



Robyn Preston MP

Member for Hawkesbury

MEDIA RELEASE

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FREE ONLINE INDUSTRY DEVELOPMENT PROGRAM AVAILABLE TO HAWKERSBURY TOURISM BUSINESSES

Hawkesbury tourism businesses can now register for a series of free online industry events to hear expert advice about the domestic market, how to sell bookable products online and how to work with different distribution partners.

The events, which include webinars and digital training, are hosted by the NSW Government's tourism and major events agency Destination NSW and are free for businesses to participate.

Member for Hawkesbury Robyn Preston MP said businesses and The Hawkesbury would benefit from this industry-focused advice.

"This is free, expert advice for tourism businesses in the Hawkesbury that will help our community to attract new and returning visitors and provide a boost to our local economy," Ms. Preston said.

"It's great that the NSW Government is providing this opportunity for Hawkesbury businesses to upskill and adapt."

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the initiative would support tourism businesses bounce back after a challenging period.

"These events will provide real, tactical advice and information for tourism operators to apply to their own businesses, helping them to drive bookings and reach new customers which is critical as a result of COVID-19," Minister Ayres said.

"The NSW and Commonwealth Governments have provided economic support to many NSW businesses to relieve pressure during this crisis - this advice will help operators grow their businesses in new, sustainable ways."

The two series of online events - *Restart Series* and *Discuss and Develop Your Business* - are part of Destination NSW's industry development program, NSW First, and focus on tips to help operators return to market. The first session will be held on 22 July.

Destination NSW chief executive officer Steve Cox said the program was an important step on the road to recovery for NSW's tourism industry.

“The *Restart Series* are webinars addressing the pressing issues facing our industry right now such as how to attract customers in the domestic market which is important for operators who have previously focused on international visitors,” he said.

“The *Discuss and Develop Your Business* workshops are practical sessions where operators can get hear directly from Destination NSW’s industry development team and guest speakers.”

The NSW First Program assists tourism businesses to develop, promote and sell tourism products and experiences. The program provides industry events, downloadable resources for businesses and direct product development support and mentoring for operators.

Upcoming events include:

- 22 July - Restart Series: [The domestic market](#)
- 23 July - Discuss and Develop Your Business: [Leverage the Love NSW campaign with TripAdvisor and Viator](#)
- 28 July - Restart Series: [Sell bookable products online](#)
- 4 August - Discuss and Develop Your Business: [Commissions and the travel distribution system](#)
- 12 August - Discuss and Develop Your Business: [Creating effective trade fact sheets](#)
- 26 August - Discuss and Develop Your Business: [Working with your accredited Visitor Information Centre](#)

Find out more about Destination NSW's industry development program, NSW First: www.destinationnsw.com.au/nswfirst

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