



Hello industry friends,

The DSNSW team have been keeping warm, busily travelling around the region to meet with industry partners and tourism operators. Read all about their adventures in the **DSNSW News** section.

The **Local Industry News** section highlights award winners and new products, with information about the NSW Tourism Awards, which are now open, available under the **Grants | Funding | Awards**. This section also hosts information on a number of new grant opportunities.

The **Industry News** section provides updates on the state of the visitor economy, from both an international and domestic perspective and includes an invitation to industry stakeholders to participate in an International Diversification Strategy consultation.

There are a couple of free training opportunities listed in the **Workshops | Webinars | Training** section, both include how to leverage A.I. to assist in growing tourism businesses.

Until next month,

The DSNSW Team

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Destination
Southern NSW

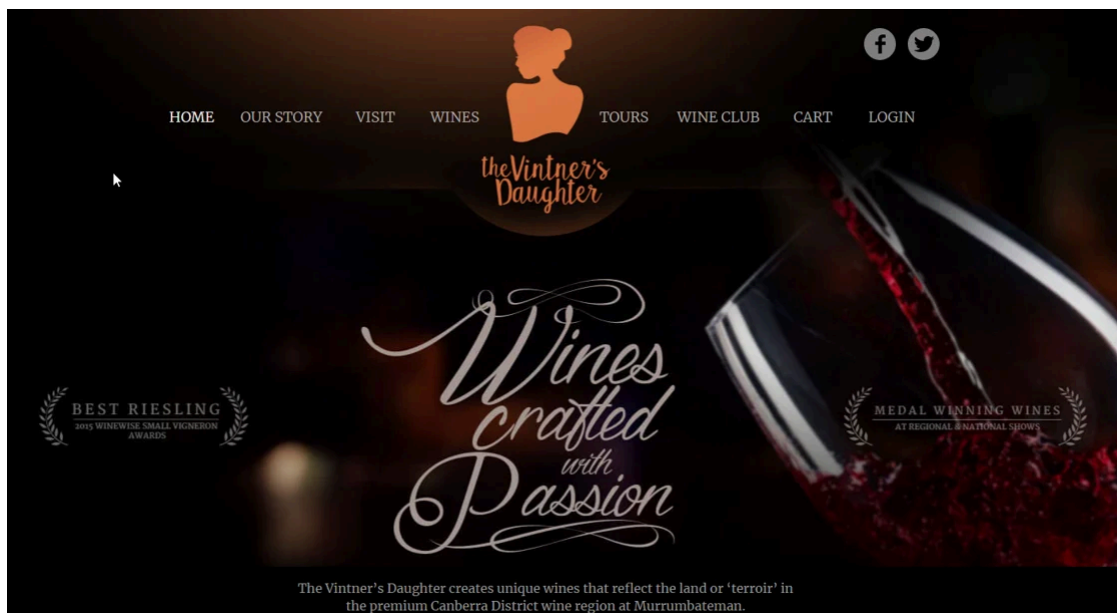
Local Industry News

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



Top Tourism Towns

Eden and Tilba have taken out silver in their respective categories, in the NSW Top Tourism Town Awards 2023. Congratulations to the Eden Visitor Information Centre team who entered Eden in the Small Town category, and the Tilba District Chamber of Commerce team who entered Tilba in the Tiny Town category. View the full list of winners [here](#).



Tourism Australia's Hot List

Congratulations to Stephanie Helm and the team at [The Vintner's Daughter](#) who have made the Tourism Australia May Hot List. The list encourages readers to join Stephanie and the team at The Vintner's Daughter on a range of new bookable experiences including a farm tour, allowing families to join for morning feeding time of the farm's emus, chickens, dairy goats and more. Check out the article on page 9 of the Hot List [here](#).

