



Hello industry friends,

The new financial year has kicked off with lots of activity, as Destination Southern NSW welcomed new staff and board members, adventured across the region to meet tourism operators and participate in industry famils, and held a team workshop and planning session. Read the outcomes in the **DSNSW News** section.

The **Local Industry News** section showcases new product and an event for the region, as well as an award winner and a promotional opportunity for operators on the South Coast.

An updated version of the Value of Tourism in Southern NSW for 2022 has been uploaded to the DSNSW website with a link to the document along with information on other visitor economy news available under **Industry Updates**.

There are a few new funding and award programs listed under the **Grants | Funding | Awards** section, and free training opportunities in the **Workshops | Webinars | Training** section.

Until next month,

The DSNSW Team

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Destination
Southern NSW

Local Industry 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



Braidwood - Canberra Region's Top Tourism Town

Braidwood has been named the Canberra Region's Top Tourism Town in the 'Small Town' category and will progress to the National Top Tourism Awards, to be held at Parliament House in September.

Presented by the Canberra Region Tourism Industry Council, the annual awards showcase the value of tourism to the towns and communities across Australia and celebrate the diversity and outstanding regional destinations of our country.

Congratulations to Queanbeyan-Palerang Regional Council (QPRC), in particular the Economic Development and Tourism team, headed by Ryan Deebank and the volunteers who run the Braidwood Visitor Information Centre, who work hard to showcase the range of products, experiences and events that Braidwood offers.

Read more [here](#).



Bulla Creek Brewing Co.

Congratulations to Mike and Steph on the launch of their taproom at Bulla Creek Brewing Co, near Monteagle NSW.

Bulla Creek Brewing Co. is situated on a fifth-generation family farm. Here visitors can experience 10+ beers on tap and offerings from rotating food trucks, enjoyed while overlooking a creek and paddocks. All beer is brewed onsite, using grain sourced from the Riverina and drawing on local produce where possible to create their range.

"We want you to enjoy fresh beer so we make it in small batches. We value community, so we collaborate with locals and draw on local produce where we can. We want everyone to find their 'go-to' beer and try something new, so we have a core group of favourites and some adventurous styles too".

The taproom is open on Saturdays and the occasional Sunday. To find out more and make a booking (recommended) please visit the [Bulla Creek Brewing Co. website.](#)



Hilltops Winter Glow Festival

The Hilltops Winter Glow Festival will be held in Young on the 12th of August, featuring barbecue grand champion Pitmaster Adam Roberts, co-founder of the Australian Barbecue Alliance.

Families will be well catered for at the event with food tastings, food trucks and cooking demos, entertainment by Harry Cleverdon, The Young Ones Band, DJs, LED dancers, and fireworks.

Take advantage of the free shuttle buses from outside the Young Visitor Information Centre.

Find out more [here](#).



Australian Wildlife Parks Explorer Local Deals Partner

Australian Wildlife Parks is inviting tourism business owners in the Eurobodalla region to join them in an industry-led, cross-regional campaign as an explorer local deals partner. The opportunity includes free business promotion for 12 months to:

- 16,000 annual pass holders and growing
- Over 280,000 followers across 3 parks on social media
- Across 4 websites
- 3 regional audiences across New South Wales

For more information please visit the [Australian Wildlife Parks partner offer page](#) or [email](#) Sara Ang, Director of Marketing, Australian Wildlife Parks.

DSNSW News

DSNSW Board Changes

Destination Southern NSW would like to warmly welcome Ian Stazicker as Company Secretary and Chair of the Audit and Risk Committee (ARC), and Olivier Kapetanakos in his new role as Director. Ian and Olivier bring with them a wealth of knowledge and industry-related skills, along with local perspectives.

We would like to acknowledge the ongoing commitment of Directors Kalina Koloff and Sarah McDougall and congratulate them on their reappointment. Excitingly, Kalina has accepted the appointment of Chair. Together Kalina and Sarah will provide continuity in leadership and direction, in addition to an extensive range of experience and business skills.

'I would like to acknowledge Richard Beere's great work. I know I have big shoes to fill. I am looking forward to working with our industry partners to facilitate the growth of the visitor economy across the region and continue what has been a significant recovery' - Kalina Koloff, Chair.

