

# MILESTONE REPORT

## 2023 - 2024



### **Our Team**

Matthew Lucas Chairperson

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## Introduction

Destination Riverina Murray (DRM) is one of seven Destination Networks (DNs) in regional NSW, established by and supported by the NSW state government. Its principal role is to represent and coordinate the growth and development of the Riverina Murray visitor economy.

Destination Riverina Murray represents one of the largest and most diverse regions in NSW, comprised of 22 Local Government Areas (LGAs) that are organised into 2 sub-regions:

### **Riverina:**

- Bland • Carrathool • Coolamon • Cootamundra-Gundagai • Griffith • Hay • Junee • Leeton •
- Lockhart • Murrumbidgee • Narrandera • Snowy Valleys • Temora • Wagga Wagga •

### **Murray:**

- Albury • Balranald • Berrigan • Edward River • Federation • Greater Hume • Murray River • Wentworth •

This milestone report provides a snapshot of DRM's activities over the 23/24 financial year, and is directly aligned with the [Riverina Murray Destination Management Plan \(DMP\)](#) with the goal of increasing tourism spend in the region to \$2 billion by 2030, a direct contribution to the NSW regional visitor economy targets identified in the [NSW Visitor Economy Strategy 2030 \(VES\)](#).

## Stakeholder Engagement



**77,000 km** travelled by staff across the Riverina Murray



**3,422** Customer Relationship Manager (CRM) contacts  
**2,424** newsletter subscribers  
**2,370** Instagram followers  
**1,459** LinkedIn followers 17% YOY increase

## Product Development



Did you know that there are 3,232 tourism related businesses in Riverina Murray? (Source: TRA, 2024)  
During 2023-24, Destination Riverina Murray directly supported and mentored **89 tourism operators** to achieve product development outcomes. We have featured one of these operators on page 6.

## 2023 Visitation Data

Every minute of every day, tourism delivers \$4,300 of total visitor spend into Riverina Murray. That is **\$6.2 million per day!** A value that has grown by 28% since year ending December 2019. Read the full [Value of Tourism to the Riverina Murray Report 2023 here](#)

**6,080,000**  
Visitors



**9,114,000**  
Nights



**\$2,260,000**  
Expenditure



Source: Value of Tourism Report. TRA. 2024. Domestic Visitor Survey & International Visitor Survey. YE Dec 2023



### Reasons for Travelling

Most trips to the Riverina Murray region during 2023-24 were classified as *Short-Trips* which came from neighbouring LGAs, cross-border communities, and bi-passing vehicle travellers. Excluding those trips, shows the differences between the Riverina and Murray when it comes to longer stays, with the Riverina region seeing high numbers of intrastate (from NSW) visitors and the Murray seeing higher numbers of interstate (primarily Victorian) visitors.

Source: CommBank Destination IQ



### Visitor Spend by Category

The largest category for visitor spending in the Riverina Murray in the year ending was *Other Discretionary Retail* (gifts/homewares, pharmacies, personal goods etc). Supermarkets and service stations also ranked highly in terms of visitor expenditure categories in the region.

Source: CommBank Destination IQ



### Monthly Visitor Spend

The monthly spending in the region compared to 2022-23 saw the pre-summer and autumn months perform better than the previous year. The winter and Easter periods did not perform as well as the previous year. The peak seen in October-November 2023 is likely due to the floods throughout the region in October-November 2022.

Source: CommBank Destination IQ



### Changing Trends of Visitor Spend

Although still an overall strong category, visitor spending on *Discretionary Retail* (clothing, homewares, electronics, personal goods) dropped yearly from 2022-23 to 2023-24. However, visitor spending increased in the *Food Retail* (supermarkets, bottle shops, and grocery retailers) and *Pubs/Clubs* categories.

Source: CommBank Destination IQ



## Product Development Spotlight

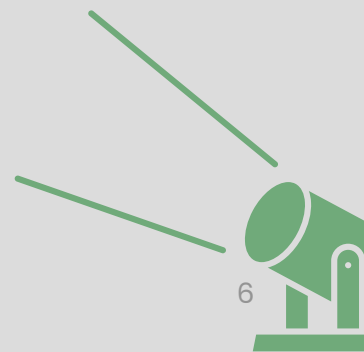
This is one example of how Destination Riverina Murray supports the region's tourism operators

### Kestrel Nest

DRM and DNSW supported tourism operator [Kestrel Nest](#) over the course of 2023-24, through:

