



Hello industry friends,

The Destination Southern NSW team joked about the need for an exclusive newsletter just to share all of the new local products and experiences being launched across the region.

The **Local News section** highlights new product and showcases award winners, with the **Workshops | Webinars | Training** section bursting with opportunities, including to how to become an accessible and inclusive host, a tour guide, and an employer of choice, as well as workshops on sustainability and AI.

Additional opportunities and useful resources are highlighted in the **Industry Updates** section, including the chance to partner with Destination NSW at AIME 2025, the leading annual trade event for the business event industry. It really is a bumper edition this month!

Happy reading,

The Destination Southern NSW Team

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Banner Image: Couple enjoying a bike ride around the Clonakilla Wines vineyard in Murrumbateman | Credit Destination NSW



Destination
Southern NSW

Destination Southern NSW News



CREATE YOUR OWN GRAVITY



Create Your Own Gravity

We keep seeing headlines about the climate emergency, global conflict, and the cost-of-living crisis. Many of us will have experienced some quiet weeks and months. It is very reasonable to be concerned about the future of the sector, and the future of your business. The purpose of this message is to give you hope.

A few weeks ago, my family went to a concert, and then out for dinner. We walked down a popular tourist strip and were dismayed to see quite a few businesses were having a quiet night, despite it being 8.00pm on a Saturday. And then we arrived at our destination. A mid-priced, family-owned restaurant. And it was packed. As we sat down, we noted every seat was taken. And as people left, their seats were occupied for a second sitting. This business had defied the odds, bucked the trend, and 'created its own gravity'. The staff had smiles on their faces and a spring in their step. The prices were fair (but definitely not cheap). The food was authentic and fresh. And the tiny spoons to eat the gelato, placed down with a grin, were just one of the numerous 'tiny, noticeable things' that made the night so much fun.

When times are tough, spending may drop. The largest recorded quarterly decline in GDP was the June quarter of 2020, a drop of 7%. That's a lot. But 93% of the March 2020 GDP figure is still a huge amount of expenditure. People may pull back on their spending, but they don't stop. People will still take holidays, but they may stay local. They may not eat out every week, but they will still celebrate birthdays and anniversaries.

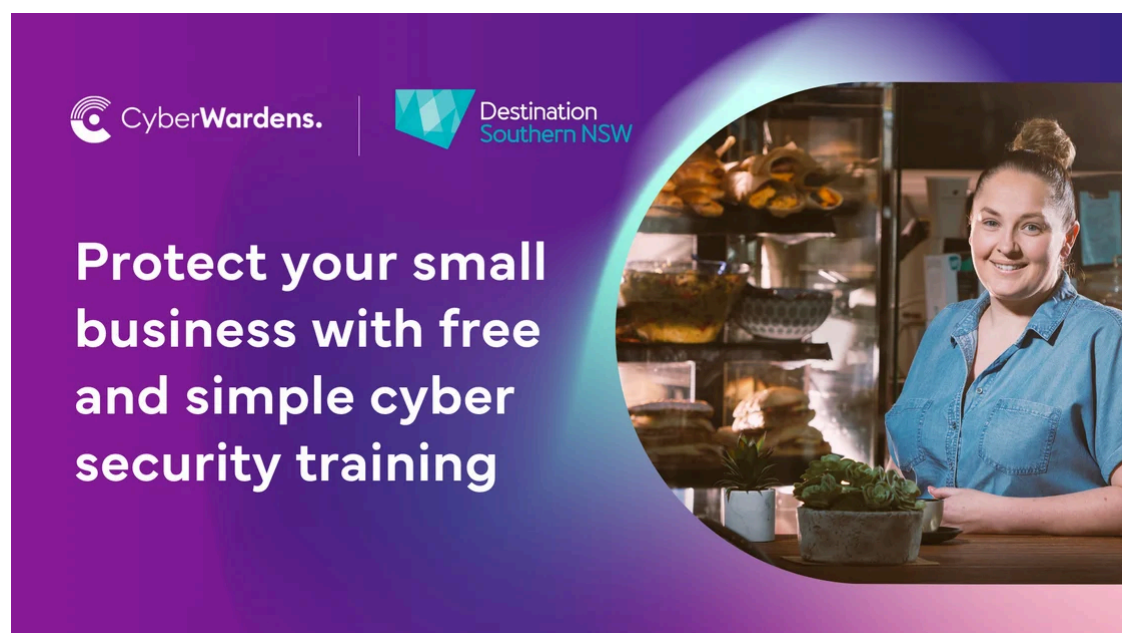
So, as you read the doom and gloom headlines, consider a few things:

