



Happy New Year industry friends,

We hope the year has started well for all our industry partners and tourism operators. The Destination Southern NSW team and board enjoyed a short break, spending time with family and friends, as well as popping in to support local businesses across the region, whenever possible.

We are back in full swing, with plans underway for our next networking event, Southern Yarns, to be held in Cooma in early February, and lots of projects moving through our development pipeline. You can read updates in the **Destination Southern NSW News** section.

A new business has opened to support the growing mountain bike industry on the South Coast, which is showcased in the **Local News** section, along with other new regional highlights.

A new year often inspires change and development, so what better way to enhance one's skills than to enrol in a workshop or training course? The Centre of Excellence has some great opportunities on offer, listed in the **Workshops | Webinars | Training** section. There are also online learning opportunities for those unable to travel.

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 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

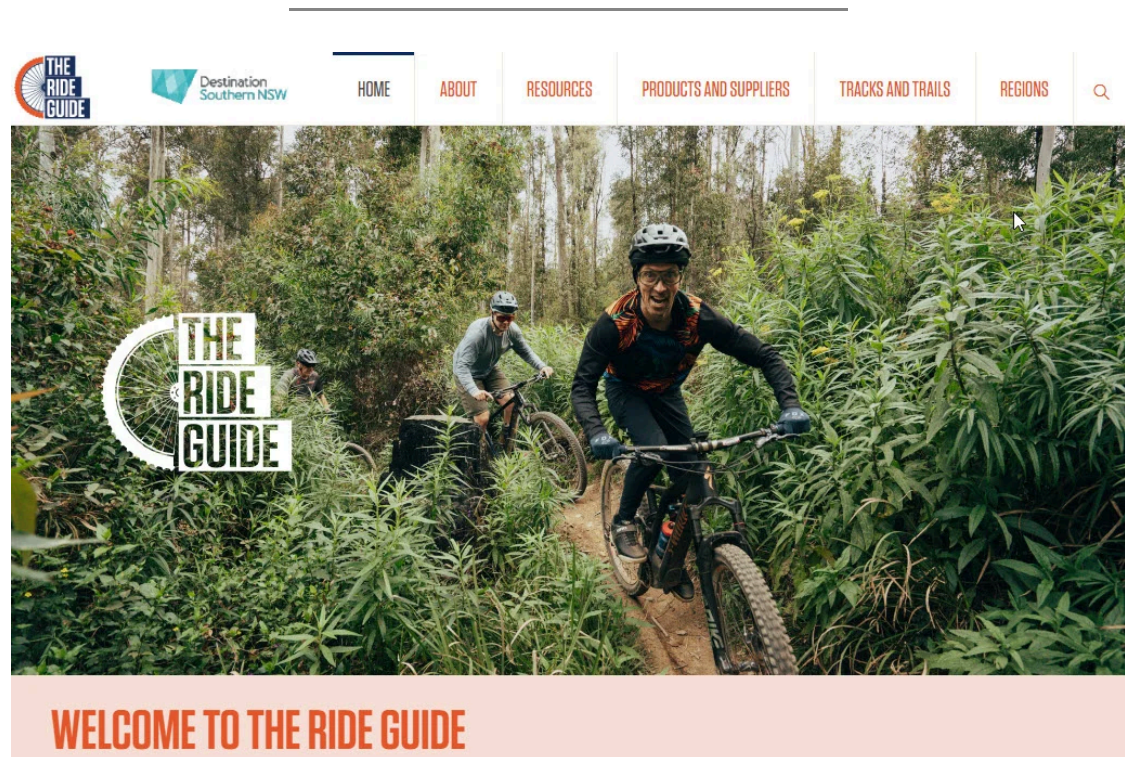
Drop in anytime from 4.30 until 6.30 pm, there is no need to book or RSVP.

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@dsnsw.com.au



The Ride Guide

The recently launched website, [The Ride Guide](#), is a tourism industry information hub on all things mountain biking. The site, a Destination Southern NSW initiative, includes a downloadable 'Ride Guide', bringing together resources, information and insights for tourism operators to help understand the market and attract mountain bike riders to businesses and destinations.

The content in the guide has been written by keen mountain bikers who have experience in destination development and marketing, and understand that one of the best ways to enjoy the NSW natural environment and trails is by bike. Mountain biking is a super fun sport, and in Australia, riders are increasingly spoiled for choice, with trails for all abilities right across the country.

This idea for this guide originally was born from the development of the three new mountain bike areas on the NSW South Coast – [Mogo Trails](#) (Mogo/Batemans Bay), [Narooma Mountain Bike Trails](#) and [Gravity Eden](#).

The resources available via the site include information about:

- Bike clubs
- Bike shops
- Security & storage
- Bike wash & maintenance
- Mountain bike tracks and trails

Visit [The Ride Guide website](#)

Discover more Destination Southern NSW projects and initiatives [here](#).

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: Ride Creative Lines Bike Store - Image credit: Creative Lines

Ride Creative Lines

Congratulations to Tanith and the team behind the Creative Lines bike store, [Ride Creative Lines](#), which opened in December, servicing the newly opened [Gravity Eden Bike Park](#).

The team at Ride Creative Lines offers a premium range of hardtail, dual suspension and e MTBs as well as a premium hire fleet, mechanical repairs, MTB accessories, friendly service and local knowledge, a much-needed asset to support the growing Mountain Biking Industry on the south coast.

Find out more [here](#).