- **Training and development opportunities** including (1) Kestrel Nest attending Destination NSW webinar on 'Creating EV-friendly roadtrip experiences' (2) Ongoing support and resources provided after attending Destination NSW Inbound Strategy workshop in Griffith, focused on developing experiences for international markets.
- Provided **letters of support** for Kestrel Nest's application for the NSW Tourism Awards (received bronze for eco-tourism) and the NSW Banksia Award (received finalist status for eco-tourism).
- Helped support **Ecotourism Australia Certification Program** application with letter of support and review of application.
- Supplied **research and data insights** supporting eco-tourism, nature-based experiences and agritourism.
- DRM launched the [Riverina Murray Agritourism Development Strategy](#) featuring Kestrel Nest as a priority for further **agritourism experience development**.
- **PR and media opportunities** including (1) Kestrel Nest's participation in DRM's Industry News Project, to refine their skills on developing media releases with newsworthy story angles for their tourism business (2) Provided Kestrel Nest the opportunity to be featured on OAK Magazine's Podcast (3) Invited Kestrel Nest to be part of Destination NSW's PR/media opportunity promoting road trips in the Riverina (4) Featured Louise (owner, Kestrel Nest) in our International Women's Week campaign, focused on women in tourism.
- **In-region presence** by DRM, who attended Cootamundra-Gundagai Agritourism mentoring meeting, to meet mentees and to understand key priorities and next steps (including Kestrel Nest).

*Continued next page*



## Kestrel Nest's Achievements

During 2023–24, Kestrel Nest achieved:

- *The Project* filmed a televised segment on-farm, based on eco-tourism
- Kestrel Nest announced as finalist and received Bronze in the NSW Tourism Awards (eco-tourism).
- Kestrel Nest announced as finalist in NSW Sustainability Awards (tourism operator).
- Kestrel Nest completed DNSW partnership with Earth Check's Sustainability Skills Micro Credentials program.
- Kestrel Nest featured on *Wanderlust UK's* Green List 2024.
- Kestrel Nest featured in *Wellness + Travel* magazine's article "Escape the fast lane"
- Kestrel Nest interviewed on ABC Radio about agritourism experience.
- Through DRM support, Kestrel Nest was chosen to pitch their visitor experience at the Destination NSW Product Showcase in Sydney; in front of domestic and international buyers.
- Kestrel Nest completed an Agritourism mentoring program with Cootamundra-Gundagai Council and Tilma Group, focused on agritourism experience development.
- Started work on the development of a First Nations experience, developed in consultation with the local aboriginal community, to be delivered on-farm.

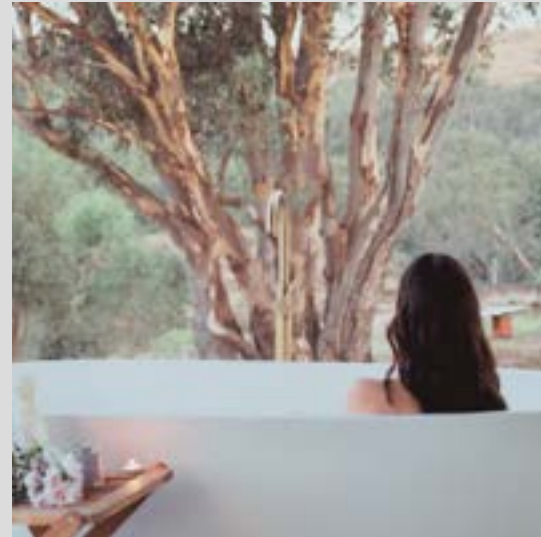


Image source: Destination NSW

# Riverina Murray Destination Management Plan Achievements

Below list of all [Riverina Murray Destination Management Plan](#) actions and how we contributed to them during the 2023–2024 reporting period:

<h2>1.0 Road to Recovery</h2> <p>Advocate and support workforce growth, capability, and resilience to assist the recovery of the Riverina Murray visitor economy</p>			
DMP Action	Timeframe	DRM Achievements 2023–2024	
1.1	Work with DNSW to deliver NSW First initiatives to strengthen industry sustainability, capability, and resilience	2022 to 2024	<ul style="list-style-type: none"> <li>• 14x NSW First opportunities communicated to Visitor Economy (VE) stakeholders.</li> <li>• Contributed to the development of the industry development training calendar with Destination NSW.</li> <li>• Assisted in the delivery of 3x Destination NSW workshops/programs in region (100+ attendees):               <ul style="list-style-type: none"> <li>○ Selling Experiences Online Workshop – Wagga Wagga</li> <li>○ Experience Development Workshop – Tumbarumba</li> <li>○ NSW Choose Tourism Workshops – Albury</li> </ul> </li> </ul>
1.2	Work with RTOs, LGAs and LTOs to develop a series of outcome focused workshop and mentorship programs focused on: Regional Tourism Product/Experience Development: Export Ready Businesses: Bookable Product development; and Risk and Governance	2022 to 2026	<ul style="list-style-type: none"> <li>• 40x skills development opportunities communicated to VE stakeholders.</li> <li>• Co-delivered 2x Tourism Manager Forums with Murray Regional Tourism (MRT).</li> <li>• Delivered 2x online workshops through NSW Small Business Month (87 attendees) on:               <ul style="list-style-type: none"> <li>○ Writing business plans</li> <li>○ Developing grant applications</li> </ul> </li> <li>• 2x workshop partnerships:               <ul style="list-style-type: none"> <li>○ Business NSW Regional Leaders Program Roundtable</li> <li>○ Edward River Tourism Operator Forum</li> </ul> </li> </ul>
1.3	Work with the Destination Network Project Management Group to create an ‘Understanding the Regional Visitor Economy Program’ to improve understanding of local government, industry and community about the Riverina Murray visitor economy	2022 to 2024	<ul style="list-style-type: none"> <li>• 5x speaking engagements to present the Riverina Murray’s Destination Management Plan (DMP) actions and value of the visitor economy:               <ul style="list-style-type: none"> <li>○ Australian Regional Tourism (ART) Convention: Agritourism Keynote</li> <li>○ Canola Trail Tourism Operator Forum</li> <li>○ Business NSW Riverina Murray Business Awards</li> <li>○ Balranald Shire Council SBM forum</li> <li>○ Regional Development Australia (Murray)</li> <li>○ Wagga Wagga Business Chamber’s Business Breakfast</li> </ul> </li> <li>• Presented 2x online Destination Management Plan (DMP) information sessions (for Riverina Murray councils and operators).</li> </ul>



			<ul style="list-style-type: none"> <li>• Shared data, research and trends to 22x councils including a data source and spend audit, regional TRA data analysis, the Value of Tourism Report, ABS and Census data, and REMPLAN revised data.</li> <li>• Reviewed Destination NSW Hemisphere 2019–2023 data for all Riverina Murray Local Government Areas (LGAs).</li> </ul>
1.4	Work with the Destination Network Project Management Group to advocate and maximise the opportunities and resources available from external grant funding opportunities to support regional visitor economy resilience and growth	2022 to 2024	<ul style="list-style-type: none"> <li>• 46x grant opportunities communicated to Visitor Economy (VE) stakeholders.</li> <li>• Provided 22x Letters of Support (LOS) for operator funding applications.</li> <li>• Provided grant application resources and support to 40x event organisers for the NSW Regional Event Fund (REF).</li> </ul>
1.5	Work with the Destination Network Project Management Group and regional stakeholders to advocate for work force solutions around visitor economy staff and skills and housing shortages	2022 to 2024	<ul style="list-style-type: none"> <li>• 10x workforce and housing reports and updates shared to Visitor Economy (VE) stakeholders.</li> <li>• Attended 6x workforce meetings/forums: <ul style="list-style-type: none"> <li>○ 3x TAFE Industry Collaboration Reference Group</li> <li>○ 2x Workforce Australia Forums</li> <li>○ Riverina Economic Development Officer Forum</li> </ul> </li> <li>• Attended 4x housing/accom meetings/forums: <ul style="list-style-type: none"> <li>○ 3x Wagga Wagga Accommodation Shortages Meetings</li> <li>○ Wagga Wagga Housing Strategy Development Forum</li> </ul> </li> </ul>
1.6	Work with Resilience NSW and other relevant emergency response and recovery agencies to provide support and encouraged preparedness for emergencies	2022 to 2030	<ul style="list-style-type: none"> <li>• Participated in 18x NSW Reconstruction Authority Flood Response/Recovery meetings.</li> <li>• Lead 12x Riverina Murray Recovery Tourism Working Group Meetings.</li> <li>• Facilitated meetings between government departments during flood response, including the National Emergency Management Agency (NEMA), OLG, NSWRA, BOM, Destination NSW, Department of Regional NSW (DRNSW) and Cross-Border Commissioners.</li> <li>• Attended 4x Victorian/Murray Regional Tourism (MRT) high water event briefings.</li> <li>• Attended NSW Reconstruction Authority After Actions In-Person Meeting Deniliquin</li> <li>• Met with Service NSW Business Bureau regarding Local Government Area (LGA) Thrive &amp; Recover program.</li> <li>• Published 15x permanent disaster resources on the Destination Riverina Murray website for Visitor Economy (VE) stakeholders.</li> <li>• Shared 4x disaster preparedness comms to Visitor Economy (VE) stakeholders.</li> <li>• Distributed Murray Crisis Management Guide to the State Emergency Service (SES), National Emergency Management Agency (NEMA) and NSWRA.</li> </ul>