1. The media knows that bad news sells, so they push a lot of it.
2. Almost everything you read, listen to, or view, is beyond your control. Let it go.
3. Use your financial, and emotional resources wisely. Focus on giving your guests the best experience possible. Then invest whatever resources you

- have left on looking after yourself, you are your business's greatest asset.
4. This newsletter is full of opportunities. There is a huge number of resources, advice, support, and services out there, many are free. We are here to help you achieve your goals. Accept the offer of assistance.
 5. Don't feel like you have to say 'yes' to everything, that can also lead to overwhelm. Find one or two things in this edition that resonate. Follow them up. There will be another newsletter out next month, and plenty more opportunities.
 6. Your guests will know when you take them seriously, and they will appreciate it. It doesn't take much to create your own gravity and attract your ideal guest.

Dream big, live strong.

Richard Everson
General Manager | [Destination Southern NSW](#)



CyberWardens. | Destination Southern NSW

Protect your small business with free and simple cyber security training

Did you know that 43% of cyber attacks target small businesses? And that a single attack can cost you an average of \$46,000?

To help protect you and your small business, Destination Southern NSW is partnering with Cyber Wardens, a free online learning program designed to simplify cyber security for your tourism business.

Funded by the Australian government, the program is quick and self-paced. We know small businesses have a long to-do list so if you can't finish it in one go, you can save your progress and finish it later.

By taking the course, you will be taking the first step towards making your business cyber-safe. You don't need to be an IT whiz or tech-savvy - the course is jargon-free and focused on providing you with quick wins you can implement to protect your business today.

Now's the time to prioritise cyber safety and protect your business against digital break-ins. By completing the course, you will be taking the first step towards making your business cyber-safe, and you will learn to:

- Identify and protect your important business information.
- Take simple and effective steps to defend against digital break-ins.
- Spot common tricks and scams hackers use to attack small businesses.
- Promote cyber safety in your team.

COMPLETE THE CYBER WARDENS COURSE

Local News

Discover what's been happening across the tourism industry within the Destination Southern NSW network. To share your **new** product, experience or event, please get in touch with the [Industry Development Manager](#) responsible for your region.



Nathan Lygon, Yandama On Country | Credit Jenny Robb

Yandama On Country

Yandama On Country provides gentle, immersive cultural experiences on Thaua Country located on the Far South Coast of New South Wales.

Nathan and Rochelle Lygon brought Yandama On Country to life together with the aim of Nathan sharing his culture with people and Rochelle organising the business operations. The duo are thrilled to be announced as finalists in their local business awards for the "Outstanding Visitor Experience - Tourism".

Congratulations Nathan and Rochelle!

Find out more about [Yandama On Country](#).



'Creatures of the River' by Peter Colbey | Lake Crackenback Resort & Spa
Credit Gaby Tagliapietra

Snowy Monaro Art and Artisan Trail

South East Arts has published an Art and Artisan Trail for the Monaro & Snowy Mountains region. The trail provides locals and visitors with a guide to the many cultural experiences available in the region, allowing people to discover the region's creative side.

The booklet is available at key locations, such as visitor centres and libraries, with a [digital version](#) available on [South East Arts website](#).



Ashweeni & Emma of Marra-Wanggan Cultural Services, practicing & reviving Indigenous Culture On-Country | Credit David Rogers Photography

Marra-Wanggan Cultural Services

Marra-Wanggan is the collaboration and cultivation of two powerhouse Cultural Producers, Ashweeni Mason & Emma Stewart. Combining their skills in culture, jewellery making, traditional costume making, singing and dancing in traditional languages, Marra-Wanggan is a unique cultural enterprise offering immersive experiences.

Congratulations on the launch of Marra-Wanggan Cultural Services Emma & Ashweeni!

Find out more about [Marra-Wanggan Cultural Services](#).



Restaurant & Catering Award | Tidal Restaurant

Gav and Fi of [Tidal Merimbula](#) are excited to announce that Tidal has been chosen as a finalist for the Restaurant and Catering Association's 2024 Awards for Excellence NSW Regional Best Seafood Restaurant and also NSW Regional Best Contemporary Australian Informal Restaurant.

Gav and Fi highlight that the award is a testament to the fabulous produce on offer on the far south coast, stating that they are extremely privileged to live and work in the region. They would like to send a special thanks to their staff and local producers.

Find out more about [Tidal Merimbula](#).



2024 Goulburn Australia Destination Guide

The 2024 Goulburn Australia Destination Guide has been launched at an after-hours industry event held at the Goulburn Visitor Information Centre.

Featuring new imagery and updated content, the guide offers comprehensive insights into Goulburn and the wider Southern Tablelands region.

