Destination
Sydney Surrounds South

Business Plan **2024-2025**

Contents

Front and back covers: DSSS Visitor Economy Symposium, *'Navigating Challenging Times'* held at Park Proxi Gibraltar Bowral in June 2024.

Executive Summary

Destination Sydney Surrounds South (DSSS) is a not-for-profit Company Limited by Guarantee. Under the Constitution there are two shareholders with equal holdings, Destination NSW (DNSW) and the DSSS Chair. The organisation is led by the Chair and a board of four skilled based directors.

DSSS is one of seven Destination Networks across regional NSW. As stated in the NSW Government's Visitor Economy Strategy 2030, "The Destination Networks are the champions of the visitor economy in their regions, proactively engaging with stakeholders to identify, prioritise and facilitate opportunities for regional visitor economy growth."

The DSSS region encompasses five local government areas, including Kiama, Shellharbour, Shoalhaven, Wingecarribee, and Wollongong. As a whole the region is visited by 11.3 million people each year*, these being a predominantly domestic day and overnight visitors, with international visitors returning post COVID. The value of the visitor economy in the DSSS region is estimated to be $3.3 billion*.

Source: Tourism Research Australia, National Visitor Survey.

The organisation is funded under an agreement between DNSW and DSSS, and the first agreement commenced 1st January 2017 and expired on 30th June 2020. 2024/25 will be the 2nd year of the current 3-year funding agreement, due to expire 30th June 2026. These funding agreements prescribe the obligations and operational framework under which DSSS must operate and how the funding provided by DNSW can be expended.

DSSS is operated by a General Manager, supported by an Industry Development Manager and a Business Support role. The roles and responsibilities for these positions are defined through respective job descriptions. When and as required, expert contractors are engaged to complete specific and specialised project related tasks.

DSSS Board at the 2024 Symposium

Company Details

Destination Sydney Surrounds South (DSSS) is a not-for-profit Company Limited by Guarantee. Under the Company's Constitution there are two shareholders with equal holdings, Destination NSW (DNSW) and the DSSS Chair.

The organisation is led by the Chair and a board of five skilled based directors, these being:

- Lyndel Gray, Chair

- Roger Stephan, Director and Company Secretary

- Libby Cupitt, Director

- Mark Bourne, Director

- Dave Campbell, Director

Directors receive an annual fee for their services, plus reimbursement of travel and accommodation expenses, incurred as part of carrying out their duties.

In accordance with the *Corporations Act,* an Annual General Meeting will be held each year. Regular board meetings will be held quarterly or as agreed by the Directors.

Specific Company Details

- ABN: 87 617 832 149

- Registered Address:
  c/o Morton and Cord
  70 North Street, Nowra NSW 2541

- Business Address:
  93 Crown Street, Wollongong NSW 2500

- Auditor:
  Michael Lees, Morton & Cord
  70 North Street, Nowra NSW 2541

- Insurances in place:
  Public Liability, Professional Liability, Property, Cyber and Workers Compensation.

...ember for South Coast, Liza Butler, Minister for Tourism John Graham, DSSS Director Libby Cupitt and DSSS GM, Shannan Perry-Hall

DSSS Visitor Economy Symposium 2024 at Park Proxi Gibraltar Bowral

Kiama Tourism collecting Gold for Top Tourism Town

# Market Profile & Economic Value of the Visitor Economy (2022 Figures)

In terms of what is consumed by Tourism, the Sydney Surrounds South Destination Network represents about 10% of the State's Tourism Consumption. This is mostly delivered by intrastate visitation to the region.

In 2022 the number of total domestic visitors to Sydney Surrounds South DN is 11.3 million or 8 per cent below the pre-Covid period (year 2019), and 50 per cent above the 2021 visitation level.

Sydney Surrounds South $2.7B Share of DN Consumption*

- 21% Day trips
- 64% Intrastate overnight
- 15% Interstate overnight
- 0.3% International
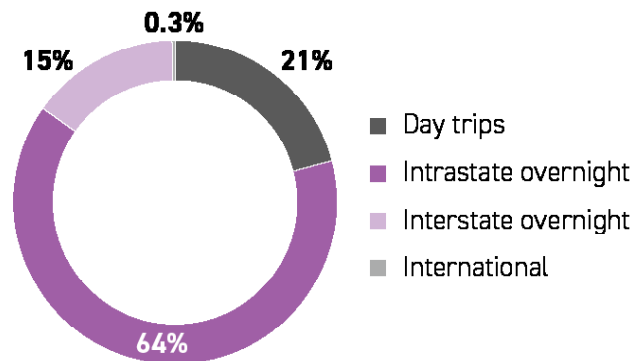
FY 2020-2021 tourism consumption data.