## 2.0 Build the Brand

Position the Riverina Murray as an authentic and sustainable agritourism destination that delivers and promotes a suite of local produce experiences for visitors to drink, eat, stay and explore the region

DMP Action		Timeframe	DRM Achievements 2023-2024
2.1	Work with DNSW to review the brand identity/story for the Riverina Murray region based on its agri-strengths that align to the Feel NSW brand	2022 - 2030	<ul style="list-style-type: none"> <li>Participated in the Destination NSW Regional Blueprint Workshop and marketing strategy development for Wagga Wagga and Snowy Valleys Local Government Areas (LGAs).</li> </ul>
2.2	Continue to maintain strong partnerships with RTOs and LGA's to identify cooperative regional marketing opportunities for Riverina Murray stakeholders, including cross-border campaigns	2022 - 2030	<ul style="list-style-type: none"> <li>14x co-op marketing opportunities communicated to Visitor Economy (VE) stakeholders.</li> </ul>
2.3	Work with DNSW, LGA's and LTO's to coordinate famils, content creation and programs that encourage and support awareness and packaging of new and existing products and services, including updates of ATDW listings	2022 - 2030	<ul style="list-style-type: none"> <li>67x new Australian Tourism Data Warehouse (ATDW) listings.</li> <li>Conducted an LGA audit of Australian Tourism Data Warehouse (ATDW) practices.</li> <li>Connected operators with regional media resulting in 13 media editorials.</li> <li>Assisted delivery of 6x marketing/famil campaigns:               <ul style="list-style-type: none"> <li>Go Beyond the River (Murray) Recovery Campaign</li> <li>Destination NSW Regional Marketing Blueprints</li> <li>Destination NSW PR Content Themes</li> <li>Australian Tourism Exchange (ATE) Murray famils (Visit Vic)</li> <li>Canberra Times Famil to the Riverina</li> <li>Sunrise Live-Cross from Wagga/Griffith</li> </ul> </li> <li>Briefing with Visit Riverina Board regarding their role in agritourism marketing.</li> </ul>

DRM/MRT Cross-Border Tourism Forum Albury



## 3.0 Showcase Our Strengths

Develop trails and touring routes, agritourism and new accommodation product at strategic locations to differentiate the Riverina Murray region and grow overnight stays

DMP Action	Timeframe	DRM Achievements 2023–2024
3.1 Lead the development and implementation of a Riverina Murray Agritourism, Produce, Food and Drink Product & Experience Development Strategy including identification of experience trails and best practice sustainability practice (e.g. the Canola Trail)	2022 to 2024	<ul style="list-style-type: none"> <li>• Launched the <a href="#">Riverina Murray Agritourism Development Strategy</a> in early 2024.</li> <li>• 11x media features.</li> <li>• 12x priority agritourism products identified for product development support.</li> </ul>
3.2 Work with LGAs and LTOs to create a Riverina Murray Tracks, Trails & Touring Routes Plan to include linked and coordinated themed experience trails, itineraries and associated interpretation related to positioning strengths of the Riverina Murray region	2022 to 2026	<i>Merged with action item 3.8</i>
3.3 Advocate and support redevelopment of distinctly Riverina Murray heritage tourism offerings such as The Dog on the Tuckerbox	2022 to 2026	<ul style="list-style-type: none"> <li>• 5x priority heritage products identified for product development support.</li> <li>• 24x operators supported to develop Museums &amp; Galleries NSW (MGNSW) listings.</li> <li>• 9x updates/funding opportunities communicated to Visitor Economy (VE) stakeholders relating to heritage opportunities.</li> <li>• Attended 3x meetings related to development of an Early Settlers Museum in Coomealla.</li> </ul>
3.4 Work with RTOs to continue to develop the Murray River Adventure Trail, including product development and infrastructure works on the NSW side of the Murray River	2022 to 2026	<ul style="list-style-type: none"> <li>• Continued advocating for Destination Riverina Murray to participate in Parks VIC Murray River Adventure Trail (MRAT) meetings.</li> <li>• Attended Murray River Adventure Trail (MRAT) briefing in Swan Hill.</li> </ul>
3.5 Advocate for the development and promotion of the Hume & Hovell Track for inclusion in the Great Walks of Australia collective	2022 to 2026	<ul style="list-style-type: none"> <li>• Partnered with NSW Crown Lands and Snowy Valleys Council on development of a long-term strategy plan for the Hume &amp; Hovell Track.</li> <li>• Attended 16x Hume &amp; Hovell Track Project Meetings.</li> <li>• Participated in Hume &amp; Hovell Track in-region community consultation sessions for strategy plan development.</li> <li>• Official Hume &amp; Hovell Track strategy plan launched in December 2023.</li> <li>• Commenced work on list of Year 1 Hume &amp; Hovell priority actions.</li> </ul>

