

Dear Members and Industry Colleagues

Bermagui Fishermen's Co-operative Award Winners!



The Bermagui Fishermen's Co-operative was named Best Supplier (NSW) at the annual Sydney Fish Market Seafood Excellence Awards recently. The Co-operative has supplied product to the Sydney Fish Market for 65 years, and its truck proudly displays the Sydney Fish Market logo on the side. The Co-operative is able to supply product that is of the highest standard mainly due to the fact that they have their own truck and this ensures that product that lands at the co-operative is then sent straight to market. Congratulations to Berym Co-op for delivering some of the best seafood on the Sapphire Coast!

Volunteers required for upcoming Canberra Travel Show Oct 21-23, 2011

SCT has booked a stall at the upcoming Canberra Leisure & Travel Show that will be held at Exhibition Park in Canberra from Fri 21-Sun 23 October. This is a request to the industry to help man the regional stall and receive the additional exposure to promote your business and/or property and/or town. With a limited marketing budget, attendance by SCT at future travel shows in 2012 may not be continued – the result is dependent on the industry providing a strong support network to man the stalls at future travel shows. The show of interest for Canberra will provide a baseline for future decisions. Please register your interest and availability through to SCT at admin@sapphirecoast.com.au

Australia's Coastal Wilderness (ACW) update

An update on current ACW projects includes:

- The ACW brand toolkit is under development and when completed will be made available to you for implementation in your business. We hope to make this available later this year
- The stand alone ACW website (separate and in addition to the current ACW listing on the Australia.com National Landscapes portal) is also under development and should be online in the coming months. Take the time now to register your tourism business with Tourism NSW and Get Connected so that your property will be directly linked to this new website once completed



All ACW collateral is now available to review and download from the SCT website, under the Contact Us/Members Section http://www.sapphirecoast.com.au/contact_membership_information.php including

- Experiences Development Strategy
- ACW Fact sheet (quick snapshot of ACW)
- ACW Conservation Fact sheet (newly released)
- Direct link to the National Landscapes consumer eletter – or register to receive directly
- Direct link to the trade Media eletters
- National Landscapes Marketing Update May 2011
- National Landscapes Annual Outcomes 2011 (reflects on the tourism, economic, environmental social and cultural outcomes of the National Landscapes program to date. It also outlines the future direction of this long term tourism and conservation partnership program)
- National Landscapes Profiles & Itineraries (profiles of XX landscapes and an itinerary)



Upcoming ACW marketing communications include:

- Monthly ACW articles in the National Landscapes eletter
- Monthly articles in the trade media eletter, distributed to national and international media outlets
- Down under travel bulletin – ACW feature in December
- Australia.com Facebook - Social Media Month for ACW in October (leading up to Whale Festival)
- Aussie specialist module – when released
- National Landscapes DVD on whole program to be developed and made available

Get Connected!

Get Connected is Tourism NSW's online membership program, open to all tourism operators within NSW for FREE. It's an ideal way to showcase your product to more than 300,000 potential customers each month (domestic and international) through the www.visit.nsw.com, www.Sydney.com and www.australia.com.

Another good reason to register with Get Connected is that it will mean you can tap into the marketing and promotion campaigns that TNSW undertake – such as the School Holiday online campaigns and PR activities. Additionally you will receive extra promotion as part of the 'There's Nothing Like' campaign that's had huge success locally and internationally. You can also participate in syndication of content into NPWS campaign sites such as www.wideaboutwhales.com.au.

Once the ACW standalone website is up and running (currently under development, to be launched later this year), registered Get Connected businesses will also receive prime referrals directly from the ACW website. This will be marketed locally, regionally, nationally and internationally.

If you are a business that is part of the tourism industry and an Accommodation, Attraction, Event, Hire, Tour or Restaurant business then you should be part of this FREE program. Cat Balou and Merimbula Marina received a FREE business plug in the SMH last weekend because their businesses are registered!

Unfortunately the Sapphire Coast as a region has an extremely poor uptake of this program with only 130 businesses registered across in total. Broken down into areas = only 21 businesses registered from Eden; 65 from Merimbula; 9 from Pambula; 7 from Tathra; 10 from Bega and 18 from Bermagui. It's your businesses loss not to be part of this program.

To take advantage of the FREE OF CHARGE program, simply register on Get Connected via http://corporate.tourism.nsw.gov.au/Get_Connected_p582.aspx today and enter your product information. Your details will then be listed on both the Australian and State Tourism Data Warehouses which are central databases that supply product information to these and other websites, and have access to free marketing and publicity for your business!

Kindest regards
The SCT Team