Sydney Surrounds South Destination Network Total

11,323	**11,473**	**$3,296**
Visitors (000)	Nights (000)	Expenditure ($M)

These figures align with the NSW Visitor Economy Strategy 2030's target of returning to 2019 figures by 2024.

Every minute of every day, Tourism delivers $6,270 of visitor spend in the Sydney Surrounds South region which equates to almost $9.0M per day!

NSW Visitor Economy Strategy 2030

| **RECOVERY PHASE TO 2024**	The focus of this phase is to assist businesses and the industry to rebuild. The goal is to return total visitor expenditure to pre-Covid levels ($43 billion in 2019).
MOMENTUM PHASE TO 2026	A number of major infrastructure projects will be completed during this period, including the new Western Sydney Airport in 2026. This will provide a major stimulus to grow and expand the visitor economy in NSW. Visitor expenditure is expected to grow strongly during this time to reach over $50 billion by 2026.
ACCELERATE PHASE TO 2030	By 2030, the momentum gained through the increased capacity and investment in the visitor economy over the previous phases will accelerate growth, with visitor expenditure targeted to reach $65 billion.

Organisation Management

DSSS is operated by a General Manager, supported by an Industry Development Manager and a Business Support role. The roles and responsibilities for these positions are defined through respective job descriptions. When and as required, expert contractors are engaged to complete specific and typically specialised project-related tasks.

The DSSS management structure is designed to deliver on the core organisational and industry objective to drive visitor economy growth.

- Flexibility to deliver in region support
- Maximum value from available resources
- A collaborative approach to solutions
- A team with complementary skillsets
- Combined regional experience, knowledge, and networks