3.6	Work with the Destination Network Project Management Group and land tenure holders to identify opportunities for nature-based product and experience development	2022 to 2026	<ul style="list-style-type: none"> <li>• Attended 11x meetings with state land tenure holders: <ul style="list-style-type: none"> <li>○ 5x National Parks &amp; Wildlife Service (NPWS) Willandra Lakes Advisory Committee meetings</li> <li>○ 5x National Parks &amp; Wildlife Service (NPWS) West Branch Regional Advisory Committee meetings</li> <li>○ 1x NSW Crown Lands Management Plan review</li> </ul> </li> <li>• 5x priority nature-based products/experiences identified for product development support.</li> <li>• Regular updates to Destination NSW nature, sustainability and wellness product teams related to local products/experiences.</li> </ul>
3.7	Provide strategic support to private sector stakeholders (e.g., wineries, breweries, distilleries, restaurants, accommodation developers) to develop new Produce, Food and Drink products and experiences and accommodation that reflects the character of the region	2022 to 2030	<ul style="list-style-type: none"> <li>• Directly supported and mentored 89 tourism operators with dedicated resources and ongoing assistance, to achieve product development outcomes.</li> <li>• 5x priority food and beverage products/experiences identified for product development support.</li> <li>• 5x priority accommodation products identified for product development support.</li> <li>• Provided Letters of Support (LOS) and advocacy activities for 3x priority accommodation development projects (Magpies Nest, The Timbercutter and Trentham Estate).</li> <li>• Regular updates to Destination NSW culinary and agritourism product team related to local products/experiences.</li> </ul>
3.8	Develop a Riverina Murray Tracks, Trails & Touring Routes Master Plan that identifies product gaps, opportunities, and interpretation requirements	2022 to 2026	<ul style="list-style-type: none"> <li>• Attended 15x project development group meetings: <ul style="list-style-type: none"> <li>○ 4x Mt Tumbarumba Adventure Park (Mountain Biking Trail) meetings</li> <li>○ 2x Canola Trail</li> <li>○ 4x Darling River Run meetings</li> <li>○ 5x Hume &amp; Hovell Track</li> </ul> </li> <li>• 5x priority tracks/trails/touring routes identified for product development support.</li> </ul>
3.9	Work with the Destination Network Project Management Group to advocate and support the development of new cultural, heritage and aboriginal products and experiences including tailored industry development and support to help bring forward new cultural tourism product development opportunities	2022 to 2030	<ul style="list-style-type: none"> <li>• Attended 2x meetings with Aboriginal tourism stakeholders: <ul style="list-style-type: none"> <li>○ Mungo Aboriginal operators Famil</li> <li>○ Regional NSW Aboriginal Partnerships Program</li> </ul> </li> <li>• Supported delivery of the national First Nations Tourism Mentoring Program.</li> <li>• Regular updates to Destination NSW Aboriginal Tourism product team related to local products/experiences.</li> <li>• Attended the Destination NSW Aboriginal Experience Development Pathway session.</li> <li>• Attended 2x meetings with arts and culture stakeholders: <ul style="list-style-type: none"> <li>○ Eastern Riverina Arts</li> <li>○ Creative Industries Policy Consultation</li> </ul> </li> <li>• Advocated for regional representation and support to be prioritised in the new state government Creative Communities policy, resulting in commitment to development of a regional creative strategy.</li> </ul>

## 4.0 Invest in World Class Events

Support the development and delivery of contemporary events and festivals across the Riverina Murray to attract new visitors