Stranded in the Snowys - New Line-Up Announced

A new lineup has been announced for the inaugural Stranded in the Snowys festival which will be held at Lake Crackenback Resort from February 12-16.

The lineup includes new headline acts Jon Stevens and Ian Moss.

All acts will play their own exclusive, intimate, extensive headline gigs on three separate evenings.

Find out more [here](http://www.musicinparadise.com.au).



Eat & Drink in Braidwood | New Promotional Video

What a great new clip posted on the [Visit Queanbeyan-Palerang](#) - Treasure Trail YouTube channel.

In the segment, Amelia Bidgood explores some of the fantastic restaurants in Braidwood, NSW - just an hour's drive from Canberra, including Garanvale Woolshed, Java Braidwood and Smokey Horse.

A great example of a local council supporting their region's tourism operators. Well done [Queanbeyan - Palerang Regional Council](#).

Watch the clip [here](#).

Industry Updates

Aussie Peace Walks Promote Walks in NSW

[The Aussie Peace Walk](#) has released a 'walks in regional NSW' section to their website, designed to encourage domestic and international visitors who travel to Canberra for the annual Aussie Peace Walk to extend their stay and spend time exploring the surrounding regions, including walks in the Snowy Mountains and NSW South Coast.

Find out more [here](#).

Beowa National Park Celebration

Traditional Custodians and South Sea Islander Elders came together to mark one year since Beowa National Park was renamed to honour the continuing cultural significance of the area.

Representatives from Thaua Country Aboriginal Corporation, Eden Local Aboriginal Land Council, Bega Local Aboriginal Land Council, Twofold Aboriginal Corporation and the Australian South Sea Islander community were in attendance.

Find out more about the celebration [here](#).

Have Your Say - Outdoors Census

[Outdoors NSW & ACT](#), the peak body supporting the Outdoor Recreation, Education, Adventure Tourism and Events and Therapy sectors, has launched the Outdoor Census.

The census is designed to help inform the Outdoor Industry's peak body and stakeholders in understanding the data, the challenges, and the opportunities for the industry. The intention is that this will be conducted every year in January to benchmark and evaluate shifts and changes in the industry.

The census will provide much-needed data to be used when liaising with landowners, government and other stakeholders and assist with advocating for policy changes vital to the industry's well-being and growth.

Submissions will be open until the 31st of January, 2024.

You can complete the census [here](#).

Accessible Accommodation Demand

Caravan Industry Association of Australia is partnering with Accessible Accommodation (The Accessible Group), to focus on delivering new accessible tourism experiences in Australia's booming caravan and camping sector, acknowledging that caravan holiday park operators have a great opportunity to tap into the increasing demand through the provision of accessible accommodation, facilities, and activity areas.

Read more [here](#).

Carbon Calculators

[EarthCheck](#), the world's leading certification, consulting and advisory group for the tourism industry, has unveiled three new carbon calculators that will enable tourism operators to understand, manage, and reduce their emissions more effectively than ever before.

Find out more [here](#).

National Visitor Survey Results - October 2023

Tourism Research Australia's [National Visitor Survey snapshot for October 2023](#) has been released, providing Australian resident travel statistics. The report indicates that in October 2023, Australian residents took 10.0 million overnight trips and spent \$9.9 billion.

Tourism Workforce Report

[Tourism Research Australia](#) has released the Tourism Workforce Report, a status update on the workforce in Australia's visitor economy.

The report draws on publicly available data sources to provide current insights on:

- the size and composition of the visitor economy workforce
- job vacancies in tourism-related occupations
recruitment in the sector
- the availability of international labour.

Find out more [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.robbs@dsnsw.com.au

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

Electric Vehicle Destination Charging Grants NSW

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.

Applications close Friday 3 May 2024

Find out more [here](#).

Grant Search

Workshops | Webinars | Training

Expressions of Interest - Wine & Spirit Course

The Centre of Excellence is exploring the feasibility of funding another WSET 2 (Wine & Spirits Education Trust) course in March 2024 and would like to invite expressions of interest to attend this high-quality accredited learning opportunity.

Key information

Proposed dates: Monday 4th, Tuesday 5th, Wednesday 6th March 2024

Venue: Nowra area

Cost: Nil to complete the course. If participants pull out before the exam they may be liable for a cancellation fee of up to \$200.

Eligibility: To be eligible to apply for this course you must have a minimum of 12 months working in the delivery of wine service and must be supported by your employer. All participants must be over the age of 18.

More information on WSET courses can be found [here](#).

This will be the final opportunity for participants to attend the WSET courses on the South Coast as part of the fully funded positions via the Centre of Excellence.

Expression of Interest close COB Friday 19th January 2024

Please click [here](#) to express your interest via email. Please include how many positions your business would be interested in applying for.

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.

Business Connect Free Online Resources

Need some handy tips to give your business the edge?

Learn from industry experts with Service NSW Business Connect's free online resources.

Choose from a catalogue of online tutorials including:

- Attracting new customers (5 minutes)
- Market research and competitor analysis (10 minutes)
- Pricing strategy (9 minutes)
- Understanding financial statements (9 minutes)
- Product and market expansion (6 minutes)
- How to start a business: The mindset (6 minutes).

Find out more [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.



Banner Image Credit: Surf the Bay Surf School Broulee - Located in Broulee on the South Coast of NSW, Surf the Bay Surf School offers surf lessons, stand-up paddle boarding (SUP) lessons, SUP tours, as well as surf and SUP hire © Destination NSW

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

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