WINERIES

Ciomakilla
Celebrated as one of the best wineries in Australia, Ciomakilla is a small, family business dedicated to producing distinctive, handcrafted Canberra region wines in limited quantities. Their wines have consistently earned national awards, with The Kirk named Canberra 'Taster's Wine' Winemaker of the Year in 2012.
Address: 3 Clonca Lane, Murrumbateman
Phone: 02 6227 9877

Dionysus Winery
Dionysus Winery's award winning wines are made from green and musk, which offers you the chance to meet the winemakers during your visit. There are a range of wine and food experiences available and you can relax in the lounge and enjoy a picnic with a picnic selected from the great lodge.
Address: 1 Pittman Lane, Murrumbateman
Phone: 0411 730 724

Four Winds Vineyard
Four Winds Vineyard cellar door is a perfect place to pull up a chair overlooking the vines, a glass of hand-crafted wine in one hand and a slice of wood-fired pizza in the other. Settle in amongst the scenic vineyards, an easy 10-minute drive from the Canberra city centre.
Address: 9 Pittman Lane, Murrumbateman
Phone: 02 6227 0595

Eden Road Wines
Eden Road is an Australian owned winery and estate based in the Canberra District cool climate wine region, only 30 minutes from the centre of Canberra. Their vines are grown across a collection of unique properties comprising different soils and altitudes, with grape varieties best suited to these conditions, to produce wines of varietal purity, finesse and complexity.
Address: 2122 Barton Highway, Murrumbateman
Phone: 0465 225 806

The Vintner's Daughter
The Vintner's Daughter is a boutique family winery crafting premium wine from vines dating back to 1978. Having grown up in the region, winemaker Stephanie Helm made her first wine when she was just 9 years old. Enjoy a tasting overlooking the vineyard and enjoy the beautiful views of the vineyard, including seasonal.
Address: 5 Clonca Lane, Murrumbateman
Phone: 0468 202 131

McKellar Ridge
McKellar Ridge is a boutique, family owned winery producing award-winning handcrafted wines. Carefully nurtured from the page to the glass, McKellar Ridge wines exhibit the unique characteristics of the Canberra cool climate region: rich fruit flavours, distinctive textures, and crisp acidity. The winery was established in 2009 and is situated alongside McKellar Ridge cellar door on the picturesque Point of View vineyard in Murrumbateman.
Address: 2 Casula Avenue, Murrumbateman
Phone: 0409 750 061

Murrumbateman Winery
Over 7 days a week, Murrumbateman Winery is a boutique winery that combines traditional methods, small batches and creativity to produce outstanding and award-winning cool climate wines. Enjoy guided wine tastings of a large range of Canberra wines, tasting plates, casual functions. Dog friendly. Check our social media for special events including live music, art and more days out.
Address: 131 McFarlane Circuit, Murrumbateman
Phone: 0432 836 454

Canberra Wine Region E-BIKE TOURS
He likes bikes, she likes wine, and so Canberra Wine Region E-Bike Tours was born. Customers can control your own unique experience while rolling effortlessly through the scenic countryside on gorgeous Leikin e-bikes. Located in the heart of Canberra's cool climate wine region, with cellar doors, dining options and unique experiences right at our doorstep.
Address: 3 Armstrong Street, Murrumbateman, 2539, 2542
Phone: 0465 241 412
Website: murrumbateam.com.au

VISIT YASS VALLEY
@VisitYassValley
www.yassvalley.com.au

MURRUMBATEMAN Winery Trail OVERVIEW
Wine, dine and ride your way through the region enjoying the journey as much as the destination!
Discover a new way of exploring some of the Canberra District Wine Region with the new Murrumbateman Winery Trail. A 14km trail passing eight of our region's award-winning wineries and only a short detour to many other attractions that the Murrumbateman Village has to offer.
With funding from the Australian Government under the National Wine Region program and the Yass Valley District.

Murrumbateman Winery Trail

The Hon Kristy McBain MP has officially opened the Murrumbateman Winery Trail. The 14km trail passes eight of the region's award-winning wineries and connects many other attractions in and around Murrumbateman. The project was joint-

funded by the Australian Government under the Building Better Regions program and Yass Valley Council. Read more [here](#).

