



DESTINATION NSW

Agency Information Guide

The Destination NSW Agency Information Guide details who we are, what we do and how members of the public, community organisations, the media and government agencies can interact with us.

Destination NSW provides this agency information guide and other information on our website as “open access information”.

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Last Reviewed – December 2023

1. About us

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and Regional NSW.

Destination NSW commenced operations on 1 July 2011 and was established pursuant to the Destination NSW Act 2011 in June 2011.

Destination NSW is charged with achieving economic and social benefits for the people of NSW through the development of tourism and the securing of major events and business events. Although Destination NSW is funded by the New South Wales Government it has been established with the intent to act commercially.

Destination NSW brought together Events New South Wales Pty Limited, Tourism NSW and Homebush Motor Racing Authority in 2011.

Destination NSW is part of the Department of Creative Industries, Tourism, Hospitality and Sport cluster. Destination NSW is a separate body corporate. Access to the Department of Creative Industries, Tourism, Hospitality and Sport's Agency Information Guide is available at <https://www.nsw.gov.au/departments-and-agencies/dciths/policies-plans-and-procedures-of-creative-industries-tourism-hospitality-and-sport/access-to-information/agency-information-guide>

Our Vision

For NSW to be the premier visitor economy in the Asia Pacific by 2030.

Our Mission

To deliver economic and social benefits to the people of NSW by growing the visitor economy.

Our Strategic Pillars

1. Road to recovery
2. Build the brand
3. Showcase our strengths

4. Invest in world-class events
5. Facilitate growth

Corporate Information

Corporate Name: Destination NSW
 Business Name: Destination NSW
 Registered Office: 161 Kite Street, Orange, NSW, 2800
 ABN: 52 890 768 976

Principal Location

Level 2, 88 Cumberland Street, The Rocks, NSW, 2000

International Locations

Region / Country	Address
New Zealand	Part Level 1, 20 Beaumont Street Auckland 1010 NEW ZEALAND
North America	2029 Century Park East Suite 3150 Los Angeles, CA 90067 USA
United Kingdom	Level 6, Australia Centre Strand London WC2B 4LG UNITED KINGDOM
Germany	Neue Mainzer Strasse Destination NSW 22 D 60311 Frankfurt GERMANY
Japan	Destination NSW 12F Sanno Park Tower 2-11-1 Nagata-cho, Chiyoda-ku, Tokyo 100-6112 JAPAN
North Asia – China and Hong Kong	New South Wales - Government Business Office Room 4303, Level 43/F, CITIC Square, 1168 Nanjing Road West Shanghai 200040 P. R. CHINA Unit 1486, Level 14, China World Office 1, 1 Jianguomenwai Avenue, Chaoyang District, Beijing, P. R. CHINA

Destination NSW Agency Information Guide

	<p>Unit 1729 Level 17 Raffles City Tower 2. No 3 Section 4, South Renmin Road, Wuhou District, Chengdu, 610041 P. R. CHINA</p> <p>Unit A2, Level 10/F, Development Centre 3 Linjiang Dadao, Pearl River New Town, Guangzhou, 510623 P. R. CHINA</p> <p>Room 2405 24/F Harbour Centre 25 Harbour Road Wanchai HONG KONG</p>
Korea	<p>Rm #1105, Dong-A BD 117, Namdaemun-ro, Jung-gu, Seoul, SOUTH KOREA</p>
South Asia – Singapore	<p>#08-01A United Square 101 Thomson Rd, Singapore 307591 SINGAPORE</p>
India	<p>Office # 67, Sixth Floor, 3 North Avenue (Building 3), Maker Maxity, Bandra Kurla Complex, Bandra (East), Mumbai – 400051, INDIA</p>

2. Our services

Destination NSW partners with all levels of Government as well as business, the community and the tourism and events industry.

