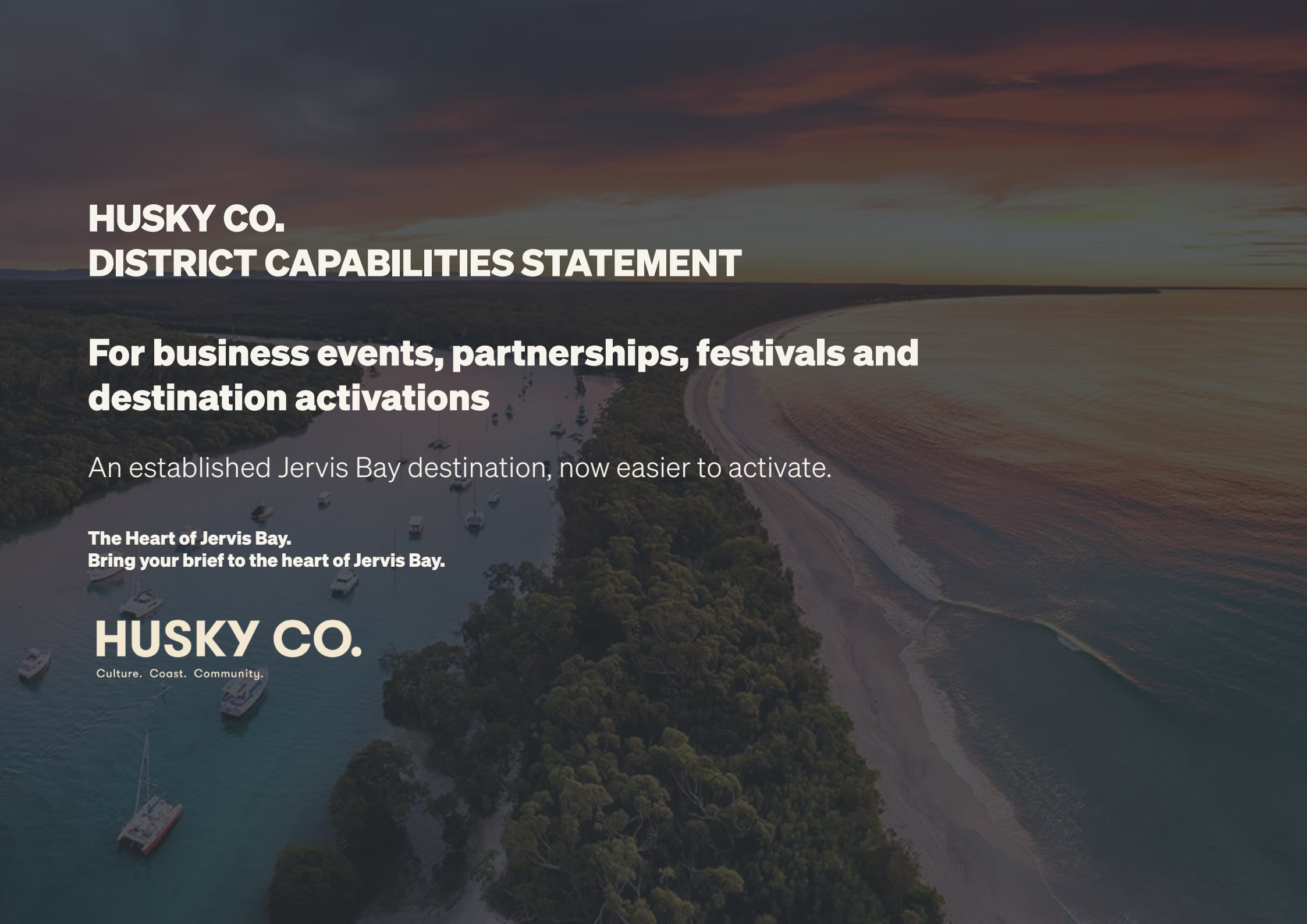

HUSKY CO.
DISTRICT CAPABILITIES STATEMENT

For business events, partnerships, festivals and destination activations

An established Jervis Bay destination, now easier to activate.