Organisational Structure


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                    ┌─────────────────┐
                    │      DSSS       │
                    │      Board      │
                    └─────────────────┘
                            │
                    ┌─────────────────┐
                    │ General Manager │
                    └─────────────────┘
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             ┌──────────────┴──────────────┐
  ┌─────────────────────┐      ┌─────────────────────┐
  │ Industry Development │      │  Business Support   │
  │       Manager        │      │                     │
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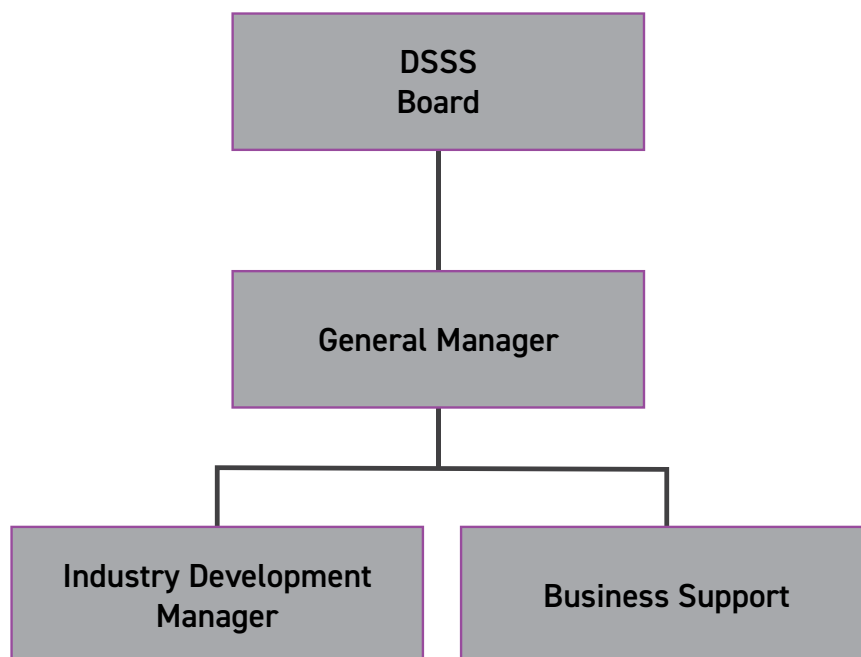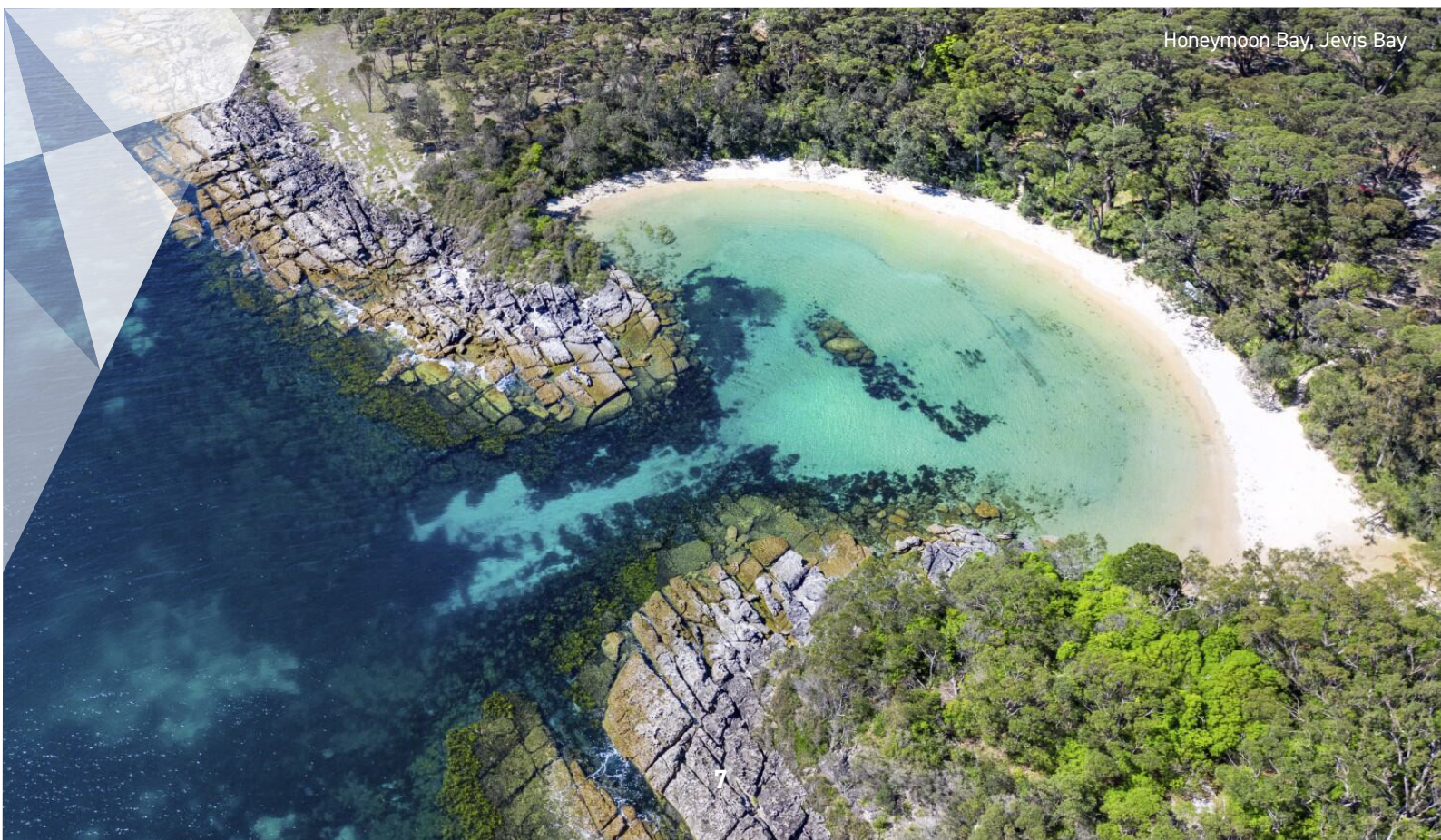
Services

The principal role of DSSS is Destination Management, with key activities being to develop and implement a Destination Management Plan for the DSSS region and carry out its operations in accordance with the company's constitution.

