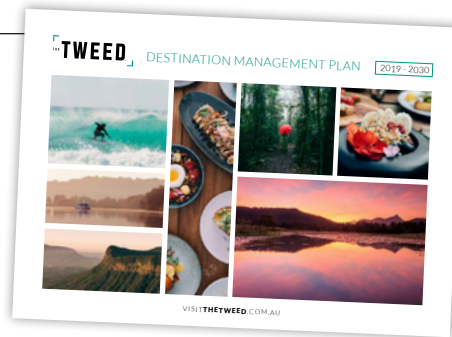
Home made treats

There's nothing sweeter than a home made treat, and our local food scene is thriving with a range of delicious options to suit every palate. From traditional cakes and pastries to modern, innovative creations, there's something for everyone.

6.0 TOURISM DEVELOPMENT

A key focus of the work that TTC undertakes is to develop programs, raising the destination awareness of key distribution partners, educating local tourism businesses, and supporting key projects for the continued and future prosperity of the region.

A final printed copy of the Tweed Region's Destination Management Plan (DMP) has been delivered in the reporting period. The DMP had content approved by the Tweed Shire Councillors previously, and final copies are now being forwarded to relevant stakeholders as well as the plan being placed on exhibition digitally on TTC's corporate website.



6.1 INDUSTRY AND PRODUCT DEVELOPMENT

TTC is committed to delivering a suite of exciting learning opportunities for local industry stakeholders, with the aim to challenge thinking, foster collaboration, and enhance professional and business growth.

6.1.1 LEADERSHIP PROGRAM - RESILIENCE FOCUS

TTC has partnered with Council's Economic Development Unit to make a successful grant application from the State government's Bushfire Community Resilience and Economic Recovery Fund.

Key Project
and Grant
Success

The partnership will deliver a 'Tweed Tourism Resilient Leadership Program' which commences in July as a fully subsidised learning opportunity and applicable for both tourism and non-tourism businesses. This program is aimed to make the Tweed's business leaders more resilient in the face of disasters such as bushfires, and to develop strong leaders across the tourism and business sectors.

THE APPROACH IS HIGHLY PRACTICAL AND THE COURSE AIMS INCLUDE:

- Keep businesses strong and improve resilience to external forces;
- Identify key business challenges and build capacity for businesses to grow and flourish;
- Form close networks with other local businesses and promote resilience to future disasters; and
- Create strong and resilient leaders.

THE RESILIENT LEADERSHIP PROGRAM OUTLINE IS AS FOLLOWS:

Theme 1 –

Resilient Leader Webinar “Introduction to Resilient Leadership”

- 2 hour Webinar: “Intro and Outline” - Date: 20th July 2020
- *One day face to face workshop - Date: 30th July 2020

Theme 2 –

Resilient Teams Face to Face Workshop Two: – “Resilient Teams”

- *One day face to face workshop - Date: 25th August 2020

Theme 3 –

Personal Resilience and Wellness Program

- Beginning after the Resilient Leader workshop, one on one mentoring as well as self-directed (coursework) activities occur in short periods each week.

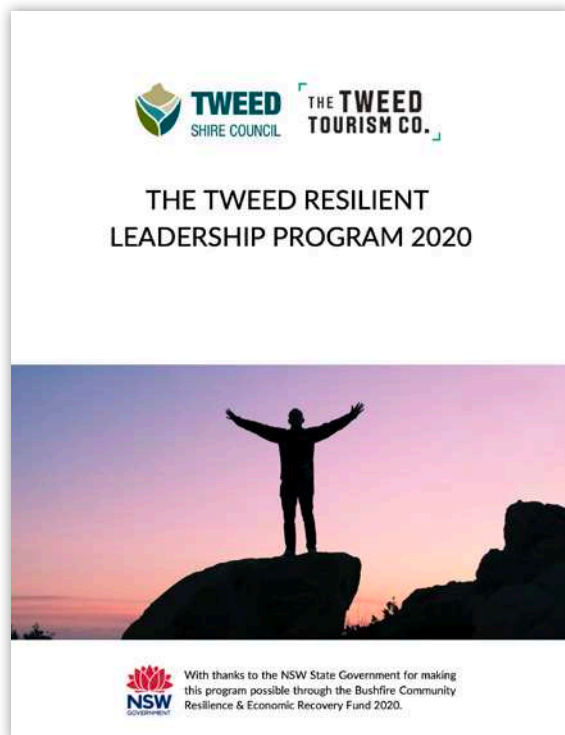
Theme 4 –

Creating Resilience Mentors Webinar Introduction to Resilient Mentoring

- 2 hour webinar - date TBC in the week of 1st September
- *Half day face to face Workshop Three: – Resilient Mentoring Practice: Mastering practical mentoring tools plus mentoring practice. Date: 15th September 2020
- *Please note due to Covid-safe restrictions, details relating to in person or online learning solutions are subject to change in line with Government advice and restriction.