The Heart of Jervis Bay.
Bring your brief to the heart of Jervis Bay.

HUSKY CO.
Culture. Coast. Community.

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HUSKY CO.

OUR PROPOSITION

An established Jervis Bay destination, now easier to activate.

Huskisson is the walkable coastal heart of Jervis Bay. Within and around the village, organisers can combine waterfront venues, accommodation, hospitality, public spaces, marine experiences and local suppliers to create a complete destination program.

HUSKY CO. is the local business collective and district coordination body. We help partners understand the destination, connect with the right operators and bring the local network into one coordinated conversation.

For partners, that means less fragmentation at the beginning of planning and more opportunity to build an experience around the audience, scale and objective—from executive retreats and delegate welcomes to public festivals, sporting events and brand activations.

One coastal village. One connected local network. A complete Jervis Bay event experience.

WHY HUSKISSON

A destination that becomes part of the event.

Huskisson is not a conventional conference precinct or a single resort. It is a compact coastal village where the setting, hospitality and experiences can be incorporated into the program.

A distinctive coastal setting
Waterfront spaces, marine life, beaches and foreshore environments create a memorable alternative to a traditional urban event setting.

An award-winning visitor destination
Huskisson has received State and national recognition through the Australian Top Tourism Town Awards, reinforcing its standing as one of Australia's leading coastal visitor destinations.

A connected village core
Accommodation, hospitality, retail, public spaces and marine departure points are concentrated around the town centre.

A flexible destination footprint
Programs can combine private venues, public spaces, boats, restaurants, accommodation and nearby retreat or brewery locations.

Multi-day program potential
Guests can stay, dine, explore and participate in local experiences beyond the formal event agenda.

A local point of connection
HUSKY CO. helps partners navigate the destination and identify the right mix of local operators for the brief.

At the heart of Jervis Bay, the event does not simply happen in Huskisson. The destination becomes part of the experience.

LOCATION AND ACCESS

Close enough for a practical regional event. Far enough to feel like a genuine change of pace.

Huskisson is located on the NSW South Coast, in the centre of the Jervis Bay visitor region.

The village is around 2.5 hours by road from Canberra and approximately 2.5–3 hours from Sydney, depending on the departure point and traffic conditions. This makes Huskisson well suited to overnight business events, executive retreats, group travel, destination celebrations and regional event extensions.

Access options include:

- Private vehicle.
- Chartered coach and group transport.
- Rail services to Bomaderry with onward road transfer.
- Road transfers from Shellharbour Airport, Sydney Airport and Canberra Airport, with Western Sydney International Airport providing an additional access option following its planned opening in late 2026.
- Local shuttle and private transport providers.

Within Huskisson, accommodation, waterfront spaces, hospitality, retail and marine departure points are concentrated around the town centre.

Partner advantage: a destination capable of attracting metropolitan and regional markets while encouraging overnight stays and extended visitor dwell.

DISTRICT STORY AND IDENTITY

Huskisson. The Heart of Jervis Bay.

At the heart of Jervis Bay, Huskisson is where the coast comes to life.
Its identity is shaped by the bay, the foreshore, marine activity, hospitality, local business and a strong sense of community.

By day, the village moves between cafés, local retail, boats, beaches, coastal walks, wellness and outdoor activity. By evening, restaurants, bars, breweries and live programming extend the experience.

HUSKY CO. brings together the businesses and operators behind that experience, creating a coordinated platform for partnerships, events and long-term district growth.

For partners, Huskisson offers more than a venue or a view. It offers a place story that audiences can experience for themselves.

A destination shaped by the coast and brought to life by its local community.

AUDIENCE AND SOURCE MARKETS

An established visitor destination with experience-led audiences.