These key activities include: facilitating visitor economy growth at a local level while representing and coordinating actions at a regional level. Specifically, this includes but is not limited to:

- tourism industry and local government engagement in respect of investment attraction and product development;

- development and promotion of visitor economy initiatives and regional visitor experiences generally;

- research, training and education to support regional tourism operators;

- providing support and assistance to prepare relevant funding and support applications (including in collaboration with Destination NSW) in order to assist the local visitor economy;

- collaborating with Destination NSW on industry activities including visitor experiences, events, festivals, conferencing projects and destination marketing campaigns; and

- identifying and implementing opportunities for visitor economy growth, in the Region.

Honeymoon Bay, Jevis Bay

Collaboration and Engagement

The services performed by DSSS require close collaboration and engagement with industry, including private enterprise and all levels of government.

Identified key stakeholders include:

- NSW Government and its agencies
- Local Government authorities
- Local tourism agencies/associations
- Federal Government agencies
- State and local Chambers of Commerce
- Local tourism operators
- Event managers
- Conference and venue management/organisers

Communications and collaboration with stakeholders will be through appropriate means, including:

- Attendance at industry events, forums and presentations within NSW,
- Participation in working groups, steering groups, forums,
- EDMs, newsletters, funding program updates/advice,
- Delivery of industry training, education workshops and webcasts – standalone and arranged in collaboration with DNSW, and
- Media/PR announcements, with prior approval by DNSW.

DSSS GM, Shannan Perry-Hall and DSSS Industry Development Manager, Aaron Matis

Minister for Tourism, John Graham, Tourism Manager, Shellharbour, Lisa Kelsey and CEO, Business Illawarra, Paula Martin with the Shoalhaven Gold Awards for Tiny and Small Tourism Town.

Steve Cox presenting at the 2024 DSSS Symposium

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Priority Actions, Strategic Objectives and Key Result Areas

The principal role of DSSS is described by DNSW as 'destination management' with a priority being to develop and implement a Destination Management Plan for the DSSS region. This plan is designed to guide sustainable growth and help ensure the viability of the tourism industry, enabling it to become resilient to external shocks and changes in a dynamic and competitive market. Successful plans involve key stakeholder consultation and collaboration with other state government agencies.

The following table outlines the specific actions and outcomes for the organisation of the coming year, detailed here as Objectives and Key Results (OKRs).

Vision

To be recognised as the closest must-see destination to Sydney. A great day trip or overnight holiday, known for its beautiful coast and highlands, dynamic attractions, events and rich food and wine culture. With our visitor economy contributing to the regional NSW expenditure target of $25 billion by 2030.

Mission

The Destination Network is the champion of the visitor economy in the region and supports Destination NSW in delivering its regional programs. We proactively engage with stakeholders to identify, prioritise and facilitate opportunities for the visitor economy in regional NSW.

Government Stakeholder Workshop

South Coast Centre of Excellence Steering Committee

Luke Ebsworth at the 2024 DSSS Symposium

DMP Actions, Objectives and Key Result Areas

The following section is an extract of the DMP, specifically the Action Plan, to show the broader direction of the organisation as outlined in that document, with the highlighted actions being the focus for the coming year.

Board identified priorities/projects for 2024-25 FY are highlighted, other actions will be delivered through ongoing business as usual activities.* *DN OKR targets are repeated throughout, overall measures included as indicated.*

Strategic Pillar - 1.0 Road to Recovery

Strategic Objective: Support the Sydney Surrounds South visitor economy to recover and be sustainable, capable, and resilient.

