



Hello industry friends,

Despite the cooler weather the Destination Southern NSW team have a spring in their step, as we keep busy with networking events and workshops, providing a great opportunity for us to catch up with business owners and industry partners.

The **Destination Southern NSW News** section and the **Workshops | Webinars | Training** outlines a number of upcoming face to face events that will be held in Goulburn and Young. We encourage local tourism operators and those from the surrounding regions to take advantage of these opportunities, as they will be the last of these sessions offered in the Southern Tablelands region this year.

Our friends at Sapphire Coast Destination Marketing are hosting a networking event for Sapphire Coast businesses on the 26th of June. Find out more about the event, along with regional award winners and new product under **Local News**.

The Destination Southern NSW team strongly encourage tourism operators to enter this year's tourism awards. Read the **Grants | Funding | Awards** section for information on how entering the awards can benefit your business and discover details on webinars designed to support you through the application process. There's also a number of new grants and funding support programs for arts, culture and emerging industries.

Until next month,

The Destination Southern NSW Team

[Destination Southern NSW](#) | [LinkedIn @DSNSW](#) | [info@dnsnw.com.au](mailto:info@dnsnw.com.au)

PO Box 1025 Goulburn NSW 2580

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



# Destination Southern NSW

## Destination Southern NSW News



Garroorigang, Goulburn | Credit - Destination NSW

### How to Do Tourism in 2024 | Goulburn

Destination Southern NSW invites you to a free interactive session that will introduce the [Destination NSW – NSW First Program](#) with fundamentals on making a successful tourism business. During the session, 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.

Please click on the workshop heading below to find out more about the upcoming session and reserve your free ticket:

## [Goulburn | Register here](#)

June 13 @ 2 pm - 4 pm

[Pavilion Cafe](#) | 37/41 Clifford St, Goulburn

### **Enquiries**

Kylie Bushby | Industry Development Manager – Southern Tablelands | Destination Southern NSW | [kylie.bushby@dsnsw.com.au](mailto:kylie.bushby@dsnsw.com.au)

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### **Southern Yarns - Goulburn**

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

Please join the Destination Southern NSW board and team for our next Southern Yarns event, which will be held at the [Tattersall Hotel](#), Goulburn.

These popular drop-in networking events are a great opportunity for operators to tell us about the industry challenges they are experiencing and to discuss opportunities. During the evening we will also share updates on key projects, along with industry news and data.

We welcome everyone who has an interest in growing the visitor economy and keen to meet anyone thinking about venturing into tourism.

#### **Event Details:**

Southern Yarns | Destination Southern NSW Tourism Industry Networking Event  
Thursday, 27 June 2024

Drop in anytime between 5 pm and 7 pm  
[Tattersall Hotel](#), 76 Auburn Street, Goulburn.

*Join us for this free event and get to know our board and team over some light refreshments. There is no need to RSVP.*

Please share this invitation with your tourism and hospitality friends.

For more information, dietary requirements, or questions, please contact:

Kylie Bushby | Industry Development Manager – Southern Tablelands | Destination Southern NSW | [kylie.bushby@dsnsw.com.au](mailto:kylie.bushby@dsnsw.com.au)



## Professional Development Day | Employer of Choice

Destination Southern NSW's Director Yasmin Coe, GM Richard Everson and Industry Development Manager for the Southern Tablelands Kylie Bushby were excited to participate in the first Destination NSW - Choose Tourism NSW Program, 'Employer of Choice' Professional Development Day, held in Queanbeyan.

Listen to key takeaways and discover why tourism operators found this event extremely valuable via [this short video](#).

Don't miss out on your chance to attend one of the upcoming sessions which will be held across NSW in June 2024 in the following locations:

- ◆ Orange - 17 June 2024
- ◆ Newcastle - 21 June 2024
- ◆ Byron Bay - 26 June 2024
- ◆ Wollongong - 28 June 2024

Find out more and register via the [Destination NSW website](#).

## 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.



Nine Circles Distillery - Pambula | Credit Wes Alan

## Nine Circles Distillery Pambula

[Nine Circles Distillery](#) have opened their brand new cellar door in Pambula and are now ready to welcome groups large and small. With a capacity of up to 120 people and a space that is open and inviting, the distillery is the perfect venue for a corporate retreat, family or just a quiet drink and relaxing afternoon.

Next time you are visiting the Sapphire Coast drop in and see the [Nine Circle Distillery](#) team at 36 Bullara Street Pambula.



Big Niles Brewing Co Medals | Credit Michelle White

## International Award Winners | Big Niles Brewing Co

Congratulations to the team at [Big Niles Brewing Co](#) who have received 5 medals at the [2024 Australian International Beer Awards](#), taking home 2 gold medals, 1 silver and 2 bronze. The Gold medals were for their Annabelle's XPA and Hell Raiser Imperial Red Ale.