Huskisson brings together business-event guests, event participants, leisure visitors and regional audiences.

CORE AUDIENCES

- Business-event delegates, corporate groups and retreat guests
- Sporting-event participants, spectators and support crews
- Sydney, Canberra and regional leisure visitors, including couples and families
- Food, beverage, marine, nature and wellness audiences
- Regional residents, media and destination partners

WHAT THEY VALUE

- Coastal and marine experiences
- Local food, hospitality and produce
- Wellness and outdoor activities
- Relaxed, distinctive settings
- Social experiences that extend beyond one venue

Visitors do not simply attend an event in Huskisson. They stay, dine, explore and participate—creating multiple partner touchpoints across the destination.

EVIDENCE AT A GLANCE

- **224,000 average monthly HUSKY CO. precinct visits***
- **3.2 million visitors to the Shoalhaven in the year ending December 2025****
- **28–30% repeat visitation recorded in Shoalhaven; leading repeat-visitor cohorts spend 44% more than the average visitor*****
- **65% growth in domestic overnight stays during May–September over the decade to 2024******
- **$481 average nightly spend by NSW domestic overnight business-event visitors in September quarter 2025**
- **6,000+ annual participants in the Husky Triathlon Festival**

Sources:

- *Tourism Research Australia Shoalhaven and Jervis Bay Monitor YTD December 2025
- ** Destination NSW, “Creating a data-driven, insight-led visitor economy,” reporting CommBank iQ visitor-economy data presented at the NSW Visitor Economy Forum 2025.
- ***Tourism Research Australia, Shoalhaven and Jervis Bay Tourism Monitor, December 2014–December 2024.

Precinct visits are recorded visits, not unique visitors. Shoalhaven and NSW figures provide wider destination and market context.

SPACES, VENUES AND WALKABILITY

A walkable village core, with nearby destinations reached by road.

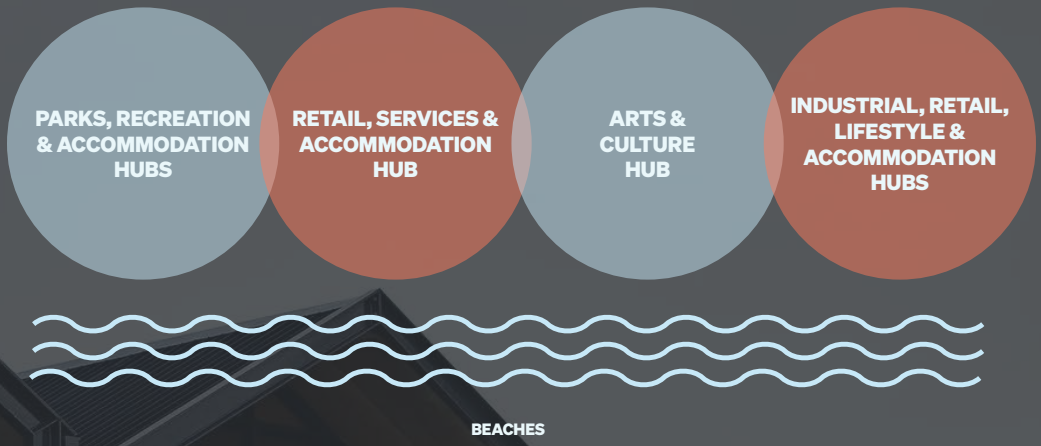
HUSKISSON VILLAGE CORE

Guests can move between the waterfront, accommodation, hospitality, retail, marine departure points, parks and cultural attractions within the town centre. Approx. 5 minutes between adjoining village hubs

Indicative walking time; routes and accessibility vary by destination.

WOOLLAMIA DESTINATION HUBS
A short road transfer from Huskisson connects guests with retreat stays, breweries, performance spaces, nature-based experiences and event suppliers.

