



Destination Southern NSW

Face to Face Industry Consultation DSNSW - Destination Management Plan 2030

[Destination Southern NSW](#) is pleased to invite visitor economy industry and stakeholders to take part in the consultation process for the new regional Destination Management Plan (DMP), by joining us for an in-person session with our project consultants [TRC Tourism](#).

Sessions are being held across the region from early May. In preparation for the session and particularly for anyone unable to attend the session, we kindly ask you to complete a short survey. The few questions are designed to encourage initial input ahead of the online consultation. [Complete the survey here](#).

Registration via Eventbrite is required with a maximum attendance of 25 people per session. Please register for the session held in your local council area, as per the links below:

- Bega Valley – Merimbula 3 May 2022, 10am-12pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-merimbula-tickets-315857547427>
- Eurobodalla – Narooma 3 May 2022, 3-5pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-narooma-tickets-315900485857>
- Upper Lachlan and Goulburn Mulwaree – Goulburn 9 May 2022, 4-6pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-goulburn-tickets-315901980327>
- Yass Valley & Hilltops – Murrumbateman 10 May 2022, 10am-12pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-yass-tickets-315903013417>
- Queanbeyan-Palerang – Bungendore 10 May 2022, 3-5pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-bungendore-tickets-315903555037>
- Snowy Monaro – Jindabyne 11 May 2022, 10am-12pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-jindabyne-tickets-315904648307>
- Snowy Valleys – Tumut 11 May 2022, 4-6pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-tumut-tickets-315906543977>
- Snowy Valleys – Tumut 12 May 2022, 10am-12pm
<https://www.eventbrite.com.au/e/destination-management-planning-industry-consultation-tumbarumba-tickets-331551789327>

Background

Destination Southern NSW (DSNSW) is one of six administrative zones known as Destination Networks (DNs) across regional NSW, formed in 2017 and funded by the NSW Government through Destination NSW (DNSW). We proactively engage with stakeholders to identify, prioritise and facilitate opportunities for regional visitor economy growth. This includes collaborating with industry, local government and state government to deliver projects that drive visitation, increase expenditure and support dispersal across our region. In 2021 following a [review of the DNs by the NSW Government](#), an additional seventh DN was formed (Central NSW) and a number of minor boundary adjustments were made, including the addition of Snowy Valleys to the DSNSW region.

The DSNSW region covers a broad geographical area with a diverse range of communities, tourism products and visitor experiences across the Southern Tablelands, Snowies and South Coast. Specifically including the nine LGAs of Bega Valley, Eurobodalla, Goulburn Mulwaree, Hilltops, Queanbeyan-Palerang, Snowy Monaro, Snowy Valleys, Upper Lachlan and Yass Valley.

Visitors travel to Southern NSW to experience stunning natural landscapes, fresh produce, adventure and unique arts and cultural offerings. The region was significantly impacted by the 2019 bushfires with some DSNSW communities like Cobargo and Mogo experiencing the most damage of anywhere in NSW. On the back of the bushfires, the region has felt the ongoing impacts of the COVID-19 pandemic with visitor numbers and spend decreasing, as travel to the regional areas has been restricted. Other natural disasters including floods have also impacted the region over the past two years.

Development of new Destination Management Plan (DMP)

In 2018, DSNSW and the other DNs delivered the first Destination Management Plans (DMPs) for their respective regions, all were developed independently by each DN and published in early 2018. Each of the DNs are currently reviewing their DMPs and this process is being undertaken collaboratively to ensure the strengths, priorities and opportunities of regional NSW are aligned with the NSW Government's [Visitor Economy Strategy 2030](#). The aim of this collaboration is to ensure shared consistency across the series of plans, while leveraging uniqueness and maintaining the focus of each region. This process will include a wide range of stakeholder engagement, including with Councillors, Council staff, industry and sector stakeholders.

For further information, please contact Sean Haylan, General Manager DSNSW:

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