



Hello industry friends,

The celebrations continue this month with a long list of award finalists and winners, acknowledged for visitor experience and business excellence, sustainability, leadership and a bronze-winning Australian top tiny tourism town. Read about these successes and the launch of yet more fantastic product in **Local News**.

Under **Grants | Awards** discover a new funding opportunity to support music festivals and details of the Banksia National Sustainability Awards, another opportunity to have your business development work recognised and celebrated!

Also showcased in this edition are regional and national tourism statistics, your chance to have your say on challenges and opportunities in your region, training to help keep your business cyber-safe, initiatives to support the growth of the visitor economy, and the opportunity to join our friends at Destination Central West NSW as an Industry Development Manager.

Happy reading,

The Destination Southern NSW Team

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PO Box 1025 Goulburn NSW 2580

Banner Image: Ensemble and Co, Crookwell | Credit Destination NSW



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Big Merino, Goulburn | Credit Destination NSW

Strengthening Networks and Capability | Southern Tablelands Industry Toolkit Workshops

During September, our Southern Tablelands Industry Development Manager, Kylie Bushby hosted several “What’s New in Tourism Marketing” workshops across the region. These workshops played a crucial role in building industry capability and fostering networks that align local operators with Destination Southern NSW strategies.

One key focus was engaging with the ‘tourism trifecta’: Local Government Areas (LGAs), [Destination Networks](#) (DNs), and [Destination NSW](#). By working together, businesses can access valuable resources and support to drive regional growth. The workshops also emphasised the concept of “hunting in packs,” encouraging operators to collaborate locally for collective success.

Aligned with the [Feel New](#) campaign, the sessions explored how to sell experiences—core to the campaign’s themes of joy, adventure, and rejuvenation. Participants reviewed [toolkits](#) designed to enhance their marketing efforts and deliver memorable visitor experiences.

Additionally, operators were introduced to a wealth of resources, such as the [NSW First program](#) and Destination NSW’s [Content Library](#) and [Resource Hub](#). Feedback was overwhelmingly positive, with interest in areas like agritourism, events, nature, sustainability and wellness tourism, which hold significant growth potential for the region.

While this series of workshops has ended, the journey continues. Destination Southern NSW is committed to delivering ongoing support and collaboration, with one-on-one follow-up meetings being planned to maintain momentum. These

workshops are just the beginning of an exciting chapter in positioning the Southern Tablelands as a top destination.



Protect your small business with free and simple cyber security training



Cyber Security Online Course

Did you know that 95% of cyber attacks involve human error?

That's why it's critical to ensure that everyone on your team and in your supply chain has completed the Cyber Wardens training and is prepared to help protect your business from scams and hackers. One weak link in your supply chain could cost your business an average of \$46,000.

Funded by the Australian government, the free Cyber Wardens online program is self-paced and quick to complete. In as little as 10 minutes, complete the Cyber Wardens Foundations module and learn how to identify the seven critical cyber security red flags that pose a risk or threat to your business, and the habits to put in place to help safeguard your business data.

ENROL NOW

Once you log in, you can complete Cyber Wardens Foundations or Cyber Wardens Level One. If time is tight, select the 10-minute Foundations module to begin your journey to small business cyber security. You can complete Level One at any time to expand your knowledge further.

Cyber Wardens is an initiative of the Council of Small Business Organisations of Australia (COSBOA), funded by the Australian government and backed by an industry alliance of Telstra and CommBank.

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.



Destination Southern NSW Director, Yasmin Coe, celebrating Gundaroo's award | Credit Paul Chapman

Gundaroo | An Australian Top Tiny Town

Congratulations to Yass Valley Council on Gundaroo taking out the bronze award for [Australia's top tiny tourism town](#), awarded as part of the Australian Tourism Awards.

Just 40 minutes from Yass and 35 minutes from Canberra, Gundaroo, known for its colonial architecture, offers a blend of history, culture and culinary excellence, making it the perfect day trip from Canberra, or better yet - a relaxing weekend getaway!

Destination Southern NSW's Director, Yasmin Coe, had the pleasure of attending the Top Town Tourism Awards. Yasmin shares her experience:

'It was very special to see Gundaroo awarded the bronze medal in the Tiny Town category. I'm fortunate to know Gundaroo, in my region, as an incredible tiny town rich in history, heritage and of course, world class food and wine experiences.