PARTNER ADVANTAGE
Combine a walkable village program with planned transfers to Woollamia for a multi-site, day-to-night or multi-day experience.



HUSKISSON DISTRICT EVENT MAP

A compact waterfront core connected to nearby destination experiences.

Four connected hubs, each approximately a five-minute walk from the next.

Huskisson's compact village footprint creates a clear visitor journey—from parks, recreation and waterfront accommodation, through the retail and service centre, to arts and culture, then onward to the industrial and lifestyle precinct.

01
PARKS, RECREATION & ACCOMMODATION HUB
Foreshore parks, beaches, sporting spaces, recreation and waterfront stays.

≈ 5 MIN WALK

02
RETAIL, SERVICES & ACCOMMODATION HUB
Village retail, hospitality, visitor services, amenities and central accommodation.

≈ 5 MIN WALK

03
ARTS & CULTURE HUB
Museum, heritage, cultural experiences, creative programming and waterfront spaces.

≈ 5 MIN WALK

04
INDUSTRIAL, RETAIL, LIFESTYLE & ACCOMMODATION HUB
Breweries, destination retail, lifestyle businesses, event suppliers, production services and accommodation.

PARTNER ADVANTAGE
An easy-to-navigate district supporting multi-venue events, progressive dining, delegate movement, visitor dispersal and day-to-night programming.

Four adjoining hubs, each generally within an approximately five-minute walk of the next.
Final routes, accessibility, venue access and public-space use are subject to confirmation.

PARTNER-READY ASSETS AND NETWORK

One district connection. Multiple local entry points.

HUSKY CO. connects partners with a diverse destination network that includes:

- Waterfront and private event venues.
- Public parks, reserves and sporting spaces.
- Hotels, motels, retreat properties and short-stay accommodation.
- Restaurants, cafés, bars and breweries.
- Marine and tourism operators.
- Wellness, outdoor and nature-based experiences.
- Event-production and technical suppliers.
- Transport and marine-operation providers.
- Marketing, content and creative services.
- Local business, community and stakeholder networks.

Partners benefit from one trusted district connection that streamlines access to the destination and its venues, rather than managing local relationships venue by venue.

AT A GLANCE

- **150+ local businesses brought together at launch.**
- **6 priority event and retreat venues identified.**
- **6 primary public event spaces identified.**
- **16 Stay profiles.**
- **17 Explore profiles and 41 Eat & Drink profiles.**
- **70 businesses open on Saturday evenings; $1.7 million average monthly night-time in-person spend.**

* Directory and precinct data current at August 2026.

A local network capable of being assembled around the partner's objective.

ACCOMMODATION AND DELEGATE STAY

Stay close to the program.

Huskisson and Woollamia offer a diverse accommodation mix, supported by additional holiday-home options in nearby Vincentia, including:

- Boutique hotels and motels.
- Waterfront accommodation.
- Luxury coastal stays.
- Luxury safari accommodation.
- Holiday parks and cabins.
- Short-stay holiday homes.
- Group and retreat accommodation.

For business events, the most useful measure is not the total tourism inventory. It is the number of rooms that can be contracted at the required standard, price point and transfer time.

Accommodation programs can combine a village-based core, Woollamia retreats and an accommodation-only extension into Vincentia, allowing organisers to match room type, budget and experience to the delegate profile.

ACCOMMODATION SNAPSHOT

Huskisson

- **Hotels, motels, resorts and holiday parks: 220+ rooms and cabins.**
- **Short-term accommodation: approximately 300–700 properties, offering an estimated 600–2,100 bedrooms.**
- **Accessible accommodation options are available across selected properties, subject to individual access requirements and confirmation with each operator.**

Greater Jervis Bay

- **Hotels, motels & resorts: a range of accommodation across the region**
- **Holiday parks: cabins, villas, glamping and camping options**
- **Short-term accommodation: extensive inventory of holiday homes and apartments**
- **Boutique accommodation: luxury camps, retreats and nature-based stays**
- **Estimated overall capacity: approximately 4,800–12,000 bedrooms across the broader Jervis Bay accommodation market**

Room numbers, accessible-room features and group availability should be confirmed directly with accommodation operators at the time of enquiry.

