



Hello industry friends,

Our tourism colleagues from across the region just keep on delivering, with the launch of a new distillery, a new riverside retreat, an event celebrating the start of a National tour, all accompanied by another long list of award winners. Southern NSW becomes a stronger and even more enticing destination each month! Check out these inspiring businesses in **Local News**.

Read on to find out about Destination Southern NSW's partnership with Raising The Bar Foundation, bringing the Healthier Hospitality program to a location near you, in an effort to create safer, more supportive hospitality workplaces. Details, along with information about our next Southern Yarns event in Braidwood, can be found under **Destination Southern NSW News**.

We also shine a light on a wide range of tourism industry statistics, including surges in Cruise and First Nations Tourism. There are a number of funding opportunities, and a workshop that explores viable business models.

Grab a coffee, sit back and enjoy,

The Destination Southern NSW Team

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PO Box 1025 Goulburn NSW 2580

Banner Image: Family enjoying the Sculpture Walk in Batemans Bay | Credit Destination NSW



Destination Southern NSW

Destination Southern NSW News



Destination
Southern NSW

Southern Yarns

Troopers Rest | Braidwood
11 December | Drop in 4:30 - 6:30 pm

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 [Troopers Rest](#) in Braidwood.

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

Wednesday, 11 December 2024

Drop in anytime between 4:30 pm and 6:30 pm

[Troopers Rest](#) | 202 Wallace St, Braidwood NSW

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
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Serving up actual impact

Join our Healthier Hospitality workshop for practical mental health tools and a safer, happier workplace.

Argyle Inn, Taralga, Southern Tablelands
Credit Destination NSW

Argyle Inn, Taralga, Southern Tablelands | Credit Destination NSW

Healthier Hospitality Workshops

Destination Southern NSW is excited to partner with [Raising The Bar Foundation](#) on the rollout of the Healthier Hospitality program, a hands-on session to create safer, more supportive workplaces in the hospitality industry.

In the fast-paced world of hospitality, mental health often takes a backseat. Learn how to recognise mental health challenges, manage stress, and foster better communication within your team, via one of the sessions being held across the region this December.

- Goulburn Soldiers Club | Monday, December 2 @ 3:00 PM
- Queanbeyan Tigers Club | Tuesday, December 3 @ 9:30 AM
- Banjo Paterson Inn, Jindabyne | Tuesday, December 3 @ 3:30 PM
- Cooma Ex-Services Club | Wednesday, December 4 @ 9:30 AM
- Club Sapphire Merimbula | Thursday, December 5 @ 9:30 AM
- Batemans Bay Soldiers Club | Thursday, December 5 @ 3:00 PM

Created in collaboration with industry leaders, government bodies, and educational institutions, this workshop addresses real-world challenges faced by hospitality workers every day, providing knowledge, tools, and resources to help your team thrive.

The 90-minute workshop aligns with SafeWork NSW's Code of Practice for psychosocial hazards and equips hospitality staff with practical tools to improve wellbeing and productivity.

Find out more about these interactive, face-to-face workshops and links to secure your free ticket via the [Destination Southern 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.



2024 NSW Tourism Awards Finalists

A big congratulations to the NSW Tourism Awards finalists from the Destination Southern NSW region, including:

- 👏 [Beneath the Bay](#) - New Tourism Business
- 👏 [Crank it Up Batemans Bay](#) - Festivals & Events
- 👏 [Cruise Eden](#) - Sustainable Tourism
- 👏 [Navigate Expeditions](#) - Sustainable Tourism
- 👏 [Tathra Beach Eco Camp](#) - Accommodation
- 👏 [TRC Tourism](#) - Tourism Service

It's great to see the [South Coast Centre of Excellence](#) is being recognised as a finalist in the Tourism Services category. Destination Southern NSW partnered with [Destination Sydney Surrounds South](#) to deliver this impactful project.

This year's award program celebrates the businesses and operators delivering exceptional visitor experiences across NSW while highlighting the strength, pride and passion that drives the state's vibrant visitor economy.

With over 200 nominations, we would once again like to congratulate the finalists on this impressive achievement and wish them all the very best of luck at the NSW Tourism Gala event, which will be held on the 28th of November at The Star Sydney, when the winners will be announced.

Find out more information about the awards and finalists via the [NSW Tourism Association website](#).



Image: Patricia Piccinini, Skywhalepapa, 2020 and Skywhale, 2013, National Gallery of Australia, Kamberri/Canberra, Hamilton launch | Credit: We Met in June © Patricia Piccinini.

