



**Raising the profile of the
NSW oyster industry**



Narooma

ROCKS

[#rockoystercountry](#)



Merroir

Provides NSW a
unique destination
branding and tourism
opportunity.





narooma
@yster
festival

SAVE THE DATE!
2 & 3 May 2025



The iconic Narooma Oyster Festival.

The Rock Oyster is part of our destination brand building.

Southern NSW largest regional event and Australia's largest 'shellabration'



The Target Market



8700+ people in attendance in 2024.

79.4% travelled solely for the Festival.

86% from out of region.

25% interstate.

4.4 nights average length of stay.



Industry Participation

10 regional oyster farming businesses.

9 estuaries represented.





Showcasing the Rock Oyster.

Engaging the industry.

Educating the consumer and media.

Linking it to contemporary cuisine.



Oyster Education Initiatives

Enhance consumer knowledge and appreciation of NSW oysters.



International Spotlight

Position NSW Rock Oysters on the global stage.

Australia's Oyster Shucking Championships and Australia's Biggest Oyster Competition - both generate international media coverage





GALWAYOYSTERFEST
Posts
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galwayoysterfest COMPETITOR INTRO - AUSTRALIA, Gerard "Doody" Dennis

Australia's twice-crowned Champion Oyster Shucker Gerard Doody Dennis, is a celebrated figure in the oyster industry, particularly in NSW, home of the Rock Oyster. He is the third Australian to represent the Narooma Oyster Festival in the World Oyster Opening Championships in Ireland, and the first Indigenous Australian.

What does this mean for the NSW oyster farmer?

Empowerment through exposure.

Enhanced brand recognition.

Direct sales and business growth.

Participation in signature events.



Thank you

Renee Pearce

General Manager – Narooma Rocks

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www.naroomaoysterfestival.com