The new board members began their tenure with a review of the business and operational plans, as well as recent projects, offering their expertise and knowledge, and are looking forward to coming together at the first board meeting scheduled to be held in Eden for the end of August.

We would like to express our appreciation to outgoing Chair Richard Beere and Directors Wayne Kirkpatrick, Chair of the Audit & Risk Committee, and Penny Spoelder. The dedication and expertise of our outgoing board members, along with the invaluable contributions of past board members Sue Everingham, Roger Lindeman, Sean Haylan, Natalie Godward, Sheri Norton, and Peter Little have positioned DSNSW as a compelling destination that contributes significantly to regional NSW's target of \$25 billion in visitor expenditure by 2030.

'It has been a roller coaster ride over the 6 years with a few big challenges but also some great growth and development. We have had a great team of past and current Directors, management, and staff that have been driven by the desire to make a difference' - Richard Beere, outgoing inaugural Chair.

DSNSW Directors, appointed for a maximum of two terms, are selected based on their passion for our region and our industry and bring with them the knowledge, skills, and experience necessary to govern and guide the coordination of tourism-related strategies and projects that promote the growth and prominence of the visitor economy.

The 2023-24 financial year promises to be an exciting and productive period, with new Directors, a new Industry Development Manager (IDM) for the Southern Tablelands, Kylie Bushby, and a new GM, Richard Everson, joining Jenny Robb IDM – South Coast & Snowies, Sarah, and Kalina to deliver an ambitious work plan that will contribute to the growth of the industry and continue the development of the region as a compelling destination.



DSNSW Team Workshop

Kylie Bushby joined the DSNSW team as Industry Development Manager (IDM) Southern Tablelands, on Wednesday 12 July 2023.

To welcome Kylie, we brought the team together for a team building and planning workshop. The two half-day sessions included a review of DSNSW values, mission, systems and processes, as well as brainstorming ideas for the (financial) year ahead.

Image, left to right, Richard Everson - General Manager, Jenny Robb - IDM South Coast and Snowies, Tash Maguire - Communications Manager and Kylie Bushby - IDM Southern Tablelands.

Wee Jasper Famil



The DSNSW team joined representatives of the tourism teams from Goulburn Mulwaree, Queanbeyan-Palerang Regional, Hilltops, Yass Valley and Upper Lachlan councils, as well as Visit Canberra on a self-drive familiarisation of Wee Jasper.

Highlights included:

- Indelible Stencils - Public *Art* celebrating poetry and place with installations across the STA region, part of a project by the Southern Tablelands Arts.
- Tasting and lunch served at the Wee Jasper Distillery by mother and daughter team Jennie and Shannon Kellett.
- A tour of Careys Caves with Geoff Kell.
- Afternoon Tea at Wee Jasper Cottage, a 4 Bedroom cottage on Goodradigbee River.
- Wee Jasper Reserves Driving Tour.
- Micalong Creek Walk.

The familiarisation is a monthly activity for members of the Southern Tablelands Steering Committee to come together to learn about products and experiences across each other's local government areas, to assist in promotion of the region as a whole.

Image, left to right, Kylie Bushby - IDM Southern Tablelands & Richard Everson - General Manager DSNSW at Wee Jasper Distillery. Credit - Jenny Robb, DSNSW.

Industry Updates

Value of Tourism to Southern NSW 2022

Every minute of every day, Tourism delivers \$5,948 of domestic visitor spend into Southern NSW. That is \$8.6 million per day!

Read the [Value of Tourism to Southern NSW](#) for an overview of the value of the visitor economy between January – December 2022.

Visitor Cap Exemption for Pick-Your-Own Farms

The agritourism policy will be amended to make sure pick-your-own-fruit farm operations are allowed to operate with more than 100 visitors at a time without the need for planning approval.

The agritourism policy will be reviewed after a year of operation to make sure that the exemption is not leading to unintended consequences for locals.

More information is available [here](#).

Competition - Unforgettable NSW Trips

Destination NSW is giving away seven unforgettable NSW trips worth more than \$80,000!

Subscribe to win and choose your perfect prize: Byron Bay, Sydney, Broken Hill, Port Stephens, Orange, the Murray or Sapphire Coast.

