



PROJECT BRIEFING | Export Ready Industry Development Program

Background

A major project for Destination Sydney Surrounds South (DSSS), the Export Ready Industry Development Program initially commenced in 2019 with planned engagement with Destination NSW (DNSW) to conduct international media visits, as well as research development. However, due to the bushfires and COVID this project was paused.

DSSS has worked closely with DNSW to ensure the rescoped project aligns to the original intention whilst driving industry development and building on the opportunities as the international market returns. DSSS has also consulted with both Destination Wollongong and Shoalhaven Tourism, two significant destinations in the region for international markets.

Project partners

This project has synergies and potential benefits for the greater NSW South Coast region. To maximise this and ultimately the visitor experience, DSSS is collaborating with [Destination Southern NSW](#).

[Sparrowly Group](#), specialist tourism and industry development experts have been appointed to deliver the project.

Next steps



Stay in touch for project updates, announcements will be made via our regular *Destination Download* industry update - scan the QR code here to [join our mailing list](#), and also through our [LinkedIn](#) page.

Key Contacts

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Project objective and inclusions

The project consists of two key components:

Part one:

- Develop the existing food, wine, and oyster tourism products along the South Coast, leveraging existing work currently underway with Grand Pacific Drive. New Zealand, United Kingdom and German markets have been identified as the key self-drive source markets for this region.
- Develop and conduct an assessment tool to determine and identify food, wine and oyster products that are export ready or have the potential to achieve international readiness.
- Support and encourage operators to engage with the NSW First Program and resources that are available through DNSW.
- Foster local collaboration and dedicated capacity building through tailored one-on-one mentoring and practical industry workshops.
- Build media optimisation and confidence with operators through the development of specific training.

Part two:

- Undertake a content audit and identify key gaps. Work with the DNSW content team to facilitate content development.
- Develop looped self-drive itineraries that optimise the key consumer demand drivers across both the DSSS and DNSW regions - these will be consumer facing and for trade development.