Well done to the Goulburn Mulwaree Council staff on the launch of the new guide!

Read the guide [here](#).



Cruise ship docked at the Port of Eden, Eden | Credit Destination NSW

Eden Breakwater Wharf Extension

The NSW Government has granted planning approval for a modification to the existing Eden Breakwater Wharf Extension, which will enable greater cruise ship capacity.

The modification application approval to the Eden Cruise Wharf includes:

- Removing the current cruise ship visit cap of 60 visits per season, helping to grow the number of visits for the long-term future;
- Allowing vessels up to 370 metres to call at the berth (up from 325 metres);
- The opportunity for overnight berthing, increasing the opportunity for visitors to explore and experience the beautiful Sapphire Coast and beyond;
- Removing the 100m length limit on other vessel types to call at the berth including naval vessels, optimising the use of this world class facility.
- Minor physical modifications with minimal construction will be required to the wharf.

The news follows Eden's busiest summer cruise season, with the NSW Sapphire Coast port welcoming more than 20 per cent arrivals compared with the previous summer season.

Over the season, Eden hosted 40 ship visits, with more than 70,000 passengers and 30,000 crew venturing into NSW's largest regional cruise port, injecting an estimated \$19 million into the local economy.

Read more [here](#).



State Correctional Museum Traveller's Choice

Congratulations to the State Correctional Museum in Cooma who has been recognised amount the top 10% of things to do worldwide, in the 2024 TripAdvisor Traveller's Choice Awards.

Find out more about the [State Correctional Museum](#).



Regional Connect | Eurobodalla

Join [Regional Development Australia Southern NSW & ACT](#) (RDASNA) for a Regional Connect Event at Bay Pavilions on the 12th of August to share your thoughts and insights, and connect with local leaders and key stakeholders who are passionate about making a positive impact within the region.

By listening to local voices and working closely with stakeholders, RDASNA is committed to the strategic investment in people, places, services, and local economies.

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

Industry Updates

AIME Partnership Opportunity

[Destination NSW](#) is inviting expressions of interest to co-exhibit at the [Asia Pacific Incentives and Meetings Event \(AIME\)](#), taking place from 10-12 February 2025 at the Melbourne Convention and Exhibition Centre.

AIME, the leading annual trade event for the business event industry, connects event planners (buyers) with exhibitors from across the world.

Expressions of interest are open until Friday 9 August 2024 and can be submitted [here](#).

View the [AIME 2025 Partnership Prospectus](#).

Australian Restaurant & Cafe Association Launch

The Australian Restaurant & Cafe Association (ARCA) officially launched in Australia, as the Industry Association representing the Restaurant & Cafe Segment of the Accommodation & Foodservice Industry.

Members can access data and insights, training & development, events, resources and exclusive offers.

Find out more [here](#).

Australia's Inaugural Agritourism Summit

Australia's first Agritourism Summit will provide an opportunity for tourism and farming stakeholders to connect in an insightful and practical day-long event, offering aspiring and established agritourism entrepreneurs the chance to gain valuable knowledge and network with industry leaders.

Sessions will cover a range of topics including how to deliver a visitor experience while running your day- to-day farming operations, regulatory considerations, marketing tips and sustainable practices.

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

Canberra Region Tourism Leaders Forum

The Canberra Region Tourism Leaders Forum facilitates a monthly Tourism Advisory Forum which connects people, businesses, and organisations across the Canberra Region, with the aim of growing the visitor economy.

Find out more [here](#).

Small Business Peak

Small Business Peak assists small business to understand and implement new workplace legislations.

Peak provides free and instant access to essential information – quick insights to keep business owners informed, with step-by-step guides to save time and make it easier for you to apply the latest workplace changes.

Find out more [here](#).

EV Friendly Quick Tips Guide

EV drivers are more likely to build their road trip around destinations that have charging facilities. An EV charging station at your visitor experience presents a big opportunity to attract these drivers as they explore our incredible destinations and experiences.

Explore how your business can create EV-friendly experiences through the latest release of the Destination NSW 'EV-Friendly Experiences' [Quick Tips Guide](#).

State of the Australian Tourism Industry 2023 Report

The annual State of the Industry report presents a snapshot of Australia's visitor economy in 2023 and discusses trends in both demand and supply.

The report indicates that in 2023, Australia's visitor economy made clear progress towards sustainable growth, a core aim of the national strategy for the visitor economy, THRIVE 2030.

Access the report [here](#).

Austrade Go Global Toolkit

Austrade's Go Global Toolkit is a single access point for whole-of-government information and advice designed to help more Australian businesses export their quality goods and services to the world.