The team are beyond stoked with their impressive wins in the largest annual beer competition in the world, which attracted a record 2,826 entries from more than 400 breweries in 21 countries.

Read the full list of award winners [here](#).

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Merimbula | Credit - Canva image by Chris Putnam

## **NSW Top Small Tourism Town | Merimbula - Silver**

Merimbula has been awarded a silver medal in the 2024 NSW Top Tourism Awards, in the Top Small Town category.

The Top Tourism Town Awards showcase the value of tourism to the towns and communities across NSW and celebrate the diversity and outstanding regional destinations, across three population categories: under 1500, between 1500 and 5000, and over 5000 residents.

Find out more including the full list of award winners [here](#).

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## **Sapphire Coast Tourism Industry Networking Event**

Join the [Sapphire Coast Destination Marketing](#) team for a networking event in Eden, providing updates from industry stakeholders, including:

- Sapphire Coast Destination Marketing
- Florabel
- Outdoors NSW & ACT - MTB Symposium
- Gravity Eden
- Yandama on Country
- Four Winds

- Twofold Aboriginal Corporation & Giiyong Festival

The team at Florabel will be dishing up canapes, with the bar open for the purchase of drinks.

[Florabel](#) | Eden

**Wednesday 26 June | 5:30 - 730pm**

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



## Connecting Communities | Bega Valley

[Regional Development Australia Southern NSW & ACT](#) (RDASNA) is hosting a Connecting Communities event in Bega, providing community members with an opportunity to connect with other local businesses and learn how RDASNA can help you, your business, and the community.

RDAs play a role in helping to drive economic growth, innovation and entrepreneurship in regions through facilitating investment in community, industry and the environment. RDAs assist to bridge the regional development gaps in regions by working with a broad range of stakeholders across sectors and supporting the delivery of identified Australian Government strategic priorities.

[South East Centre for Contemporary](#) | Bega NSW

**Thursday 13 June | 5 - 7:30 pm**

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

## Industry Updates

### WELCOME Framework

Minister for Trade and Tourism the Senator Hon Don Farrell, along with all state and territory ministers, have endorsed the new [WELCOME Framework](#).

The Framework provides easy, practical tips to help tourism businesses across the country become more accessible and inclusive, with easy-to-follow steps for tourism businesses to:

- reduce barriers to participation
- start their accessible tourism journey.

More information on the Framework is available [here](#).

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## ATEC Meeting Place 2024

The Australian Tourism Export Council (ATEC), in partnership with Tourism and Events Queensland and Experience Gold Coast, have opened early bird registrations for Meeting Place 2024 (MP24).

The event will be held on the Gold Coast from 28 to 30 October. MP24 will include B2B meetings, conferencing and forums, experiential breakouts, networking opportunities including a welcome function and gala finale. Early-bird registrations are open until 30 June 2024.

Find out more [here](#).

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## Sustainable Tourism

Austrade's sustainable tourism training webinars are now on Austrade's YouTube channel.

The webinars cover cover four pillars of sustainability:

- managing your business in a sustainable way,
- taking environmental and climate action,
- respecting culture, and
- creating a positive social impact.

These pillars are part of the Australian Government's [Sustainable Tourism Toolkit](#) for tourism businesses.

Watch for free [here](#).

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## Accessible Tourism Market

Tourism Research Australia's [Travellers with accessibility needs in Australia report](#) provides insights into the accessible tourism market, highlighting the potential for operators who effectively cater for people with accessibility needs, who, along with travelling companions, spent \$6.8 billion on domestic travel in the June quarter 2023.

Find out more [here](#).

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## Accessible & Inclusive Tourism Conference

The Australian Government is supporting a \$100-off 'Early Bird' rate for the first 400 people to register for the 2024 Accessible & Inclusive Tourism Conference (AITCAP),



Australia's premier event for the accessible tourism sector.

The 2024 conference will be held at the Melbourne Convention and Exhibition Centre on 27 August.

Find out more [here](#).

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## Australian Exporter Diversification Survey

Austrade wants to know more about the goals and experiences of Australian exporters, including tourism businesses welcoming international visitors.

Provide feedback via their diversification survey. The results will help Austrade tailor grants and services to best support Australian businesses in the future.

The survey has 16 questions and should take 5–10 minutes to complete.

Provide feedback via the survey [here](#).

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## Grants | Funding | Awards

There are many government agencies and organisations offering grants, funding, or access to award programs, designed to assist with improving your business or product offering.

Review the latest opportunities below and click on the 'Grants Search' button below to access the Commonwealth Government's grant finder tool.