Project acknowledgement: TTC wishes to note and thank the NSW State Government for making this program possible through the Bushfire Community Resilience & Economic Recovery Fund 2020.

TTC would like to acknowledge and thank the NSW State Government for making this program possible through the Bushfire Community Resilience & Economic Recovery Fund 2020.



TESTIMONIALS:

"I had the opportunity to attend the Tweed Leadership Program 2019 and apart from having the opportunity to deep dive into aspects of leadership with like minded people and create wonderful friends and networks it was also a deep dive into oneself to look at how best to manage a team using our particular strengths and characteristics through emotional intelligence and neuroscience. I found it so intriguing that I've enrolled into a neuroleadership coaching course myself! A brilliantly curated workshop where content lights up the imagination and participants light up each other."

TIM JACK ADAMS
Founder, GreenX7

"I attended a 4 part leadership program in 2019 and found it incredibly beneficial for my professional development. In particular, it helped me to identify the different personality traits (in both myself and my peers) that drive behaviour and decision making in the workplace. Leigh and Robbie were both excellent facilitators and have a relaxed, friendly approach that made for some entertaining workshops. Highly recommended!"

CAMERON MILLS
Surfing Australia,
High Performance Centre Manager

6.2 TRADE MARKETS

Trade Marketing relates to local businesses and the destination working with distribution partners for the influence that their booking channels can then provide.

Trade marketing is an important aspect of TTC's activities - particularly in overseas markets where many visitors seek the specialist advice; security; value and convenience of traditional distribution systems when planning their travel.

In the current Covid-19 market environment, the trade space is in a highly difficult state and will take time to recover. From worldwide airlines to international travel agencies (such as Flight Centre), there has been a large number of job losses, and the closure of Australia's national borders have paralysed this market in the short term.

Much is correctly being made of the tourism recovery being led by domestic travellers who have a lesser reliance on traditional trade distribution. That being said, it is important for the destination to continue to take this time to build relationships and destination awareness with these strategic partners, and in particular focus on their domestic programs which are also being made a focus due to necessity in the situation..

The Australian Tourism Exchange (ATE)

The most notable event in the trade marketing space nationally is the Australian Tourism Exchange (ATE) which is attended by TTC annually to conduct meetings with distribution partners. Unfortunately due to Covid-19, this event which would have been attended in May, was cancelled for 2020.

Domestic Tour Groups

Following a recent Councillor resolution, TTC has been requested as a partner in the Murwillumbah Business, Arts and Heritage Group (MBAG) as such the organisation is proactively working with other partners in the group including (but not limited to) Council's administrative team, the Regional Gallery, Regional Museum, and M-Arts precinct.

An initial update is around TTC taking a lead to target tour operators to include Murwillumbah and The Tweed in their 2020/21 itineraries. Due to COVID-19 (and as previously mentioned), many companies have been forced to cancel their international tours and have refocused on domestic product. TTC has contacted a number of Tour Operators to investigate opportunities in the short to medium term.

Although this project is in fact a longer term goal to work towards, an early success has been achieved in the form of Renaissance Tours who have created a 7 day Northern Rivers Art Trail with accommodation based in Kingscliff. The tour will focus on Arts and Culinary highlights throughout the Northern Rivers with a particular emphasis on exploring the Tweed hinterland.

6.3 MICE MARKETS

**Please note MICE is an acronym standing for Meetings, Incentives, Conferences and Events.*

The Business Events / MICE market segment has been significantly impacted by both travel and gathering-based restrictions due to COVID-19. TTC currently supports the Destination North Coast (DNC) Business Events strategy, including with financial contribution for a dedicated business events executive operating for the North Coast. The DNC team has been proactive during lockdown by holding regular zoom webinars to keep this sector connected.

The DNC team have also engaged Bakery Media to undertake a virtual site inspection project and recovery messaging by editing footage submitted by pertinent local Business Events venues in a number of North Coast locations.

Scholarship Opportunity

Destination NSW have provided an opportunity for regional NSW-based industry members to apply for the 2020 Regional Scholarship Program. The initiative offers an online opportunity to complete a Diploma in Event Management, which is being conducted by Meetings & Events Australia; a registered training organisation (RTO). TTC's role has been to promote and encourage our event industry stakeholders to get involved.

6.4 EVENT MARKETS

The Covid-19 crisis has had a dramatic effect for local event organisers with caps on the number of people able to congregate and social distancing requirements initially shutting the sector down. Some restrictions have lifted and events are being conducted with Covid-safe planning but the sector remains highly affected with many events currently trying to balance commercial outcomes with operating safely.

What's On Initiative

The What's On Tweed platform is a collaborative project between Council and TTC to promote the Tweed's event offerings. This platform has been augmented to focus on pertinent online events, farmers markets, ideas for families with the kids at home, and also a cross promotion for TTC's #LoveTheTweed campaign.