DMP Action	Timeframe	DRM Achievements 2023–2024
4.1 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	2022 to 2026	<ul style="list-style-type: none"> <li>• Event resources provided to all 40x event organisers who expressed interest in the NSW Regional Event Fund (REF).</li> <li>• 5x priority events identified for product/experience development support.</li> <li>• Worked with Destination NSW (DNSW) and Wagga Wagga City Council (WWCC) to support the Great Southern Nights event.</li> </ul>
4.2 Work with LGAs and LTOs to undertake an audit of sporting facilities in region to determine the most appropriate sporting events that the region can host (regional, State, National or international)	2024 to 2026	<ul style="list-style-type: none"> <li>• Letter of support provided for funding for the Lauren Jackson Centre Sports Centre expansion (Albury).</li> <li>• Project funding required to undertake sporting facility audit.</li> </ul>
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)	2022 to 2030	<ul style="list-style-type: none"> <li>• 9% annual increase in Australian Tourism Data Warehouse (ATDW) Riverina Murray event listings.</li> <li>• Supported Albury Wodonga's application to attend AIME 2024.</li> <li>• Supported Wagga Wagga, Coolamon and Junee's Local Government NSW (LGNSW) conference.</li> <li>• 86x operators supported to develop Business Events NSW (BENSX) listings.</li> <li>• Presented at the Business Events NSW (BENSX) Showcase in Sydney (supporting Albury Wodonga).</li> <li>• Provided feedback and guidance on Murrumbidgee Shire Council events guide.</li> <li>• Provided venue suggestions to Leigh Sales for new events in the region.</li> <li>• Supported the attraction of TEDx to Wagga Wagga.</li> <li>• Provided Destination NSW with summary feedback on all Regional Event Fund (REF) applications from our region.</li> <li>• Provided opportunity for local caravan and camping operators to attend the Sydney Caravan and Camping Show.</li> <li>• Supported the International 8 Ball Championship funding submission.</li> <li>• Supported the WoTL Thriving Women conference.</li> </ul>
4.4 Continue to advocate and support Golf on the Murray and the Murray Festival of Golf to help grow golf experiences right along the Murray River	2022 to 2030	<ul style="list-style-type: none"> <li>• Collaborated with Murray Regional Tourism (MRT) on a joint project to develop Murray River Road packages focused on golfing experiences. Promoted these packages at the Australian Tourism Exchange (ATE).</li> <li>• Provide support to Festival of Golf for the NSW Regional Event Fund (REF).</li> </ul>

## 5.0 Facilitate Growth

Facilitate ways for the Riverina Murray visitor economy to work more sustainably and collaboratively, including in cross border regions

DMP Action		Timeframe	DRM Achievements 2023–2024
5.1	Continue to actively advocate for and support investment in proposed projects that have the potential to grow the region's visitor economy	2022 to 2030	<ul style="list-style-type: none"> <li>• Attended Wagga Special Activation Precinct (SAP)/RiFL investor info session lead by Investment NSW, Wagga Wagga City Council (WWCC) and Charles Sturt University (CSU).</li> <li>• Attended 6x meetings and info sessions related to renewable energy projects in the region.</li> <li>• Support provided for master planning and development of a new regional conferencing centre and exhibition space in Wagga.</li> <li>• Meeting with Mulwala Water Ski Club and Murray Regional Tourism (MRT) regarding Lake Mulwala Marina development.</li> </ul>
5.2	Work with Destination NSW and the Destination Network Project Management to disseminate and communicate relevant visitor economy research and activity updates to regional stakeholders	2022 to 2030	<ul style="list-style-type: none"> <li>• Stayed updated with industry trends to support stakeholders via attendance at the following conferences/events: <ul style="list-style-type: none"> <li>○ Australian Regional Tourism Conference</li> <li>○ NSW Visitor Economy Forum</li> <li>○ Destination Australia Conference</li> <li>○ Tourism Australia RTO Forum</li> <li>○ Local Government NSW (LGNSW) Destination and Visitor Economy Conference</li> <li>○ Caravan Industry Association of Australia (CIAA) Conference</li> <li>○ NSW Bush Summit</li> <li>○ Beyond 2050 Wagga</li> <li>○ NSW Tourism Awards</li> <li>○ Google SMB Summit</li> </ul> </li> <li>• Regular activity/trends/research updates distributed via monthly newsletter and direct emails to relevant stakeholders.</li> <li>• Participated in Future CRC meetings with universities, research partners and Destination Networks (DNs).</li> </ul>
5.3	Work with the Destination Network Project Management Group to advocate to the NSW Government and LGAs to streamline planning requirements to better support the growth of the visitor economy	2022 to 2030	<ul style="list-style-type: none"> <li>• Contributed to state and federal policy and inquiry submissions.</li> <li>• Hosted a consultation session for the review of the NSW Visitor Economy Strategy (VES).</li> <li>• Hosted a consultation session for the review of the federal THRIVE strategy.</li> <li>• Provided feedback to LGA's developing local strategies and plans: <ul style="list-style-type: none"> <li>○ Albury Wodonga Destination Management Plan</li> <li>○ Wagga Wagga Destination Management Plan</li> <li>○ Wentworth Tourism &amp; Event Plan</li> </ul> </li> </ul>

