



Welcome to spring industry friends,

What beautiful weather we are having to welcome in the new season. A great excuse to shake off the winter blues and get out and about to discover all of the wonderful new and existing products and experiences on offer across the region. Read the **Local News** section for inspiration!

The **Destination Southern NSW News** section provides information on the Southern Tablelands Signage Strategy project and how to get involved in consultation sessions that will inform the development of a new tourism signage strategy for the region. There are also opportunities to help shape the future of the South Coast Centre of Excellence.

Updates regarding the wider tourism industry are available via the **Industry Updates** section, including international visitation data, the Regional Data Hub, changes to ATDW and information on the upcoming NSW Visitor Economy Forum.

Interested in applying for an Excellence Award, or an innovation grant? Find out how in the **Grants | Funding | Awards** section. Discover Fee-Free TAFE courses in the **Workshops | Webinars | Training** section.

Until next month,

The DSNSW Team

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Destination Southern NSW

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



TSM wins Mumbrella Travel Marketing Awards

Tourism Snowy Mountain's (TSM) campaign promoting non-winter visitation, 'It's an Altitude Thing,' has won the prestigious 'Breakthrough Destination of the Year' category at the [Mumbrella Travel Marketing Awards](#).

The campaign was brought to life for TSM by the creative minds at [JimJam Ideas](#) and skilfully produced by the crew at [Knack Studios](#). The strategic teams from the marketing agency [Destination Marketing Store \(DMS\)](#) and advertising agency [Leonards Advertising](#) were also instrumental in ensuring the campaign's overall success.

Watch the campaign video [here](#).



Cruise Eden Trainees Visit Sydney

Cruise Eden's Keely Grebert and Ocea Thiedeman, P&O Cruises Australia School Based Trainees in year 11 at Eden Marine High School travelled to Sydney in July to visit the P&O Offices of Carnival Australia.

The girls spent two days working in the offices learning about how cruises are organised, customer care, destination opportunities and organising special events on board. On the third day, Keely and Ocea explored Bridgeclimb as a destination activity.

On the final day in Sydney, the girls experienced the turnaround of guests disembarking P&O Pacific Adventure at the Overseas Passenger Terminal at Circular Quay and the check-in of guests for the cruise departing that afternoon. The final activity in Sydney was to board the Port Authority of NSW Pilot Vessel on Sydney Harbour to guide the ship out of the port.



Thyme to Taste Cellars Murrumbateman

Lee-Ann and Andrew of [Thyme to Taste Emporium in Yass](#) have opened a new outlet in Murrumbateman. Thyme to Taste Cellars in Murrumbateman stocks local wines, a great range of craft beer, small-batch spirits, cheese and charcuterie. They also offer tastings.

Current opening hours:

Thurs, Fri & Sat 10am - 6pm

Sun 10am - 3pm

Mon & Tues 10am - 6pm

Drop by the store at Shop 3, 47 Rose St, Murrumbateman, Fairly Square (behind the new school).



Indulge in breakfast at Hotel Australasia

The recently renovated historic [Hotel Australasia in Eden](#) is now offering a 3-course breakfast in its 'fine dining' room. The set menu includes house-based pastries, fresh juices, granola with fruits, and a selection of hot menu choices. It puts a

whole new twist on dining out for your morning meal. Dine in style with white tablecloths and linen serviettes, delicate fine china and gold cutlery.

Destination Southern NSW News



Southern Tablelands Signage Strategy Project

Destination Southern NSW has engaged tourism signage consultancy Wayfound to develop the **Southern Tablelands Signage Strategy**, a whole of destination integrated tourism wayfinding and signage strategy for the five local government areas that make up the Southern Tablelands.

The objective of the project is to assist in the growth of the region's visitor economy by developing a Signage Strategy that guides the creation of new and distinctive signage to encourage visitor dispersal and increased length of stay by promoting the diversity of experiences available across the region. The development process will ensure that current and future signage facilitates safe and positive journeys for visitors and promotes a connection with the people and the places of Southern Tablelands.

