



Hello industry friends,

What a great start to the year, with new products launched, award winners celebrated and lots of great upcoming events, designed to help business owners explore opportunities within the industry and further develop tourism offerings.

The Destination Southern Board and team are excited to catch up with tourism operators and industry stakeholders in Cooma tonight. The team is also looking forward to hosting a series of 'How to Do Tourism in 2024' sessions across the region in the coming months. You can find information about these events in the **Destination Southern NSW News** section.

A local product development opportunity is available to Braidwood business owners, which includes the chance to receive expert guidance to create a project concept and funding proposal. Find this opportunity, new product, upcoming cyber security information sessions, and a regional award winner in the **Local News** section.

Four new funding programs are listed in the **Grants & Funding** section.

Information on the internationally recognised Wine & Spirit Education Trust Level 2 Award course being held in early March, hosted by our friends at the South Coast Centre of Excellence, can be found in the **Workshops | Webinars | Training** section.

Until next month,

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

Alpine Hotel | Cooma NSW
8 February | Drop in 430 - 630pm

Southern Yarns | Tourism Industry Networking Event

Calling all tourism and hospitality operators, industry association members, local council representatives and anyone wanting to venture into the tourism industry space, in the Cooma and surrounding region.

Please join the Destination Southern NSW board and team for a drop-in networking event **tonight** at [The Alpine Hotel](#) in Cooma, where we will share updates on key projects, along with industry news and data.

We are keen to hear about industry challenges experienced across the region and discuss opportunities. We would also like to meet anyone considering moving into the tourism space and would like to learn more about the industry.

Event Details

Southern Yarns | Tourism Industry Networking Event

Thursday, 8 February 2024

4:30 - 6:30 pm

Alpine Hotel, 170 Sharp Street, Cooma NSW

Drop in anytime tonight from 4.30 until 6.30 pm, there is no need to book or RSVP.

Join us for this free event and get to know our board and team over some light refreshments.

Please share this invitation with your tourism and hospitality friends.

For more information please contact Jenny Robb, Industry Development Manager South Coast and Snowies, via jenny.robb@dsns.com.au



Image: Wildbrumby Schnapps Distillery, Crackenback | Credit – Destination NSW

How to Do Tourism in 2024

Destination Southern NSW is hosting a series of free interactive sessions across the region in the coming months, designed to introduce the Destination NSW – NSW First Program with fundamentals on making a successful tourism business.

During the sessions, we will explore opportunities within the tourism industry and provide information on developing tourism experiences.

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.

Participants will learn how to better navigate the tourism industry, understand how to enhance your tourism experience and learn how to develop a bookable product.

The following sessions have been confirmed:

[Snowy Monaro](#)

February 27 @ 3:30 pm - 5:30 pm
Thorn and Snow, Berridale, NSW

[Eurobodalla](#)

March 6 @ 3:00 pm - 5:00 pm
Eurobodalla Regional Botanic Garden, Batemans Bay, NSW

[Bega Valley](#)

March 27 @ 3:00 pm - 5:00 pm
Bega Valley Commemorative Civic Centre, Bega, NSW

Please click the event heading above for more information on this free session, and to book.

Enquiries for the above events can be directed to:

Jenny Robb | Industry Development Manager – South Coast & Snowies |
Destination Southern NSW | jenny.robbs@dsnsw.com.au

Information on the following Southern Tablelands sessions will be available via the [Destination Southern NSW website](#) as they become available:

Goulburn Mulwaree - 6th March | Venue & time TBC

Upper Lachlan - 20th March | Venue: Old Coach Stables, Gunning | Time TBC

Hilltops | Details TBC

Queanbeyan – Palerang | Details TBC

Yass Valley | Details TBC

Please check the [website](#) regularly, or express interest in a Southern Tablelands event by emailing Kylie Bushy, who will keep you updated:

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



Image: Crafters New Luxury Eco-Cabin, Jindabyne | Credit – Eliska Sharp

Crafters New Luxury Eco-Cabin

[Crafters](#) have opened their second eco-cabin, now offering two 100% off-grid cabins surrounded by private alpine bushland, complete with a wood-fired hot tub, double couples shower and unbeatable views of Crackenback Peak.

An eco holiday with a difference, the cabins showcase local and Australian crafters including pottery, soft furnishings and artwork which can all be purchased by guests during their stay. Crafters Cabins are designed, built and owned by two local Jindabyne school friends, Dan Kroenert and Mitch Forbes, on the founding belief that you shouldn't have to compromise on luxury to embrace eco-conscious living.

Find our more [here](#).



Murrumbateman Field Days team members (L-R) Jo Shipley, Tom White, Iain McCall, Kim Rorison, Jenny Weekes.

Murrumbateman Field Days - Event of the Year

The Murrumbateman Field Days have been awarded the 'Event of the Year' at the Yass Valley Australia Day Awards 2024. The award was given in recognition of the success of last year's event which saw high visitor numbers, buoyant exhibitors' sales and enormous continued support from volunteers and community groups.

Tom White, Manager of the Field Days, said "We were delighted to receive this recognition from the Yass Valley community. It recognises the effort of the whole Yass Valley region. Not only were we able to support 16 community groups with their major annual fund-raising efforts, but the event provides an important economic stimulus for the agri-tourism sector in the rural NSW area along the Hume Highway. To be recognised for our success is such a boost - it encourages us to keep going for this year's 45th event!

Congratulations to the Murrumbateman Field Days team!



