

Dear Members and Industry Colleagues

Congratulations to our South Coast Tourism Award Winners!

The Sapphire Coast can boast it has two of the best tourism operators in the whole South Coast region (south of Sydney). Pambula's Soul Quest Travel took out the top honour in the Tour and Transport Operators category, and Tathra Beach House Apartments won the Deluxe Accommodation category. Both of these businesses are now automatic finalists in the NSW state awards. Two wins from the five final nominations is exceptional. Congratulations also goes to Sapphire Waters Motor Inn for their commendation certificate and to GottaGetaway and Kianinny Resort for their finalist achievements.

Your listing on Destination NSW (DNSW) web site

Further to an article in last month's newsletter, Destination NSW would like to inform members of its website program, *Get Connected*. DNSW are currently changing the way they display members' listings on the websites sydney.com and visitnsw.com and the links to ACW website once its up and running from September onwards. **No image = no listing.** Operators whose listings do not include an image will not be visible on the websites. Listings will automatically drop-off when the new system is implemented in September. These changes are part of an upgrade to operators' listings which also includes the ability for operators to upload up to nine images that will be displayed in an image gallery. Visitors to the site will also be able to see larger size images of tourism operators. DNSW has also expanded its database to include links to NSW operator's *Facebook* and *Twitter* pages as well as videos on *You Tube*. These features will be visible on the websites over the coming months. For any inquiries please contact getconnected@tourism.nsw.gov.au or update your product listing to **include images**.

Like SCT on Facebook

The Sapphire Coast Tourism Facebook page is up and running in the social media space to promote the whole of the Sapphire Coast region. 'Like' us, share whats happening in your town and with your business and comment on other posts across our network who follow what's going on through the Sapphire Coast. <http://www.facebook.com/sapphirecoasttourism#!/>

Register to be included in an SCT iPhone application

Would you be interested in having your business involved in a Sapphire Coast region iPhone app? General listings will be available as well as premium listings for businesses who want to stand out from the crowd for a small cost of somewhere between \$75-\$100. SCT is still investigating possibilities and options. To register your interest in being involved and or to be eligible for a premium listing please email admin@sapphirecoast.com.au

Recent National SCT organised media famils

Last week SCT had the Sunday Telegraph discovering all the delights and experiences of Bermagui for a quick 1 night visit. A big thanks to those businesses who supported SCT in making this famil a huge success. The freelance journalist had never been this far south before and loved what we have to offer, and is keen to return next year for an extended week long discovery tour.



This week SCT also have another freelance journalist in from Sydney who among other things has been commissioned to write a story for Sydney Morning Herald (SMH). He will be here from 31/08-03/09 travelling from Tathra-Merimbula-Pambula & Eden. Again, a big thank you to all of those businesses approached by SCT to help make the visit a memorable one full of great experiences across the region. Additional media families are in development for October – watch this space.

Important Caravan News

From the end of August all Australian caravan parks listed on the Australian Tourism Data Warehouse database (via DNSW GetConnected program) will also be downloaded to the Find A Park App (Version 1.3), which will more than double the current listings. With the release of the first major free upgrade since the launch of Find A Park, all the intended design features are now available to users. Loading speed issues and bugs in some search functions have been addressed so that users have a great experience with the App. Those caravan parks that have subscribed to Find A Park will display park photos, contact details, rates, phone and email connections right from the App, full descriptions, hot deals and more... to our thousands of App users.

Another big reason to REGISTER YOUR PRODUCT WITH DNSW GETCONNECTED PROGRAM!

Play & Stay Packages

More packages are required for the SCT website and the current lot are about to expire. SCT can promote your value deals and holiday packages on our website and also in our regional advertising and promotions. Have you got special holiday deals or packages that SCT can use in its promotions and online marketing? Be sure to email them through to us at admin@sapphirecoast.com.au. Please note: product must be commissionable to SCT.

RSA (Responsible Serving of Alcohol) course

BASC the B&B Association of the South Coast, is trying to organise with TAFE an RSA course specifically geared towards operators of guesthouses, B&B's, and small operations (not pubs & clubs). Regulations are changing and getting stricter, and anyone serving even complimentary wine or port in their rooms, needs to be covered and have completed a recent RSA course.

BASC need a minimum of 10 people for the course to proceed and are looking at holding it sometime at the beginning of October. If anyone is interested or has any queries, for more details, please contact Hallie at stay@fernmark.com.au.

Spring has now sprung! Enjoy the warmer weather and slightly quieter days while they last. The school holidays and busy streets are not too far away – remember to have happy faces to warmly greet our visitors and we hope you all experience a great spring season.

Kindest regards
The SCT Team