

Cooma Cottage, Yass

# Around the Region with Capital Country Tourism

Welcome to the first edition of our new look bi-monthly 5th edition of *Around the Region*. This edition brings with it great sadness as we come to grips with the tragedy that has unfolded in Victoria. Major fundraising activities are taking place throughout the region, and a big thank you to those of you that have been involved in the coordination of raising these much needed funds. Let's hope that the coming months are kinder to everyone.

## Strategic Planning

Following a successful Strategic Planning day in December, the Capital Country Tourism Board has commenced planning for the development of a three year Business Plan. This is the first of many processes being undertaken in order to become a sustainable Regional Tourism Organisation by 2011.

## Discover the Kings Highway

Following a successful application for ATDP funding by Braidwood & Villages Tourism, the Kings Highway to Discovery brand and website was launched in January.

The website encourages people to take time to reconnect, relax and enjoy the pleasures and experiences between Canberra and the Coast.

For more information visit [www.kingshwyto.discovery.com.au](http://www.kingshwyto.discovery.com.au)

## Road Condition Update

The Boorowa to Crookwell road is now sealed, and provides visitors to the region with yet another touring loop.

## Latest Research Reports from the STCRC

Reinventing 3 & 4 Star Accommodation in Regional Australia - Identification of innovative strategies to meet visitor needs

High Impact Activities in Parks: Best Management practice & future research

Yield Management through enhanced value creation: Examination of a regional tourism project.

Intelligent visual travel recommender systems model for e-tourism website

Cultural & Heritage Tourism - understanding the issues & success factors

To obtain copies of these and other reports visit [www.crctourism.com.au](http://www.crctourism.com.au)

## Poacher's Way Launch— Live Life Well

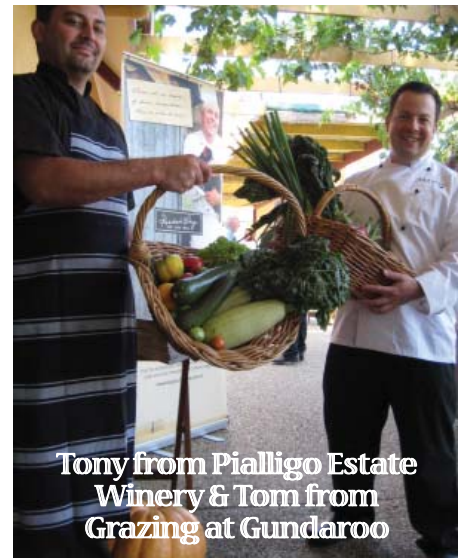
I had the pleasure of attending the Media Launch of the Poacher's Way last week at Pialligo Estate Winery.

The Poachers Way has grown from a vision to reality with the official launch of the brand that represents 25 experiences in Canberra and the Capital region. The launch was conducted by The Hon. Martin Ferguson AM, MP, Federal Minister for Resources, Energy and Tourism.

The brand brings together local businesses and like minded people who have come together to create a range of experiences for locals and visitors to enjoy.

Inspired by our regions richness, these local artists, chefs, winemakers and rural hosts each have a fascinating story to tell and a wonderful product to share.

Congratulations to Clint, Susan, Charlotte and the Poachers Way committee on the development of this fantastic tourism experience and for opening their lives and doors to share such a fantastic part of the region with others.



Tony from Pialligo Estate Winery & Tom from Grazing at Gundaroo

## Contact Us

We can assist with the development of funding applications, sourcing appropriate suppliers, and providing advice to your business. We have a range of consultants that we regularly work with, who can also assist your business. We are also a good sounding board if you want to throw some ideas around. Located at the Goulburn Visitor Information Centre, we are central to the region and only too happy to assist you and your business. Contact us on: Ph: 4823 4807 / Fx: 4822 2692 E: [capitalcountrytourism@goulburn.nsw.gov.au](mailto:capitalcountrytourism@goulburn.nsw.gov.au)



Lerida Estate, Federal Highway

# Around the Region with Capital Country Tourism

## Looking for Funding Opportunities?

Here are just a few funding opportunities that we have come across recently:

### Story Ideas Needed

We are often approached by film crews who are in the region for various reasons. Channel 9's Talk to the Animals have made contact as they commence filming for season 4. They are looking for animal/human interest stories, and particularly people who are passionate about their pets or animals.