Council Sponsorship Program

The Tweed Shire Council's 2020-2021 Events Sponsorship Funding Round was open to event organisers through the month of May, with TTC assisting promotion to local event organisers. TTC's General Manager additionally assisted with the Council's administrative team to undertake an evaluation of submissions and subsequent set of recommendations for Councillors.

At the time of writing, Councillors are still engaged in the evaluation process for the 2020-2021 Events Sponsorship Funding Round.

6.5 KEY PROJECT: RAIL TRAIL UPDATE

It can be confirmed that construction of the Tweed section of the proposed Northern Rivers Rail Trail is likely to begin in early 2021 after the NSW Government committed \$7.8 million to the project.

State Member for Tweed Geoff Provest confirmed funding from Restart NSW in May, with the Tweed section of the project to extend approximately 30km from Murwillumbah to Crabbes Creek. The next step will be the legislation amendment that is required to formally close the rail line reported as unlikely to go through Parliament later this year. This funding is significant and positive news for the project.





7.0 STAKEHOLDER ENGAGEMENT

A part of TTC's function is to ensure the local industry has the opportunity to be informed about the wider tourism landscape as well as offering opportunities to learn, network, celebrate achievements and be a part of the tourism community.

TTC's Industry Liaison has played a crucial role during the COVID period with industry contact being an incredibly important function during the crisis, including for personalised communication opportunities so that businesses had a place to turn, be it for advice or to purely vocalise the challenges that they were facing. From April to May this was primarily conducted by telephone due to shutdown requirements, but as the restrictions were lifted, face to face engagement recommenced in June.

7.1 INTERNAL CHANNELS

The organisation engages in proactive communication channels with the local industry through the following:

Operator 'Zoom' Meetings

With the Covid-19 crisis considerations, TTC implemented video conferencing industry meetings to give operators an organisational update, a guest presenter and additionally the chance to interact with each other.

Meeting One: this was held in early April and included an internal team update and in particular focussed on the crisis management strategy that TTC was engaging (as outlined in section 3 of this report).

Meeting Two: this was held in late April and on top of internal updating, also included Tim Jack Adams as a guest speaker to talk about the importance of mindset and wellness within the crisis. Additionally this was used to promote the '8 week challenge' initiative that TTC and Council partnered on to promote connection between local business and community members.

Meeting Three: this was held in May and looked both at the Federal Government's '3 step plan' for the Covid crisis which had recently been unveiled, as well as a guest briefing from Michael Thurston, the General Manager of Destination North Coast.

Meeting Four: was held in early June and with some restrictions lifting the TTC team were able to talk to operators about a marketing push to support the coming school holiday period. In support of this, Nadia Feeney the Operations Manager for the Australian Tourism Data Warehouse was the guest presenter to discuss a newly updated digital module allowing operators to offer targeted deals, which TTC had built into the visitthetweed.com.au destination website.

Networking Events on hold

TTC's quarterly networking event strategy in partnership with the Gold Coast Airport remains on hold for the time being. Whilst it was hoped that the in person networking could recommence in the July to September quarter, this is looking unlikely at the time of writing this report.