Get involved

A number of community and stakeholder consultation sessions are being planned across the region. Once the details have been finalised, they will be hosted on the Destination Southern NSW [Events & Workshops](#) page.

In addition to consultation sessions, a questionnaire is available to capture stakeholder feedback to inform the development of the Strategy. Please click the button below to provide your feedback.

[Provide feedback](#)

South Coast Centre of Excellence

The South Coast Centre of Excellence (CoE) was established from funding through the Bushfire Local Economic Recovery Fund secured by [Destination Sydney Surrounds South](#) in collaboration with **Destination Southern** following the devastation caused by the bushfires and the COVID-19 pandemic to the tourism and hospitality industry on the NSW South Coast.

This is an industry-led project that has developed programs to aid the economic recovery of bushfire-impacted local government areas of Shoalhaven, Eurobodalla and Bega Valley - addressing workforce and skills shortages, elevating visitor experiences and supporting product diversification in order to drive increased tourism yield (visitor spend), reduce seasonality and support resilient local businesses.

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

COE - Industry Survey

The South Coast Centre of Excellence is undertaking an industry survey to gain insights into the challenges currently faced by tourism and hospitality operators.

For the first time, this survey will include all LGAs in the **Destination Sydney Surrounds South** and **Destination Southern** regions to learn about issues being experienced to guide future support programs.

The initial survey carried out in June 2022, provided valuable information that assisted with the development of 30 programs being implemented in the Shoalhaven, Eurobodalla and Bega Valley, attended by more than 850 tourism and hospitality operators. For more information on these programs and the South Coast Centre of Excellence, please go to the [Destination Sydney Surrounds South website](#).

The survey, open until **COB Monday, 18 September 2023**, will only take approximately eight minutes to complete. We would greatly your feedback!

[Complete the Survey](#)

CoE – Stage 2 Co-Design Workshop

Help shape the next stage of the South Coast Centre of Excellence.

The CoE is developing a Business Case to progress to Stage 2, which looks at extending the program beyond the three pilot LGAs.

A virtual industry workshop is being held on **Tuesday 19th September between 10am - 12pm**, to gather insights and hear your perspectives on the South Coast

Centre of Excellence in relation to:

- Purpose;
- Key activities that it should perform to support you and your business(es);
- The outcomes that you would like the CoE to achieve; and
- The ultimate benefits that the CoE's activities will drive for your business(s)

Please register your interest in attending the workshop by emailing

Info@dnsnw.com.au by Sunday 17th September. Places are limited. If your registration is successful, meeting details will be shared with you.

The CoE look forward to having you involved in the development of the next stage of the project.

Industry Updates

International Visitor Survey (IVS) - May 2023

The latest data for [International Visitor Spend in May 2023](#) is available on the Tourism Research Australia website, showing that visitor spend in Australia for over the period was 101% of pre-COVID levels (\$1.7b).

NSW Visitor Economy Forum

Join Destination NSW at the ICC Sydney for the NSW Visitor Economy Forum – Building Momentum to 2030, on Thursday 5 October, to hear about the market trends and programs that will drive the visitor economy over the coming 12 months.

The Visitor Economy Forum will offer discussion and networking opportunities to gain further insight into the current state of play and help build or strengthen important business relationships.

[Find out more and register.](#)

Regional Data Hub

The new [Regional Data Hub](#) connects Australians to data and insights about their communities.

The Hub can help you:

- Find regional data with an extensive and easy-to-use [data catalogue](#)
- [Explore regional data insights](#) via interactive dashboards and maps
- Learn about data and the resources on the hub with a range of [educational material](#)

Visit the [Regional Data Hub Website](#) for more information.

SkillsEQuipped - Jobs and Skills Council

[SkillsEQuipped](#) is the new Jobs and Skills Council (JSC) for the Retail, Personal Services, Hospitality, Tourism and Arts sectors.