Destination NSW has principal and general functions which are defined in the Destination NSW Act 2011. The principal and general functions are as follows:

- Principal function - achieve economic and social benefits for the people of New South Wales through the development of tourism and the securing of major events
- General functions:
 - to market and promote New South Wales as a tourist destination and as a destination for the hosting of major events
 - to promote travel to and within New South Wales
 - to identify, attract and procure major events for New South Wales
 - to promote major events
 - to develop tourism ventures
 - to implement strategic plans, as approved by the Minister from time to time, relating to the development of tourism and the procurement of major events,
 - to prepare, at least three (3) months before the beginning of each financial year of Destination NSW, a corporate and business plan for the financial year for approval by the Minister
 - to prepare, on such occasions as the Destination NSW Board requires, an operational plan for approval by the Destination NSW Board
 - to construct, establish, maintain and operate tourist facilities
 - to establish, maintain and conduct enterprises relating to tourism
 - to provide travel and information services relating to tourism
 - to market travel and related services
 - to carry out (or arrange for the carrying out) of research in relation to tourism and major events
 - other functions as are conferred or imposed.

Structure

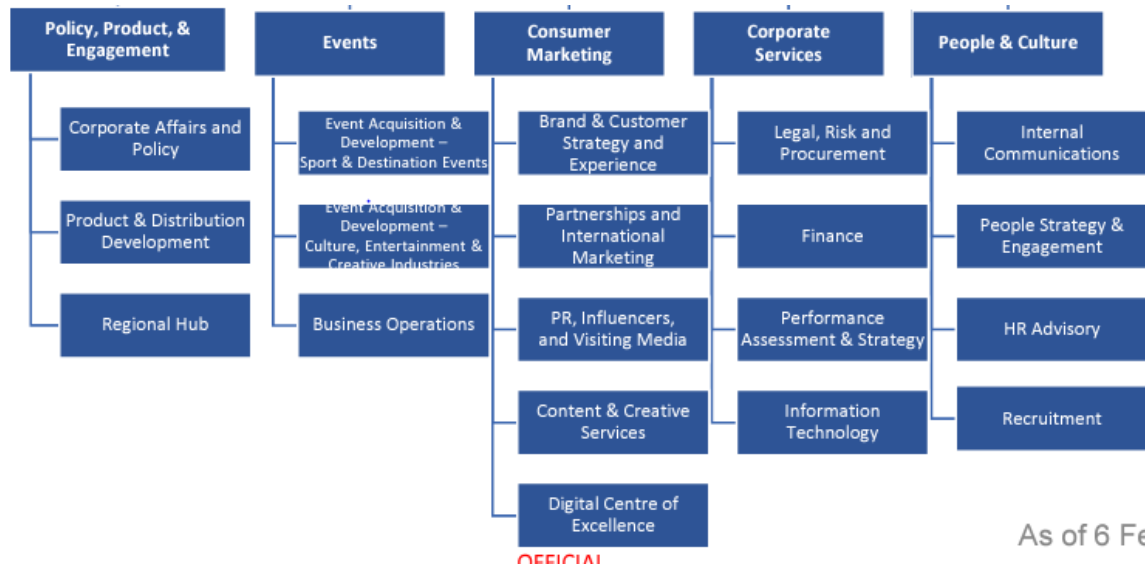
Destination NSW is led by the Chief Executive Officer Steve Cox. Steve's profile is available on the Destination NSW website [here](#).

The objectives and roles of each core area of activity are outlined in [our structure](#).

Destination NSW has the following divisions:

1. Consumer Marketing
2. Corporate Services/Finance
3. Product, Policy and Engagement
4. Events
5. People and Culture

Divisional Org Chat



Events Objectives and Roles:

- Identify, attract and nurture events which provide significant economic, marketing and/or community benefits to Sydney and NSW
- Promote and develop a NSW Events Calendar of cultural, sporting, lifestyle, entertainment, regional and business events which bring year-round benefits
- Leverage off these events to maximise the overall economic, marketing and community benefits
- Endorse a strong regional focus to ensure economic, marketing and community benefits are shared throughout NSW
- Encourage investment, infrastructure development and other activities so Sydney and NSW can continue to be a leading host of major global events
- Work co-operatively with the Government and the private sector to achieve the above

Events has developed an event checklist that reflects our strategic objectives and forms the basis of Destination NSW – Events consideration for potential support of events. The [event checklist is available on our website](#).