A destination stay should be planned as part of the program - not added after the venue is chosen.

EXPERIENCES AND EVENT SUPPORT

Build the destination around the agenda.

Destination experiences

- Whale and dolphin cruises.
- Sailing and private charters.
- Kayaking and paddleboarding.
- Diving and snorkelling.
- Stargazing.
- Museum and cultural experiences.
- Aboriginal-led cultural experiences, subject to availability and agreement with the relevant cultural operators.
- Wellness and massage.
- Coastal walks and national-park experiences.
- Breweries and local hospitality.
- Guided nature and wildlife experiences.

Local event support

- Event production and logistics.
- Audio visual and technical services.
- Catering and hospitality.
- Styling and floristry.
- Marquees and temporary infrastructure.
- Security and traffic management.
- Waste and cleaning services.
- Transport and marine operations.
- Marketing, content and creative services.

HUSKY CO. can introduce partners to relevant local providers and help coordinate the early destination conversation.

CAPABILITIES AND DELIVERY MODEL

One local connection. A clearly defined coordination role.

HUSKY CO. is the district coordination body for Huskisson. For partner-led events and destination programs, we can help convene the local network and make the early planning process easier.

District Connector

- Destination orientation.
- Initial brief development.
- Venue, accommodation and supplier referrals.
- Introductions to tourism and experience operators.

District Coordinator

- Multi-venue and local-business coordination under an agreed scope.
- Local stakeholder engagement.
- Delegate itinerary and program development.
- Local transport and experience coordination conversations.
- Council, government and destination-partner introductions where appropriate.

Campaign Amplifier

- District website and social-media support.
- Participating-business communications.
- Local offers and cross-promotion.
- Destination content and promotional support.
- Feedback and reporting coordination.

How it works

1. **Brief** — understand the audience, objective, timing, scale and budget.
2. **Connect** — identify the appropriate local venues, stays, operators and suppliers.
3. **Build** — assemble a destination program and clarify responsibilities.
4. **Amplify** — support local participation, communication and post-event learning.

DISTRICT READINESS IN PLACE

- » **150+ businesses brought together at launch.**
- » **Live district website, event listings and business directories.**
- » **A defined connector, coordinator and campaign-amplifier model.**
- » **One local point of contact for partner briefs.**

MARKETING AND AMPLIFICATION

Local destination storytelling with partner reach.

HUSKY CO. can support partner campaigns through a combination of district, venue, operator and audience channels.

Marketing and amplification may include:

- HUSKY CO. website and event listings.
- District social-media campaigns.
- Collaborative venue and operator posts.
- Partner and talent content sharing.
- Electronic newsletters, subject to database availability.
- Hospitality, retail and tourism cross-promotion.
- Local offers for delegates and guests.
- Digital and printed trail maps.
- Event signage and wayfinding content.
- Local PR and media introductions.
- Destination photography and video content.
- Post-event storytelling and reporting.

AMPLIFICATION PATHWAYS

- **Eligible event and business listings on shoalhaven.com and relevant Australian Tourism Data Warehouse channels.**
- **Access to Shoalhaven Tourism image and video libraries, subject to usage conditions.**
- **Potential promotional support through Shoalhaven visitor centres and social-media channels, where appropriate.**
- **Destination Sydney Surrounds South regional business-events pathways.**
- **Potential cross-promotion through HUSKY CO. businesses, venues and local tourism operators.**

Current HUSKY CO. reach will be supplied at proposal stage. External support is subject to eligibility and approval.

We connect partner stories with the businesses and audiences already engaging with Huskisson.

