



Hello industry friends,

Well, what an eventful month the Destination Southern NSW Board and team have had, with lots of fantastic industry events and workshops held across the region.

Catch up on what we have been up to in the **Destination Southern NSW News** section, and read about upcoming events, including the opportunity for tourism operators to leverage Destination NSW's 'Feel New' brand.

Speaking of our friends at Destination NSW, they have also been extremely busy with the launch of the NSW Choose Tourism Program. Designed to address short-term workforce pressures and promote the visitor economy as a long-term stable career choice, the program offers a long list of initiatives and opportunities for tourism and hospitality business owners, outlined throughout this edition.

The **Local News** section celebrates some new Australian champions, eagerly waiting to see if they will be crowned world record winners!

The NSW Tourism and the Canberra Region Tourism Awards, as well as the Eurobodalla Business Awards are open for applications. The Destination Southern NSW team strongly encourage tourism operators to consider entering. We provide more information and benefits under **Grants | Funding | Awards**.

The **Workshops | Webinars | Training** section is bursting with business development workshops, a webinar, and a Mentor Program designed to match tourism and hospitality workers with industry leaders.

Until next month,

The Destination Southern NSW Team

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Banner Image: Narooma Oyster Festival 2024 | David Rogers Photography & Narooma Rocks



Destination Southern NSW

Destination Southern NSW News



New Board Member - Yasmin Coe

The Destination Southern NSW Board and team are excited to welcome our new Director, [Yasmin Coe](#).

Yasmin is a passionate small business owner, operating chocolate brands [Sweet Pea & Poppy Artisan Chocolate](#) and [Murrumbateman Chocolate Co](#). Yasmin and her team welcome visitors to their chocolate studio, cafe and gift store in the heart of the Murrumbateman cool climate wine region.

Yasmin is also an experienced, CPA qualified accountant with a government and private sector background and serves the accounting profession as a CPA Australia Divisional Councillor.

Proud to live and work in the Yass Valley, Yasmin believes the region is a dream foodie destination, offering world class food and wine experiences. Outside of her own business, Yasmin volunteers on the Yass Valley Business Chamber and Yass Valley Council Economic Development Advisory Committees.

Welcome Yasmin!



(L-R) Director Sarah McDougall, Hon. Kristy McBain MP, IDM Jenny Robb, GM Richard Everson, Director Yasmin Coe

Destination Southern NSW Board Gets Festive

The Destination Southern NSW Board were in Narooma on Friday and Saturday, 3 and 4 May to experience the excitement of the Narooma Oyster Festival.

The visit began with a meeting with Cath Peachey, Chair of [Narooma Rocks](#). Cath was kind enough to take time out from the busiest 2 days of her year to sit down with the Board and team to outline the planning for this year's event, the organisation's vision for positioning NSW as 'Rock Oyster Country', and their ongoing work to develop a sustainable funding model for the event. The board were impressed by the resilience of the group and their innovative approach to addressing the numerous challenges associated with hosting an event in today's challenging environment.

Next the board joined our region's economic development and tourism leaders to take part in a workshop facilitated by Destination NSW to seek input into the current [review of the Visitor Economy Strategy 2030](#). It was a great opportunity to highlight a number of key points, including:

- The need for grant programs to address not just up-front development costs, but also ongoing sustainment and maintenance overheads to avoid these costs overwhelming already stretched council budgets.
- The need to put industry right up alongside the visitor as a key focus on the Visitor Economy Strategy review.
- The importance of access to up-to-date and relevant data to inform strategy development and decision-making.

Friday continued with a board meeting and the chance for new [Director Yasmin Coe](#) to introduce herself and her outline her passions for developing her team, supporting women in business, and contributing to her local community via service on several committees. We finished the day with an informal 'Southern Yarns' dinner at the iconic [Lynch's Hotel](#) where we were joined by Teresa Lever, Manager Economic Development & Place Activation at [Eurobodalla Shire Council](#).

On Saturday, the board visited a range of events and attractions at the [Narooma Oyster Festival](#). Highlights included joining [Jordan Nye](#) and [Muladha Gamara](#) to perform the Emu Dance, catching up with [Hon Kristy McBain MP](#), the Federal Minister for Regional Development, Local Government and Territories, and [Dr Michael Holland](#), NSW Member for Bega; experiencing the excitement of the shucking competition; witnessing the weigh in of the (yet to be confirmed) world's heaviest oyster, Jill; and, naturally, extensive sampling of the fantastic oysters and a wide range of other local produce on offer.

Thanks to all who contributed to the Board's visit to Narooma.

Richard Everson
General Manager



What's new in Tourism Marketing

Following on from the successful 'How to do Tourism in 2024' sessions held across the region, [Destination Southern NSW](#) invites you to magnify the impact of your promotional campaigns by aligning your work with the [Destination NSW 'Feel New' brand](#), capitalising on the power of the brand's considerable equity.

