

Dear Members and Industry contacts

### **Postcards TV feature on the Sapphire Coast**

Did you all sit down to Postcard TV's special feature on the Sapphire Coast on WIN TV over the weekend? If not, be sure to check out the feature at [http://www.postcardsaustralia.tv/destinations/item/sapphire\\_coast\\_new\\_south\\_wales](http://www.postcardsaustralia.tv/destinations/item/sapphire_coast_new_south_wales) (the video clip on the RHS).

Touted as the "hidden gem of southern NSW, the allure of the Sapphire Coast is its sparkling beaches and bays, renowned oysters and seafood, nature adventure experiences and famous award winning Bega Cheese." A fantastic exposé of our region from Bermagui to Merimbula and Eden along the coast, organised in conjunction by Sapphire Coast Tourism and Tourism NSW (TNSW).

A special thanks to those businesses involved in the feature - including Bermagui Fisherman's Wharf, Coastlife Adventures, Merimbula Air Services and Wheelers Seafood Restaurant.

Remember to register your business on TNSW Get Connected, so your business will be recognised by TNSW our state tourism partner, and be in the running for selection in joint promotional opportunities with TNSW in the future!

### **Tourism Australia's National Landscapes Marketing Activity 2009-2010**

For the latest from Tourism Australia, please see attached brochure on the National Landscapes Marketing Activity that was distributed to all visitors, international trade and media at the recent ATE (Australian Tourism Exchange) held in Adelaide – with a great hero image of Bittangabee Bay in Ben Boyd NP included!

This document explains the National Landscape's partnership between tourism and conservation (managed by Tourism Australia and Parks Australia), of which we are a part of Australia's Coastal Wilderness (ACW), a selected and highlighted iconic destination and region within Australia.

The 20pp pictorial brochure is easy to read and aims to introduce and update you to some of the ways Tourism Australia has been promoting the National Landscapes program. It explains the audience of the stakeholder groups (including consumers, media, trade and program partners) and Tourism Australia's promotional activity across a wide variety of mediums including website and digital marketing, consumer magazines and advertising, TV programming, and trade and media engagement.

Please take the time to read how Tourism Australia are working with us and on our behalf to promote Australia's Coastal Wilderness as part of the National Landscape's program to the Experience Seeker and the international market.

Kindest regards  
The SCT Team