WHAT PARTNERS CAN CREATE HERE

From small executive retreats to major public activations.

Huskisson can respond to briefs for:

- Executive retreats.
- Leadership forums.
- Government workshops.
- Corporate conferences.
- Incentive and team programs.
- Delegate welcome events.
- Conference off-site functions.
- Partner and sponsor activations.
- Brand and product launches.
- Cultural and festival extensions.
- Wellness and nature-based programs.
- Sporting-event hubs.
- Food, beverage and lifestyle events.
- Community-facing public programs.

Indicative distributed scales — across one or more venues and public spaces

- 20–50 guests — premium retreat or executive program.
- 50–200 guests — business event or multi-day conference.
- 200–500 guests — delegate welcome or multi-venue program.
- 500–1,000 guests — precinct activation or public event.
- 1,000–5,000+ guests — major outdoor or destination activation.

Final format and capacity depend on venue availability, accommodation, transport, temporary infrastructure, approvals, safety planning and environmental considerations.

Bring us the objective. We will help identify the right destination footprint around it.

PARTNER-READY EVENT CONCEPT 1

BUSINESS BEYOND THE BOARDROOM

20–200 delegates

A flexible two- to four-day coastal business event combining formal sessions with the experiences of Jervis Bay.

Ideal for

- Executive retreats.
- Leadership forums.
- Government workshops.
- Strategic-planning sessions.
- Small corporate conferences.
- Incentive programs.

Indicative program

Day 1
Delegate arrivals, welcome session, waterfront reception and local dinner.

Day 2
Conference or workshop sessions, team activity or private marine experience, followed by a gala or progressive dining program.

Day 3
Optional executive meetings, wellness, local experiences and departures.

Possible inclusions

- Meeting and conference venue options.
- Accommodation coordination.
- Catering and audiovisual referrals.
- Local transport.
- Team-building and wellness experiences.
- Private cruises and coastal activities.
- Hosted dining and delegate offers.

Partner outcome: stronger team connection, longer destination dwell and a business event remembered for the place as well as the formal program.

PARTNER-READY EVENT CONCEPT 2

JERVIS BAY DELEGATE WELCOME

50–500+ delegates

A distributed district welcome experience designed for conferences, conventions and major groups visiting the Shoalhaven or broader South Coast.

Delegates are introduced to Huskisson through a curated combination of waterfront hospitality, local dining, live programming and marine experiences.

Possible inclusions

- Welcome hub and registration point.
- Progressive dining.
- Local produce and hospitality.
- Live music or roving entertainment.
- Brewery experiences.
- Private cruises.
- Waterfront networking.
- Partner branding and content.
- Local offers throughout the delegate stay.
- Hosted wayfinding and transport.

Flexible formats

- 90-minute welcome reception.
- Three-hour progressive experience.
- Full-evening destination program.
- Optional pre- or post-conference extension.

Partner outcome: a distinctive regional welcome that encourages delegates to stay, spend, explore and connect.

PARTNER-READY EVENT CONCEPT 3

HUSKISSON COASTAL FESTIVAL

500–5,000+ attendees

A scalable public-facing activation combining a waterfront or park-based hub with hospitality, performance venues, retail, marine and outdoor experiences.

The concept is suitable for:

- Cultural festivals.
- Sporting events.
- Live-music programs.
- Government initiatives.
- Lifestyle campaigns.
- Product and brand activations.
- Food and beverage events.
- Tourism campaigns.

Possible inclusions

- Waterfront or park-based event hub.
- Temporary stage and event infrastructure.
- Live music and roving performance.
- Partner activation areas.
- Food and beverage integration.
- Hospitality and retail participation.
- Marine and outdoor experiences.
- Multi-venue programming.
- Local transport planning.
- District signage and wayfinding.
- Destination marketing and content.
- Community and stakeholder engagement.

Delivery note: final scale and format are subject to council, landowner, environmental, safety, licensing and infrastructure approvals.

