

Capability and Capacity

Industry engagement and collaboration



Canberra District Wine Region

Overview and Strategic Importance

Capability and capacity forms a significant focus of the T2030 Strategy update and will be key to success.

Five key areas of focus have been identified to assist industry with improving capacity and driving capability.

Skills and Employment	Business Development and Support	Industry Collaboration	Product Development	Ease of Doing Business
<ul style="list-style-type: none">Support education promotion and growing participationPromote tourism careers and skills developmentDevelop pathways for First Nations employment	<ul style="list-style-type: none">Back diverse businesses including women-led and First NationsEncourage responsible investment and sustainabilityProvide tools and resources to enhance accessible and & inclusive tourism	<ul style="list-style-type: none">Foster collaboration and innovation across tourism sectorWork with local, regional and national partners.Whole of Government approach	<ul style="list-style-type: none">Equip industry with the right tools, insights and advice.Support indigenous tourism product development.	<ul style="list-style-type: none">Foster a dynamic and safe night-time economyStreamline regulations and unlock investment barriers

Activities and Engagement

VisitCanberra will continue to work with operators, industry partners and government to assist in delivering targeted activities and engagement initiatives aimed at addressing the needs under the five key areas.

Engaging directly with operators

Sourcing, communicating and promoting targeted development opportunities

Leveraging the Canberra & Region Visitors Centre as a hub for industry

Sharing actionable insights and visitor data

Whole of Government approach

Canberra and Region Visitors Centre (CRVC)



Go Boat looking towards the CRVC

CRVC 2025 Update

Retail



120 SUPPLIERS+

Trusted local suppliers for stock and collaborations

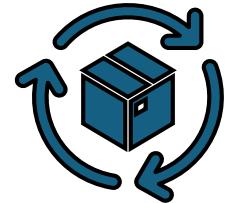
Visitors



225,000+

Visitors to our Centre annually

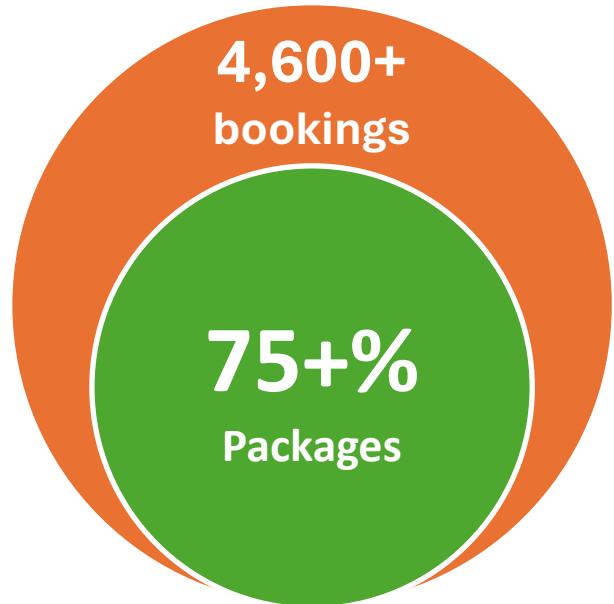
Bookings



4,600+

Bookings made for tours and accommodation via our **bookeasy** platform

Booking Trends



Visitors Centre as a resource

For Industry use & engagement

- Media launches
- Workshops
- Makers & Artists
- Collaborations with each other / or with CRVC
- Private event space
- Marketing & Promotional opportunity



Canberra & Region
Visitors Centre

Working with the CRVC



ATDW and events

Listing support

Launches & activations



Bookeasy & online bookings

Product set up and distribution across bookeasy platform

Sales and conversion via Centre staff



Retail

Sales channel for suppliers from the local region

Showcasing Canberra's makers & artists



Marketing & Promotion

Digital & physical signage opportunities

- Regatta Point
- Airport