

August to October 2022

The Role of RDAEP & Tourism

Regional Development Australia Eyre Peninsula (RDAEP) is the Regional Tourism Organisation (RTO), for the Eyre Peninsula. The role of RDAEP and tourism is determined via an agreement with the South Australian Tourism Commission (SATC) and supported by three tiers of government. As the regional conduit for tourism, RDAEP works closely with national, state, and local tourism bodies in addition to regional businesses and stakeholders to achieve its vision ‘to facilitate sustainable development of the Eyre Peninsula visitor economy. This is achieved via implementation of the regional tourism strategy outlined in the Eyre Peninsula Destination Management Plan 2025, as well as the Eyre Peninsula Destination Marketing Plan 2025.

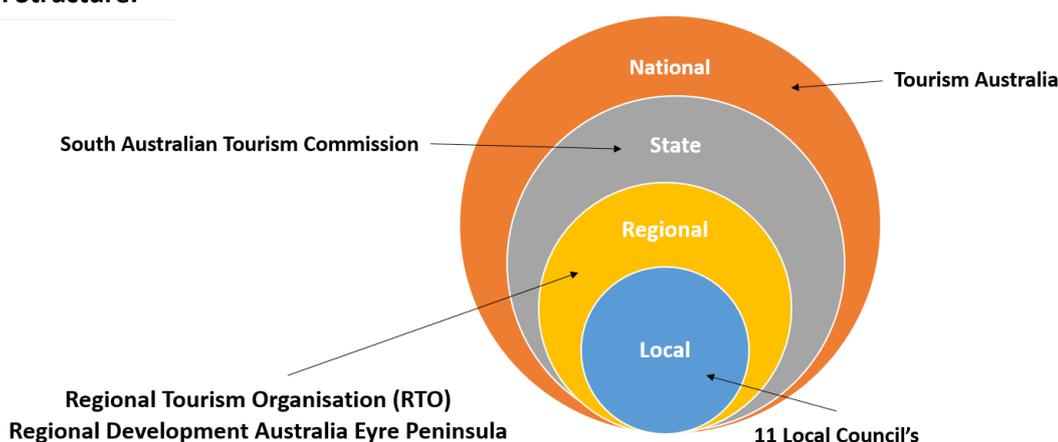
Stay Connected, for more info on regional tourism visit:

- <https://www.rdaep.org.au/economic-programs/tourism-development/>
- <https://rdawep.sharepoint.com/sites/EP TourismNetwork>
- <https://www.facebook.com/groups/623304751531819/>

The Eyre Peninsula Tourism Development Manager is responsible for:

- Local contact officer for SATC
- Conduit between SATC and the regional tourism industry and stakeholders.
- Drive the strategy for sustainable development of the visitor economy
- Regional destination marketing
- Experience and supply development
- Collaboration
- Industry capability
- Leisure and business events
- Promote of the value of tourism
- Executive officer for Eyes on Eyre

Tourism Structure:



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MARKETING

Eyre Peninsula Regional Brand Review

15 years since Eyre Peninsula's current brand was launched, a review is being undertaken to assess the relevance of it to our region and to ensure Eyre's positioning moving forward provides a holistic and inclusive regional identity.

RDAEP are in the process of facilitating a review of the 'Eyre Peninsula Australia's Seafood Frontier' brand to assess its relevance as a regional tourism brand. The review forms the first stage of the Brand Project funded by the 11 councils, which pending the recommended outcomes may include a second stage to develop a strengthened brand positioning.

Workshops were held in October at Ceduna, Port Lincoln, Whyalla and Wudinna providing stakeholders the opportunity to engage in discussion regarding our regional identity. The workshops were attended by a total of 45 stakeholders in total from a cross-sector of industries, communities and organisations.

Brand Agency Fuller will now complete their research report and communicate their findings and recommendations to RDAEP and the Brand Working Group. Those who participated in the Tourism E School survey and Brand Workshops have been entered into a database and will receive updates on the project as available over the coming months. To subscribe to brand project updates please email Annabelle.hender@rdaep.org.au

Next steps will include a presentation by MD Will Fuller to the Project Working group on 28 Nov, followed by an in-person presentation to the CEO's on 1 December in Whyalla. Details below:

Fuller's Managing Director Will Fuller will present a brief overview of the findings from the in-region stakeholder workshops as well as the proposed brand positioning for Eyre Peninsula.

Created strategically to connect the EP as one tourist destination, the brand positioning will cover the five key communication pillars discussed in the regional workshops: Purpose, Position, Personality, Promise and Proof Points.

The revised brand positioning and associated messaging has been informed by extensive industry research, direct input from locals while in the region, results from Tourism eSchool's marketing plan (2025) as well as the views collected from the Tourism eSchool stakeholder survey. If endorsed, the revised brand positioning will inform the next stage of the branding process which will see the new positioning go into design where elements such as typography, colours and any graphic devices are considered and presented to the project team for further consideration.