Gundaroo's award was also very timely, as Bede Fennell from Tourism Australia spoke of the growing interest and support for agri-tourism opportunities.

Finally, I was struck by a statistic shared by Member for Eden Monaro, Kristy McBain, stating that tourism accounts for 6.7% of jobs in the regions compared to 2.9% in the cities. The case for supporting and celebrating our regional towns is clear and it is so exciting to celebrate the success of Gundaroo'.



Tathra Beach Eco Camp - 'Business of the Year' Award | Credit Business NSW

Business NSW Award Winners

Visitor economy businesses across the Destination Southern NSW region are shining bright after being recognised as part of their local rounds of the [Business NSW 2024 Awards program](#).

Please join us in congratulating the following:

[Tathra Beach Eco Camp](#) - 'Business of the Year' & 'Excellence in Sustainability'

[Narooma Oyster Festival](#) - 'Outstanding Visitor Experience'

[TRC Tourism](#) - 'Excellence in International Business'

Sarah Gorst | [South Coast Seaweed](#) - 'Outstanding Young Business Leader'

Congratulations everyone!! 🎉

Award winners will proceed to the State Business Awards, which will be held at the International Convention Centre Sydney (ICC Sydney) on 30th October.

Good luck everyone!



Australian Hotel Association NSW Awards

Several Southern Tablelands businesses have been named as finalists in the Australian Hotel Association (AHA) NSW Awards.

The [Tourist Hotel](#), Queanbeyan, has been recognised under the Best Live Music Venue category, [The Royal Hotel](#), Bungendore, has been recognised in four categories, and [Lake George Hotel](#), Bungendore, in five - an incredible achievement for our regional hotels!

The winners will be announced at an awards ceremony at Randwick Racecourse on the 29th of October. Good luck everyone!!

See the full list of award finalists [here](#).



Pedal & Picnic | Credit Navigate Expeditions

Pedal & Picnic | Tathra E-Bike Self-Guided Picnic Tour

Jessica Taunton from [Navigate Expeditions](#) has launched a Pedal & Picnic tour along the Yili-njili Cycle and Walkway, from Kalaru to Tathra. Named 'way' in Djiringanj language, the path offers a safe and scenic cycling experience and the opportunity to connect with the area's rich history and the Djiringanj people's heritage via interpretive signs.

The tour includes a premium picnic from [Wild Orchid Cafe](#) in Tathra and a map of idyllic picnic locations.

Admirably, Jess supports the [local communities by donating](#) \$1 from every booking to Bega Local Aboriginal Lands.

Find out more and book your self guided adventure [here](#).

Congratulations Jess, another fantastic Navigate Expedition's offering for Sapphire Coast visitors!!



Mountain Bike Symposium | Merimbula

Outdoors NSW & ACT are hosting the inaugural [Mountain Bike \(MTB\) Symposium](#) on the 25th and 26th of October at Club Sapphire, Merimbula.

The symposium is designed for land managers, councils, mountain bike clubs and organisations, adventure tourism operators, schools and outdoor education providers and destination managers and promoters.

View the program [here](#) | Secure your tickets [here](#).

Industry Updates

Visitor Economy Training Boost

TAFE NSW is partnering with Destination NSW to develop and deliver subsidised training programs, designed to address industry workforce shortages by encouraging Australians to pursue a career in the visitor economy, helping operators to attract, retain and upskill staff.

Supported by the Australian Government's Choose Tourism Grant Program, [the initiative](#) includes an 'Introduction to the Visitor Economy' Microskill, industry expert-led masterclass videos and a modernised Certificate III in Tourism, targeting school leavers as well as seniors, First Nations Australians and people with disability.

Tourism Snapshot Southern NSW 2023

In the Destination Southern NSW region, tourism delivers 8.2% of jobs, supports 3,766 businesses and directly delivers 5.2% of the region's Gross Value Add (GVA) which has grown at an average rate of 3.9% p.a. since FY 2010-11.

Discover these and more tourism insights in the [Tourism Snapshot Southern NSW 2023](#).