#	DMP ACTION	ACTIVITY	MEASURE
1.1	Facilitate Industry Development programs that engage with industry to increase skills levels, grow partnerships and improve the visitor experience.	• Run the Visitor Economy Symposium. • Deliver the Visitor Economy Engagement Program. • Promote Visitor Economy support programs to stakeholders through EDMs. • Increase number of businesses utilising NSW Government or Commonwealth Government. training or employment programs.	• Hold 1 Visitor Economy Symposium with at least 120 attendees. • Deliver 4 Industry development workshops. • Deliver 4 industry networking events.* • 100% of programs promoted through EDMs.*
1.2	Work with DNSW to deliver NSW First initiatives to strengthen industry sustainability, capability, and resilience.	• Communicate NSW First opportunities to stakeholders. • Advocate for NSW First initiatives to be held in region. • Assist operators move from business ready through to export ready via direct, one on one support.	• 100% of DNSW initiatives communicated with stakeholders.* • At least 40 businesses participating in the NSW First programs or receiving assistance from specialist support programs.* • At least 20 businesses participating in resilience or sustainability programs.* • At least 40 operators progressing with direct support from IDM.
1.3	Work with the DNPMG to create an 'Understanding the Regional Visitor Economy Program' to improve understanding of local government, industry and community about the Sydney Surrounds South visitor economy.	• Facilitate bi-monthly meetings with Tourism Managers. • Communicate the value of the visitor economy to stakeholders by sharing new research and / or updated data insights. • Any additional programs are currently unfunded.	• Hold 6 meetings with Tourism Managers. • 100% of insights communicated through EDM. • Hold at least 10 meetings with stakeholders per quarter, including local government*

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 1.0 Road to Recovery (continued)

#	DMP ACTION	ACTIVITY	MEASURE
1.4	Work with the DNPMG to advocate and maximise the opportunities and resources available from external grant funding opportunities to support regional visitor economy resilience and growth.	• Work with industry to develop competitive grant applications. • Provide support to operators who request assistance with grant applications. • Track grant applicants through Accelo to ensure clear communication and measurement of outcomes. • Communicate grant & funding opportunities.	• Support 100% of operators who request assistance. • 100% of applicants through DNSW funding tracked in Accelo. • 100% of grant opportunities promoted to stakeholders through EDMs.* • EDM engagement rate at least 30%.*
1.5	Work with the DNPMG and regional stakeholders to advocate for work force solutions around visitor economy staff and skills shortages, and housing shortages.	• Identify and communicate relevant training / skills development opportunities specifically relating to customer service.	• 100% of relevant training / skills development opportunities communicated.
1.6	Work with the JO, LTOs and LGAs to coordinate a regular visitor research program to provide meaningful insights into the region's visitor economy and the dynamic and evolving nature of consumer behaviour in tourism and travel, including for events.	• Communicate the value of the visitor economy through new research and / or updated data insights. • Facilitate bi-monthly meetings with Tourism Managers, communicate insights during these meetings. • Advocate for relevant, reliable data to share with stakeholders. • Any additional programs are currently unfunded.	• Hold 6 meetings with Tourism Managers. • Hold at least 10 meetings with stakeholders per quarter, including local government.* • Provide ongoing insights to DNSW and other organsations regarding data needs. • Continue to communicate with key stakeholders regarding advocacy efforts and outcomes.

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 2.0 Build the Brand

Strategic Objective: Build the identity of Sydney Surrounds South's destinations to align with the Feel NSW brand and strengthen collaborative marketing partnerships.

#	DMP ACTION	ACTIVITY	MEASURE
2.1	Work with DNSW, LGAs and LTOs to create a Sydney Surrounds South Marketing Toolkit that maps the destination brand identities, product and experience strengths and ways to align with Feel NSW brand.	• Work with DNSW to deliver the Regional Marketing Blueprints. • Communicate the resources that DNSW have available to relevant stakehodlers. • Advocate for additional cooperative marketing activities.	• Delivery of 3 Regional Marketing Blueprints. • 100% of opportunities communicated to relevant stakeholders.
2.2	Work with LGAs and LTOs to create coordinated experience trails and itineraries related to positioning strengths of the region and link to Sydney and Canberra source markets.	• Deliver new ATDW Journeys in partnership with LGAs. • Any dedicated projects are currently unfunded.	• Deliver 2 new ATDW Journeys.
2.3	Continue to maintain a strong partnership with DSNSW to identify cooperative regional marketing opportunities for South Coast stakeholders including the Grand Pacific Drive.	• Facilitate monthly meetings with DSNSW General Manager to discuss cross DN boarder opportunities and joint projects. • Any dedicated cooperative activities are currently unfunded.	• Hold at least 6 meetings a year with DSNSW GM.
2.4	Work with DNSW to coordinate and communicate opportunities for Feel New NSW content development for Sydney Surrounds South stakeholders.	• Communicate the resources that DNSW have available to relevant stakeholders. • Advocate for additional cooperative marketing activities. • Any dedicated cooperative activities are currently unfunded.	• 100% of opportunities communicated to relevant LGAs.
2.5	Work cooperatively with LGAs and LTOs of Greater Sydney, the South Coast and Canberra Region to leverage mutual benefits.	• Attend regular meetings with LGAs to advocate and communicate cross LGA border opportunities, including the Joint Organisations. • Continued involvement on the South Coast Marine Tourism Strategy Working Group. • Advocate for funding for the Great South Coast Walks.	• Attend 4 Joint Organisation meetings • Attend 80% of South Coast Marine Tourism Strategy Working Group Meetings, advocating for identified Visitor Economy projects.