Topics include:

- Your land of opportunity
- Destination positioning
- Creating memorable experiences
- Case studies from the Destination Southern NSW region
- A kickstart to better tourism marketing
- Hunting in packs

And a sneak peek at our brand new Marketing Toolkit!

This free event is suitable for accommodation providers, tour operators, food and drink venues, attractions, and anyone with a new tourism idea or those interested in tourism.

You will learn how to align your brand with the 'Feel New' campaign attributes – feelings of connection, joy, adventure, rejuvenation, freedom, belonging and awe.

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

Narooma | [Register here](#)

May 14 @ 3pm - 5pm

Narooma Golf Club | 1 Ballingalla St, Narooma

Bega | [Register here](#)

May 15 @ 3pm - 5pm

Bega Valley Commemorative Civic Centre | Zingel Place, Bega

Jindabyne | [Register here](#)

May 22 @ 3:30pm - 5:30pm

Banjo Patterson Inn | 1 Kosciuszko Rd, Jindabyne

Enquiries

Jenny Robb | Industry Development Manager - South Coast & Snowies

Destination Southern NSW | jenny.robb@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



Sue McIntyre, Broadwater Oysters & Gerard "Doody" Dennis of Batemans Bay | Credit David Rogers & Narooma Rocks

Narooma Oyster Festival Records

Sue McIntyre of [Broadwater Oysters](#) in Pambula and Gerard "Doody" Dennis of Batemans Bay were both recognised as Oyster Shucking Champions at the Narooma Oyster Festival, held over the first weekend in May. Excitingly, Doody will travel to Galway for the [International Oyster & Seafood Festival](#) in September to see if he can become world's fastest oyster shucker!

Also contending for a world record is Bernie Connell, for his prize oyster 'Jill'. Weighing in excess of 3kgs, Jill was crowned Australia's heaviest oyster at the Narooma Oyster Festival, and is in the [running for a Guinness World Record](#).



Safir House | Merimbula

Congratulations to Casper and team on the opening of Safir House in Merimbula.

A first of its kind for the Sapphire Coast, Safir House provides the latest in wellness technology and evidence-based services, offering a range of bespoke treatments.

From the healing warmth of state-of-the-art infrared saunas, to the invigorating chill of ice bath treatments, and a lymphatic massage suit, each treatment promotes detoxification, reduces swelling, and enhances overall wellness.

Find out more [here](#).



Employer of Choice | Professional Development Day

The [NSW Choose Tourism Program](#) will host a one-day seminar in **Queanbeyan** for tourism and hospitality operators to discover how to position their business as an

employer of choice.

Achieving recognition as an 'employer of choice' puts business owners in the driver's seat for recruiting and retaining the best people.

The seminar will include information from expert speakers and local operators who will present strategies that can be adopted to retain employees and to onboard new recruits, and innovative approaches to achieve a high performing team.

Seminar Details

[Royal Hotel](#) | Queanbeyan

21st of May | 9.00am to 5.00pm - followed by networking to 6.00pm

Register for free [here](#).

More information on the Professional Development Program is available [here](#).



Regional Drought Resilience Plan | Community Survey

Goulburn Mulwaree Council and Wingecarribee Shire Council have been jointly funded by the Australian Government and the NSW Government under the Future Drought Fund to prepare a Regional Drought Resilience Plan for the region.

The Councils are working as a consortium to prepare the draft plan, which will be submitted to the CSIRO in late May 2024 for review and comment.

The councils are inviting community insights to inform the key themes and outcomes of the plan. Have your say by [completing the survey](#) by the 19th of May.

Industry Updates

NSW Choose Tourism Program

A \$1.4 million campaign to encourage young people, First Nations Australians, seniors and people living with a disability to pursue a career in tourism is being rolled out across regional NSW.

[Destination NSW](#) secured funding through the [Choose Tourism Grant Program](#) as part of the Australian Government's \$48 million commitment to support the Australian tourism and travel industry to upskill workers, support quality tourism products and deliver infrastructure upgrades.

Expanding on the success of last year's pilot program, the [South Coast Centre of Excellence](#), the [NSW Choose Tourism Program](#) aims to address short-term workforce pressures and promote the visitor economy as a long-term stable career choice through five diverse initiatives.

In addition to the initiatives, which include a [schools' program](#), targeted career promotion, vocational [webinars](#), [mentoring by industry leaders](#) and [professional development events](#), the program funding will also support a partnership with [TAFE NSW](#) to develop bespoke visitor economy training programs.

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

Labour & Skills Shortages | Industry Survey

As part of the [NSW Choose Tourism Program](#), operators are invited to provide feedback on the challenges they are facing, when it comes to shortages in labour and skills.

Operators are invited to provide insights into the nature of these shortages, what level of disruption this is causing to your business, what barriers you have in securing a skilled workforce, and more.

Share your insights by completing the survey, available [here](#), by 24 May 2024.

NSW Visitor Economy Strategy Review

The NSW Government is reviewing the NSW Visitor Economy Strategy to reflect the Government's focus on experience tourism and to create alignment with the new Arts, Culture and Creative Industries Policy and other whole-of-government policies and programs.

