

Dear Members & Industry Contacts

Help promote local events – product wanted for Mountain bike event prizes

Building on the success of the Tathra Enduro Mountain bike event held in March, the Wilderness Coast Bike Club is planning a Winter Warmer Mountain Biking series over the cooler months to further promote mountain biking in the region. 2 races are planned – the Frosty Feet 3hr race in July and the Frosty Fingers event in September. The Wilderness Coast Bike Club have linked in with CORC a huge Canberra based MTB Club for the first event in July – which is fantastic exposure for the whole of the Sapphire Coast as the club regularly has 120+ competitors for their events.

Donations or reduced prices of products and services are wanted to offer some prizes with local Sapphire Coast flavour. Local product (oysters, wine, pickles, cheese etc.) and tourism product (accommodation, tours, attractions) would be greatly appreciated. In return, your business would be promoted as sponsors/supporters with logos on websites etc. in events promotions and into Canberra. If you are interested in supporting these events please contact Stacey George directly on sgeorge@irpr.com.au

Sapphire Coast packaging with the Snowies – would you like to be involved?

Further to discussions at the recent Industry Forum, SCT and SCRTO have been investigating options to developing products and packages with the Snowy Mountains. Nowhere else can you travel to the mountains and the coast in a few hours and there's some real opportunities to develop some unique packages to cross promote each others regions.

SCT have been in touch with the Snowies RTO and are pleased to advise that there is some interest with Lake Crackenback and Andrea's White House B&B as a starting point. SCT are now looking for interested Sapphire Coast operators who would also be interested in developing packages with our Snowies neighbours that all of us can promote to enter a different market. There is a genuine interest to develop and offer packages to inspire shoulder season travel, at this stage around Spring – Sept/Oct as a lead in. To begin with, max. 5 business would be involved in this initial discussions. Please forward your interest in writing to Samantha Clarke at sclarke@sapphirecoast.com.au ASAP. Direct communications with all parties will follow shortly.

Next Open Industry Forum planned for 20 June

Further to the success and response of attendees at the recent open Tourism Industry Forum, the next open meeting will be held on Monday 20 June from 7-9pm at Club Sapphire Merimbula.

Special guests at this meeting will be Tourism Research Australia and Tourism NSW colleagues to present the report findings and insights from the Sapphire Coast Destination Visitor Survey that took place from Jan-March earlier this year. Come along and hear where are visitors are coming from, what our visitors think about us as a region over the busy summer period, what they expect from us and what they would like to see developed in the future.



2.

South Coast Awards 2011

Would you like to be involved in the South Coast Awards for 2011 and have your business and product recognised for excellence in the tourism industry? The South Coast Tourism Awards are an opportunity for tourism operators to take a closer look at their business, achieve recognition for their achievements and promote their business. Winners will increase their brand awareness and generate marketing opportunities which will lead to sales and increased revenue. You will also gain exposure to influential and valuable networks, which can open up new business opportunities.

This year the South Coast Tourism Awards have been restructured and offer alternate categories that allow businesses to enter the Awards only at South Coast level, thus the category is a less onerous one on the applicant. This restructure provides 2 options:

1. Enter the standard (and more challenging) awards that provide automatic entry to the NSW State Awards should you be successful. There are 27 different categories in this section - from tourist attractions to events, adventure tourism, accommodation and excellence in sustainable tourism.
2. Enter the new South Coast category that provides industry recognition within the South Coast. This option does not provide automatic entry to the NSW State Awards. 5 categories are available in this section – registered clubs, outstanding contribution to South Coast tourism by an individual, South Coast customer service award, South Coast champion award & South Coast business advance award.

Entrants must submit their site inspection/entry form before 5pm Friday 10 June. Submissions are due 24 June. SCT is supporting the awards for industry development and as such, participants will receive a discount on their application fee. Take the plunge to develop your business and enter the awards for Sapphire Coast industry excellence recognition! For further details www.awards.southcoast.net.au

Industry & Investment NSW Microbiz week – win \$12,000 in prizes!

I&I NSW our state industry partners are hosting Microbiz Week from 30 May - 3 June 2011. I&I NSW are running a competition during this week offering business owners the chance to win \$12,000 in prizes. For your chance to win a Business Branding Makeover, I&I NSW want to hear what challenges you have faced in your business and how an 'obstacle' can be made into an 'opportunity.' Fill out the online entry form at www.smallbiz.nsw.gov.au/microbizweek

Looking for a new Accountant?

Every business needs an accountant, but many people in business don't get the best value out of their accountant. How do you choose an accountant? How do accountants work? How can you get your work done quicker and for less costs? How do you get useful advice from your accountant? These and other questions are answered in an information pack put together by No Fuss Tax and Book-keeping. For further information, please call Steve at No Fuss Tax and Book-keeping, toll-free on 1300 740 828, or e-mail info@nofussaccounting.com.au

Kindest regards
The SCT Team