Established as part of the Government's Skills Reform agenda, JSCs are industry-led not-for-profit organisations that collaborate with industry, government, and education and training providers to ensure training products and delivery respond to skills needs and workforce challenges.

Tourism organisations are encouraged to join SkillsEQuipped to contribute.

Changes to ATDW

ATDW is undergoing a digital transformation journey, including a rebrand with a new name, a fresh new look, and a revamped platform with enhanced features, and is due to be launched at the end of this year.

To learn more about the changes and to find answers to questions you may have on what the ATDW Digital

Transformation means for your business, [visit the Tourism Industry information page](#).

Lifting of COVID Cruise Ship Protocols

The NSW Premier Chris Minns has ended COVID rules for cruising as the industry prepares for a busy summer.

Governments have agreed there is no longer a need for formal protocols with increasing community immunity to COVID-19 and lessons learned from the cruising industry since voyages resumed.

Read more [here](#).

Share your news with DNSW

Destination NSW is seeking news and content from visitor economy stakeholders to help spread the word about the many reasons to visit NSW.

Tell DNSW about the new experiences your business, organisation or destination is offering that will wow visitors to your region - anything from nature-based activities to luxury stays, seasonal attractions, foodie finds or local favourites.

Find out more [here](#).

Grants | Funding | Awards

2023 Innovate with nbn Grants Program

The 2023 Innovate with nbn Grants Program aims to help regional and remote businesses and individuals transform their great ideas into game-changing achievements.

A total of \$125,000 in funding is available across seven categories – Agriculture, Arts, Education, Health, Indigenous Business, Tourism, and Women in Regional Business – each winner receives \$15,000.

The overall Innovate with **nbn**® Champion will be awarded an additional \$20,000 grant to help take their idea to the next level.

Applications close on midnight Friday 29th September.

Find out more [here](#).

2023 Awards of Excellence

Nominations for the 2023 Awards of Excellence in the Caravan, Camping, Manufactured Housing & Land Lease Living industry in NSW are now open.

Nominate your business, colleagues or employees and celebrate their achievements. The awards recognise businesses and employees that demonstrate best practices in customer service, product offerings, innovation, community engagement and business success.

Entries Close at 11.59 pm, Wednesday 13th September 2023

Find out more [here](#).

[Grant Search](#)

Workshops | Webinars | Training

Fee-Free TAFE Courses

Fee-free* TAFE is a joint initiative of the Australian and New South Wales Governments, providing tuition-free training places for people wanting to train, retrain or upskill.

Fee-free* TAFE is available for people who enroll after 1 December 2022 and commence their course between 1 January 2023 and 31 December 2023.

TAFE NSW will provide more than 300 qualifications from certificates to diplomas that align with the state's priority industry growth sectors (Tourism & Hospitality), free of tuition fees for eligible students.

Find out more [here](#).

Strive 4 Sustainability Scorecard

Ecotourism Australia and the Caravan Industry Association of Australia have agreed to collaborate to create a pathway to sustainability for caravanning and camping tourism enterprises in Australia through [Ecotourism Australia's Strive 4 Sustainability Scorecard](#).

Launching in late 2022, the Sustainable Tourism Pathway program supports the tourism industry to address the four pillars of sustainability:

- * Sustainable management
- * Environmental impacts
- * Socio-economic impacts
- * Cultural impacts

It includes the Strive 4 Sustainability Scorecard pre-certification benchmarking tool; the flagship ECO Certification program (for nature-based tourism businesses) and the new Sustainable Tourism Certification for non-nature-based businesses, both of which have a standard recognised by the Global Sustainable Tourism Council (GSTC).

Find out more [here](#).



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2. Ocea and Keely enjoying Bridge climb with Carnival Australia's Matthew McKeown © Eden Cruise
3. Thyme to Taste Cellar Murrumbateman © Thyme to Taste
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