DSNSW News



Whirlwind Regional Tour

Destination Southern NSW's new GM, Richard Everson has been on a whirlwind tour across the region, meeting with over 100 stakeholders and covering over 1000kms.

There have been many highlights on his journey, one being dinner with Tourism Snowy Mountains board members, Karen Taylor from Ryefield Hops, Tim Loxton from Destination NSW, Sophie Treasure from Tourism Australia, and DSNSW's Jenny Robb and Chair, Richard Beere, as pictured above.

The DSNSW team also met with a number of industry stakeholders from Eurobodalla, for lunch at Mossy on Gardens at the Eurobodalla Regional Botanic Garden.

Stakeholders included Mathew Hatcher ESC Mayor, Oliver Batten, Liz Rankin - ESC Divisional Manager Strategic and Sustainable Growth, Josh Waterson - Region X, Sarah Gorst - Indigenous Operator & Department of Regional NSW, Belinda Dorsett - The Mossy Group, Leanne Joyce - River of Art, Mark Berry - The Bower, Jamie Clout - Batemans Bay Mountain Bike Club and David McLachlan.

Richard looks forward to meeting more stakeholders over the coming months.



Industry Development Manager Position - Update

With great sadness, we said goodbye to Alison Mead, DSNSW's Industry Development Manager for the Southern Tablelands region last month.

Since commencing her role in October 2021, Alison has been instrumental in developing the region's visitor economy.

Despite having big shoes to fill, the search for our new Industry Development Manager - Southern Tablelands has unearthed a number of strong applicants, whom we are preparing to interview in the coming weeks. We hope to have the position filled early in the new financial year.

Richard Everson
General Manager



Pre-Winter Workshop and Networking Event

Tourism Snowy Mountains and DSNSW invited businesses from the Snowy Mountains to join a pre-winter workshop and networking event at Cuisine Bar & Restaurant, Crackenback.

The afternoon included a huge line-up of industry speakers offering valuable information for businesses about tourism trends, sustainability and new government initiatives to support tourism.

Guest speakers:

- [Sophie Treasure](#), Industry Relations Manager, Tourism Australia
- [Tim Loxton](#), Director, Regional Hub, Destination NSW
- [Nadia Feeney](#), Australian Tourism Data Warehouse
- [Richard Beere](#), Chair, DSNSW
- [Richard Everson](#), General Manager, DSNSW
- [Janet Mackay](#), Chair, Tourism Snowy Mountains
- Stuart Diver, General Manager, Thredbo Resort
- [Robert Lloyd](#), Sales and Marketing Director, Vail Resorts (Perisher)
- Karen Taylor, Ryefield Hops, Bemboka

The afternoon included an interactive workshop presented by DSNSW providing insights on how to promote a tourism business through a range of channels including digital marketing, media and local networks.

Business owners had the opportunity to ask questions, network and share ideas.

Industry Updates

Domestic Tourism February 2023

Tourism Research Australia's National Visitor Survey report for February 2023 has been released.

Highlights include:

- Domestic overnight visitors, nights away and spend in NSW exceeded pre-pandemic levels in February.
- There were 2.6 million domestic overnight visitors to NSW, up seven per cent from February 2019.
- Domestic overnight visitor expenditure in NSW was \$2 billion, up 34 per cent from February 2019.
- There were two million overnight visitors to regional NSW, which was up 12 per cent from February 2019.
- Visitor expenditure was \$1.2 billion, up 31 per cent.

Read the report [here](#).

State of the Industry Report

Tourism Research Australia (TRA) has published the State of the Industry 2022 report. The report presents evidence and insights into Australia's visitor economy performance in 2022. It documents developments in the visitor economy and helps industry and government understand and adapt to the changing demand and supply environment.

The report highlights the impact the pandemic had on the visitor economy, showing that the recovery gained momentum and broadened across a wider range of segments. International visitation increased strongly, off an extremely low level. Domestic travel demand also improved, and domestic visitor spend rose above its pre-pandemic level.

Access the report [here](#).