			<ul style="list-style-type: none"> <li>○ Murray River Arts &amp; Culture Strategy</li> <li>○ Murray River Tourism Strategy</li> <li>○ River Country Art Trail project brief</li> <li>○ Wagga Wagga Civic Theatre redevelopment</li> <li>○ Visit Riverina revised operations plan</li> </ul>
5.4	Work with the Destination Network Project Management Group to advocate to the Australian and NSW Government to collectively advocate for improved digital and transport connectivity, including EV charging	2022 to 2030	<ul style="list-style-type: none"> <li>• Attended 4x meetings with NBN/Telstra telco stakeholders.</li> <li>• Scoped development of Regional Telecommunications Strategies for the region.</li> <li>• Provided advice to state government on regional black spots and 3G shutdown.</li> <li>• Circulated information regarding EV charger funding to all Riverina Murray LGAs.</li> <li>• Provided advice to DECCW on reaching regional stakeholders to encourage buy-in for EV charging stations.</li> <li>• Coordinated 3x meetings between councils and Take 3/Ground Swell.</li> </ul>
5.5	Work with RTOs and LGAs to facilitate famils and networking opportunities to increase awareness of products and experiences and to encourage cooperation across LGA and state boundaries	2022 to 2030	<ul style="list-style-type: none"> <li>• 27x meetings with LGA Tourism Managers.</li> <li>• Weekly meetings with Murray Regional Tourism (MRT) – our RTO counterpart in Victoria.</li> <li>• Fortnightly meetings with 7x Destination Networks &amp; Destination NSW regional team to ensure regional NSW alignment.</li> <li>• Quarterly meetings with Destnation NSW product and media/PR teams.</li> <li>• Established the Khancoban Visitor Economy Development Group, with 4x meetings with Upper Murray Inc, Snowy Valleys Council and Towong Shire Council and local operators.</li> <li>• Attendance at Visit Riverina member meetings.</li> <li>• Hosted 2x in-region famils with Destination Riverina Murray Board and Destination NSW Board Observer. (Leeton/Narrandera, Upper Murray/Greater Hume).</li> <li>• Hosted 2 famils with Destination NSW staff (Wagga Wagga and Snowy Valleys).</li> <li>• Participated in Tumbatrek.</li> <li>• Attended Australian Tourism Exchange (ATE) to represent the cross-border Murray region.</li> </ul>
5.6	Work with the Destination Network Project Management Group to leverage opportunities for domestic and international airway and passenger rail route development	2024 - 2030	<ul style="list-style-type: none"> <li>• Attended 2x meetings with transport stakeholders.</li> <li>• Contributed to the Aviation White Paper.</li> <li>• Joined a project group to assist in development of NSW Scenic Routes (alongside Transport for NSW).</li> <li>• Provided support to industry following the collapse of Bonza, impacting flights in/out of Albury and Mildura.</li> <li>• 2x meetings with Vintage Rail Journeys.</li> </ul>
5.7	Communicate with industry and key stakeholders on relevant sustainability initiatives, funding, promotion, skills	2026 - 2030	<ul style="list-style-type: none"> <li>• 21x sustainability comms shared to Visitor Economy (VE) stakeholders.</li> <li>• Promoted Earth Check's sustainability micro credentials courses.</li> <li>• Promoted the Destination NSW Strive 4 Sustainability Scorecard program.</li> </ul>

	development, and strategic opportunities, and provide support resources for businesses		<ul style="list-style-type: none"> <li>Participated in Austrade’s training session on the National Sustainability Framework tools.</li> </ul>
5.8	Work with MRT and other key stakeholders to lobby for changes to River and Waterway management that affects the regional visitor economy, including development of flood and drought mitigation and resilience strategies for the visitor economy sector and development of riverine guidelines to support decision-making on development on or near rivers	2022 - 2030	<ul style="list-style-type: none"> <li>Attended the Murray Darling Basin Authority (MDBA) River Reflections Conference (Albury).</li> <li>Provided feedback on the NSW Murray Water Management Strategy.</li> <li>Provided feedback on the NSW Murrumbidgee Water Management Strategy.</li> <li>Participated in Department PIE Water Roundup sessions.</li> <li>Contributed to 4x Regional Drought Resilience Plans.</li> <li>Requested the National Tourism Disaster Response draft documentation from National Emergency Management Agency (NEMA) under FOI.</li> </ul>
5.9	Work collaboratively with the Cross Border Commissioners Offices, RTO’s, RDA and other regional stakeholders to support Cross Border Local Area Action Plans and Strategic Plans	2022 - 2030	<ul style="list-style-type: none"> <li>Developed and hosted a Cross-Border Tourism Forum in Albury Wodonga with VIC and NSW Cross-Border Commissioners and state government tourism reps.</li> <li>30x meetings with Murray Regional Tourism (MRT).</li> <li>Developed and financially supported 2x cross-border Tourism projects with Murray Regional Tourism (MRT): <ul style="list-style-type: none"> <li>First Nations product/experience development and promo</li> <li>Murray River Road (Golf packages for the export market)</li> </ul> </li> <li>Attended the Murray Regional Tourism (MRT) AGM.</li> <li>Participated in Upper Murray Inc meetings and project consultation sessions.</li> <li>Attended Murray Regional Tourism (MRT) Tourism Manager forums.</li> <li>Participated in a cross-border meeting hosted by Albury MP, Justin Clancy.</li> </ul>



