

Dear Members & Industry Contacts

Applications open for Regional Flagship Events

Event organisers in regional NSW are encouraged to apply for funding through the *2012 Regional Flagship Events Program*. Tourism NSW is offering funds for marketing support to events that have the potential to draw more visitors to regional NSW and provide a boost to regional economies. The funding goes towards marketing and promotion of events with amounts of \$10,000 for one year and \$20,000 per year for three consecutive years available through the program.

Since the *Regional Flagship Events Program* began more than \$4.8 million has been provided to support 213 separate events in regional NSW. Tourism NSW has developed a fact sheet (available on their website) with handy hints for events organisers including tips on developing and growing events. Round one closes on Monday 25 July. More information and the application form are available on the Tourism NSW website www.corporate.tourism.nsw.gov.au/RegionalFlagshipEvents_p703.aspx

Applications open for Regional Arts Fund (NSW)

The Regional Arts Fund is an Australian Government initiative supporting the arts in regional and remote Australia by providing funding for artform (including cross-artform) projects, multi-media projects and, in exceptional circumstances, festivals. It is designed to support arts and cultural activities that are sustainable, have long term cultural, economic and social benefits, develop partnerships and cultural networks, provide skills development opportunities and contribute to the wellbeing of individuals and communities.

To support the objectives of the Regional Arts Fund, funds are available in three categories: New Initiatives, Partnerships and Residencies and Mentorships. In NSW there is only one grant round per year with applications closing Friday 12 August. More information and guidelines are available www.regionalartsnsw.com.au/grants/raf.html

Participate in the 'Wild about Whales' campaign

NSW National Parks and Wildlife Service (NPWS) is running the Wild about Whales campaign again this year. The campaign encourages people to go whale watching in the winter whale migration season. Wild about Whales includes PR, print, radio, outdoor advertising and online activities. It also provides an opportunity to promote other nature-based experiences that people can see and do in NSW coastal national parks during the colder winter months. A key platform of the campaign is the website, a one-stop-shop for information about whales and whale watching in NSW. People are also encouraged to share their whale experiences and sightings through Facebook (www.facebook.com/WildAboutWhales) and Twitter (@WildAboutWhales) by using the #whaleon hashtag.

Industry partners and tourism operators are invited to link to the website, to 'like' *Wild about Whales* on Facebook, to tweet any whale sightings and help spread the word about this campaign. For further information on the campaign, or if you'd like to discuss ways to get involved, please contact Wendy Xia from NPWS on wildaboutwhales@environment.nsw.gov.au



Reminder for FREE business seminar in Merimbula this Wed 29 June

The Merimbula Chamber of Commerce will be holding the first in a series of business seminars tomorrow night. The speaker will be from Fair Trading NSW and will be talking about changes to the Trade Practices Act which affect every retailer and business. Topics covered include:

- Changes to Australian Consumer Law that commenced 01/01/2011
- A single set of provisions about unfair practices and fair trading, including amendments and additions which reflect existing provisions in State and Territory consumer laws
- A new national regime for unsolicited consumer agreements, which replace existing State and Territory laws on door-to-door sales and other direct marketing
- Simple, national rules for lay-by agreements
- How to avoid business scams

Only 40 places are available so get in while you can. Free to Chamber, Business Forum, Small Business Club and SCT members, \$25 p/p for non-members.

Venue: Dolphin Room, Club Sapphire Merimbula

Date: Wed 29 June

Time: 6.00pm start

RSVP: Nigel Ayling, President Merimbula Chamber of Commerce, nigel@solutions4.biz

Win a FREE all expenses paid holiday with 'No Leave No Life' applications close 29 June

Tourism Australia's competition to be part of the next series of the 'No Leave No Life' television campaign closes this Wednesday. Nominate yourself or a friend for an all expenses FREE Australian holiday and get to be on national TV at the same time!

So get your nomination or for someone you know who deserves an all expenses paid Australian Holiday in today! www.noleavenolife.com

Sydney Melbourne Touring Workshops – expressions of interest sought

Sydney Melbourne Touring is working on the 2011/12 program and the committee is currently finalising the program before the new prospectus is produced for industry buy in. Expressions of interest are being sought for regions that would be interested to learn more about the Sydney Melbourne Touring program and what details are required by a business to deal in the international trade market.

Would you like to promote your business and product to our international market and take advantage of the Sydney Melbourne Coastal Drive touring route that is promoted overseas at travel and trade shows? Depending on numbers a workshop may be held in the Sapphire Coast or possibly held in conjunction with Eurobodalla. Topics such as the SMT program, SMT structure, getting the most out of SMT, SMT website benefits, getting inbound ready, details on international commission structures and the new TXA booking functionality on the SMT website will be addressed.

Please register your interest directly with Samantha Clarke at sclarke@sapphirecoast.com.au

Kindest regards
The SCT Team