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 3.0 Showcase our Strengths

Strategic Objective: Continue to develop authentic visitor experiences to drive greater visitor dispersal and longer stays

#	DMP ACTION	ACTIVITY	MEASURE
3.1	Work with DNSW to coordinate famils and deliver NSW First programs that encourage and support development and packaging of new and improved products and services.	• Communicate DNSW famil opportunities to Tourism Manager and agreed stakeholders. • Assist operators move from business ready through to export ready via direct, one on one support. • Facilitate DNSW staff region visits and/or knowledge building activity.	• 100% of DNSW famil opportunities communicated. • At least 40 businesses participating in the NSW First programs or receiving assistance from specialist support programs.* • Hold 1 DSSS knowledge building event at DNSW Sydney offices.
3.2	Work with DNSW to coordinate the delivery of DNSW First programs and resources to support operators to be international ready.	• Ensure appropriate training and development opportunities are provided. • Communicate NSW First workshops and engage with DNSW on the topics/content covered to ensure alignment with industry needs. • Day-to-day progression of operators from business ready to export ready. • Review and update South Coast, NSW Trade Toolkit.	• Deliver the Visitor Economy Engagement Program • 100% of DNSW initiatives communicated with stakeholders.* • At least 40 new operators progressing with direct support from IDM, tracked through Accelo. • Review and update South Coast, NSW Trade Toolkit before ATE 2024.
3.3	Work with the DNPMG to support operators to further develop agritourism product and experiences, to capitalise on agritourism planning reforms, including audit to identify existing hero agritourism products and experience offerings.	• Support agritourism related conferences and events. • Continue progressing Shoalhaven Agri-hub project.	• Work closely with event organisers to maximise event outcomes.
3.4	Work with DSNSW to develop an investor prospectus and advocacy plan for significant catalyst projects including whole of Southern NSW cycling strategy; Great South Coast Walk; agritourism and the Grand Pacific Drive.	• Complete Investment project in partnership with ISJO and Regional NSW. • Continue progressing cross border projects partnership with DSNSW.	• Investment project completed by July 2024. • Identify and advocate for a minimum of 4 priority tourism experience / product projects per DN*

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 3.0 Showcase our Strengths (continued)

#	DMP ACTION	ACTIVITY	MEASURE
3.5	Work with NATOC, First Nations' communities, representative organisations and businesses across the Sydney Surrounds South region to support the development of new or enhance existing Aboriginal cultural experiences and events, including opportunities for accommodation.	• Work with First Nations owned businesses to ensure they are linked to funding and development opportunities.	• Work with at least 6 First Nations owned businesses.
3.6	Work with the DNPMG to advocate and support the development of new First Nations and heritage products and experiences including tailored industry development and support to help bring forward new cultural tourism product development opportunities.	• Communicate opportunities to First Nations businesses. • Advocate for funding for First Nations business industry development programs. • Any dedicated industry development programs are currently unfunded.	• Communicate 100% of opportunities to First Nations businesses identified in Accelo.
3.7	Work with the DNPMG, NPWS and FCNSW and private landowners to identify opportunities for nature-based product and experience development.	• Regular meeting with NPWS to identify opportunities. • Work with DNPMG on engagement opportunities with FCNSW. • Advocate for priority tourism experience and product development projects.	• 4 priority tourism experience / product projects progressing per DN*

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 4.0 Invest in World Class Events

Strategic Objective: Grow the Sydney Surrounds South visitor economy through the delivery of high-quality events and attraction of new events.

