

# 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"><li>• Support education promotion and growing participation</li><li>• Promote tourism careers and skills development</li><li>• Develop pathways for First Nations employment</li></ul>	<ul style="list-style-type: none"><li>• Back diverse businesses including women-led and First Nations</li><li>• Encourage responsible investment and sustainability</li><li>• Provide tools and resources to enhance accessible and &amp; inclusive tourism</li></ul>	<ul style="list-style-type: none"><li>• Foster collaboration and innovation across tourism sector</li><li>• Work with local, regional and national partners.</li><li>• Whole of Government approach</li></ul>	<ul style="list-style-type: none"><li>• Equip industry with the right tools, insights and advice.</li><li>• Support indigenous tourism product development.</li></ul>	<ul style="list-style-type: none"><li>• Foster a dynamic and safe night-time economy</li><li>• Streamline regulations and unlock investment barriers</li></ul>

# 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

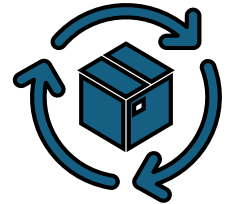
## Visitors



**225,000+**

Visitors to our Centre annually

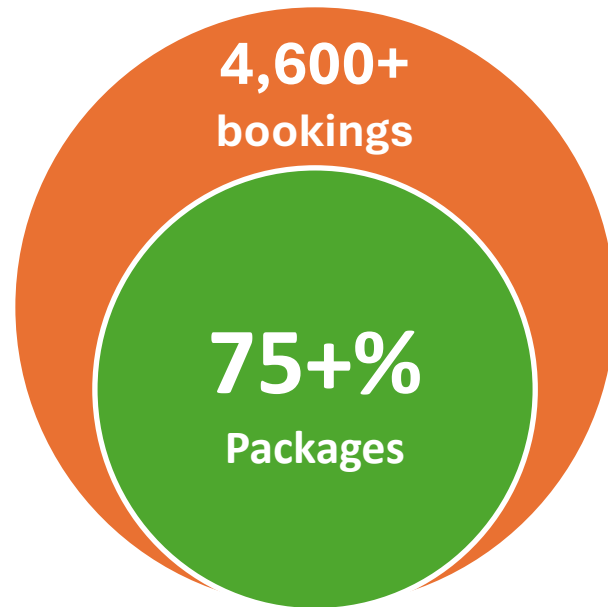
## Bookings



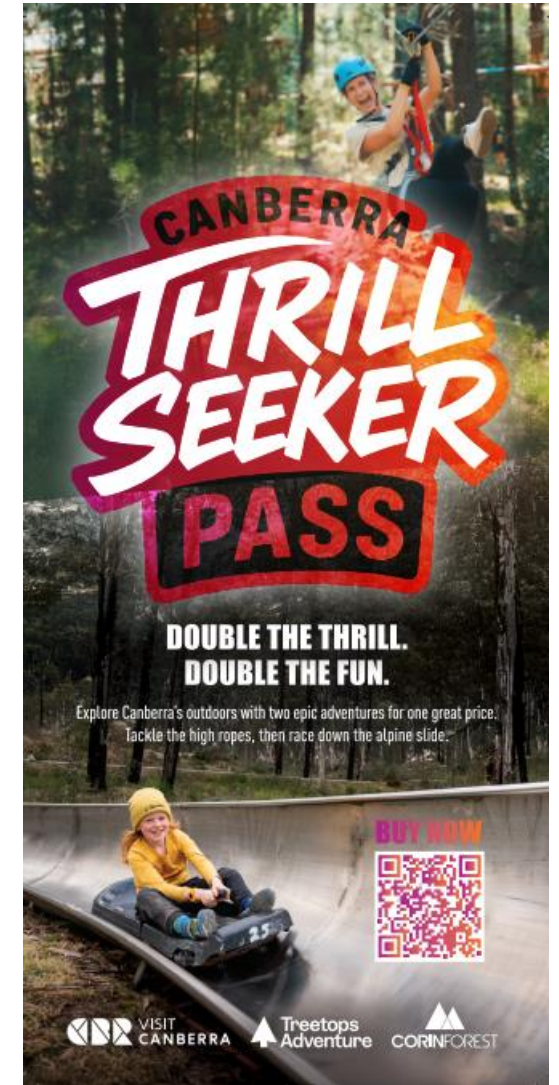
**4,600+**

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

# Booking Trends



Bookings for tours and accommodation at the CRVC





# 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