Visitor economy stakeholders are invited to contribute their insights and ideas to the review. Industry feedback will help identify the barriers to growth and most importantly, the opportunities and strategic initiatives that will turbocharge the growth of the visitor economy through to 2035.

Share your insights by completing the survey, available [here](#), by Sunday 2 June 2024.

Have Your Say | Industry Support Research

Small Australian tourism businesses are invited to participate in research about their decisions to engage (or not) with Government Support Programs (e.g. grants, subsidies, business advice and seminars).

This research aims to identify factors that impact uptake and adoption of these programs, to evaluate the effectiveness of government support programs, and to provide recommendations for improvements.

Information collection will take the form of an interview via Zoom. If you would like to participate in this research, please contact Kerrie King via kerrie.king@unisq.edu.au

3G Network Shutdown - Small Business Action Required

Did you know that the 3G network is shutting down?

The shutdown will effect devices that operate on the 3G network including some models of **phones, eftpos machines, modems, tablets and security cameras.**

The shutdown of 3G networks is necessary to move towards more advanced technologies designed to support faster internet speeds, better call quality, and the use of more devices at the same time.

As with all technology changes, there is some risk to service quality.

It is recommended that you check all of your devices and plans to avoid disruption to your business.

The [Regional Tech Hub](#) has released a number of resources and tips to assist with the transition and to guide consumers through any challenges that arise.

Find out more about the 3G shutdown [here](#).

Australian Tourism Businesses Report

Tourism Research Australia recently released the [Tourism businesses in Australia 2018 to 2023 report](#), which estimates the number of businesses in Australia's tourism industry.

The report reveals one in 7 Australian businesses are directly connected to tourism.

Download the report [here](#).

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

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.

NSW and Canberra Region Tourism Awards

The Destination Southern NSW board and team strongly encourage you 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](#).

2024 Eurobodalla Business Awards

The Eurobodalla Business Awards celebrates the innovation, resilience and dedication of businesses across the region and provide the first stepping stone for local businesses on the path to the NSW State Awards being held in September.

Entries close 19 May 2024

Find out more [here](#).

Workshops | Webinars | Training

NSW Choose Tourism Mentor Program

The [NSW Choose Tourism Program](#) is offering a [Mentor Program](#) that aims to assist workers in the tourism and hospitality industry in regional NSW, by matching them with industry leaders who will provide coaching, support, advice, motivation and exposure.

[Apply to become a Mentee](#) if you are working in tourism and hospitality and you are looking to expand your network or finetune your skills and knowledge.

[Apply to become a Mentor](#) if you are an industry leader with at least five years experience in business, tourism or hospitality in a senior role and wish to give back by sharing your knowledge and skills to help develop future industry leaders while building a strong tourism and hospitality community in regional NSW.

The Mentor Program is a six-month program, May to November 2024.

Applications close on the 17th May 2024.

Find out more [here](#).

Employer Webinar | Plan for Tomorrow

The [NSW Choose Tourism Program](#) is hosting a webinar on how business owners can future proof their business, with customised training for the next generation of workers.

The webinar will be led by experts who will provide practical advice on training opportunities to support employers and share tips on attracting, developing and retaining staff.

The session will include case studies on how regional businesses have had success in working with their local schools to attract trainees.

Date: Thursday 23 May 2024

Time: 10 am - 11 am

Location: Online

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

Volunteer Recruitment and Retention Workshop

Bega Valley Shire Council are hosting a training session on volunteer recruitment and retention for Bega Valley not-for profits and volunteer-based organisations.

The interactive two-hour workshop will provide participants with practical recruitment and retention strategies.

Date: Tuesday 14 May 2024

Time: 9:30 am - 11:30 am

Location: Online

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

Sustainable Tourism Toolkit Workshops

Join Destination NSW, in collaboration with Austrade and Tourism Collective, for an engaging and interactive Train the Trainer-style workshop on the [Sustainable Tourism Toolkit](#). Launched in November 2023, this toolkit was developed by Austrade in conjunction with Tourism Australia and all State and Territory Governments.

Designed specifically for local tourism leaders, this workshop aims to provide an understanding of the why, what, and how to promote and empower a sustainability mindset.

Date: Thursday 13 June 2024

Time: 9:30 am – 11:45a m

Location: Zoom

More information and register [here](#).

Experience Development Workshops

[Destination NSW](#) will present a series of Experience Development workshops for visitor economy businesses.

Delivered under the capability-focused [NSW First Program](#), these free, full-day workshops are designed to assist businesses including tour, attraction and accommodation providers to create and refine visitor experiences that meet visitor needs and showcase the strengths of NSW.

The workshops will look at the foundations of creating a great, bookable visitor experience and delve into focus areas such as agritourism, nature, culinary and wellness experiences.

Registration for a workshop in the Hilltops region will open soon.

Save the date: 20 June 2024

Find out more and register once open, please visit the [Destination NSW website](#).

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



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