DNCW Industry Development Manager

Destination Central West NSW (DNCW) is seeking a visitor economy specialist to support councils and tourism businesses across the Mudgee and Bathurst Regions.

Find out how you can join a great team and contribute to the growth of the Central West NSW visitor economy [here](#).

Local Community Feedback

[Regional Development Australia Southern NSW and ACT](#) (RDASNA) seeks feedback to help understand local priorities, challenges, and opportunities. They would like to hear what matters most to the people living in local communities, so they can address issues and advocate for change.

Have your say [via this survey](#) and contribute to vibrant, resilient, and sustainable regional communities.

Regional Development Advisory Council EOI

The NSW Government is looking for rural and regional members of the community with relevant skills and experience to [join the Advisory Council](#) and help shape regional economic development in NSW.

The Advisory Council provides independent advice to the Minister about regional economic development and informs investment decision-making under the \$400 million Regional Development Trust.

National Visitor Survey Results

Tourism Research Australia has released the [NVS results for the June quarter 2024](#). The results indicate that domestic tourism was stable with Australian residents taking 28.5 million overnight trips and spending \$26.0 billion in the quarter.

Refreshed 24-Hour Economy Strategy

A refreshed NSW [24-Hour Economy Strategy](#), 'A New State of Night', has been released, outlining the work and programs to support night-time economies across the state.

Australian Tourism & Hospitality Skills Symposium

[The Australian Tourism and Hospitality Skills Symposium](#), held on the 26th of November in Brisbane, is a national conversation about addressing skills shortages

in the tourism, travel, and hospitality industries.

Grants | Awards

Government agencies and organisations offer grants, funding and award programs, designed to assist with improving your business or product offering.

Review the latest opportunities below. 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 Surf Club Facility Program

Surf life saving clubs can apply for funding for new and upgraded facilities with grants up to \$1 million available through the NSW Government's Surf Club Facility Program.

The Program aims to keep surf life saving clubs modern and accessible, helping surf life savers to better protect beachgoers.

Grants will be awarded across three categories for projects that involve the upgrade, restoration or construction of new surf life saving facilities.

Applications close:

Category 1 – 1pm, 14 October 2024

Category 2 and category 3 – 1pm, 11 November 2024

Find out more [here](#).

Contemporary Music Festival Viability Fund

The Contemporary Music Festival Viability Fund has been established to offer support to large-scale music festivals that deliver significant outcomes for contemporary music.

Sound NSW has established the fund, with funding available for eligible festivals with a 15,000 capacity or greater while the sector recalibrates to current financial challenges, such as rising costs, inflation, freight and the currency exchange.

Applications close 30 June 2026

(Accepting applications at any time on a needs-basis)

Find out more [here](#).

Banksia National Sustainability Awards

Individuals, organisations, and initiatives that are making a profound difference in Australia's sustainability landscape are encouraged to enter the Banksia National Sustainability Awards.

The 2024 theme is optimism, celebrating those whose work is creating positive change and inspiring hope for a sustainable future.

Entries close 6 December 2024

Find out more [here](#).

Workshops | Webinars | Training

Visitor Economy: Choose your own adventure Microskill

This course is designed for individuals who would like to explore the diverse roles and opportunities the visitor economy has to offer.

This course aims to:

- unpack what is the visitor economy
- broaden your awareness of career paths
- inspire and motivate you to pursue a career in the visitor economy
- widen your awareness of the career paths available to you
- help you identify job roles that align with your values and passions.

Duration: 2 hours

Delivery: Online (self-paced)

Cost: Fee free for eligible participants until 8th November 2024

Access period: 6 months access from the day of enrolment

More information and registrations [here](#).

Live Performance Venue Accelerator

The Live Performance Venue Accelerator Program is a series of skill-building workshops for existing small to medium hospitality venues in NSW to provide participants with a fundamental understanding of the major elements required to stage a long-term program of live performances.

The intended benefits of the Accelerator Program:
An individual and free acoustic appraisal of their venue.

A series of skill-building workshops delivered by subject matter experts.
Networking opportunities.
One-on-one coaching from subject matter and industry experts.

Applications close 2pm (AEDT) 4 November 2024

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



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