



Hello industry friends,

We hope our tourism operators friends across the region had a busy and prosperous Easter period, mixed with some downtime with family and friends.

This month we celebrate local award winners, new product and special feature stories in the **Local News** section.

The **Destination Southern NSW News** provides details on the next of our popular Southern Yarns sessions and information on our 'How to Do Tourism' workshops, which will wrap up over the next few weeks.

The **Grants & Funding** and the **Workshops | Webinars | Training** sections are overflowing again, highlighting the Regional Event Fund, which closes next week, along with a long list of additional funding programs and free business development workshops and training opportunities.

Enjoy the beautiful autumn weather,

The Destination Southern NSW Team

[Destination Southern NSW](#) | [LinkedIn @DSNSW](#) | info@dsnsw.com.au

PO Box 1025 Goulburn NSW 2580



Destination Southern NSW

Destination Southern NSW News



Destination
Southern NSW

Southern Yarns

Narooma NSW | May 2024

Southern Yarns | Narooma

The Destination Southern NSW board and team will be travelling to Narooma for our next board meeting on 3rd and 4th of May 2024. The meeting has been scheduled to align with the [Narooma Oyster Festival](#).

Our Southern Yarns events have been a great opportunity for industry operators to meet our board and team, and provide an informal forum for operators to connect with one another, tell us about issues and challenges, and share upcoming opportunities.

Given the logistics of the Narooma board meeting, we won't be hosting our normal Yarns event. Instead, we will be meeting industry on the ground at the festival itself. Board members and our team will be at the Festival throughout the day on Saturday, 4 May. We look forward to meeting you there!

Richard Everson
General Manager



Image: Daisy Jenkins & Jason Shaw - National Parks and Wildlife Visitor Experience team, Garry Sullivan - Beachcomber Holiday Park, Potato Point.

How to Do Tourism in 2024

The Destination Southern NSW team have been busy hosting free interactive sessions across the region, designed to introduce the fundamentals of a successful tourism business.

We will be wrapping up these sessions over the next few weeks, with a series of workshops being held across the Southern Tablelands region.

During the sessions, we will introduce the [Destination NSW – NSW First Program](#), which includes recognising opportunities within the tourism industry, information on developing tourism experiences and how to develop a bookable product.

Topics include:

- An overview of the NSW tourism industry.
- The role of Destination NSW, Destination Southern NSW, and local councils and how each of these organisations can help your tourism business.
- Why having an up-to-date [ATDW listing](#) is essential for your business and how to receive help to maximise opportunities.
- Developing a tourism experience that matches the needs of travellers, is highly visible, and is easy to book.
- Case studies and next steps in planning for your tourism experience.

These free events are suitable for accommodation providers, tour operators, food and drink venues, attractions, and anyone with a new tourism idea or those interested in tourism.

Please click on the event headings below to find out more about the upcoming sessions and reserve your free ticket:

[Yass Valley | Murrumbateman](#)

April 9 @ 4:30 pm - 7 pm

Shaw Wines | 34 Isabel Dr, Murrumbateman

[Hilltops | Murrumburrah](#)

April 10 @ 10 am - 1 pm

Barnes Store Emporium and Cafe | 356 Albury Street, Murrumburrah

[Upper Lachlan | Gunning](#)

April 30 @ 10 am - 12 pm

Gunning Shire Hall | 13 Copeland Street, Gunning

[Upper Lachlan | Crookwell](#)

April 30 @ 3 pm - 5 pm

Emily Chalker Building | Crookwell Memorial Oval Robertson St, Crookwell

[Upper Lachlan | Taralga](#)

May 1 @ 2 pm - 4 pm

Taralga and District Memorial Hall | 43 Orchard Street, Taralga, NSW

Goulburn Mulwaree

Details TBC

Expression of interest open

Enquiries for the above events and expressions of interest for the Goulburn workshop can be directed to:

Kylie Bushby | Industry Development Manager – Southern Tablelands | Destination Southern NSW | kylie.bushby@dsnsw.com.au

Local News

Discover what's been happening across the tourism industry within the Destination Southern NSW network. To share news of your new product, experience or event, please email Tash via comms@dsnsw.com.au



Sea Expand Beach Clean Up Program | Eden

Destination Southern NSW's Industry Development Manager, Jenny Robb, was honoured to assist [Take 3 for the Sea](#) in guiding 55 passengers during a [Norwegian Cruise Line's](#) shore excursion, to clean up Cocora Beach in Eden on 5th March.

Norwegian Cruise Line offers this popular shore excursion program in three ports, following the success of the brand's inaugural clean-up in Eden, NSW in December 2022 which booked out within 24 hours of its launch.

Find out more [here](#).

Back Roads



Series 10 Braidwood, NSW

28 m

Braidwood Features on Back Roads

ABC's Back Roads features the road less travelled, showcasing small towns and communities that make Australia special. Recently the team visited Braidwood, where presenter Heather Ewart discovers what inspires the town's many artists and how their creative spirit helps the community pull together in challenging times.