TTCnews

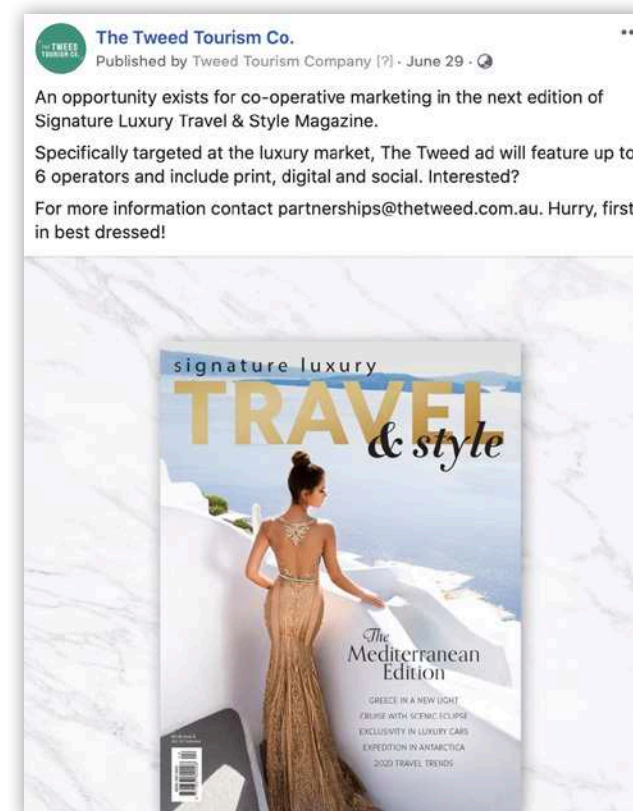
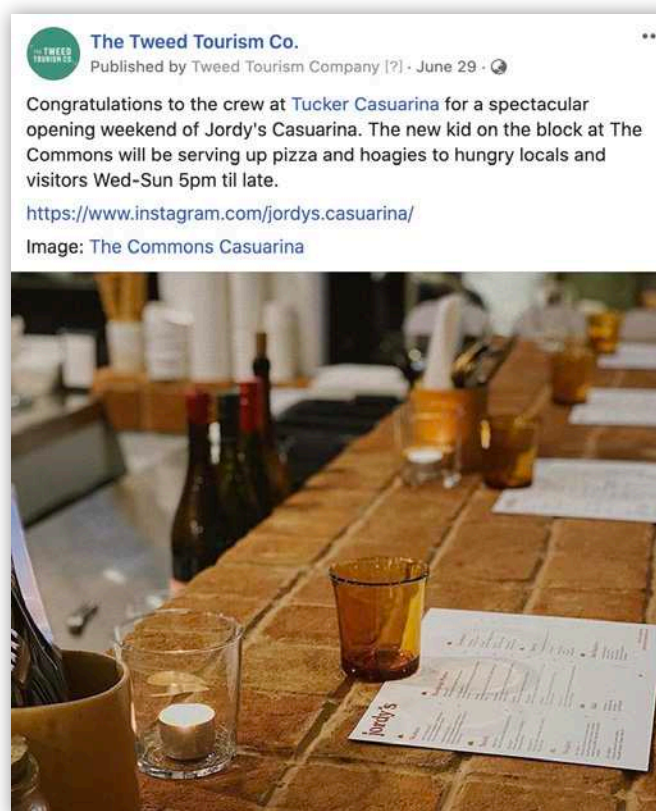
TTC increased the frequency of the eNews (known as TTCnews) distribution to a weekly basis during the April to June months so as to promote effective communication and act as a point of clarity for local business. This was especially relevant with regard to external links for government funding initiatives (such as the Jobkeeper initiative), as well as support available to them from The Tweed Tourism Co.

TTCnews is a key communication piece to operators and stakeholders, and continues to grow from strength to strength. During the quarter we grew subscribers to 708 (+53) contacts. Despite the increased frequency, we managed to continue achieving strong open rates of up to 35%.

Corporate Facebook

TTC engages in multiple channels to facilitate the differing ways that our stakeholders like to digest messaging. The Facebook is an effective tool for promoting upcoming opportunities and also to highlight the product updates of local businesses as well as positive local media stories that are generated for the region.

In the reporting period the channel has grown to have approximately 1,000 followers which is pleasing, but it is worth noting that the aim is to have the right followers as this is a corporate B2B (i.e. business to business) channel as opposed to the consumer-based marketing channels which are reported on in section 4.2 of this report.



7.2 STRATEGIC PARTNERSHIPS

DESTINATION NSW (DNSW)

This report will focus on the state's destination marketing authority Destination NSW who have been proactive partners in the pandemic period.

The DNSW team has welcomed a new SEO in the form of Stephen Cox during this period and from an external stakeholders perspective, the organisation has successfully continued their leadership through this period.