#	DMP ACTION	ACTIVITY	MEASURE
4.1	Support LGAs and LTOs to deliver event development resources for organisers of events that have the capacity to grow visitation to the region including effective grant writing resources.	• Provide support to event owners that request assistance with grant applications. • Communicate funding opportunities to relevant stakeholders.	• Support provided to 100% of event owners that request assistance. • 100% of applicants through DNSW funding tracked in Accelo. • 100% of opportunities communicated through EDM.
4.2	Identify key events that have the potential to be amplified to attract increased or new audience segments and work with event organisers to develop next growth stage.	• Ensure appropriate training and development opportunities are provided for event owners / organisers. • Work with identified events to ensure they are aware of funding opportunities. • Advocate for funding and education resources to support event owners.	• Deliver 5 event related workshops as part of the DSSS Visitor Economy Engagement Program. • Communicate 100% of opportunities to event owners identified in Accelo. • Increase the number of event listings on ATDW by 10%*
4.3	Support event organisers, LGAs and LTOs to attract new events that have the potential to attract new and repeat visitors to the region (including business events).	• Communicate funding opportunities to relevant stakeholders. • Provide relevant training and development opportunities to event organisers / owners. • Work with LGAs and ISJO to support international technical tours.	• Communicate 100% of event related opportunities through EDM. • Deliver 3 business events related education opportunities for operators. • Deliver 5 event related workshops as part of the DSSS Visitor Economy Engagement Program. • At least 10 new or improved venue or supplier listings on Business NSW.
4.4	Advocate to LGAs and LTOs to consider event infrastructure development needs for new local precinct and place-building projects including activation of an evening economy.	• Engage with LGAs to ensure involvement in strategic planning projects and advocate for event infrastructure. • Participate in tourism related planning sessions, economic development plans and/or strategic planning being developed by Local Councils or the NSW Government.	• Consulted on 80% of tourism related plans*

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 5.0 Facilitate Growth

Strategic Objective: Provide an enabling environment to attract investment to the Sydney Surrounds South visitor economy.

#	DMP ACTION	ACTIVITY	MEASURE
5.1	Continue to advocate and support investment in the proposed projects that have the potential to grow the region's visitor economy related to the region's positioning strengths.	• Attend regular meetings with ISJO, Regional NSW and LGAs to advocate for projects.	• Identify and advocate for a minimum of 4 priority tourism experience / product projects.*
5.2	Work with the DNPMG to advocate to the Australian and NSW Governments for improved digital and transport connectivity, including EV infrastructure.	• Advocate for improved connectivity and EV Infrastructure. • Identify and communicate issues to the DNPMG to ensure issues are communicated collectively.	• 100% of funding opportunities communicated through EDM.
5.3	Collaborate with LGAs and JOs to inform priorities, attract investment for major infrastructure projects and improvements that enhance connectivity and accessibility, deliver shared benefits and enable greater linkages between the LGAs. • Incorporate active transport options, such as regional cycleways • Advocate for accelerating growth in the network of high-speed charging stations for EVs	• Work with DNSW and Transport NSW to position DSSS as the first EV friendly road trip destination utilising the GPD. • Continue to work with NRMA to maximise South Coast charger rollout benefits. • Communicate opportunities for EV grants.	• 1 EV friendly road trip developed. • 100% of EV grant opportunities communicated through EDM.

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 5.0 Facilitate Growth (continued)

#	DMP ACTION	ACTIVITY	MEASURE
5.4	Support private investors, LGAs and LTOs to grow the quantity, diversity, and quality of accommodation across the region.	• Provide support to operators seeking funding for the development of new or enhancement of existing accommodation infrastructure. • Identify and communicate opportunities for accommodation funding support.	• Support provided to 100% of operators that request assistance. • 100% of funding opportunities communicated through EDM.
5.5	Communicate with industry and key stakeholders on relevant sustainability initiatives, funding, promotion, skills development, and strategic opportunities, and provide support resources for businesses.	• Communicate opportunities to stakeholders. • Dedicated industry development or sustainability program currently unfunded.	• Communicate 100% of opportunities through EDM. • At least 20 businesses participating in resilience or sustainability programs*
5.6	Continue to provide advice and support to local businesses, organisations and community or volunteer groups to apply for funding that can assist them grow, revitalise or enhance their experience, offering, or event.	• Communicate 100 of opportunities through EDM. • At least 20 businesses participating in resilience or sustainability programs*	• Support provided to 100% of stakeholders that request assistance. • 100% of DNSW initiatives communicated to stakeholders* • At least 20 businesses participating in the NSW First programs or receiving assistance from specialist support programs* • 100% of Visitor Economy support programs promoted through EDMs* • EDM engagement rate at least 30%*
5.7	Work with DNSW and the DNPMG to disseminate and communicate relevant visitor economy research to regional stakeholders.	• Communicate the value of the visitor economy, new research and data insights, via social accounts, EDMs and in person at key industry events. • Facilitate bi-monthly meetings with Tourism Managers, communicate insights during these meetings.	• Hold 1 Visitor Economy Symposium with at least 120 attendees • Deliver 4 Industry development workshops • Deliver 4 networking events* • Deliver Bi-monthly updates to Tourism Managers at dedicated meetings • 12 monthly EDMs with relevant data/insight updates. • At least 10 meetings with stakeholders per quarter, including local government*

