



The opening of
The Tablelands Way Experience

Around the Region with Capital Country Tourism

July 2009
Edition

As the peak regional tourism body for the region, we can assist you with the development of funding applications, sourcing suppliers, and providing advice to your business. We have a range of consultants that we regularly work with, who can also assist you. Located at the Goulburn Visitor Information Centre, we are central to the region and only too happy to assist you in developing your business.

Contact us on: Ph: 4823 4807 / Fax: 4822 2692
E: capitalcountrytourism@goulburn.nsw.gov.au

A note from the Executive Officer

As we pass the Winter halfway mark, we also farewell the 2008/09 financial year. 2009/10 will be a year of challenges and change for Capital Country Tourism, as we, like all of the other Regional Tourism Organisations around the state, embark on significant changes to our operations and strategic direction. The aim of these changes, is to become sustainable, with less financial reliance on the state government.

Moving forward, Capital Country Tourism has engaged the services of a consultant to develop a three year Strategic Plan, which will guide our direction to 2011-12. Through the development of the Plan, we will be working closely with industry and the Tourism Managers around the region to establish a workable plan which works in the best interests of all stakeholders.

Other significant activities that we are undertaking include regional photoshoots to enhance our image library, product and industry development workshops across the region and the redevelopment of www.visitcapitalcountry.com.au. We look forward to working with many of you on these initiatives.

The Jackson Report - Long Term Tourism Strategy

The Federal Government recently released the Jackson Report, a review of the Australian tourism industry with a clear focus on the challenges facing the industry in order to meet consumer demand and avoid a long-term decline in tourism.

Minister Ferguson said; "The Jackson Report, will be considered as a valuable contribution to the ongoing development of the National Long-Term Tourism Strategy, which will be finalised later this year."

"...the report canvasses a number of important supply side issues such as research, skills and workforce, investment, product development and innovation. The Tourism industry's contribution to the Australian economy is immense...the Government and industry need to focus on improving productive capacity and international competitiveness."

The Jackson Report is available at www.ret.gov.au

Industry Workshops & Event Funding

Attached with this edition of *Around the Region* is a survey we are conducting to establish the wants/needs of the industry for Product and Industry Development workshops.

We value your input into developing the workshop topics, as the workshops are for you - the industry. Thank you in advance for your feedback, and look forward to seeing you at one of the workshops soon.

There is only a matter of days before Expressions of Interest close for the 2010 Regional Flagship Events Program. The program is aimed at promoting events to attract visitors to NSW. For more information visit <http://corporate.tourism.nsw.gov.au/>

Board Nominations

The Capital Country Tourism Annual General Meeting will be held in Goulburn on Monday 12th October. Nominations for the Capital Country Tourism Board will be called for shortly, with 1 and 2 year term positions available. We encourage you to consider nominating for 'your' Regional Tourism Organisation.

2009 Canberra & Capital Region Tourism Awards

Nominations for the 2009 Canberra and Capital Region Tourism Awards are open until the 31st July. To nominate your business visit www.canberraturismawards.com.au and nominate via the online form. The annual Canberra and Capital Region Tourism Awards provide an opportunity to showcase the best of our region's tourism operators and promote, encourage and reward tourism excellence. The awards are open to all tourism businesses and suppliers to the tourism industry and serve to demonstrate the value of tourism to Canberra and the Capital Region. The winners are celebrated at the annual Gala Presentation Evening.

For all Awards related enquiries contact Kate Russell on 6205 0666 or kate.russell@act.gov.au, or visit the website.

Good News Stories

The village of Marulan is the proud owner of a new magazine - *Magazine 150*. With the first issue distributed in July, the magazine is the 'new' voice of the villages of Marulan, Penrose, Wingello, Tallong, Bungonia, Windellama, Brayton, Greenwich Park, Towrang and Big Hill. Congratulations to Frank Maly and the many contributors on this great initiative.

Poachers Way, individual wineries, Poachers Pantry, Country Guesthouse Schonegg and Australian Capital Tourism recently attended the Sydney Good Food & Wine Show to promote the region's food, wine and experiences. 25,000+ people attended the 3-day show, showing plenty of interest in visiting the region.



Celebrating our Food & Wine

Research Reports from the STCRC

The Sustainable Tourism Cooperative Research Centre (STCRC) has released a number of new reports which will be useful resources for industry:

- Understanding the Key Elements of Star Ratings in Accommodation
- The role of brand equity in helping to evaluate the contribution of major events

To access these reports visit www.crctourism.com.au/bookshop and download the PDFs for free.