Tourism Objectives and Roles:

Tourism promotes and supports the development of sustainable tourist destinations and experiences. This is done by:

- Marketing NSW destinations and holiday experiences to domestic and international markets
- Working with and providing advice to industry, other Government agencies and key stakeholders about the development of sustainable destinations
- Developing private and public sector partnerships to grow and manage tourism

- Working closely with industry and precincts on the promotion and development of Sydney and Regional NSW as compelling tourism destination's both domestically and internationally
- Working closely with regional products and destinations throughout NSW on tourism promotion and development activities, including partnership marketing campaigns and working with Regional Tourism Organisations on annual funding programs
- Assistance with Destination Networks
- Regional NSW Conferencing unit
- Developing and managing the global consumer leisure marketing strategy for Sydney and NSW. This includes advertising, destination PR, digital marketing, brand marketing and content services.

Consent Authority Objectives and Roles:

Destination NSW's divisional responsibilities include the functions formerly carried out by Tourism NSW, Events NSW and the Homebush Motor Racing Authority.

Board of Management

Destination NSW is governed by an independent Chair and a Board of Management.

The Board has an independent Chair and includes the Chief Executive Officer of Destination NSW; and industry representatives with relevant skills and experience in tourism and events.

The responsible Minister can appoint the Board of Management and remove members.

The CEO manages and controls the agency's affairs as directed in accordance with the Board's approval, policies and directives.

The Minister directs Destination NSW in accordance with the *Destination NSW Act 2011* and the NSW Government is represented on the Board by the Cluster Secretary.

Board member details can be viewed on our [website](#).

3. Publications

Destination NSW holds a range of information, including:

Category	Documents	Web address
News and Media	Documents: Destination NSW media releases, 'Insights' newsletters, speeches and presentations, media kits, image and video library and media visits.	www.destinationnsw.com.au/news-and-media

About Us	Documents: Our strategy, structure, Minister, Board, recent success, websites and annual reports. This also includes the Visitor Economy Taskforce Report, Visitor Economy Strategy 2030, Statewide Destination Management Plan, NSW Food & Wine Tourism Strategy & Action Plan 2018 – 2022, Aboriginal Tourism Action Plan, NSW Regional Conferencing Strategy & Action Plan, Disability Inclusion Action Plan and Western Sydney Visitor Economy Strategy, Public Interest Disclosure Policy	www.destinationnsw.com.au/about-us
Industry Information	Documents: Economic value, networks, contacts and associations, industry events, feedback, careers and awards.	www.destinationnsw.com.au/our-industry
Tourism	Documents: Research and reports, marketing, facts and figures (NSW State/Sydney/Regional tourism statistics, local government area visitor profiles, Destination Networks, international market information), industry opportunities, business development resources and image library.	www.destinationnsw.com.au/tourism/facts-and-figures
Events	Documents: Marketing events, product updates, NSW Event Calendar, Business Events Sydney and Support for Events including grants.	www.destinationnsw.com.au/events
Policy documents	Website Privacy Policy Terms of Use Statement of Business Ethics Disclaimer	www.destinationnsw.com.au/privacy-policy www.destinationnsw.com.au/terms-of-use www.destinationnsw.com.au/statement-of-business-ethics www.destinationnsw.com.au/disclaimer
Parliamentary documents	For up to date documents or discussions on Destination NSW, we request you to consult the NSW Parliament Hansard which is available at www.parliament.nsw.gov.au/hansard/Pages/home.aspx or the NSW Parliament website .	

The above can be provided free of charge. Please make a submission via info@dnsw.com.au.

We are governed by the various legislation below that set out our statutory functions and obligations.

Relevant Law
Destination NSW Act 2011
Major Events Act 2009
Government Information (Public Access) Act 2009 (GIPA Act)

All Acts and Regulation are available free of charge on the [NSW Legislation website](#).

4. How to access information

The *Government Information (Public Access) Act 2009* (GIPA Act) provides the public with a right to access government information.

There are four pathways open to you to access government information under the GIPA Act.

Proactive Release of Information

Media releases are distributed each week however research data is usually based on the cycle where NVS/IVS data is released.