[Grant Search](#)

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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.

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## Audience Development Fund

The Audience Development Fund (ADF) offers public galleries in NSW assistance in targeting and developing new audiences that will increase immediate and future attendance, access and participation. It encourages galleries to create innovative public programs that engage artists and the community.

Funds can be used for costs that support the development and implementation of public or educational programs, provide seed funding to trial new models for public engagement and/or build new partnerships for audience development.

**Applications close at 5pm on Thursday 20 June 2024.**

Find out more [here](#).

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### **The Royal Australian Historical Society NSW Cultural Grant**

The Cultural Grants program, administered by the Royal Australian Historical Society, assists historical research and publication of local, community and regional history projects. Funding of up to \$5,000 is available for eligible applicants.

**Applications close at 5pm on Tuesday 2 July 2024.**

Find out more [here](#).

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### **Engine and Emerging Industries Loan Pilot Program**

The Engine and Emerging Industries Loan pilot program is open for applications for loans between \$100,000 and \$1,000,000 with a 2.5 percent fixed interest for the life of the loan.

The objective is to support eligible small and medium regional enterprises to fund activities that support investment in new technologies and equipment that will increase efficiency and productivity.

**Program funding is limited – applications will be accepted until allocated funds have been exhausted.**

Find out more [here](#).

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### **Backroads | Arts on Tour**

Backroads aims to extend and support the reach of professional productions to regional towns that do not have performing arts centres as well as support small hall activation and the work of independent producers and artists.

Applicants from NSW can apply for up to \$10,000 to support a tour to one or more independent or community-run venues. Tours need to be self-sufficient, able to produce, mount and market their work in regional and remote towns.

**Applications close at 5pm on Monday 19 August 2024**

Find out more [here](#).

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### **NSW and Canberra Region Tourism Awards**

The Destination Southern NSW board and team strongly encourage tourism businesses from across the region to consider entering this year's NSW or Canberra Region tourism awards.

Read our recent [news release](#) to discover:

- 🏆 The benefits to your business
- 🏆 How Destination Southern NSW can help
- 🏆 Accepting the challenge
- 🏆 Tips for success

Businesses within 72 km from the Canberra GPO, including those in Murrumbateman, Lake George, Gundaroo, Yass and Bungendore and Braidwood, must enter the Canberra Region Tourism Awards.

All other businesses are eligible to enter the NSW Tourism Awards.

[More information on the NSW Tourism Awards](#)

[More information on the Canberra Region Tourism Awards](#)

## Workshops | Webinars | Training

### Experience Development Workshops

Join [Destination NSW](#) to find out how you can create, tailor and deliver world-class, bookable visitor experiences that showcase the strengths of your destination.

#### Who is it for?

Experience Development workshops will suit visitor economy businesses, including accommodation, tours and activities, and visitor attractions including wineries, distilleries, breweries and farm gates that offer, or would like to create, bookable visitor experiences.

#### Get tips and insights on:

The foundations of great visitor experiences  
Understanding your ideal visitor  
Creating new bookable experiences, and refining existing experiences, to meet your ideal visitor's needs  
Where to find tools, resources and support.

#### Southern Highlands | [Register here](#)

Peppers Manor House | Sutton Forest

Tuesday 18 June 2024

10:00 - 15:00 (AEDT)

#### Hilltops | [Register here](#)

Clifton House & Gardens | Young

Thursday 20 June 2024

09:00 - 14:00 (AEDT)

Tourism businesses from neighbouring council areas in Destination Riverina Murray and Destination Central West NSW (DNCW) are invited to attend.

Find out more about the Experience Development Workshops [here](#).

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## NSW Tourism Awards | Information Webinars

The Destination Southern NSW board and team strongly encourage you to enter this year's tourism awards.

To support you, we are excited to share the opportunity to join a webinar facilitated by [Natalie Bramble](#), Author of 'Win the Grant' to gain a better understanding of the NSW Tourism Awards, including a deep dive into the criteria and award questions.

Session Details  
13th June, 1-2pm  
[Register here](#)

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## Introduction to Export | Bega Workshop

Investment NSW welcomes businesses to an [Introduction to Export workshop](#) designed for businesses looking to start exporting, or those who are already exporting and looking to enhance their knowledge or skill up their staff.

Topics will include export fundamentals, assessing capacity for exporting, international trade policy developments and a presentation from a business about their export journey.

The event is presented by Investment NSW and Bega Valley Shire Council, with support from the Export Council of Australia.

Register your free place via [Humanitix](#)

Date: Thursday 13 June 2024  
Time: 9:30 am – 12:30 pm

**Bega Valley Commemorative Civic Centre**  
Zingel Pl, Bega NSW

### 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.

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**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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