Skywhalepapa and Skywhale Launch

Congratulations to [Goulburn Regional Art Gallery](#) on securing the launch of [Patricia Piccinini's](#) Skywhalepapa and Skywhale – two monumental sculptures in the form of hot air balloons – at Seiffert Oval, Goulburn on Saturday 30 November 2024.

'[Skywhales Across Australia](#)' will be launched in Goulburn as part of a National Gallery of Australia's touring event. The gates will open at 4am, with the balloons' momentous inflation occurring with the rising sun. The balloons will return to the ground at 7am, and this special event will conclude with a hands-on programs for kids and families at the Gallery.

Bookings for the event are essential, reserve your place [here](#).



Foxdog Distillery Launch

Congratulations to Robert, Kate and Dean Abel, along with Kellie and Ben Plenty on the launch of [Foxdog Distillery](#). The close-knit family of three generations invite visitors to experience Foxdog Distillery, built with a desire to share the special spirit of their land with others.

Enjoy handcrafted spirits made from locally sourced ingredients at the distillery in Mogo, which is open 6 days a week for cocktails, casual dining, and stunning hilltop views. The kids and pets can roam free in the secure outdoor area, with lawn games the whole family will enjoy.

Plan your visit [here](#).



Gables Riverside Retreat in Bookham | Credit Gables Riverside Retreat

Gables Riverside Retreat Launch

Congratulations to Christie and team on the launch of [Gables Riverside Retreat](#) in Bookham, which offers a serene escape with stunning views of the Murrumbidgee River, making it ideal for families or groups.

The retreat boasts four comfortable bedrooms, a cozy fireplace, and spacious entertaining areas. Guests can unwind on the veranda, explore the beautiful countryside, or enjoy modern amenities like a fully equipped kitchen and air-conditioning. With exclusive river access, a BBQ, a fire pit, and optional kayaks, Gables Riverside seamlessly combines rustic charm with contemporary comfort for a truly relaxing and rejuvenating stay.



North of Eden's award-winning range | Photo credit Davey Rogers

North of Eden Distillery | Award Finalist

Congratulations to the [North of Eden Distillery](#) team on being named a finalist for Best Australian Distillery in the 2024 Australian Liquor Industry Awards. The awards are the Oscars of the hospitality world with finalists chosen by their industry peers.

The finalists include some of Australia's biggest brands and is an enormous accolade for this tiny rural distillery, recognised for its pioneering use of local oyster shells and Australian grown juniper in its gins.

Industry Updates

Revive Live

Through [Revive Live](#), the Australian Government is providing grants of \$7.7 million to 110 organisations including 61 festival-based activities and 49 live music venues, including the [Nellijam Music Festival](#) and the [Cobargo Folk Festival](#), both from the Destination Southern NSW region.

The funding program was established to help festivals and venues continue operating under tough conditions.

November | NSW Wine Month

November celebrates [NSW Wine Month](#), which brings the best local wineries and winemakers from across the state together to host a series of events in Sydney for wine enthusiasts and consumers.

Supported by [Destination NSW](#), NSW Wine Month is a four-week celebration of NSW's 16 wine unique regions, including local wines from across the Destination Southern region.

Record Cruise Tourism Surge

According to a [new report](#), Australian cruise tourism has surged. New South Wales has recorded the biggest benefit from cruising, with a total economic impact of A\$4.41 billion (up 60.4%), supporting 13,714 full time equivalent jobs.

Whilst this national and state-wide data is positive, we know there is a lot of work to do to secure the future of cruise visitation to our ports. We will continue to work with Cruise Eden, our local governments, local tourism operators, the NSW Port Authority, and Destination NSW to develop a sustainable and vibrant regional cruise sector.

Overseas Arrivals and Departures

The latest report on [Overseas Arrivals and Departures for August 2024](#) shows a 9.2% increase in short-term visitor arrivals compared to the previous year, totaling 658,810 visitors. NSW remains a top destination, with 240,840 short-term visitors, marking a 4.5% increase from August 2023.

The leading source countries for visitors to NSW are China, New Zealand, and South Korea.

The report highlights a 6.8% increase in short-term resident returns, indicating a robust travel sentiment among Australians. As an operator, we encourage you to leverage this sentiment and design offers that will rival your overseas competitors in terms of accessibility, authenticity, quality, and value.

First Nations Tourism

Data from Tourism Research Australia (TRA) shows that 3 million trips in 2023-2024 included a First Nations activity, resulting in a record year for tourism participation in First Nations activities.