[Sign up to view to watch the episode.](#)



ARALUEN'S HIDDEN HISTORY

You are warmly invited to join us to launch the Araluen History Trail and website:
araluenvalley-history.com.au

Damper and cocky's joy to start the day, light lunch, and music by Two by Sea.

Follow the trail and find out more about the beautiful Araluen Valley.

Sat April 13, 2024
10am -2pm

Araluen Federal Hall
5989 Araluen Rd,
Araluen

ARALUEN VALLEY HISTORY



In cooperation with

CAMBERRA AND REGION HERITAGE FESTIVAL CONNECTIONS 2024

AUSTRALIAN HERITAGE FESTIVAL

QUEANBEYAN PALERANG HERITAGE FESTIVAL APRIL - MAY

Launch of Araluen History Trail

The Araluen History Trail features key sites around the Araluen Valley, marked by signs that include a QR code with a direct link to the [Araluen History website](#) which provides detailed information on topics such as key events, townships and villages, gold mining, bushrangers, agriculture, World Wars I and II, as well as the people who lived in the area.

The trail and website will be officially launched at the Araluen Federal Hall on Saturday 13th April.

Find out more [here](#).



Big Marino, Goulburn | Image Credit - Destination NSW

Two of NSW's Top 'Big Things'

Southern NSW is home to two of the states top 20 'Big Things', according to Destination NSW.

Recognising Australian's love for oversized objects, the list features iconic 'Big Things' worthy of road-trip stops, with Goulburn's [Big Marino](#) and Young's [jumbo cherries](#) making the cut.

Read more [here](#).



World Art Awards Winner

Congratulations to owner, founder and Artistic Director, David Mac Laren OAM, of the Bungendore Wood Works Gallery, which has been announced as the best gallery in Australia by the World Art Awards 2024, a credit to the dedication and talent of David and his team.

Find out more about Bungendore Wood Works Gallery [here](#).

Industry Updates

Eden's Busiest Cruise Season

Eden had recorded it's busiest cruise season, with 41 ship visits bringing more than 70,000 passengers and 30,000 crew into Eden, over the 2023/24 summer season.

It's estimated that the record breaking season will result in an approximate \$19 million injection into the local economy.

Find out more [here](#).

Business Events NSW Showcase

[Destination NSW](#) is inviting regional NSW stakeholders to deliver immersive and sensory experiences at its upcoming Business Events NSW Showcase.

The showcase, which will be held in Sydney on 15 May 2024, is designed to generate business event leads for visitor economy stakeholders and raise buyer consideration for products, services or regions.

The event offers eligible stakeholders a range of different partnership opportunities, each with specific selection criteria and inclusions.

All opportunities have limited availability and require an EOI submission by Monday 8 April 2024.

Find out more [here](#).

New Agritourism Resources

Destination NSW has a range of agritourism resources, as part of the NSW First Program, including a new Agritourism Guide.

Businesses can discover tips on how to develop bookable agritourism experiences that are practical, meet and exceed the expectations of today's visitors and connect them to farming practices in an authentic way.

Find out more [here](#).

Aboriginal Tourism Growth

According to Tourism Research Australia, 583,500 international and 299,900 domestic visitors participated in an Aboriginal cultural tourism experience in the year ending December 2023, signifying significant growth in the sector.

Thrive 2030 Consultation

THRIVE 2030 is Australia's long-term strategy for the visitor economy. This is the final year of the Recovery Phase action plan under the strategy.

The Consolidation Phase (2025 – 2027) action plan is under development, with visitor economy stakeholders invited to have their say during the consultation period, which closes on the 28th June 2024.

Find out more [here](#).

Record NSW Visitor Expenditure

According to data from Tourism Research Australia (TRA), domestic and international travellers contributed a record \$51.4 billion to the NSW visitor economy in the year ending December 2023.

The data reveals that NSW welcomed the most international visitors, achieved the highest average night's spent, and highest total expenditure nationally during the period.

Whilst these figures are encouraging, we recognise that they reflect historical data. We know that expenditure varies across the state, and that many of our operators have seen some sharp declines in bookings, revenue, and margins. We do our best to keep our fingers on the pulse of the region, to pass on your feedback, and to provide you with the resources and advice you need to adapt to changing markets.

Read more [here](#).

Grants | Funding | Awards

There are many government agencies and organisations offering grants, funding, or access to award schemes, all to assist you in improving your business or your product offering. Review the latest opportunities below and click on the 'Grants Search' button below to access the Commonwealth Government's grant finder tool.

Grant Search

Please note that the grant and funding opportunities shared are not administered by Destination Southern NSW. Please refer to the information provided on who to contact for guidance and support for each opportunity.

Destination Southern NSW may be able to provide a Letter of Support (LOS) for your project if it aligns with the [Southern NSW Destination Management Plan \(DMP\)](#).

Letter of Support requests can be made via [this online form](#).