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# Industry Engagement

Some snapshots of the year that was



DRM/MRT hosted Albury Cross-Border Tourism Forum



Presenting at Destination NSW's Business Events Showcase, Sydney



Tourism Australia's Australian Tourism Exchange (ATE) Melbourne



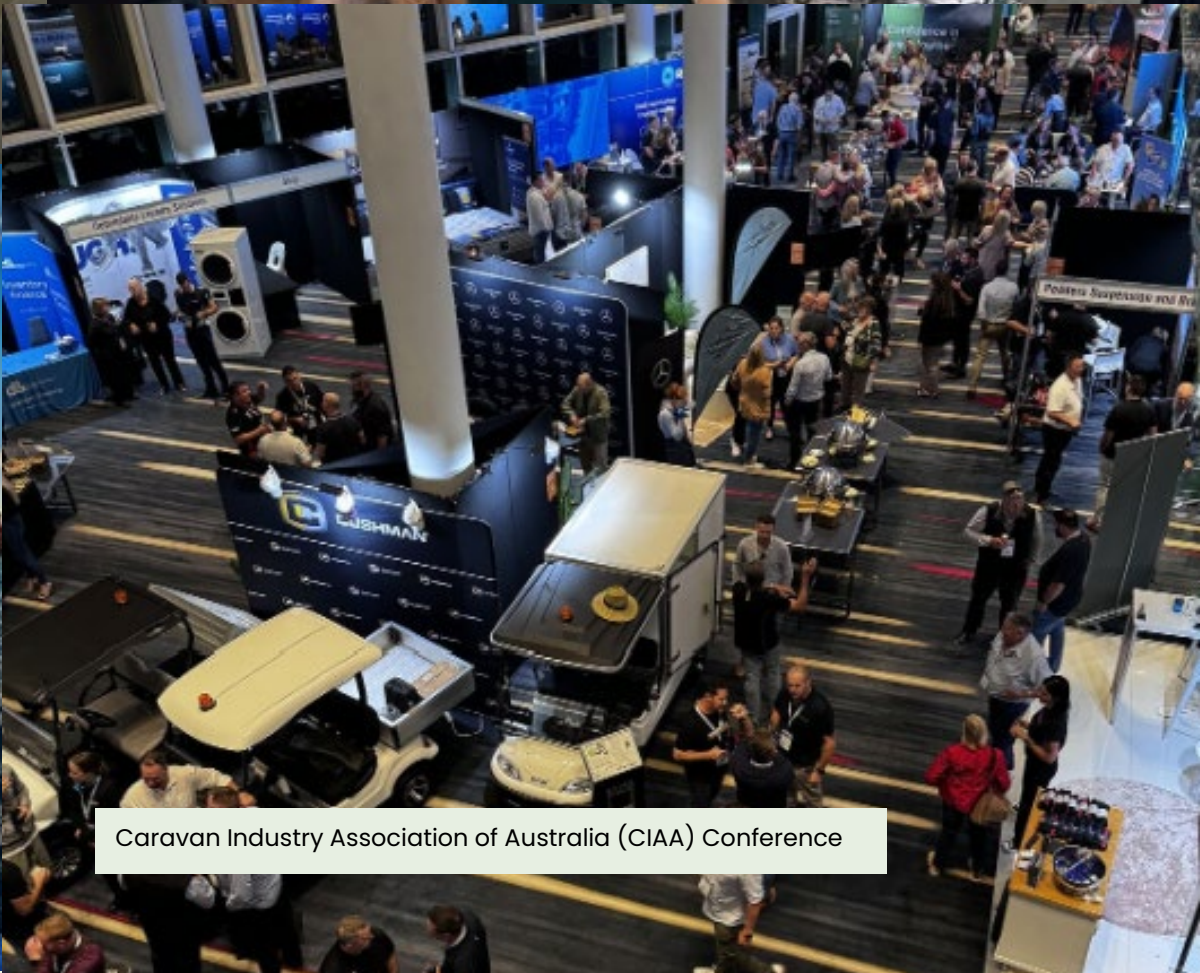
Tour of the new Western Sydney International Airport



NSW First Experience Development Workshop Tumbarrumba



Tourism Australia's RTO Forum Sydney



Caravan Industry Association of Australia (CIAA) Conference

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