If you know of anything or anyone in the region that may be of interest, please let us know.

### Visiting Journalists

We have been kept busy in recent months, with many media and group famils in the region. We have had visits from the Sunday Telegraph, the Sun Herald, Sunday Magazine and a number of freelancers to name a few.

If you have a new product, made some changes to your business or have something you would like to share, be sure to let us know so we can keep the right people informed.

### Projects Funded

Capital Country Tourism has awarded \$65,000 in funding for marketing projects in the region. Tourism Southern Highlands were successful in their application for \$50,000 to undertake a \$100,000 Autumn marketing campaign.

Poacher's Way were also successful in their application for \$15,000 to further enhance the marketing activities to coincide with the launch of the Poachers Way.

## Blue Metal Vineyard awarded a Silver!

Another one of the region's wineries has taken out another medal. This time it was Blue Metal Vineyard in Berrima for their 2008 Sauvignon Blanc. Blue Metal Vineyard won a Silver Medal and Best Sauvignon Blanc at the 2009 South Coast Wine Show with a score of 17.8.

At the same show, both the Pinot Gris 2008 and 'Lava One' Botrytis Sauvignon Blanc received bronze medals.

Visit the Cellar Door from Thur. to Mon. on Compton Park Rd, Berrima

**Small Chambers of Commerce Fund** – Grants between \$2000 & \$5000 to establish business chambers in communities with a max. population of 5000. Applicants are encouraged to discuss proposals with their local Department of State and Regional Development office. [www.business.nsw.gov.au/regionalcommunities](http://www.business.nsw.gov.au/regionalcommunities)

**Small Communities Awareness Fund** – Grants of up to \$5000 for communities with a population of 10,000 or less to help develop a website to promote local businesses and tourism. Applicants are encouraged to contact the Office of Rural Affairs for an application form. [www.business.nsw.gov.au/regionalcommunities](http://www.business.nsw.gov.au/regionalcommunities)

**Export Market Development Grants** – Businesses intending to apply for Export Market Development Grants should be aware of key changes including:

- an increase to the maximum grant by \$50,000 to \$200,000
  - lifting the maximum turnover limit from \$30 million to \$50 million
  - reducing the minimum expenditure threshold by \$5000, to \$10,000
  - allowing costs of patenting products overseas to be EMDG eligible
- [www.innovation.gov.au](http://www.innovation.gov.au)

### Vogue Reader Event

We are pleased to announce that *Vogue Entertaining + Travel* will be hosting a 'reader event' at Grazing Restaurant on Saturday 4th April.

A five-course lunch will be served by owner/chef Thomas Moore using his favourite produce and matched to wine from Capital Wines, located nearby at Murrumbateman.

There are limited spaces, so book early to avoid disappointment.

Time: 12.30pm

Venue: Grazing, The Royal Hotel, cnr Cork and Harp Sts, Gundaroo  
Bookings: (02) 6236 8777

Cost: \$80 per person for five courses including wine.

### Summer High!

Some of the regions VIC's experienced high visitation over the Summer holidays. With the economy in such a downturn, it is pleasing to see that visitation to the region is still strong.

VICs at Crookwell, Goulburn and Yass all saw increased visitor traffic.

### Learning Opportunities

#### Power Sponsorship

16 March, Parkes. P: 6332 2994  
(Host: Central NSW Tourism)

#### Event Managers Learning Exchange

17 March, Parkes. P: 6332 2994  
(Host: Central NSW Tourism)

#### Grant Writing

1 April, Goulburn. P: 6162 4400  
(Host: Capital Region ACC)