Find out more [here](#).

Disaster Ready Apps

The NSW Government is highlighting four apps designed to help communities and visitors prepare for natural disasters. The apps assist by providing information on weather warnings, hazard notifications, road impacts and help from emergency services.

Find out more [here](#).

Grants | Funding | Awards

Government agencies and organisations offer grants, funding and award programs, designed to assist with improving your business or product offering.

Review the latest opportunities below. 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.

Revive Live

Revive Live is a competitive grants program to provide essential support to established live music venues and music festivals to assist them to continue to operate, limiting venue closures and event cancellations, and stimulating long-term sustainability.

The program also focus on activities that improve accessibility and provide participation opportunities for audiences, and career pathways for musicians and music workers, with disability.

Applications close 23 August 2024

Find out more [here](#).

Wine Tourism and Cellar Door Grant Program

The Wine Tourism and Cellar Door Grant program support producers who add value by encouraging visitors to wine regions. Wine and cider producers can apply for a grant reflective of their eligible physical cellar door sales.

Applications close at 5.00pm ACST on 30 September 2024

Find out more [here](#).

Workshops | Webinars | Training



Thredbo Resort, together with Disabled Wintersports Australia, offers the ultimate mountain experience for individuals of all ages with disabilities or adaptive needs | Credit Destination NSW

ATEC's Accessible & Inclusive Host

ATEC's Accessible and Inclusive Host is a diversity focused business development program with practical learning resources to help you upskill and prepare your business to successfully welcome guests from all life stages, backgrounds and abilities. The program is for tourism operators large or small, with or without experience in the accessible and inclusive market.

Find out more [here](#).

Ground Swell Online Workshop

Ground Swell is a Take 3 for the Sea Program was created to inform and empower the NSW tourism industry to collaborate to reduce litter impacts in our holiday locations and to work towards and maintain litter-free destinations.

The free program provides practical tried-and-true strategies and solutions for both operators and their local communities in high traffic tourism destinations dependent on vulnerable nature-based resources.

Join an online workshop where Take 3's Ground Swell tourism team will introduce the identifiable underlying causes of littering, provide recommended solutions and coach participants to develop a tailor-made action plan.

Online Workshop | 24 August @ 10am

Find out more about the program and register [here](#).

Choose Tourism NSW Webinar Series

Following the success of the 'Being an employee of choice' events, Destination NSW are now offering a webinar series to all operators.

The two webinars, hosted by the Choose Tourism NSW Program, provide information for tourism and hospitality operators on how to position their business as an employer of choice.

The webinars include presentations from industry experts who will provide practical examples of how to align your business to attract and build a skilled workforce through a positive workplace culture, strong business practices in customer service and the latest technology available to attract forward thinking employees.

Register and find out more about the series and presenters via the links below:

Webinar 1: Becoming an Employer of Choice
[Wednesday 7 August \(9:30am – 11:30am\)](#)

Webinar 2: AI | Inclusive Employment
[Wednesday 21 August \(11:30am – 11:30am\)](#)

Strive 4 Sustainability Scorecard Extended

Through a partnership with Ecotourism Australia, the nation's peak body for sustainable and ecotourism, the Strive 4 Sustainability Scorecard, part of Destination NSW's NSW First Program, provides eligible NSW visitor economy businesses fully funded access to a sustainability benchmarking tool.

The tool can be used to assess current performance against four pillars of sustainability, so business owners can make informed decisions and take steps to enhance and promote sustainable practices.

The four key pillars of sustainability include:

- Environmental impacts
- Socio-economic impacts
- Cultural impacts
- Sustainable management

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

Tour Guiding Fundamentals

Tour Guiding Fundamentals is a three-day micro credential training course for people wanting to develop foundational knowledge and skills to enter the workforce as a tour guide.

The four day course, delivered in Sydney, includes three days of theory with students undertaking independent field-based research on day 3 to develop a 15 minute tour, which will be delivered on the final day.

This fundamentals course is compact, practical and led by qualified trainers working in the industry, designed to equip new tour guides with the basics to get started in a new career.

Find out more [here](#).

Introduction to AI

Business owners can undertake a free Introduction to Artificial Intelligence course through the Institute of Applied Technology. The course is normally \$140pp.

This 2.5 hour online course is a gentle and non-technical introduction on how machines learn from data, and explores various use cases and applications of AI. Participants do not require any prior programming or computer science experience for this course.

The course includes:

Real-world applications of AI

How AI is transforming the world around us

Common AI terminologies

Advice from industry experts to start your career in AI

The differentiation between facts and myths in AI

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

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



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

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