Partner outcome: a destination-wide platform that turns the village and coast into one connected event experience.

DESTINATION EVENT PROOF POINT

HUSKY TRIATHLON FESTIVAL

Established event demand and active-lifestyle destination appeal.

Independent event: included as evidence of Huskisson's destination capability and audience demand, not as an event delivered by HUSKY CO.

The Husky Triathlon Festival is an established annual regional sporting event attracting athletes, spectators and support crews to Huskisson and the broader Jervis Bay area.

The event demonstrates the destination's alignment with active, wellness and outdoor audiences and its ability to generate demand across accommodation, hospitality, retail and visitor experiences.

What the destination demonstrates

- High-volume participant visitation.
- Strong alignment with active-lifestyle audiences.
- Demand for accommodation and hospitality.
- Opportunities for local tourism participation.
- Destination content and media exposure.
- Opportunities to extend stays and local participation.

PUBLIC EVIDENCE

» **6,000+ participants annually.**
» **First staged in 2005; 21st year in 2026.**
» **Audience spans elite athletes, first-time competitors and families.**
» **Triathlon, aquabike, ocean-swim, running and youth formats.**
» **Produced independently by Elite Energy.**
» **HUSKY CO. role: destination proof point only.**

Data note: The participant figure is organiser-reported and excludes spectators and support crews.

What this proves for partners

Huskisson is already understood by event audiences as a credible destination for active-lifestyle and endurance experiences.

DESTINATION EVENT PROOF POINT

HUSKISSON BEER & BBQ FESTIVAL

A coastal lifestyle event demonstrating public-space, hospitality and visitor-economy appeal.

Independent event: included as evidence of Huskisson's destination capability and audience demand, not as an event delivered by HUSKY CO.

The Huskisson Beer & BBQ Festival is an independently produced lifestyle event that activates the foreshore and connects food, beverage, entertainment and destination visitation.

What the destination demonstrates

- Alignment with food, beverage and lifestyle audiences.
- Ability to activate waterfront and public spaces.
- Flow-on trade for accommodation, hospitality and retail.
- Strong visual and social-media content potential.
- Community participation.
- Destination-branding opportunities.

PUBLIC EVIDENCE

- **3,223 tickets sold, including 600 at the gate.**
- **Survey respondents: 22% Sydney; 19% Wollongong/Illawarra; 8% Canberra; 35% elsewhere in Shoalhaven.**
- **Event-weekend Huskisson short-stay occupancy: 42.1%; 52.1% on event day; 35.1% the following weekend.**
- **Shoalhaven City Council economic-impact assessment: approximately $632,000 in visitor spend, $879,000 in total economic output, $414,000 in value added and the equivalent of approximately five annual local jobs.***
- **Paid social: combined reported reach of 42,213 across three Meta campaigns, supported by a Sunrise live broadcast, email marketing and creator activity.**
- **Regional tourism partners and local food and beverage vendors participated and cross-promoted.**

Data note: Ticket sales are organiser-reported and visitor origins are survey-based. Economic impacts were modelled by Shoalhaven City Council using 2,623 visitors and estimated expenditure of $241 per visitor per day, expressed in 2023/24 dollars. These figures represent modelled economic impacts rather than measured post-event outcomes.

Source: Shoalhaven City Council event impact assessment, prepared using Council's economic-impact modelling platform.

What this proves for partners

Huskisson can provide a compelling coastal setting for public-facing lifestyle, brand and tourism activations.

MEASUREMENT AND REPORTING

Agree success before activation.

HUSKY CO. can coordinate a proportionate reporting framework for partner programs, subject to the availability of venue, organiser, accommodation and campaign data.