Aligns with the following Regional Priorities:

- Develop a regional brand strategy that communicates the unique qualities of the Eyre Peninsula including the Seafood Frontier brand

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Eyre Peninsula Destination Marketing Plan 2025

The Destination Marketing Plan, co-created with community and environmental custodians, is underpinned by a compelling vision, mission, mindset, guiding principles and priorities that will ensure the Eyre Peninsula remains a special place for locals and visitors alike.

The Marketing Plan, written by Tourism E School and released in November 2022, leverages the vision of Destination Management Plan 2025. It provides an amplified focus on strategic marketing and sets a framework for a consistent and collaborative approach to tourism promotion on the Eyre Peninsula.

View the plan: <https://www.rdaep.org.au/economic-programs/tourism-development/>

Aligns with multiple regional priorities under marketing and collaboration.

RAA Eyre Peninsula Campaign

RAA approached RDAEP's Tourism Development Manager regarding support for a proposed campaign, which included a visit to the region and in-kind support from tourism operators.

The campaign was implemented in partnership with trade ready tourism businesses (those offering commission), as selected by RAA. Several EP businesses supported the campaign, and benefited from the resulting exposure. Campaign partners included: Eyrewoolf Homestead, Port Lincoln Hotel, Experience Coffin Bay, Yarnbala, Peter Teakle Winery and Untamed Escapes. Full details below.

Campaign concept: Eyre peninsula, SA coastal holiday
 Campaign period: 27 Sept – 31 Oct

Marketing channels (products):

- RAA digiscreens – 1 month – October
- South Road billboard – 2 weeks (31 October – 14 November)
- Grenfell St Window Display video – October
- Social organic feed & stories – 29-30Sept (live stories), 1 post October + 1 post November
- Social paid carousel – October (1 month varied deals – products tagged etc)
- RAA Travel website – banner 2 months - SA destination page

samotor Magazine:

1 x 5-page feature in the Summer edition – 375,000 distribution – value \$39,650

1 x feature (from mag) online and in the enews – 240,000 distribution, plus online visits – value \$15,860

Aligns with the following Regional Priorities:

- Increase promotion of the regional competitive strengths and new offerings (coastal, wildlife, seafood, soft adventure, outback, Aboriginal experiences and astrotourism).
- Improve the regions digital presence and align this with SATC's digital efforts

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EXPERIENCE AND SUPPLY DEVELOPMENT

Eyes on Eyre - Online Camping Project (Content taken from the RDAEP annual report)

Eyes on Eyre is a joint initiative of Regional Development Australia Eyre Peninsula (RDAEP), the Eyre Peninsula Local Government Association (EPLGA), the Eyre Peninsula Landscape board (EPLB), the Department for Environment and Water (DEW) and Department of Primary Industries and Regions South Australia (PIRSA), that aims to *'enhance the Eyre Peninsula as a distinctive, cultural and remarkable world-class destination, underpinned by the character of its local communities and coupled with the conservation and protection of its pristine environment.'*

Eyes on Eyre initiatives will assist the Eyre Peninsula move to the front of South Australia's visitor economy growth and respond to the [South Australian Regional Visitor Strategy 2025](#), in particular with regard to visitor infrastructure and signage. The following projects were implemented in the past financial year:

Eyes on Eyre - Online Camping Project

An online booking system (Bookeasy) was identified as an opportunity to improve visitor management of campgrounds, and grant funding obtained by Eyes on Eyre have allowed for develop campgrounds in line with the Camping Nodes Final Concept Design Report.

Parks 2025 Funds, acquired by RDAEP

In the last few months councils with this funding and support from RDAEP and EP Landscape Board staff have:

- Continued work on campground delineation works at Walker's Rock (DCE)
- Started developing concept designs for future campsites at Sheringa Beach (DCE)
- Continued campground delineation, vegetation protection and signage installation at Point Gibbon (DCFH)
- Enacted online camping bookings for Point Gibbon starting 1 August (DCFH)
- Started developing concept designs for future campsites at Point Gibbon (DCFH)
- Started campground upgrades at Fishery Bay (DCLEP)
- Enacted online camping bookings for campgrounds in DCLEP using the BookEasy online system

The final acquittal of this fund will occur by end of 2022, and the role of Project Officer (Tamsin Scholz), has ended as of 9 Nov 2022.