Find out more and enter [here](#).

Visitor Survey Results

Tourism Research Australia has released the [National Visitor Survey snapshot for the month of May](#). It provides statistics on how Australian residents travelled across our states, territories and nationally during this period.

The [International Visitor Survey Results for May](#) have also been released. The report provides statistics on how overseas visitors travelled in Australia during this period.

International visitation to Australia continues to recover, with 481,000 trips recorded in the month of May 2023. Spend in Australia was estimated at \$1.7 billion in May 2023.

Become a Tour Guide

The Australian Tourism Export Council (ATEC) is calling on travel enthusiasts to help drive the supply of tour guides. Individuals are being encouraged to complete a short survey to gain a quiz 'score'. Once the survey is complete, information on different training options including how to become a tour guide will be emailed.

Individuals ready to embark on this exciting journey can take the first step by completing the quiz via [this survey](#).

Visitor Economy Workforce & Skills Interim Action Plan 2023-24

Austrade has released the Visitor Economy Workforce and Skills Interim Action Plan 2023-24, developed to help build workforce capability in the visitor economy, a priority under the THRIVE 2030 strategy.

The themes in the plan reflect the priorities for building visitor economy workforce capability. These include:

- addressing structural challenges in workforce supply
- addressing domestic and international workforce supply
- improving the skills and capability of the workforce
- promoting the visitor economy as a career of choice.

The plan reflects government and industry associations' workforce and skills strategies and activities.

Find out more and download a copy of the plan [here](#).

Reflections Holiday Parks Reconciliation Action Plan (RAP)

The Reflections Holiday Parks team have launched their Reconciliation Action Plan (RAP) to serve as a powerful tool in building meaningful cultural connections on Country toward Reconciliation.

Under the RAP, Reflections will develop opportunities for cultural expression and celebration while delivering social, cultural, and economic outcomes for Aboriginal communities.

Key aspects of the RAP include cultural training for Reflections staff, participation in local community events and engagement of Aboriginal service providers.

Find out more [here](#).

Review of Tourism Occupations

Consultation on tourism services, as part of the Australian Bureau of Statistics Australian and New Zealand Standard Classification of Occupations (ANZSCO) is now open.

Feedback is being sought on the accuracy of current occupation skill levels and descriptions, and occupations anticipated to emerge in the next 5 to 10 years.

Consultations close on 11th August 2023.

More information is available [here](#).

Grants | Funding | Awards

Wine Tourism & Cellar Door Grants

The Wine Tourism and Cellar Door Grant is designed to support wine or cider producers who add value by encouraging visitors to wine regions, and thereby encourage wine tourism.

Grants up to \$100,000 (ex GST) for eligible entities.

Applications close on 30 September 2023.

Find out more [here](#).

Tasting Australia Spirit Awards

Australian distillers are invited to participate in the sixth annual Tasting Australia Spirit Awards – a celebration of all things distilled around Australia, recognising ingenuity and fortitude while celebrating the industry's achievements.

Entries are open until the 25th of August.

Find out more [here](#).

Regional Arts Fund (RAF) Project Grants

The Project Grants will fund high-quality arts projects benefitting regional or remote artists, arts workers, audiences and communities. The focus of the project could include any area of creative practice, multiple art forms or cross-disciplinary practice.

Grants of up to \$30,000 are available.

Applications close at midnight on 14 August 2023.

Find out more [here](#).

Clubgrants Category 3 Infrastructure Grants - Arts & Culture

The objective of the Infrastructure Grants, Arts and Culture program is to fund the costs of construction, alteration, renovation, completion and fit-out of buildings and community infrastructure.

Grants between \$50,000 to \$200,000 for eligible entities.

Applications close on 21 August 2023.

More information is available [here](#).

Grant Search

Workshops | Webinars | Training

Free Tourism Digital Marketing

The Australian Tourism Industry Group (ATIG) is a not-for-profit, organisation that provides digital marketing services and support to tourism (and tourism-related) businesses, organisations, and Governments across Australia.

[Follow ATIG on Eventbrite](#) to keep up to date on free training opportunities such as SEO, Canva Hacks, digital storytelling, travel blogging and more.



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