Information proactively released by us can be accessed on our website (<https://www.destinationnsw.com.au/contact-us/information-requests/proactive-release>). Destination NSW delegation instruments are also proactively released, including for: UCI World Road Championships, FIFA Women's World Cup and Visitor Economy data.

Mandatory Open Access Information

Following is a link to Destination NSW's Mandatory Open Access Information - <https://www.destinationnsw.com.au/contact-us/information-requests/open-access-information>

It outlines our agency information guide, policy documents, disclosure log, contract register, documents tabled in Parliament, advertising compliance certificates and property disposal list.

Destination NSW provides this agency information guide, the publications above and other information on our website as "open access information". We also proactively release additional information, which may be of interest to you. This information can be downloaded free of charge from our website or where information is in hard copy format you can request a copy by telephoning 02 9931 1111 free of charge or by email at info@dnsw.com.au. Additional information is released on [destinationnsw.com.au](https://www.destinationnsw.com.au) via media releases and the above categories. Commercial in confidence information, personal information and cabinet information is not available.

If you require additional information you may make an informal request.

Make an informal request

To make an informal request for information, or to lodge an access application, contact our Right to Information Officer on 02 9931 1111 or in writing to Level 2, 88 Cumberland Street, The Rocks, NSW, 2000.

Make a formal access application

As a last resort you may need to make a formal access application to request access to specific information in which costs are applicable as per the *Government Information (Public Access) Act 2009*.

To make a formal application, please follow the steps located on our website at www.destinationnsw.com.au/contact-us/information-requests.

Charges

For formal applications, an application fee of \$30.00 is payable and processing fees of \$30.00 per hour may be applicable. Discounts may apply as per the *Government Information (Public Access) Act 2009*. Only formal applications attract processing fees.

Fees also apply for an internal review which is available to applicants. An application fee of \$40.00 is payable.

Destination NSW can only accept money order or cheque as payment. Credit card facilities or bank transfer is not available.

5. Our contact details

Destination NSW

Level 2, 88 Cumberland Street

The Rocks NSW 2000

Email: info@dnsw.com.au

Websites: www.destinationnsw.com.au www.sydney.com www.visitnsw.com

Telephone: (02) 9931 1111 between 9.00am to 5.00pm, Monday to Friday (excluding public holidays)

If you wish to provide comments on our policies and the exercise of our functions, please do not hesitate to send such comments to the above address.

6. How Destination NSW engages with the public

Engagement in Destination NSW's functions

Destination NSW invites submissions and feedback from the public, stakeholders, community organisations and government agencies on the exercise of its functions at any time. Please submit via email - info@dnsw.com.au.

Destination NSW may release policies which invite submissions. Policies are released on www.nsw.gov.au or www.destinationnsw.com.au.

Stakeholder engagement and feedback

Destination NSW consults with stakeholders for the purpose of obtaining industry insights and with the aim of improving our services. This includes ongoing engagement with the seven Destination Networks established by the NSW Government in 2016 to improve regional stakeholder engagement and better support the visitor economy of regional NSW.

Destination Networks coordinate destination management and work closely with local government, tourism organisations and operators. They are also responsible for implementing their region's Destination Management Plan. More information is available here: <https://www.destinationnsw.com.au/our-industry/destination-networks>

Destination NSW also has a [list of contacts](#) for local associations, Destination Networks and industry networks for stakeholders.

Additionally, Destination NSW invites stakeholders to take advantage of assistance, as outlined on our website - <https://www.destinationnsw.com.au/tourism/industry-opportunities>. Find out how to access free of charge business resources, listings on our websites, product showcases, publicity opportunities and industry research. It also provides details about how to participate in a range of opportunities such as partner marketing campaigns, visitor publications and event marketing as well as media and travel buyer familiarisation tours.

Destination NSW offers a range of opportunities to assist industry in reaching consumers and trade in key markets in NSW, Australia and overseas. Find out how you can work with us to grow the NSW visitor economy (<https://www.destinationnsw.com.au/contact-us>) Regardless of the size of your business or budget, Destination NSW can help you promote your product, service or event.