Landscape Priority Fund, acquired by Landscapes SA

In the last few months councils have:

- Signed a grant agreement for \$60,000 to undertake works at Fitzgerald Bay mainly in the 23/24 financial year (WCC)
- Signed a grant agreement for \$167,000 to undertake works at Perlubie Beach and Speeds Point mainly in the 23/24 financial year (DCSB)
- Signed a grant agreement for \$98,807 to undertake works at Redbanks mainly in the 23/24 financial year (DCC)
- Signed a grant agreement for \$133,820 to undertake works at Farm Beach and Greenly Beach starting this financial year (DCLEP)

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- Signed a grant agreement for \$10,090 to undertake further works at Point Gibbon which are already completed (DCFH)
- There will be a second call for funding applications soon to allocate the remaining funding

In addition, the following activities have also occurred:

- Over \$75k in revenue has been collected by EPLGA via Bookeasy on behalf of the councils (as of 17 Oct 22)
- Peter Scott and Jonathan Clark presented to the SA Coastal Councils Alliance 2022 Coastal Forum
- Andrew Freeman and Annabelle Hender presented to some representatives from Yorke Peninsula
- Annabelle Hender attended a Zone Emergency Management Committee (ZEMC) meeting with various agencies at Talia Caves to discuss safety management
- Tourism Australia Responsible Travel Survey – See results attached and responsible travel messaging added to the [eyrepeninsula website](#) and [visitor guide pg 66](#).
- Eyre Peninsula Marketing Plan developed Oct 2022, with a couple of relevant actions for Eyes on Eyre relating to Responsible Travel message creation and dispersal of information.
- On 15 Nov the Eyes on Eyre strategic partners met to discuss the future of Eyes on Eyre in terms of ongoing resources (staff and finances), and priority areas. Update unavailable at the time of reporting)

Aligns with the following Regional Priorities:

- Support the Eyes on Eyre Project, which includes camping, infrastructure, regional trails, wayfinding and signage, Wi-Fi, and visitor interpretation experiences.
- Invest in infrastructure that supports the drive marketing and encourages overnight stays.

COLLABORATION

The Minister for Tourism, the Hon. Zoe Bettison visited our region at the end of September. The Minister met with RDAEP for a presentation on regional tourism priorities and projects and officially launched the Eyre Peninsula Visitor Guide in partnership with HWR Media.

During the visit minister Bettison facilitated a round-table discussion with Tourism Operators, to understand the challenges and opportunities and identify support required from the State Government. Some of the key challenges / opportunities raised included resourcing for regional tourism and regulations restricting development of agritourism (primary producer) products and experiences.

Aligns with the following Regional Priorities:

- Increase collaboration and alignment of activities across the three tiers of federal, state and local government including RADEP led projects for greater impact

EP Tourism Network SharePoint page

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The [EP Tourism Network SharePoint page](#) provide members of the tourism industry with timely updates and access to information in one place. The site includes business resources, tourism plans, data on tourism in the region, marketing content and more.

Recent news items:

[Australian Regional Tourism Agritourism Strategy and Tool kits:](#)
[Eyre Peninsula Destination Marketing Plan](#)
[Update regarding ATDW Support](#)

SharePoint Subscribers: 63

Total page views in past 90 days: 206

Aligns with the following Regional Priorities:

- Increase collaboration and alignment of activities across the three tiers of federal, state and local government including RADEP led projects for greater impact
- Raise industry capability in the areas of digital marketing, business operation, product development, event management and event promotion.

LGA Tourism Meetings

Monthly online meetings with LGA tourism group, which is attended by council Economic Development and Community Services Managers: Attendees from the last meeting held 2/11/22 included:

DC Cleve: Amelia King

DC Kimba: Emily Maxwell

DC Streaky Bay: Penny Williams

DC Ellison: Jill Leonard

DC Franklin Harbour: Stacey Franklin.

Aligns with the following Regional Priorities:

- Increase collaboration and alignment of activities across the three tiers of federal, state and local government including RADEP led projects for greater impact

Inaugural Visitor Information Servicing Meeting

Held on 27 September, 13 stakeholders were invited, the meeting was attended by:

Five Loaves Bakery: Evan

DC Streaky Bay: Jess Davis

The next meeting is scheduled for 22 November 2022.

Aligns with the following Regional Priorities:

- Increase collaboration and alignment of activities across the three tiers of federal, state and local government including RADEP led projects for greater impact
- Develop the region's network of visitor information services to meet the changing consumer behaviour and digital needs.

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Conferences & Event Attended:

- Fortnightly SATC Regional Tourism Meetings
- Brand workshops; Ceduna (4 Oct), Port Lincoln (5 Oct), Whyalla (18 Oct), Wudinna (19 Oct) and online (25 Oct).
- ART Regional Tourism Convention and Agritourism Conference, Ballarat 10-13 October 2022
- Port Lincoln Chamber of Commerce, Business in Excellence Awards, 28 October 2022
- Trade Presentation for Tourism Australia Aussie Specialists Program, 18 October 2022
- Hosted Minister of Tourism and Cultural Affairs for a visit to Eyre Peninsula; Tourism Roundtable and operator meetings and Visitor Guide launch, 29-30 September 2022
- Eyre and Western Zone Emergency Management Committee Meeting with discussion of coastal safety and specifically Talia Caves, 8 September 2022
- Tourism Presentation to CEO's, including presentation from brand agency Fuller, 1 September 2022
- SATC Global Marketing Industry Forum, Adelaide, 23 September 2022