International Diversification Strategy Consultation

Austrade would like to understand the challenges and opportunities facing visitor economy businesses considering market diversification and are seeking input and feedback to inform development of an International Diversification Strategy for the Visitor Economy.

International diversification in the visitor economy means attracting visitors from more international markets and market segments. A broad and balanced portfolio of source markets and market segments will build a more resilient visitor economy in the coming decades.

Find out more [here](#).

Business Events Instagram Toolkit

Business Events Australia has recently released an Instagram Toolkit, an extensive guide to creating great social media content that helps industry to communicate there's nothing like Australia for business events.

Access the toolkit [here](#).

Grants | Funding | Awards

Reviving International Tourism Grants

The Australian Government is offering Reviving International Tourism Grants (RITG) to tourism exporters (inbound tour operators) and travel wholesalers (outbound tour operators/travel wholesalers). The purpose of this grant is to support travel and tourism businesses affected by the COVID-19 pandemic.

Austrade will administer the program over 2 financial years, split into 2 streams:

Stream 1: Reconnect with international markets - closes 4pm AEST, 13 June

Stream 2: Digital Uplift - closes 4pm AEST, 4 July

See each stream for application close dates

More information is available [here](#).

Aboriginal Fishing Trust Fund (AFTF)

Applications are open for a new round of the Aboriginal Fishing Trust Fund (AFTF), with a total of \$500,000 on offer. The AFTF assists Aboriginal commercial fisheries, aquaculture and aquatic tourism-related businesses, as well as research and education that promotes and protects cultural fishing in NSW.

Applications close 25th August 2023

More information is available [here](#).

NSW Tourism Awards

Now in its 33rd year, the NSW Tourism Awards celebrate business excellence, acknowledge business innovation and reward exceptional customer service around the state. The Awards offer over 25 categories for nominees to choose from, with participants permitted to enter as many categories to suit the business type and program rules.

Nominations close on 21st June 2023.

More information is available [here](#).

Tourism Australia's Advance Program

The Advance Program provides funding and the opportunity for Australian industry stakeholders to leverage Tourism Australia's international marketing and distribution

expertise to increase the number and value of business events for Australia and to deliver best-practice marketing to grow international delegate attendance at confirmed international business events taking place in Australia.

Application close on 31st July 2023.

More information is available [here](#).

Grant Search

Workshops | Webinars | Training

Digital Skills Accelerator for Tourism: eMarketing 2023

The Digital Skills Accelerator for Tourism: eMarketing, delivered by Destination NSW in collaboration with Tourism Tribe, is designed to advance businesses with digital support and training.

The eMarketing content will provide NSW accommodation, tour and attraction businesses with knowledge and skills to maximise artificial intelligence (AI) tools, Canva, eMarketing platforms and video content to increase website visitation, formulate email marketing campaigns, generate new leads, and create a digital brochure to use as a lead magnet.

Participants of this free Digital Skills Accelerator will receive:

- Three 90-minute live online workshops
- Two 1:1 one-hour coaching sessions
- Twelve online group coaching sessions
- Access to Online Self-Paced Learning Library for six months

The Digital Skills Accelerator for Tourism: eMarketing runs from
June – December 2023

Expressions of Interest close 23 June 2023

Places are limited, find out more and register [here](#).

Understanding the Power of AI for Tourism

The Australian Tourism Industry Group (ATIG), a not-for-profit organisation that provides digital marketing services and support to tourism businesses is offering a free webinar to help operators to better understand AI technology to optimise their digital marketing and generate a greater return for their digital efforts.

The webinar will explore:

- A.I Prompt Engineering
- How to avoid Google Issues
- Generating A.I. Images

Creating A.I. Content for blogs & websites
Various A.I. Platforms
Where and how to use A.I.

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



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Local Industry News Credits:

1. Clair Mudaliar (Eden Visitor Information Centre Manager) accepting the award from Daniel Hunter (CEO Business NSW) and Paula Martin (Executive Director NSW Tourism Industry Council)
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