Introduction of the 2009 Local Government Filming Protocol



On 22 March, 2009, The Hon. Virginia Judge MP, Minister Assisting the Premier on the Arts, announced a new Local Government Filming Protocol designed to reduce red tape, energise the state's film and television industry, and encourage more filmmakers to shoot their productions in New South Wales.

The Local Government Filming Protocol makes it easier for filmmakers to work on locations around the state by giving all Councils one set of rules for processing approvals.

The Government have also established a Code of Conduct for the screen industries, designed to ensure that filming is sensitive to community needs.

The protocol came into force March 30. If you would like more information on the Protocol please contact us.

Event Spotlight

If you are looking for something to warm you up, then immerse yourself with delicious food, fabulous wine, art and experiences during the Fireside Festival throughout August. For more information visit www.firesidefestival.com.au

NRMA Member Survey Brings Positive News

NRMA Travel's first ever comprehensive survey of 1,550 members has generated good news for the tourism industry and the economy, with 72% of respondents believing the next twelve months will be a good time to take a holiday.

Other key findings from the survey are:

- More than 70% of respondents would prefer to holiday in Australia.
- Support for the Australian economy is an important factor in the holiday destinations; with almost two-thirds of those choosing an Australian destination nominate this as an important consideration. Other factors impacting on the holiday destination decisions included: the total cost of a holiday, value for money as well as personal safety and security.
- 80% indicated the price of petrol is a factor influencing their decision to take fewer holidays and choosing holiday destinations closer to home.
- 71% of respondents believe Australia leads the world when it comes to holiday accommodation standards.
- 76% of respondents believe Australia has the best food and beverage service in the world.

Source: NRMA Travel

Funding Opportunities

If you are looking for project funding but don't know where to look, then look no further. Below are links that will help you in your search to identify appropriate funds:

Grant Finder - This tool can help you find Government Grants specific for employers, industry, environmental projects and indigenous businesses. www.business.gov.au/grants

Grantslink - Find Australian, state and territory Government Grants, as well as general and industry specific grants. www.grantslink.gov.au

AusIndustry - Find a list of Government Grants that support industry, research and innovation. www.ausindustry.gov.au

Indigenous Business Australia (IBA) - IBA provides support and funding for indigenous people looking to start or who are already running a business. www.iba.gov.au

Regional Arts Fund (RAF) - The RAF supports arts and cultural activities that have long term cultural, economic and social benefits, promote partnerships and cultural networks, and provide skills development opportunities. www.regionalartsnsw.com.au/grants/raf.html

Merino Country Dinner

The Upper Lachlan and Goulburn Mulwaree local government areas have been working on a food, wine and cultural initiative named *Merino Country*. The main objective of the project is to raise the profile of food, wine and cultural experiences across the two areas.

The partners involved in this collaborative project have produced a brochure, held their inaugural food and wine event and are now organising a *Merino Country Dinner*, which will be held on the 25th August.

The dinner will highlight local produce, including truffles. The third year apprentice chefs at the Illawarra TAFE Goulburn Campus will be designing and cooking the menu, with local hospitality students managing the front of house operations.

If you are interested in receiving an invitation to this event, please contact the Crookwell Visitors Centre on 4832 1988.

Changing of the Guard

We recently farewelled Marion Donaldson, the Executive Officer of the Capital Region Area Consultative Committee, as she moved onto new challenges. Marion played an integral role in the development of the region, and her enthusiasm and dedication to all things regional will be missed.

Following the resignation of David Douglas as the Tourism Manager for the Young Shire late last year, we would like to officially welcome Shannon O'Connor to the fold. Shannon brings with him a range of experience and a great attitude to regional tourism.

Congratulations and welcome Shannon!

Top 20 ranking in the National Visitor Survey

During the year ended 31 March 2009, there were 2.1 million domestic day visitors to Capital Country who spent a total of \$213 million in the region or 2% of total domestic day visitor expenditure in Australia.

Capital Country was ranked 19 in the top 20 regions across Australia for visitor expenditure, behind regions including the Capital Cities, Tropical North Queensland, Gold Coast, Mid North Coast and Geelong to name a few.

A fantastic result for the region!

Source: March 2009 Quarterly Results of the National Visitor Survey - Tourism Research Australia.