



**DESTINATION NSW**  
**Agency Information Guide**

## 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”.

Last Reviewed – December 2024

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## 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 Agency Information Guide is available at <https://www.nsw.gov.au/departments-and-agencies/dciths/policies-plans-and-procedures/access-to-information/how-to-access-information>.

The Visitor Economy recommendations are listed at this link <https://www.destinationnsw.com.au/newsroom/tourism-to-become-91-billion-cornerstone-of-nsw-economy>.

### **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**

Details for our international locations are found here: [International offices | Destination NSW](#)

## 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 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 a Chief Executive Officer.

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. Policy, Product, and Engagement;
4. Events; and
5. People and Culture

**Divisional Organisational Chart**



As of 21 October 2024

**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;

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- Encourage investment, infrastructure development and other activities so Sydney and NSW can continue to be a leading host of major global events; and
- Work co-operatively with the Government and the private sector to achieve the above.

The Destination NSW Events team has developed a detailed assessment criteria that reflects our strategic objectives and forms the basis of its review and decision-making processes for potential support of events.

The assessment criteria can be found on our website here: [Event investment | Destination NSW](#).

### **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; and
- 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.

### **Responsible Authority Objectives and Roles**

Destination NSW may, from time to time, be the designated Responsible Authority under the *Major Events Act 2009*.

### **Board of Management**

Destination NSW is governed by a Board of Management.

The Board has an independent Chair and includes the Chief Executive Officer of Destination NSW, Secretary of the Department of Creative Industries, Tourism, Hospitality and Sport; 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 Chief Executive Officer 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 at the following link: <https://www.destinationnsw.com.au/about-us/our-board>.

### 3. Publications

Destination NSW holds a range of information, including:

Category	Documents	Web address
<b>News and Media</b>	Documents: Destination NSW media releases, 'Insights' newsletters, speeches and presentations, media kits, image and video library and media visits.	<a href="http://www.destinationnsw.com.au/news-and-media">www.destinationnsw.com.au/news-and-media</a>
<b>About Us</b>	Documents: Our strategy, structure, Minister, Board, recent success, websites and annual reports.	<a href="http://www.destinationnsw.com.au/about-us">www.destinationnsw.com.au/about-us</a>
<b>Industry Information</b>	Documents: Economic value, networks, contacts and associations, industry events, feedback, careers and awards.	<a href="http://www.destinationnsw.com.au/our-industry">www.destinationnsw.com.au/our-industry</a>
<b>Tourism</b>	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.	<a href="http://www.destinationnsw.com.au/tourism/facts-and-figures">www.destinationnsw.com.au/tourism/facts-and-figures</a>
<b>Events</b>	Documents: Marketing events, product updates, NSW Event Calendar, Business Events Sydney and Support for Events including grants.	<a href="http://www.destinationnsw.com.au/events">www.destinationnsw.com.au/events</a>
<b>Policy documents</b>	Website Privacy Policy  Terms of Use	<a href="http://www.destinationnsw.com.au/privacy-policy">www.destinationnsw.com.au/privacy-policy</a>



	Statement of Business Ethics	<a href="http://www.destinationnsw.com.au/terms-of-use">www.destinationnsw.com.au/terms-of-use</a>
	Disclaimer	<a href="http://www.destinationnsw.com.au/statement-of-business-ethics">www.destinationnsw.com.au/statement-of-business-ethics</a>
		<a href="http://www.destinationnsw.com.au/disclaimer">www.destinationnsw.com.au/disclaimer</a>
<b>Parliamentary documents</b>	For up to date documents or discussions on Destination NSW, we request you to consult the NSW Parliament Hansard which is available at <a href="http://www.parliament.nsw.gov.au/hansard/Pages/home.aspx">www.parliament.nsw.gov.au/hansard/Pages/home.aspx</a> or the <a href="#">NSW Parliament website</a> .	

The above can be provided free of charge. Please make a submission via [info@dnsw.com.au](mailto:info@dnsw.com.au).

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

<b>Relevant Law</b>
<i>Destination NSW Act 2011</i>
<i>Major Events Act 2009</i>
<i>Government Information (Public Access) Act 2009 (GIPA Act)</i>

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.

### 1. Proactive Release of Information

Media releases are distributed each week. The release of research data is usually based on the cycle of release of NVS/IVS data.

Information proactively released by us can be accessed on our website: [Proactive release of information | Destination NSW](#) .

## **2. 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](mailto:info@dnsw.com.au).

Additional information is released on [destinationnsw.com.au](http://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.

## **3. Make an informal request**

To make an informal request for information, or to lodge an access application, contact:

DNSW Right to Information Officer

02 9931 1111

or in writing to Level 2, 88 Cumberland Street, The Rocks, NSW, 2000.

## **4. 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 GIPA Act.

To make a formal application, please follow the steps located on our website at <https://www.destinationnsw.com.au/about-us/gipa-access-to-information>.

## **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 GIPA Act. Only formal applications attract processing fees.

## **Internal Review**

We consider internal reviews consistent with the IPC guidelines: <https://www.ipc.nsw.gov.au/information-access/citizens/lodge-review>. Fees 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 are not available.

## **5. Our contact details**

Destination NSW

Level 2, 88 Cumberland Street

The Rocks NSW 2000

Email: [info@dnsw.com.au](mailto:info@dnsw.com.au)

Websites: [www.destinationnsw.com.au](http://www.destinationnsw.com.au) [www.sydney.com](http://www.sydney.com) [www.visitnsw.com](http://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](mailto:info@dnsw.com.au).

Destination NSW may release policies which invite submissions. Policies are released on [www.nsw.gov.au](http://www.nsw.gov.au) or [www.destinationnsw.com.au](http://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>

Additionally, Destination NSW invites stakeholders to take advantage of the business support, tools knowledge and resources located on our website here: [Business support | Destination NSW](#).

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 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 on which proposals will be assessed.

For grants and funding – terms and conditions which apply to grant funding are detailed on our Grants & Funding page here: [Grants & funding | Destination NSW](#) .

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](http://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:

<b>Destination NSW</b>	<a href="http://www.destinationnsw.com.au">www.destinationnsw.com.au</a>
<b>Sydney.com</b>	<a href="http://www.sydney.com">www.sydney.com</a>
<b>Visitnsw.com</b>	<a href="http://www.visitnsw.com">www.visitnsw.com</a>
<b>Vivid Sydney</b>	<a href="http://www.vividsydney.com">www.vividsydney.com</a>

**Meet in Regional NSW**[www.meetinnsw.com.au](http://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](mailto: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](mailto: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](http://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 are available at [www.ipc.nsw.gov.au/about-us/our-commissioners](http://www.ipc.nsw.gov.au/about-us/our-commissioners).

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

Email: [ipcinfo@ipc.nsw.gov.au](mailto: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

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](http://www.data.nsw.gov.au).

## **10. Revision Record**

Date	Revision Description
<b>December 2022</b>	Annual agency review of the AIG as per section 21 of the GIPA Act
<b>December 2023</b>	Annual agency review of the AIG as per section 21 of the GIPA Act
<b>December 2024</b>	Annual agency review of the AIG as per section 21 of the GIPA Act