



Hello industry friends,

This month we are very excited to introduce DSNSW's new Industry Development Manager for the Southern Tablelands region, Kylie Bushby. Get to know Kylie in the **DSNSW News** section.

The **Local Industry News** section showcases valuable networking opportunities, new products, great business examples and award winners.

New opportunities have been listed within the **Grants | Funding | Awards** section, and various 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](mailto:comms@dsnsw.com.au)



## Sapphire Coast Tourism Networking Event

Over 65 industry representatives gathered at the Bermagui Beach Hotel on 28th June for a Sapphire Coast Tourism networking event.

Sapphire Coast Destination Marketing's Tourism Manager Rhys Treloar hosted the evening, with updates given by Bermagui Beach Hotel's Manager Yannis Gantner, DSNSW's IDM Jenny Robb, Wanderer Festival's Director Simon Daly, Gravity Eden MTB Club's Stan Soroka, Cruise Eden Manager Debbie Meers, Port Authority of New South Wales' Natalie Godward, Ryefield Hops' Karen Taylor and Milford Acres' owner Megan Payne.

These biannual networking events have become a 'must-do' on the industry calendar. A great opportunity for people to meet industry partners, collaborate and discover cross-promotional opportunities and support.

The next event will be held in early December in Bega. If you would like more information, please contact [Sapphire Coast Destination Marketing](#).

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## Murrah Dream Retreat

Congratulation to Vanessa Forbes and Steve Mazabow on the launch of Murrah Dream Retreat, located on the Sapphire Coast NSW.

Murrah Dream Retreat is an intimate 5-star, 23-bed retreat centre set in the pristine Australian bush, situated between the sacred mountains Gulaga and Mumbulla. The property boasts a secluded beach and lagoon, a lotus lily pond, an ionised infinity pool, and a state-of-the-art Geodesic Dome.

The facilities are sensitively designed to fit with the land, offering rejuvenation, inspiration and connection to nature and self. Retreats vary between yoga, dance therapy, art therapy, qigong, meditation and rewilding. Murrah Dream offers community music nights, kirtan sessions and sound healings at the Dome.

Murrah Dream Retreat is available for hire by facilitators who would like to run their own nature, healing, transformation and wellness-focused retreats.

Find out more [here](#).

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## Nick O'Leary launches Heywood

Congratulations to Nick O'Leary on the launch of [Heywood Restaurant and Cellar Door](#) in the heart of Wallaroo, 20 minutes from Canberra CDB.

Opened in June, Heywood showcases a curated selection of Nick O'Leary's award-winning vintages, new releases, museum wines, cocktails, and a snack and share plate menu.

Excitingly, Heywood made [Tourism Australia's June Hot List](#), under new drink and food offerings in the winery, brewery and distillery list.

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## TSM shortlisted for prestigious industry award

[Tourism Snowy Mountains'](#) latest destination marketing campaign, '[It's an Altitude Thing](#),' has been shortlisted for two prestigious [Mumbrella Travel Marketing Awards](#), which will be held on 17 August 2023.

The captivating campaign has been nominated for the top prize in two categories: Best Use of Content and Breakthrough Destination of the Year.

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### The Wool Shed - agritourism at its best

Congratulations to the Wool Shed team, who are set to elevate the farm-to-table experience to new heights, building upon the sell-out success of their inaugural season.

The Wool Shed, located on the far South Coast of New South Wales, will offer monthly long lunch events from September to April, taking guests on a culinary journey that celebrates the connection between land, food, and community, showcasing locally sourced seasonal ingredients, including produce grown onsite.

A great example of an agritourism experience committed to business development, the Wool Shed has invested in expanding their offering to include a menu rich with fresh, farm-grown, organic ingredients and a partnership with local winemakers Aristotelis Ke Anthoula to enable perfectly matched wine pairings.

Tickets will be released at the end of July via the Wool Shed's newsletter to subscribers and thereafter to the general public.

Find out more [here](#).

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## Narooma Rocks Board - Director Appointment

Narooma Rocks are currently inviting expressions of interest (EOI) nominations to serve on the Narooma Rocks Board.

This is a great opportunity for individuals with skills in strategy, events and corporate governance who would like to contribute to the future of the association and to the sustainability of the Narooma Oyster Festival. The existing board is made up of skilled members who share the goal of building the profile of Narooma as a serious food destination and the NSW South Coast as unmistakably Rock Oyster Country.

A recruitment pack is available by contacting [carrie@naroomarocks.com](mailto:carrie@naroomarocks.com) - EOI will be accepted until 29 July 2023.

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## DSNSW News



## Welcoming Kylie Bushby to the DSNSW Team

We are very excited to introduce DSNSW's new Industry Development Manger – Southern Tablelands, Kylie Bushby. Kylie is a high-achieving strategic relationship manager with over 12 years of experience in B2B relationship and brand building, key hotel account and portfolio management, and very importantly destination management experience.

Kylie has a proven track record of creating and executing business development strategies across regional businesses and is familiar with the DSNSW footprint, key tourism operators and attractions, conference facilities, and the business network.

With a sound understanding of DSNSW's goal to work collaboratively with stakeholders to develop our sub-regions as compelling destinations that contribute to the 2030 visitor expenditure target, Kylie is excited to begin her new role and leverage her extensive tourism and hospitality experience.

Welcome, Kylie.

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## Industry Updates

### National Visitor Survey Results - April

Tourism Research Australia has released a snapshot for the month of April 2023. It provides statistics on the travel trends of Australian residents during this period. In summary, Australian residents took 10.5 million overnight trips and spent \$9.9 billion.

