



MEDIA RELEASE

Friday 31 May, 2013

NSW Government Launches New Skills Workshops to Grow Regional Tourism

Minister for Tourism and Major Events, George Souris, today announced that the NSW Government is rolling out a new program of free workshops called '*NSW First*', designed to provide tourism operators with information and skills to grow their own business and their region.

"Regional NSW has abundant natural beauty and fantastic tourist attractions. In a competitive market we need to ensure local operators provide the best possible product for our domestic and international visitors.

"A key recommendation from the Visitor Economy Taskforce Report was to improve the capacity of the tourism industry in NSW to become more competitive. These free one-day workshops, held across NSW, will provide operators with a great way to learn new skills and hear new ideas to make their businesses and regions more successful, and to ensure NSW is first on the list of consideration for a visit."

Workshop topics will include how to develop a compelling visitor experience, how to market effectively, how to use the internet to drive business success, and how to generate publicity.

"The workshops are also a good example of how the NSW Government, through the *NSW NOW The New State of Business* initiative, is delivering a program that will drive the economic growth and development of the State.

"In 2012 tourism provided \$26.1 billion to the NSW economy and employed 159,000 people. With nearly 100,000 businesses involved in tourism providing these free workshops will enable tourism's contribution to grow, particularly in Regional NSW where visitors spent \$9.3 billion in 2012," Mr Souris said.

Sandra Chipchase, CEO of Destination NSW said, "The workshops have been designed to build capacity and skills in NSW. The topics being covered have been largely chosen by the NSW tourism industry and will provide operators with an expanded skills base to assist them to drive more tourism business to their destinations."

A full workshop schedule is below with more details and how to register at www.destinationnsw.com.au/workshops

WORKSHOP DATE	LOCATION
Tuesday 25 June	Wollongong
Wednesday 26 June	Batemans Bay
Thursday 27 June	Canberra
Tuesday 16 July	Coffs Harbour
Wednesday 17 July	Ballina
Tuesday 23 July	Albury
Wednesday 24 July	Wagga Wagga
Tuesday 30 July	Sydney
Wednesday 31 July	Terrigal
Thursday 1 August	Newcastle
Tuesday 6 August	Dubbo
Thursday 8 August	Tamworth
Tuesday 13 August	Sydney
Wednesday 14 August	Katoomba
Thursday 15 August	Orange
Tuesday 20 August	Broken Hill