



Hello industry friends,

The Destination Southern NSW board and team have enjoyed several opportunities to meet with operators and partners over the last month, with our networking and information sessions proving popular with industry stakeholders. Read all about our adventures and upcoming opportunities in the **Destination Southern NSW News** section.

The **Local News** section showcases new products and events, with a big announcement set to bolster the South Coast Mountain Biking sector, and a new attraction for Thredbo that will help drive visitation outside the winter months.

The **Grants & Funding** and the **Workshops | Webinars | Training** sections are bursting with opportunities designed to help operators develop their businesses and build on their skill sets.

Have a great month,

The Destination Southern NSW Team

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

PO Box 1025 Goulburn NSW 2580



# Destination Southern NSW

Destination Southern NSW News



Image: Southern Yarns at Alpine Hotel, Cooma | Credit – Kylie Bushby, Destination Southern NSW

## **Southern Yarns | Tourism Industry Networking Event**

On Thursday 8 February the Destination Southern NSW board and team met for our second Southern Yarns event at the Alpine Hotel, Cooma. Our Yarns are designed to provide an informal forum to meet with local tourism operators, hear about issues, and identify opportunities. We loved the chance to meet with more than 20 movers and shakers, each making their unique contribution to a vibrant tourism scene.

Heritage and the arts were popular themes on the evening, with a couple of really strong projects being pitched. We have documented the points raised and the board and team are working our way down the list to follow up where appropriate.

Not only was it a great opportunity for local industry operators to meet our board and team, we were also really pleased to see new local connections being made. We are aware of a couple of new collaborations in the region and we are keen to see how these develop.

Thanks to everyone who joined us for our Cooma Yarn, and to those who contributed to our Cooma board meeting, including the enthusiastic Cooma Visitors Centre and Snowy Monaro Regional Council teams, the dynamic Birdsnest flock, Yarns hosts The Alpine Hotel, and the Country Universities Centre Snowy Monaro.

Richard Everson  
General Manager

---



Image: Nicole Saunders - Thorn & Snow and Jenny Robb - Destination Southern NSW

Credit – Nicole McCleod Photography

## How to Do Tourism in 2024

The Destination Southern NSW team have enjoyed meeting with industry operators in Snowy Monaro and Eurobodalla while hosting free interactive sessions designed to introduce the Destination NSW – NSW First Program, which includes fundamentals on making a successful tourism business.

Sessions held in Berridale and Batemans Bay were well attended, with a wide cross-section of industry operators, showcasing the diversity of the region. It was great to see collaboration between business owners, with several discussions regarding potential partnerships to create new experiences. Key takeaways focused on the proximity to Canberra and how to leverage the high yield this interstate market offers through developing bookable products. It was fantastic to see so many operators investing their time to further develop their tourism businesses.

We will be hosting more sessions across the region in March and April. 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.

Please click on the event headings below to find out more about the upcoming sessions and reserve your free ticket:

[Upper Lachlan | Gunning](#)

March 20 @ 2 pm - 5 pm

The Old Coach Stables, Gunning 2006 Cullerin Rd, Gunning, NSW

[Bega Valley | Bega](#)

March 27 @ 3 pm - 5 pm

Bega Valley Commemorative Civic Centre, Bega, NSW

[Queanbeyan - Palerang | Braidwood](#)

27th March @ 5 pm - 7 pm

Venue to be confirmed

[Yass Valley | Murrumbateman](#)

April 9 @ 4:30 pm - 7 pm

Venue to be confirmed

[Hilltops | Murrumburrah](#)

April 10 @ 10 am - 1 pm

Barnes Store Emporium and Cafe 356 Albury Street, Murrumburrah, NSW

Goulburn Mulwaree

Details TBC

Express interest in this event by emailing the Southern Tablelands Industry Development Manager, Kylie Bushy.

Enquiries for the above events can be directed to the relevant Industry Development Manager for each region:

Jenny Robb | Industry Development Manager – South Coast & Snowies | Destination Southern NSW | [jenny.robb@dsnsw.com.au](mailto:jenny.robb@dsnsw.com.au)

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

---





Image: Tourism Product Development Workshop at Mona Farm | Credit – Australian Business Volunteers

## **Braidwood Tourism Product Development Workshop**

A tourism product development workshop facilitated by [Australian Business Volunteers](#) was held at [Mona Farm](#) on the 9th of February, offering the opportunity for Braidwood locals to pitch and refine business ideas they intend to introduce to the market.

Four tourism product ideas were presented, which included an extension to the offerings at the [Hold Fast Distillery Braidwood Gin School](#), a heritage machinery trail, the creation of a Braidwood events coordinator position and the Walbunja Rangers cultural tours. Each product was discussed and developed in depth at the workshop with project managers leaving with a comprehensive draft project concept to work towards a compelling funding proposal.