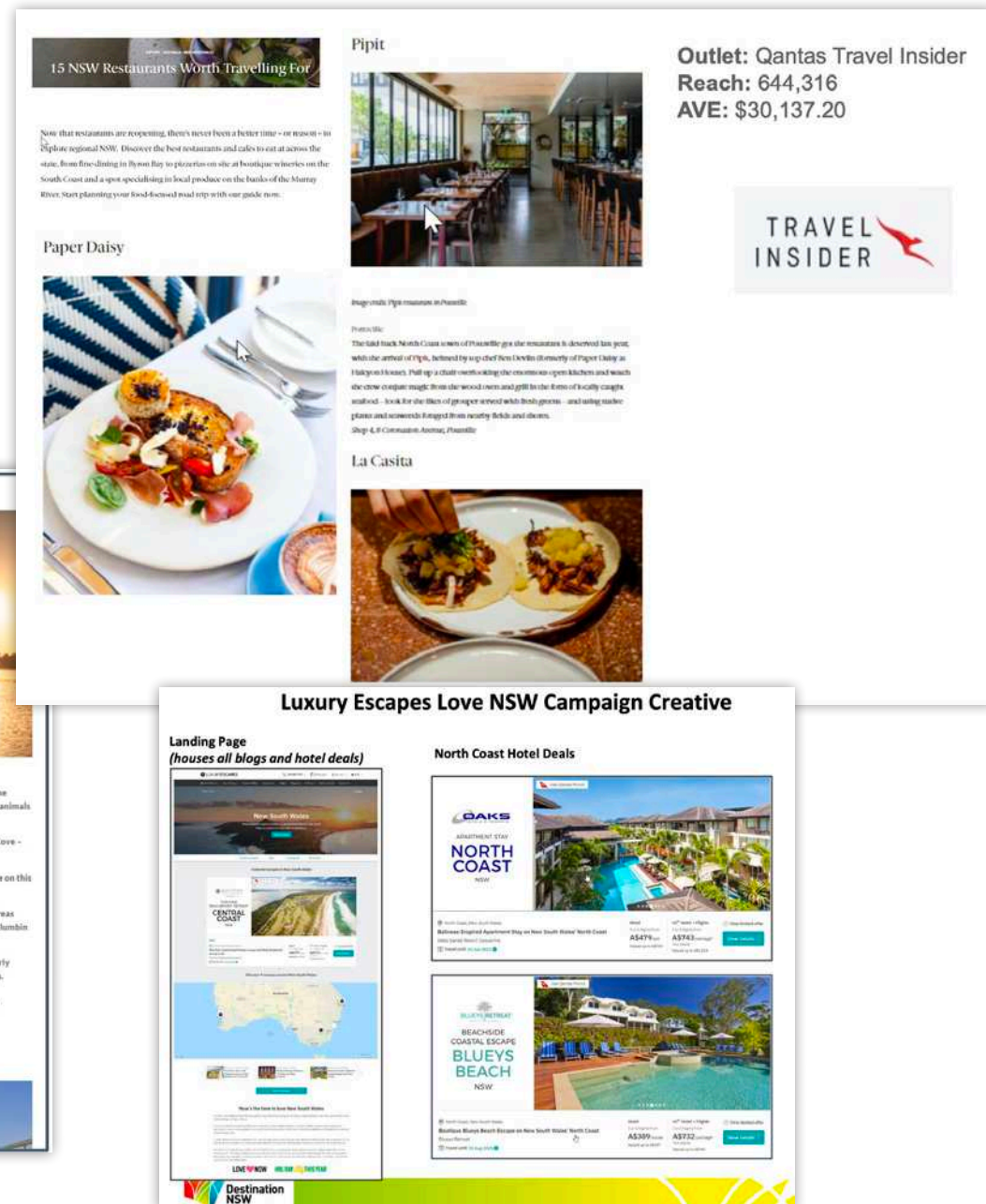
The 'Now's The Time To Love NSW' message and campaign was employed in the early stages following Australia's bushfire crisis and as the Covid-19 crisis has followed the message has remained a pertinent vehicle.

With regards to the Tweed; please see the screenshots with local operators being featured as part of a distribution campaigns, in particular with a Luxury Escapes partnership campaign (including Oaks at Santai pictured as a feature). Additionally, the DNSW team have been engaged in a number of content filming projects across the period which has included shooting two Tweed-based tourism operators for their Local Legends Operator Video Series.

Tweed operators filmed have included:

- Michael Simmons (Mount Warning Tours): <https://vimeo.com/438036051/557f51930b>
- Kylie Petersen (Tweed Eco Tours): <https://vimeo.com/434896507/b8f74fe250>

Additionally the Stone and Wood team has been featured, however this was undertaken as part of their Byron Bay brewery experience: <https://vimeo.com/436332242/5b29394730>



8.0 VISITOR INFORMATION CENTRES (VIC'S)

As previously reported, as Covid-19 became increasingly impactful across multiple sectors, the decision was made to close the doors completely from the 24th March. The VIC's Tourism Officers at this time still went to work behind closed doors completing administration tasks.

VIC ACCREDITATION

At the time of the VIC closure, TTC consulted with both Destination NSW, and The Tourism Group who are the appointed consultancy company contracted as the Program Manager for Destination NSW's Accredited Visitor Information Centres network. The measures of closing the VIC's are supported and there will be no issues with regard to VIC accreditation resulting from these decisions.

RE-OPENING OF CENTRES

Due to the Covid-19 pandemic, the doors to the VICs remained closed until June. With restrictions easing to allow intrastate holiday travel, the team readily prepared the VICs for re-opening. CovidSafe Plans were written and procedures updated to reflect the circumstances and requirements.

Major changes have centred around the maximum capacities allowed in each VIC at any one time, as well as cleaning and hygiene standards, social distancing measures and recording name and phone number of visitors for the possibility of contact tracing. The actual VIC floor plans had to be re-configured to allow for these changes.



The VICs were re-opened in a staggered start so as to assist the team in seamlessly implementing the Covid-safe plans. This included:

- Tweed Heads - 1 June 2020
- Kingscliff - 8 June 2020
- Murwillumbah - 15 June 2020

During the closure the Tourism Officers & Admin Officer updated the Centre's processes including:

- All operating policies and procedures have been reviewed and revised as required
- Brochure management procedure has been overhauled and new order system implemented
- Roster format has been changed to now allow for precise tracking of volunteer hours
- Staff policy and procedures have been updated and some new policies written
- General visitor information has been converted from hard copy to soft copy to create an Information Database
- Tweed VIC had a cosmetic facelift and the brochure racking to the visitor area re-configured

FAMILS

The Centres volunteer and staff famil program is on hold until such time as we can have safely host private gatherings of at least 50 persons, or alternately the admin team can organise familis into smaller groups of 10 persons or less. This will be update on in future reporting.