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 5.0 Facilitate Growth (continued)

#	DMP ACTION	ACTIVITY	MEASURE
5.8	Work with the DNPMG to advocate to the NSW Government and LGAs to streamline planning requirements and remove barriers inhibiting growth to better support the development of the visitor economy.	• Identify and communicate issues to the DNPMG to ensure issues are communicated collectively.	• Attend 80% of DNPMG meetings.
5.9	Work with DSNSW to prepare a strong strategy for growing the experiences and the awareness of the Grand Pacific Drive as a journey for international and domestic market.	Currently unfunded.	n/a
5.10	Work with the DNPMG to leverage opportunities for international and domestic airway route development, including Shellharbour Airport for the DSSS region specifically.	Currently unfunded.	n/a
5.11	Advocate for increased supply of accessible tourism infrastructure, and continue to support operators to develop accessible and inclusive tourism product and experiences.	• Communicate funding and education opportunities, research and new information regarding accessible tourism to stakeholders.	• Communicate 100% of opportunities through EDM.
5.12	Work with organisations such as Ecotourism Australia to increase awareness of sustainability and green destinations, as well as to assist strengthen the ecotourism offering of the region.	• Communicate funding and education opportunities, research and new information regarding sustainability to stakeholders.	• Communicate 100% of opportunities through EDM. • At least 20 businesses participating in resilience or sustainability programs*

DMP Actions, Objectives and Key Result Areas (continued)

Strategic Pillar - 5.0 Facilitate Growth (continued)

#	DMP ACTION	ACTIVITY	MEASURE
5.13	Identify opportunities for and encourage the region's top performing wineries to participate in programs such as the Ultimate Winery Experiences Australia.	• Communicate funding and education opportunities, research and new information regarding the Ultimate Winery Experience to relevant stakeholders.	• Communicate 100% of opportunities through EDM.
5.14	Support cultural awareness training for local government tourism staff and tourism operators in our region.	• Communicate funding and education opportunities, research and new information regarding cultural awareness training to stakeholders.	• Communicate 100% of opportunities through EDM.

DMP Actions, Objectives and Key Result Areas (continued)

Destination Network Strategic Objective - Best Practice Governance and Operations

Ensure the Destination Network is compliant with duties and responsibilities of a Company Limited by Guarantee and with relevant NSW Government policies.

This table relates to the operational objective and key result areas as outlined through the OKRs, and being so internally facing stands alone from actions outlined in the DMP.

KEY RESULT AREA	TARGET
• Ensure a relevant Destination Management Plan is maintained. • Compliance with governing legislation and ASIC requirements. • Delivery audited financial reports as required. • Funding, reporting and risk management kept up to date and in line with DNSW reporting requirements. • Business Plan submitted annually. • Hold Finance Committee meetings before each Board Meeting. • Performance and development plans in place for all staff annually.	• Updated DSSS DMP by April 25, following the VES review. • 100% compliant with ASIC requirements and the Corporations Act 2001. • No major deficiencies reported. • 100% of DNSW reporting completed. • Business Plan submitted in June 2025. • 6 Finance Committee meetings held. • Performance and development plans in place for all staff by 31 August.

Destination Sydney Surrounds South

Business Plan 2024-2025

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Wollongong NSW 2500

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Destination
Sydney Surrounds South