In addition to the fantastic pitches and the enthusiasm of the group work, one of the highlights was the idea to blend two projects via a collaboration between the Gin School and the Walbunja Rangers.

The workshop created enthusiasm among the stakeholder working group and participants, igniting a new chapter for cross-cultural relationships in Braidwood.

---



Dine in the Bines - Ryefield Hops | Image Credit Samantha Maher - The Candid Files.

## Inaugural Dine in the Bines Event

[Ryefield Hops](#)' inaugural 'Dine in the Bines' event provided guests with a unique dining experience amongst the ripe hop bines.

The event, which hosted over 100 people, was delivered through a collaboration of local businesses, with [Free Range Catering](#) providing a 3-course menu complemented by beverages from [Bentspoke Brewery](#), [Broulee Brewhouse](#) and [The Barrel Shepherd](#), all of which are made using Ryefield Hops. [Aristotelis Ke Anthoula](#) natural wine and [Nine Circles Distillery](#) gin were also featured on the drinks menu.

Guests were treated to music by local guitarist [Eden Hendry](#) followed by a DJ set by [Bega Sound Collective](#).

Plans are underway for Dine in the Bines 2025, which will be held in early February, with guests urged to register their interest as tickets will be limited to 100 guests.

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

Please note Ryefield Hops is not open to the public apart from hop tours throughout the summer growing season and special events such as Dine in the Bines.

---



L'Air du Wombat Pavilion | Image Credit - L'Air du Wombat Truffles.

## L'Air du Wombat Pavilion

[L'Air du Wombat Truffles](#) have recently launched a purpose-built pavilion designed to host corporate meetings, team-building sessions, weddings and private events for up to 40 seated guests. The pavilion includes disability access featuring easy access points and well-equipped bathroom facilities.

The pavilion is the newest addition to the offering at L'Air du Wombat Truffle Farm, complementing the weekly winter truffle hunts and onsite farm stay accommodation.

Find out more [here](#).

---





## New Mountain Bike Racing Event | Narooma

[Rocky Trail](#), one of Australia's leading mountain bike event organisers, is bringing its flagship Fox Superflow® series to the newly built mountain bike trails in Narooma on March 9th & 10th.

Rocky Trail was impressed by the variety, quality, and flow of the Narooma trail network, from winding single tracks through lush forests to exhilarating climbs and berms, noting that the trails cater to all skill levels, from beginners to seasoned riders.

Find out more [here](#).

---



Image: Thredbo Alpine Coaster Render | Credit – Thredbo Resort

## **New Thredbo Resort Alpine Coaster**

[Thredbo Resort](#) has announced that construction is underway for the Southern Hemisphere's first-ever year-round Alpine Coaster, set to open in winter this year.

The new Thredbo Alpine Coaster will be 1.5km in length. Passengers will be able to control their speed of up to 40km/h as they travel along a mix of uphill and downhill tracks featuring a tunnel, bridges and circles that traverse the alpine environment.

Find out more [here](#).

---





## South Coast's Global Mountain Bike Festival

Local south coast riders and mountain bike club members are celebrating the announcement that the region will host the [Sea Otter Festival](#) in Batemans Bay and neighbouring Mogo mountain bike trails, in 2025.

The event, which will be held in October, will include racing, riding, a tradeshow, an expo, a summit and entertainment in and around Eurobodalla's Mogo Trails.

The Sea Otter Classic started as a multi-day mountain bike festival in Monterey, California in 1991, with the annual event attracting more than 80,000 visitors last year.

The announcement and pending festival is predicted to bolster South-east New South Wales's reputation as a must-visit location for mountain bikers from around the world.

Find out more [here](#).

---

## Industry Updates

### Visitor Economy Facts and Figures

The Visitor Economy Facts and Figures (VEFF) is a monthly report collated by Tourism Research Australia that brings together data relevant to the visitor economy from a range of different sources. The report provides a quick and easy reference for the major factors affecting Australia's visitor economy.

Read the latest report [here](#).

---



## Business Events NSW | Free Listing

Destination NSW has launched a fresh approach to growing the business events sector in regional NSW.

New messaging - 'Corporate events that feel anything but' - aligns with the Destination NSW 'Feel New' visitor brand and highlights how NSW provides engaging alternatives to traditional business event experiences.

Destination NSW has also updated its regional conferencing program name from 'Meet in Regional NSW' to 'Business Events NSW'.

NSW visitor economy businesses looking to take advantage of opportunities presented by the business events sector can create a free listing on [bensw.com.au](https://bensw.com.au)

---

## Quality Tourism Framework Update

The Australian Tourism Industry Council (ATIC) has relaunched its online business development platform, the Quality Tourism Framework (QTF), providing an enhanced user-friendly experience designed to support and foster the ongoing development of the visitor economy.

Read more [here](#).

---

## Hume & Hovell Strategic Plan

A 10-year strategic plan to upgrade and boost the iconic Hume and Hovell Track, which traverses 426km of NSW bushland from Yass to Albury, has been released.