VOLUNTEER UPDATE

Currently our volunteer numbers are:

- Tweed Heads _____ 18
- Murwillumbah _____ 10
- Kingscliff _____ 35

Due to Covid19 we have had 10 volunteers delay their return until such time as they feel it is safe to do so. There has also been a small number opt to resign the position due to their public space concerns. We have had a great response to recruiting with four new volunteers coming on board in June.

Volunteer Week takes place in May each year and the combination of closure as well as restrictions meant the team was not able to gather together to say thank you as would normally occur. Email messages were sent to the volunteers to say thank you, and a selection of our volunteers were also featured in an article in The Tweed Daily News which was a fantastic acknowledgement of their dedicated service to the community.



8.1 VISITOR INFORMATION CENTRE - LOCATION CHANGE

The Murwillumbah Rainforest Centre is now operational with the Tweed Shire's Ranger team moving in during the Covid period. The Murwillumbah Visitor Information Centre will be close behind with the move to be confirmed as soon as the next quarterly report.

Key items currently being addressed by the TTC and Council teams include amendments to road signage for efficient traffic and in particular parking management, as well as new cabinetry being created for the space.

With the name and history of the building in mind, a local blackbutt timber has been selected for the timber table tops to be exhibited in the new and freshly fitted VIC.

Additionally the Panorama artwork well known to local stakeholders and created by Caldera Wildscapes will be re-installed into the Rainforest Centre prior to the moving date.

The timeline for the VIC transition to the Rainforest Centre is on track for a September opening.

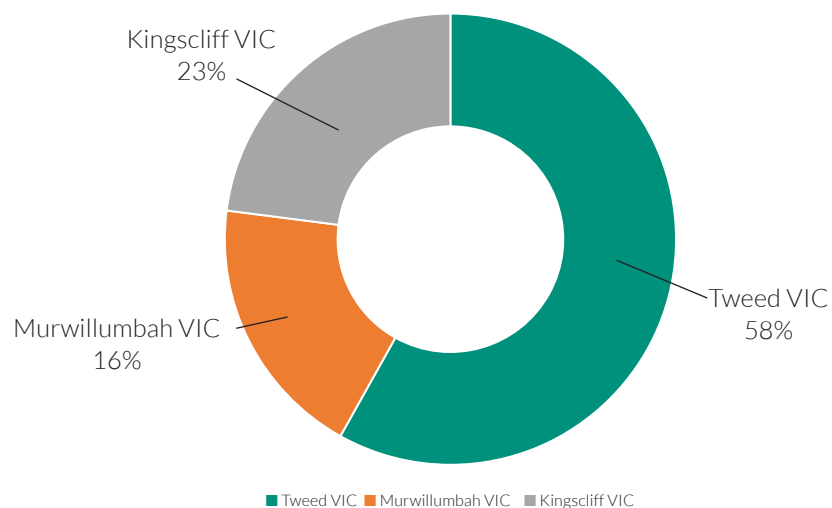
8.2 VIC STATISTICS

This quarter focuses on a June comparison due to the closure throughout April and May. June welcomed 1,150 visitors through our doors, compared to 3,340 visitors for the equivalent period last year. Tweed Heads saw 58%, Kingscliff 23% and Murwillumbah 19% of the visitors. Of those visitors, domestic visitors made up 96% with the remaining 4% being international.