NSW First Program

Destination NSW delivers the NSW First program to assist tourism businesses around the State to develop, promote and sell their tourism products.

It includes face to face workshops and online webcasts that offer 'how-to' insights on a range of topics for the tourism industry, with events to be added to the calendar throughout the year.

For more information, please visit the [NSW First Program web page](#).

Decision Making

Destination NSW provides information on how it makes decisions.

For events - Destination NSW has developed an event checklist that reflects our strategic objectives and forms the basis of Destination NSW – Events consideration for potential support of events. [Event assessment criteria is available on our website.](#)

For goods and services – For procurement where more than one quote is required, Destination NSW issues request for quotations and request for tenders which outline the selection criteria in which proposals will be assessed.

For regional grants – terms and conditions which apply to regional grant funding are detailed on our [Regional Tourism Fund page](#) and our [Regional Event Fund page](#).

The outcomes of our decisions and the impact of Destination NSW is detailed in Destination NSW's annual reports. Destination NSW's annual reports are available at www.destinationnsw.com.au/about-us/annual-reports. The impact is economic and social benefits for the people of NSW and the visitor economy.

7. Digital and Social Media

Destination NSW has a range of visitor and industry focused websites and social media communities containing:

Destination NSW	www.destinationnsw.com.au
Sydney.com	www.sydney.com
Visitnsw.com	www.visitnsw.com
Vivid Sydney	www.vividsydney.com
Meet in Regional NSW	www.meetinnsw.com.au

More information on Destination NSW's websites and social media is available at <https://www.destinationnsw.com.au/about-us/our-websites>

8. Feedback and Questions

Destination NSW invites submissions on the exercise of its functions at any time. Please submit via email - info@dnsw.com.au.

If you require additional information or wish to lodge an access application, please contact our Right to Information Officer at:

Email: info@dnsw.com.au

Address: Destination NSW, Level 2, 88 Cumberland Street, Sydney, NSW, 2000

Phone: (02) 9931 1111

9. The public's rights, agency responsibilities, and the role of the Information Commissioner under the *Government Information (Public Access) Act 2009*

The GIPA Act requires NSW government agencies to make certain types of government information publicly available, unless there is an overriding public interest against disclosure. Under the GIPA Act:

- You have certain rights to information that are designed to meet community expectations of more open and transparent government
- Destination NSW is obligated to proactively release government information unless there is an overriding public interest against public disclosure of the information.

Refer to [section 4](#) of this guide for more information on how you can access government information held by us.

You can find out more about your right to information and new ways to access NSW Government information on the Information and Privacy Commission (IPC) website at www.ipc.nsw.gov.au.

The Role of the Information Commissioner

The Information Commissioner is appointed as an independent office holder under section 4 of the Government Information (Information Commissioner) Act 2009 (NSW) (GIIC Act), and is also the Chief Executive Officer of the IPC. The Information Commissioner is appointed by the Governor of New South Wales and reports directly to the Parliament with oversight by the Joint Parliamentary Committee. This is reported in publicly available documents including the IPC's annual report.

More details about the Information Commissioner is available at www.ipc.nsw.gov.au/about-us/our-commissioners.

For more information please visit contact the Office of the Information Commissioner on:

Email | ipcinfo@ipc.nsw.gov.au

Phone | 1800 472 679

Address | Level 15, McKell Building, 2-24 Rawson Place, Haymarket NSW 2000

Postal | GPO Box 7011, Sydney NSW 2001

Attending the IPC office: Public attendance at the IPC office is available via pre-arranged appointment. Documents can be submitted directly to the IPC via email or post. The IPC can further assist with enquiries via email and phone. To arrange an appointment, please email ipcinfo@ipc.nsw.gov.au or telephone on 1800 472 679. The IPC office is contactable via phone and email from 9am to 5pm, Monday to Friday (excluding public holidays).

Other information is available at www.data.nsw.gov.au.

10. Revision Record

Date	Revision Description
December 2022	Annual agency review of the AIG as per section 21 of the GIPA Act
December 2023	Annual agency review of the AIG as per section 21 of the GIPA Act
July 2023	Updated references to Department Creative Industries, Tourism, Hospitality and Sport