



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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‘NSW FIRST’ TOURISM WORKSHOP LAUNCHED

The 2016 ‘NSW First’ Workshop program has been launched, providing tourism operators in Sydney and Regional NSW with product development advice and industry resources to help grow tourism across the State.

This year’s program, delivered by the NSW Government’s tourism and major events agency Destination NSW, will include five new workshop categories, provide new content through Market Ready and Export Ready streams, reach more destinations, include online webinars, and extend across the calendar year.

Minister for Trade, Tourism and Major Events Stuart Ayres said the 2016 workshops represent an enhancement of previous NSW First Workshop programs, providing more targeted content to more tourism businesses across the State.

“Building on the successful NSW First programs in previous years, even more workshops will be offered this year, with more diverse content,” Mr Ayres said.

“For the first time, we will deliver 30 workshops in 21 locations around NSW, in addition to six new Digital Webinars. The new Market Ready and Export Ready streams provide more tailored content than ever before with a growing emphasis on export ready development.”

The five workshop categories include hands-on Industry Development, bite-sized Digital Webinars, Export Ready 101 seminars, Inbound Strategy workshops and Seller Training for operators attending upcoming trade events.

To view the NSW First Workshop program for 2016 and to register go to: www.destinationnsw.com.au/workshops