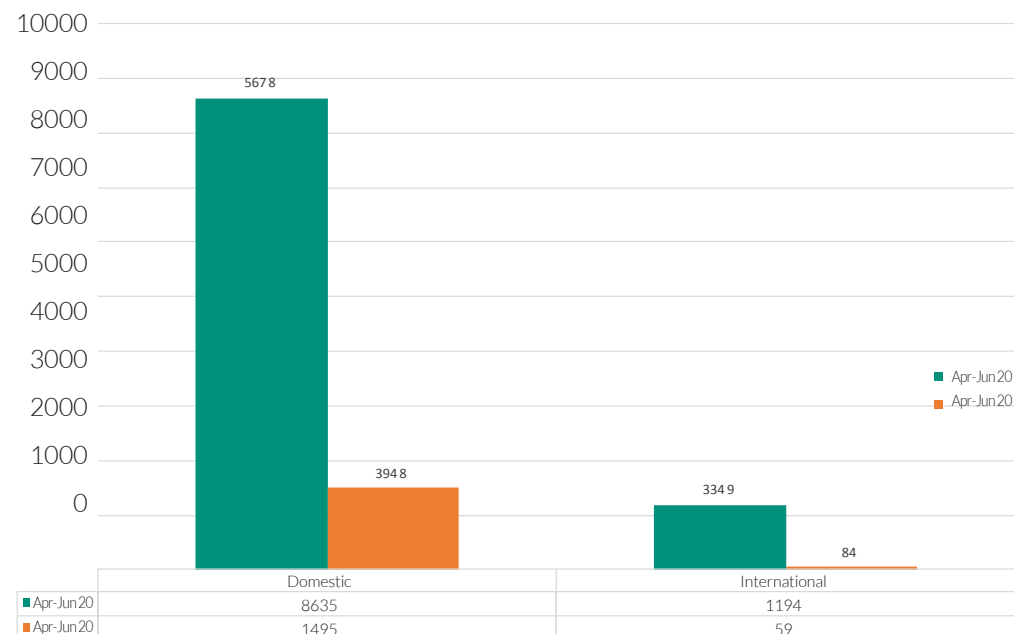
The Tweed Heads centre immediately experienced a significant influx of enquiries in relation to border restrictions, border passes and travel via the bus and train network. Sales in the Centres which include retail, transport and tour bookings for June came to just \$4,192. Tweed sold 77% of this and Murwillumbah sold the remaining 23% (noting that the Kingscliff Centre is a volunteer only model and does not engage in any sales). As a general rule; Murwillumbah predominantly sells local produce retail items, whilst Tweed Heads sells the vast majority of tour bookings, which were down. Both Centres sell a lot of bus and train tickets.

Some further graphs to highlight the VIC performance and in particular the drop in visitation is as follows:

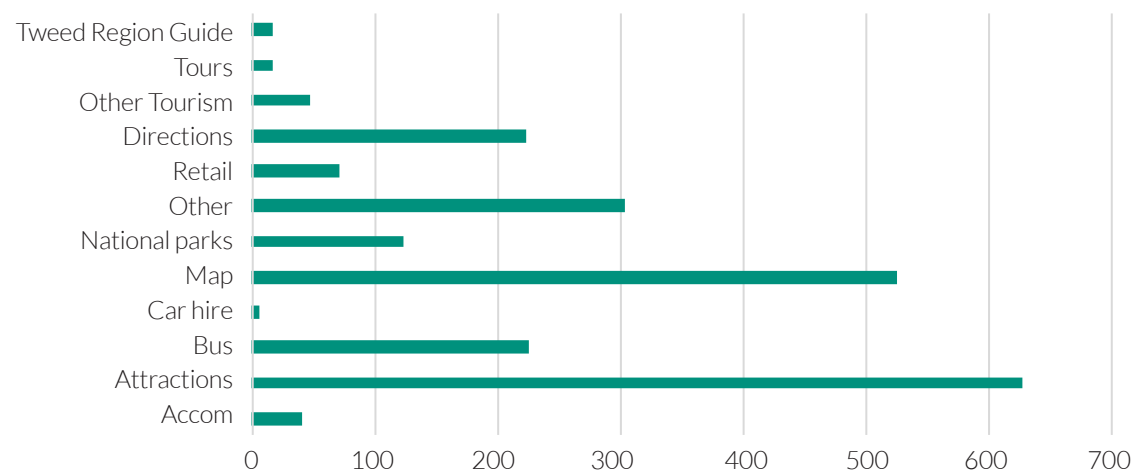
**TOTAL VISITORS APRIL - JUNE 2020
BREAKDOWN BY CENTRE**



**LAST YEAR VS THIS YEAR APRIL TO JUNE 2020
(ALL CENTRES CONSOLIDATED)**



**VIC ENQUIRIES APRIL - JUNE 2020
(ALL CENTRES CONSOLIDATED)**



APPENDIX 1:

COVID IMPACT STATEMENT

26th August 2020

Ms Jane Lavery
Regional Manager Northern Rivers
Business NSW
2/54 Tamar Street, Ballina NSW 2478

Email: jane.lavery@businessnsw.com
Subject: **Impact Statement - COVID 19**

Dear Jane,

Thank you for your request to address the Covid-19 crisis and in particular the subsequent Queensland border closure impacts on the Tweed region's tourism economy.

Whilst the latest visitation figures from Tourism Research Australia (TRA) have only been released to the end of the March quarter, TRA has released a special report to look at the effects of the pandemic on tourism businesses nationwide for the months of April and May (2020).

Whilst these figures represent national and not Tweed-specific data; they are effective in highlighting the difficulty of current operating environment for all Australian tourism businesses including a withdrawal of all international tourism markets and a severe downturn in domestic tourism.