Read more [here](#).

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## Asia Pacific Incentives and Meetings Events (AIME)

Expressions of interest are open to exhibit at AIME, the leading annual trade event for the business event industry.

Taking place from 19-21 February 2024 at the Melbourne Convention and Exhibition Centre, AIME connects high-quality event planners (buyers) with exhibitors from across the world.

To learn more about the opportunity to partner with Destination NSW and showcase your region and businesses at AIME, view the prospectus and submit your expression [here](#).

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## High Speed Rail Authority Board

The Australian Government has announced the appointments to the Board of the High-Speed Rail Authority.

The High-Speed Rail Authority will oversee the development of the high-speed rail network along the east coast of Australia.

High-speed rail will revolutionise interstate travel on the east coast, providing a fast alternative for people to move between cities and regional centres, promoting sustainable settlement patterns and creating broad economic benefits for regional centres.

This is a transformational project that could allow passengers to travel between major cities and regional centres at speeds exceeding 250 kilometres per hour.

Read more [here](#).

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## Shaping Policy for the Arts and Cultural Sector

The NSW Government is calling on artists and other creative industries practitioners across the state to help craft the first-ever Arts, Culture and Creative Industries Policy for NSW.

Artists, creative industry practitioners, musicians, organisations and community members can contribute their insights and ideas to inform the new policy.

Read the discussion paper and find out how to have your say [here](#).

Submissions close on 31 August 2023.

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## Australian Festival Industry Conference



The Australian Festival Industry Conference (AFIC) has unveiled the program for its 2023 event, being held from August 30th – 31st at Luna Park Sydney.

AFIC is the Asia Pacific's leading industry meeting place for festival management personnel, encompassing music, arts and culture, food and drink, sporting and 'ideas' festivals.

Find out more and book your tickets [here](#).

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## **Australian Regional Tourism Convention 2023**

Australian Regional Tourism is pleased to announce the Preliminary Program for the 2023 Australian Regional Tourism Convention (ARTC) to be held 10th-12th October. The Convention theme is 'Creating the Regional Visitor Economy of the Future'.

Find out more [here](#).

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## **Australian Cruise Association Conference**

The Australian Cruise Association is holding its 25th annual conference in Wollongong NSW from 30 August to 1 September 2023.

The conference will provide focus on the next phase of cruise growth in Australia and explore the means to maximise positive opportunities in the sector's extensive supply chain.

More information and the draft program is available [here](#).

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## **Dreamtime 2023**

Tourism Australia's signature biennial incentive showcase [Dreamtime](#) provides the Australian business events industry the opportunity to connect with qualified incentive buyers from around the world, while showcasing Australia's best incentive experiences and products.

Dreamtime 2023 will be held from 7th-10th November 2023 in Adelaide/Tarntanya, in partnership with Business Events Adelaide.

Find out more [here](#).

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# Grants | Funding | Awards

## **Growing Regions Program**

The Growing Regions Program provides grants of between \$500,000 and \$15 million to local government entities and not-for-profit organisations, for capital

works projects that deliver community and economic infrastructure projects across regional and rural Australia.

Round 1 is open for expressions of interest, with \$300 million available to support capital works projects for community and economic infrastructure across regional and rural areas.

**Expression of interest closes 1 August 2023 at 5pm.**

Find out more [here](#).

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## **Elsa Dixon Aboriginal Employment Grant**

The Elsa Dixon Aboriginal Employment Grant provides funding to support the salary, development, and support costs for Aboriginal people, with a focus on encouraging permanent employment.

The annual grants are named in honour of community leader Elsa Dixon, who played a critical role in improving social outcomes for Aboriginal people in the 1970s and 1980s.

The grant elements comprise three key categories:

- Permanent employment
- Temporary Secondment
- School-based apprenticeship and traineeship

More information is available [here](#).

**Grant Search**

## Workshops | Webinars | Training

### **ATEC Host Market Specialist Training - NSW First Program**

[Destination NSW](#) has partnered with the [Australian Tourism Export Council](#) (ATEC) to provide free access for internationally-ready NSW tour, attraction and accommodation businesses to access three ATEC Host online learning modules.

By completing these training programs, participants will learn how to:

Effectively attract and service visitors from key markets by being culture-ready, product & service ready, and marketing & trade ready

Work effectively with key travel distributors

Express your interest in the ATEC Host online learning modules via the online survey available [here](#).

Places are limited.

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## Strive 4 Sustainability Scorecard

Eligible NSW visitor economy businesses are being provided with free access to the pre-certification Strive 4 Sustainability Scorecard, via a joint initiative between Destination NSW and [Ecotourism Australia](#).

The Strive 4 Sustainability Scorecard supports visitor economy businesses including attractions, tours and accommodation providers to assess their current performance across the four pillars of sustainability; environmental, socio-economic, and cultural impacts and sustainable management.

The average completion time is 4 to 8 hours. Places are limited.

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

Successful applicants will be notified by email and provided with login details to commence the scorecard.

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## Tourism Australia's Advanced Program

Applications are open for Tourism Australia's international business events partnership initiative, the Advance Program 2023/24. The program provides the opportunity for Australian industry to partner with Tourism Australia to deliver industry-led marketing or distribution projects focused on international business events.

For more information, including eligibility, how to apply online, and examples of the projects the Advance Program supports, visit the [Business Events Australia website](#).

Applications close at 5pm AEST on Monday 31 July 2023.

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