Read more insights [here](#).

Domestic Tourism Statistics

In 2025, Austrade's Tourism Research Australia (TRA) will replace the National Visitor Survey (NVS) with a new [Domestic Tourism Statistics \(DoTS\) collection](#), in response to changing consumer behaviour and the availability of new technologies that will deliver more accurate data.

The new DoTS product will use:

- face-to-face surveys, topped up with online interviews
- mobility data, to provide large sample sizes.

Metrics modelled from DoTs will take advantage of more than 5 billion mobility data points each day and 32,000 annual interviews.

LGBTIQ+ Advisory Council

The newly established [LGBTIQ+ Advisory Council](#) will work with the NSW Government to develop NSW's first LGBTIQ+ Inclusion Strategy, providing insights and recommendations on issues affecting LGBTIQ+ communities.

The 16 inaugural members, selected based on their experiences, expertise and dedication to advocacy, bring with them the expertise needed to establish the council and will serve a two-year term.

First Nations Tourism Partnership

The newly established First Nations Visitor Economy Partnership is comprised of First Nations tourism industry representatives from every state and territory, and will provide leadership and guidance on respectfully embedding Australia's rich cultural heritage in our tourism offerings.

Read more about the [new partnership](#).

Host an EV Charger

The NSW Government is investing \$199 million in growing the EV charging network across NSW and calling for regional businesses and councils to register [their interest](#) to host electric vehicle (EV) chargers. These sites may then be considered by EV charging companies to install chargers in regional areas with Government co-funding.

Sustainability Action Plan Template

Austrade's [Sustainable Tourism Toolkit](#) includes a template to help business owners write a sustainability action plan. The template (Appendix 3 on page 61) can be

used to help set clear goals and track progress.

\$18 Million for Recreational Fishing

More than [\\$18 million of funding](#) has been awarded for world-class programs to boost recreational fishing across NSW to ensure recreational fishing is more accessible to everyone and so it continues to contribute to the local economies within NSW.

Grants | Awards

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.

Grant Search

Crown Reserves Improvement Fund (CRIF)

The Crown Reserves Improvement Fund (CRIF) supports Crown land managers (CLMs) by providing funding for repairs, maintenance and improvements on Crown reserves.

The 2024-25 funding round offers around \$10m in grants to the highest priority projects, provided to applicants that best address the assessment criteria and meet all eligibility criteria.

Applications close 22 November @ 4.59pm AEST

Find out more [here](#).

Export Market Development Grants

The Export Market Development Grants (EMDG) program provides grants to Australian small and medium enterprises and their representative bodies to market and promote their goods and services globally and undertake export training.

The program has tiered applicant eligibility and program opening dates.

Find out more [here](#).

Active Transport Fund

The ATF provides funding for the design and construction of new or existing bicycle and walking pathways to encourage the use of active transport, with \$100 million in funding available from 2024-25 to 2028-2029.

The program is an application-based, merit-assessed funding program, open to all state and territory governments and Local Government Authorities (LGAs).

Applications close 13 January 2025 at 11:59pm (AEDT)

Find out more [here](#).

Electric Vehicle Destination Charging Grants

Round three of the NSW Government's EV Destination Charging Grants program offers a further \$12 million in funding to fill EV charging gaps along established regional NSW road trip routes.

Charge point operators can apply for co-funding towards the installation of 24Kw-100Kw DC chargers in eligible zones along these routes.

Applications close 31 January 2025.

Find out more [here](#).

Workshops | Webinars | Training

Smart Money Moves | Queanbeyan

The **Smart Money Moves | Grasping the break-even point for small business** workshop, facilitated by Enterprise Plus Business Advisor, Court Sayer-Roberts, will explore the Break-Even Point (BEP) and its significance in ensuring the sustainability and profitability of a business.

This hands-on learning and interactive workshop will highlight the importance of the BEP in determining the minimum sales required for a viable business model and enhance participant's ability to make informed financial decisions.

21 November 2024 | 10 am-1 pm

Tafe NSW - Queanbeyan
Macquoid St & Buttle Street, Queanbeyan East

Bookings via the [Business Connect website](#) are essential.

First Nations Tourism Mentoring Program

The Australian Government provides free mentoring for eligible First Nations tourism businesses through its First Nations Tourism Mentoring Program.

This program provides First Nations tourism businesses with access to free, flexible, tailored and one-on-one mentoring services from experienced tourism industry professionals.

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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