OVERNIGHT SPEND	OVERNIGHT TRIPS	NIGHTS SPENT ON TRIP
<p>April 2020</p> <p>\$666 million</p> <p>Down 91% on April 2019</p>	<p>April 2020</p> <p>1.6 million</p> <p>Down 86% on April 2019</p>	<p>April 2020</p> <p>7.8 million</p> <p>Down 81% on April 2019</p>
<p>May 2020</p> <p>\$1.05 billion</p> <p>Down 82% on May 2019</p>	<p>May 2020</p> <p>3.05 million</p> <p>Down 67% on May 2019</p>	<p>May 2020</p> <p>11.9 million</p> <p>Down 60% on May 2019</p>

Source: *Tourism Research Australia - National Visitor Survey (NVS) SNAPSHOT April — May 2020*


For the Tweed, the Queensland border closure represents a secondary factor compounding the already disastrous impacts of the Covid-19 crisis. It must be stressed that the Tweed, as well as further Northern Rivers tourism businesses, are at the coalface of this border closure which has the potential for devastating impacts on local businesses. The border was initially closed from March 24th through to June 1st, and following a brief opening it re-entered a state of closure on August 8th.

The Tweed Tourism Co. (TTC) as the region's destination body; supports public health requirements being of the highest priority for government, however we do hope to see state governments working collaboratively to implement measures such as screening procedures or similar, that facilitate domestic borders opened wherever possible, and interstate travel allowable in a controlled manner.

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E: info@thetweed.com.au

A: Cnr Wharf St & Bay St, Tweed Heads, NSW 2485

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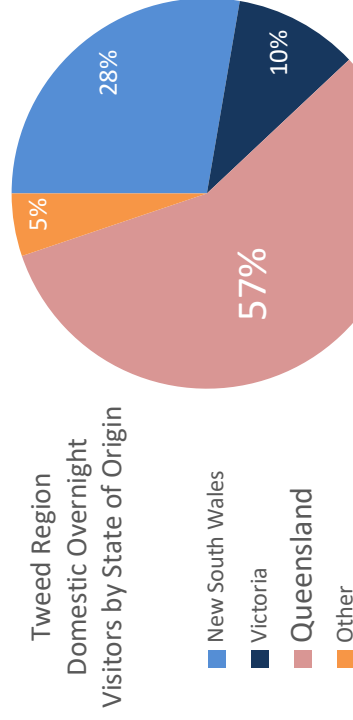
 [hetweed_nsw](https://www.instagram.com/hetweed_nsw)

[tweedtourismco.com.au](https://www.tweedtourismco.com.au) | [visitthetweed.com.au](https://www.visitthetweed.com.au)



(cont).

With regard to the importance of the Queensland visitor market for the Tweed region, the following graph highlights the impact of this source market on the region's visitor economy.



Source: Tourism Research Australia's National Visitor Survey
for the year ended December 2019 (i.e. the calendar year).

As this graph shows; in the 2019 calendar year Queensland markets accounted for 57% of domestic overnight visitors. In the same time period, the region had 775,000 domestic overnight visitors meaning approximately 441,000 visitors from Queensland enjoyed the region and at the same time injected new money into the local economy.

With regard to employment figures for the Tweed region, the table to the right showcases retail jobs as well as accommodation and food services having a significantly higher proportion of employment in the Tweed region over further New South Wales. Tourism – whilst not the only – is a significant driver in maintaining these employment sectors. These are employment sectors directly threatened by the border closure impacts and TTC would implore stakeholders to work together to support future prospects for these businesses.

Sector	Jobs	Tweed %	NSW %
Health Care and Social Assistance	4,016	15.5%	11.6%
Retail Trade	3,844	14.8%	8.5%
Construction	3,110	12.0%	10.7%
Accommodation and Food Services	2,365	9.1%	5.8%
Education and Training	1,958	7.6%	7.4%

Source: National Institute of Economic and Industry Research (NIEIR) © 2019.
Compiled and presented in economy.id

Our organisational thanks go to both Business NSW and the State Government for all ongoing advocacy efforts provided for the Tweed region. I am happy to expand on these impacts either in writing, by telephone or in person. Additionally, I am prepared to work with local tourism businesses for further case studies on the very real impacts that the border closure is having on local businesses.

Warm regards,
Bradley Nardi

General Manager, The Tweed Tourism Co.

E: bnardi@thetweed.com.au

P: 0448 994 874

P: 1800 674 414

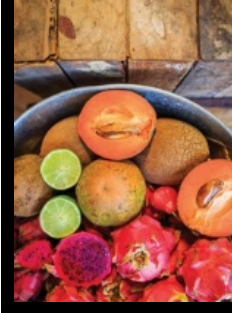
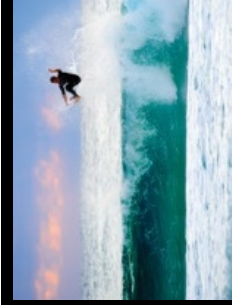
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