Measurement may include:

- Estimated total attendance.
- Venue attendance.
- Ticketing data where available.
- Peak capacity.
- Delegate or visitor origin data.
- Accommodation room nights or occupancy indicators.
- Movement between participating venues.
- Food and beverage uplift where available.
- Local-business participation.
- Tourism and experience bookings.
- Website traffic.
- Campaign reach and engagement.
- Partner, venue and supplier feedback.
- Community and stakeholder outcomes.
- Accessibility, transport and operational learnings.
- Safety and compliance observations.
- Recommendations for future activity.

Measures should be agreed at brief stage so that the organiser, partner and participating businesses understand what success looks like before activation.

All visitor, delegate and campaign data will be reported in an appropriately aggregated form and subject to data availability and privacy requirements.

We do not simply count attendance. We identify what worked, what created local value and how the model can improve.

COUNTRY, ENVIRONMENT AND RESPONSIBLE ACTIVATION

Protecting the place that makes the experience possible.

Huskisson's partner offer depends on the health of Jervis Bay's lands, waters, marine ecosystems and community.

HUSKY CO. supports event and activation approaches that consider:

- Respectful engagement with Traditional Custodians and local cultural guidance.
- Low-impact use of foreshore, marine and public environments.
- Wildlife and habitat protection.
- Waste reduction and responsible procurement.
- Local supplier and business participation.
- Accessible and inclusive experiences.
- Transport, parking and visitor-dispersal planning.
- Noise and neighbourhood considerations.
- Community benefit.
- Post-event restoration and learning.

Acknowledgement of Country

HUSKY CO. acknowledges the Traditional Custodians of the lands and waters on which Huskisson and the Jervis Bay region are located. We pay respect to Elders past and present and recognise the continuing connection of Aboriginal people to Country, culture and community.

Events and destination activations should be developed with respect for Country and in consultation with the appropriate Traditional Custodians and cultural representatives.

A successful destination event should leave value for the partner, the audience, local businesses and the place itself.

PARTNER BENEFITS

What partners receive from working with HUSKY CO.

- **A distinctive Jervis Bay setting with a clear identity.**
- **A walkable waterfront core and nearby destination venues.**
- **A local district contact to support early coordination.**
- **Introductions to venues, accommodation and tourism operators.**
- **Business-event, public-activation and multi-day program options.**
- **Hospitality, marine, wellness and outdoor experience integration.**
- **Local-business and stakeholder engagement.**
- **District marketing and audience-amplification opportunities.**
- **A framework for post-event feedback and reporting.**
- **Flexible models from small premium groups to major public events.**

PARTNERSHIP OPPORTUNITIES

HUSKY CO. is available to work with:

- Business-event organisers.
- Conference and convention partners.
- Corporate brands.
- Event and festival producers.
- Government agencies.
- Tourism and destination bodies.
- Cultural organisations.
- Creative, hospitality and lifestyle brands.
- Sporting-event partners.
- Sponsors and agencies seeking place-based audience engagement.

Partnerships can be built around:

- Delegate experience.
- Audience engagement.
- Brand visibility.
- Visitor-economy outcomes.
- Local-business participation.
- Cultural and lifestyle programming.
- Media and content moments.
- Community connection.
- Repeat visitation.
- Shoulder-period and midweek activity, subject to verified commercial opportunity.

Bring us the objective. We will help connect the destination around it.

PARTNER WITH US

HUSKISSON. THE HEART OF JERVIS BAY.

A compact coastal destination. A connected local network. A memorable event experience.

HUSKY CO. helps partners connect with the venues, accommodation, hospitality, experiences and local operators required to shape a Jervis Bay program around their brief.

For business events, destination activations, venue collaboration and visitor-economy partnerships, contact the HUSKY CO. District Coordination Team.

Primary contact

Bill Dimas
District Coordinator
+61 405 323 949

HUSKY CO. Team

John Wiltshire
+61 433 015 780

Jordan Walters
+61 438 486 824

coordinator@huskyco.com.au
www.huskyco.com.au

Bring your brief to the heart of Jervis Bay.

HUSKY CO.

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