If you have any questions regarding support for your project, please contact the Industry Development Manager responsible for your region:

Jenny Robb – Industry Development Manager | South Coast and Snowies | jenny.robbs@dsnsw.com.au

Kylie Bushby – Industry Development Manager | Southern Tablelands | kylie.bushby@dsnsw.com.au

Regional Event Fund

The Regional Event Fund identifies and supports events in regional NSW that have the potential to act as a 'cornerstone' or flagship tourism event for their area by attracting overnight visitation and delivering long-term benefits to the region.

Funding is available across three streams:

[Incubator Event](#) – Closes 9th April 2024
[Flagship Event](#) – Closes 9th April 2024
[Event Development](#) – Open until funds are exhausted

To be eligible, events must run between 1 July 2024 and 30 June 2025, be held in one of the seven [Destination Networks](#) and meet the specific eligibility and assessment criteria outlined in the Grant Guidelines for the individual stream.

Find out more [here](#).

Destination Southern NSW, and our fellow Destination Network partners, **are not required or permitted to provide a letter of support** to applicants for the Regional Events Fund Program. You are encouraged to contact your IDM if you plan to submit an application. Please ensure you have read the program guidelines, the relevant section of the application form, and accessed a copy of the Destination Southern NSW Destination Management Plan before doing so.

Qantas Regional Grants Program

The Qantas Regional Grants program is offering \$2 million in support to Australian-based communities and projects that are looking to benefit regional areas.

In its third year, the Qantas Regional Grants program is designed to help these communities sustain brighter futures by providing financial, flight and marketing support to charities, organisations, projects and individuals.

Applications close on 10th May 2024

Find out more [here](#).

Touring and Travel Fund

Designed to address the time-sensitive nature of venue availability and performance opportunities, Sound NSW's \$2 million Touring and Travel Fund offers quick response grants of up to \$2,500 per person for domestic activity and up to \$7,500 per person for international activity.

Applications close on 20th May 2024

Find out more [here](#).

Recording and Promotion Grants

Sound NSW's \$1 million Recording and Promotion Grants program will support NSW contemporary musicians to record and release new, original creative projects.

NSW artists can apply for grants of:

- up to \$25,000 for short-form releases, such as a single or EP
- up to \$50,000 for long-form releases, such as an album
- up to \$25,000 matched funding for artists signed to a major label.

Applications close on 17th April 2024

Find out more [here](#).

Electric Vehicle Destination Charging Grants

This program provides co-funding to NSW regional businesses that purchase and install EV chargers.

The grants will fund the following for up to 4 EV chargers per site:

- 75% towards the cost of an eligible 7kW and/or 22kW electric vehicle charger(s)
- 75% towards the cost of installation (capped at \$3,000 per charging port)
- 75% towards the first year of an eligible annual EV charger software subscription.

To be eligible, businesses must:

- be located in an eligible regional NSW local government area (LGA)
- have an Australian business number (ABN)
- be an approved destination type, including accommodation, attractions, caravan, camping and holiday parks, food and drink, information services
- be listed on the Australian Tourism Data Warehouse (ATDW)
- have no more than four existing EV charging ports installed.

Application deadline has been extended until Friday 2nd August, AEST 5 pm

Find out more [here](#).

Workshops | Webinars | Training

iAccelerate RISE Program

The [iAccelerate RISE Program](#) supports new and existing regional businesses with practical workshops, online learning and a network of experts to help business owners grow and scale.

RISE participants can work at their own pace using the online course content as well as join facilitated sessions and mentoring delivered at University of Wollongong's NSW regional hubs. The program ends with a pitch event to showcase participants businesses and the skills developed.

The Program will be delivered via the Bega campus on Thursday mornings from 2 May - 27 June.

Applications for this intake close on the 8th April 2024

Find out more [here](#).

Introduction to AI Scholarships

One million Artificial intelligence (AI) 'scholarships' are available, designed to increase the nation's AI literacy.

The free 'Introduction to Artificial Intelligence' microskill course provides a non-technical introduction to AI fundamentals and is designed for people at the beginning of their AI literacy journey.

Find out more [here](#).

Free Business Support

[Enterprise Plus](#), an approved independent provider for Service NSW Business Connect, provides free and independent business advice, insights and business skills development via [workshops and online webinars](#).

In addition to general business support, the Service NSW Business Bureau offer additional resources to help women start, run and grow their business, with [access to funding, education, networks, programs and services](#).

To register for webinars and workshops, login or create a [My Service NSW account and Business Profile](#).

Acknowledgement of Country

Destination Southern NSW acknowledges the many Aboriginal Nations and Aboriginal People of the Southern NSW region as the traditional carers and custodians of the land that we all now live and work on. We pay our respect to Elders past, present and emerging. Destination Southern NSW values the diversity of this region and works in partnership with local Aboriginal communities to respectfully celebrate and share Aboriginal culture with visitors to the region and also with locals who live here.

Destination Southern NSW Ltd is supported by the NSW Government and Destination NSW



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Destination Southern NSW, PO Box 1025, Goulburn, NSW 2580, Australia

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