The plan, designed to better support businesses and communities along its route, was developed through extensive consultations held with visitor economy stakeholders, community members, local councils, Aboriginal organisations, and agencies including the National Parks and Wildlife Service and NSW Forestry Corporation. The plan identifies a range of opportunities with recommendations to make the track better for bushwalkers, campers, families and visitors.

Find out more [here](#).

---

## Grants | Funding | Awards

There are many government agencies and organisations offering grants, funding, or access to award schemes, all to assist you in improving your business or your 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](#)

---

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](mailto:jenny.robbs@dsnsw.com.au)

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

---

### **Live Music Australia Program**

The Live Music Australia program is a competitive grant opportunity for live music venues, festivals and organisations that support quality original Australian live music.

The program is designed to bring more live music to Australian communities and will fund applications that support quality original Australian live music that is professionally staged.

**Applications close: 12th March 2024**

Find out more [here](#).

---

### **Disaster Ready Fund | Round Two**

The Australian Government is investing up to \$200 million per financial year through the Disaster Ready Fund (DRF) over five years, from 1 July 2023 to 30 June 2028 to deliver projects that build Australia's resilience, improve preparedness and reduce disaster risk.

The DRF is intended to be an enduring fund, to provide all levels of government, affected communities and other relevant stakeholders the certainty and support they need to plan for disaster events.

**Applications close 20th March 2024**

Find out more [here](#).

---

### **Protecting Our Places Grant Program**

The Protecting Our Places program encourages and empowers Aboriginal communities to protect, conserve and restore landscapes and waterways important to them.

The program empowers and provides opportunities for Aboriginal organisations to undertake projects that:

- \* contribute to the ongoing sustainable management of significant Aboriginal cultural landscapes in New South Wales
- \* contribute to healthier environments and communities
- \* develop project management capabilities of Aboriginal groups
- \* encourage new collaborations and positive relationships with other organisations, government and stakeholders.

**Applications close Tuesday 2 April 2024**

Find out more [here](#).

---

## Energy Efficiency Grants | Round 2

The Energy Efficiency Grants for Small and Medium Enterprises grant opportunity provides eligible businesses with up to \$25,000 to reduce and manage energy usage and costs. Project examples include purchasing or upgrading equipment, energy audits, energy monitoring, fault detection data management, improvement to systems and consultant fees.

**Applications close 8th April 2024**

Find out more [here](#).

---

## Workshops | Webinars | Training

### Managing Seasonality Workshops

[The South Coast Centre of Excellence](#) is conducting a series of workshops, presented by Catherine Shields and Kate Mather, to address the practicalities of managing seasonal demand. The content will include advice and strategies that can be applied to your business and will feature case studies showcasing how simple and inexpensive changes to your business can reduce the effect of seasonality.

#### Workshop dates and venues:

##### [Merimbula | Club Sapphire](#)

Monday 18th March 2024, 9am-12:30pm

##### [Narooma | Club Narooma](#)

Tuesday 19th March 2024, 9am-12:30pm

##### [Batemans Bay | Batemans Bay Pavilions](#)

Wednesday 20th March 2024, 9am-12:30pm

##### [Ulladulla | Ulladulla Civic Centre](#)

Thursday 21st March 2024, 9am-12:30pm



## [Nowra | Shoalhaven Entertainment Centre](#)

Friday 22nd March 2024, 9am-12:30pm

Click on the event location for more information and to register for the event.

Morning tea and a light lunch will be served.

---

## **Energy Efficiency Grants | Free Webinar**

Christopher Warren from [Wise Sustainability](#) is hosting a webinar for business owners interested in applying for the [Energy Efficiency Grants for Small and Medium Enterprises grant](#).

The webinar will provide a summary of the grant opportunity, eligibility and explain the benefits of monitoring energy. Participants will be invited to ask questions.

Webinar details:

### **Virtual Event via Zoom**

**14 March 2024, 10:30am - 11am**

To register and obtain the meeting link, please email Christopher via

[christopher@wisesustainability.com](mailto:christopher@wisesustainability.com)

---

## **Building confidence and capability for women in business**

Building Confidence and Capability for women in business is a 3-hour workshop where local business women can master personal and business branding, financial essentials, and build their professional network.

Connect with other local women, find solutions tailored to women in business, and leave with tools that drive success.

**19 March 2024, 9:30am-12:30pm**

Level 1, RSL Building, 251 Crawford Street, Queanbeyan

Find out more [here](#).

---

## Small Business Support | Free Courses

The [Australia Taxation Office](#) provides free courses to assist with everything from starting a small business to record keeping, GST, claiming deductions, growing a business and more.

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.

---

**Destination Southern NSW Ltd is supported by the NSW Government and Destination NSW**



---

Banner Image Credit: Dive Eden, Twofold Bay, Eden © Destination NSW

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

[Unsubscribe](#)