Cyber Security Regional Roadshow

[Regional Development Australia Southern Inland](#) is hosting a series of Cyber Security awareness events in February, as part of their quarterly Regional Connect Roadshow.

The events will be held in Queanbeyan, Cooma, Yass, Moss Vale, Boorowa and Crookwell, with cyber security specialists highlighting information on topics such as:

- Why everyone is a target for cyber criminals.
- The Australian Cyber Security Centre's "Essential Eight" mitigation strategies.
- Spotting a scam email or SMS.
- Cyber Insurance and how it can help.
- Resources to boost your awareness.

Find out more [here](#).

Industry Updates

Destination Australia Conference

Registration to attend the 2024 Destination Australia Conference is open. The conference theme is 'The next chapter for sustainable growth'. The full-day conference, followed by a networking event will take place at the International Convention Centre (ICC) Sydney on Wednesday 13 March.

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

NSW Heritage Strategy

The NSW Government is developing a Heritage Strategy to assist in protecting heritage in NSW.

Heritage NSW is seeking feedback to inform and shape the direction of the NSW Heritage Strategy, ensuring it responds to community aspirations in delivering a better future for NSW heritage.

Input will help to build an understanding of what is important to the community, key challenges and opportunities.

You can share your insights and ideas by completing [this survey](#) by 31 March 2024.

Small Business Cyber Security Guide

Tourism businesses hold valuable and sensitive customer information. To assist in protecting this data against common cyber security threats, the Australian Security Directorate's Australian Cyber Security Centre (ASD ACSC) has published:

- Small Business Cyber Security Guide
- Small Business Cyber Security Checklist.

Find out more [here](#).

Digital Marketing Best Practice Guide

The Australian Small Business and Family Enterprise Ombudsman (ASBFEO) has published a best practice guide to help small businesses better understand what a digital marketing provider is, and how they can get the best out of their relationship with them.

Find out more [here](#).

Business Tool Plan

Thinking about starting a new business, or wanting to improve your existing business plan? The Australian Government's Business plan tool assists in evaluating your business idea and setting goals for the year ahead.

Access the tool [here](#).

Grants | Funding | Awards

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

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.robb@dsnsw.com.au

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

Arts and Cultural Funding Program

Organisations can now apply for funding to support innovation, vibrancy and creativity within the NSW arts and cultural sector, under the the Arts and Cultural Funding Program - Project Funding for Organisations 2023/24.

The program provides funding of up to \$60,000 to eligible Australian arts and cultural organisations and NSW local governments.

Applications close: 19 February 2024 at 5pm

Find out more [here](#).

Rebuilding Regional Communities (RRC)

The Strengthening Rural Communities (SRC) Rebuilding Regional Communities (RRC) stream gives small remote, rural and regional communities across Australia the opportunity to access funds for a broad range of initiatives that directly and clearly benefit local communities.

The grants are designed to support liveability, sustainability, and resilience initiatives – from workshops and education programs that will increase community engagement, to equipment and facilities improvements at community hubs.

Applications close 5 pm AEDT 26 February 2024.

Find out more [here](#).

Financial Support for NSW Museums

The 'Lights On, Doors Open' stipend program has been established to relieve the pressures faced by volunteer-led museums and Aboriginal cultural spaces in NSW.

Funding of \$2,000 is available to provide crucial financial support to cover essential

expenses like rent, electricity bills and more.

Funding will be allocated based on the order of eligible applications received until funds are exhausted.

Find out more [here](#).

Open Streets Program

The Open Streets Program is a \$4.5 million non-competitive grant program open to NSW councils, designed to energise our streets with free activities and events.

Funding of up to \$150,000 is available to support the temporary closure of streets for placemaking activations for people. Events and activations are to be delivered by January 2025.

Applications close once the total program funding has been allocated, or by the application close date of 30 April 2024, whichever is first.

Find out more [here](#).

[Grant Search](#)

Workshops | Webinars | Training

Wine & Spirit Education Course

The South Coast Centre of Excellence is offering the Wine & Spirit Education Trust Level 2 Award course.

The WSET Level 2 Award in Wines is internationally recognised in over 70 countries and provides an industry-standard introduction to the main styles of wine available to front-line staff involved in the service or sales of wine.

This three-day course aims to deliver the product knowledge and skills required to prepare a person for employment in wine hospitality or retail and requires a minimum of 28 hours of study time as follows:

16 hours of delivery time with the WSET course trainer
11 hours of personal study and revision
A one-hour examination

The course is fully funded for those in the Shoalhaven, Eurobodalla and Bega Valley local government areas. Those outside these regions can attend, subject to course numbers, fees will apply.

Register via [this link](#).

More information is available [here](#).

Workshop Reminder - Leveraging Technology

In February 2024, the Centre of Excellence will be presenting a roadshow of workshops with Bart Sobies on Leveraging Technology for Tourism and Hospitality businesses.

The key topics for the session include:

The Power of Technology in Tourism
Tech Solutions for Streamlining Operations
Enhancing Customer Experience via Technology

Dates and venues:

[Merimbula | Club Sapphire | Monday 19th February 2024, 9-11am](#)

[Narooma | Club Narooma | Tuesday 20th February 2024, 9-11am](#)

[Ulladulla | Ulladulla Civic Centre | Wednesday 21st February 2024, 9-11am](#)

[Nowra | Shoalhaven Entertainment Centre | Thursday 22nd February 2024, 9-11am](#)

Find out more and register through the links above.

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



Banner Image Credit: Southern Tablelands 2022 - Queanbeyan Public Art Walk © Destination NSW

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

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