

EP Tourism Talk - September 2022



Hello sunshine! Spring has finally arrived on the EP. In this months newsletter you will find details on: the brand workshops, a new tourism grant, the Eyes on Eyre camping project , the regional marketing plan, listing job vacancies on ATDW and the Eyre Peninsula NECI videos. And of course all of these updates are conveniently saved on the [Eyre Peninsula Tourism Network SharePoint page](#).

Until next time - Annabelle

Images from Fowlers Bay, Coffin Bay and Point Le Hunte. Special thanks to Rod at EP cruises for hosting me onboard a whale watching tour at Fowlers Bay. Wow! What an incredible experience!

Eyre Peninsula Brand Workshops

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. Join Fuller senior strategists; Will Fuller and Jordaine Chattaway, to discuss the challenges and opportunities of our current brand and explore what a refreshed positioning could look like. In this series of workshops the team will use insights from the August marketing and brand survey completed by 142 community members and further regional research to uncover what could work for our region as a whole.

If you are passionate about the Eyre Peninsula brand identity, we would love to hear from you. Please RSVP using the links below to your preferred workshop location. Registrations close 7 days prior.

Workshop Registration:

Tue 4 October 9:30am: Ceduna [RSVP](#).

Wed 5 October 9:30am: Port Lincoln [RSVP](#).

Tue 18th October 9:30am: Whyalla [RSVP](#).

Wed 19th October 9:30am: Wudinna [RSVP](#)

While in person is the preferred method of engagement, a 5th online workshop will be held on 25th October, from 10 – 11am. Register your interest to attend the online workshop by emailing annabelle.hender@rdaep.org.au

SATC Experience Nature Tourism Grant

SATC are boosting nature-based tourism experiences across #SouthAustralia with our new \$2 million Experience Nature Tourism Fund.

Grants are available via two funding streams:

- Stream 1 – Quick Activation Projects with grants available from \$10,000 to \$20,000;
- Stream 2 – Innovative Development Projects with grants ranging from \$20,001 to \$50,000.

Grants are available for new and improved nature-based tourism products and experiences in or near a national park, reserve, wilderness protection area or marine park.

The fund aims to showcase South Australia's natural landscapes while encouraging visitors to enjoy and learn more about these important natural and cultural assets to the state.

Examples could include the purchase of equipment for experiences like snorkelling, kayaking, cultural tours, and wildlife viewing – or on land adjacent to parks, it could include new or refurbished off-grid accommodation such as tiny homes, cabins and glamping tents.

Applications are now open, and will close at 5pm on 21 October 2022 . For more info and to view the webinar go to <https://tourism.sa.gov.au/.../2-million-boost-for-nature....>

Eyes on Eyre – Online Camping Project

Work has continued to ready Point Gibbon for online bookings, which went live on 1 August. Delineation works and the signage installation was completed in late June/July. Additionally, the Wi-Fi node originally installed at Port Gibbon has been relocated to Point Gibbon to facilitate online bookings onsite.

Delineation works also continue at Walker's Rocks and have commenced at Fishery Bay with the District Council of Lower Eyre Peninsula.

Funding under the Landscape Priority Board, which closed on May 26, has been allocated to Whyalla City Council (Fitzgerald Bay), District Council of Cleve (Redbanks), District Council of Lower Eyre Peninsula (Farm Beach and Greenly Beach) and the District Council of Streaky Bay (Speeds Point and Perlubie). \$300,000 of the funding was allotted in this round, with further rounds to be opened in the future.

Eyes on Eyre is a mechanism to facilitate a consistent and collaborative approach to tourism on the Eyre Peninsula. The Eyes on Eyre Working Group is a joint initiative of Regional Development Australia Eyre Peninsula (RDAEP), the Eyre Peninsula Local Government Association (EPLGA), Eyre Peninsula Landscape Board (EPLB), the Department for Environment and Water (DEW), and the Department of Primary Industries and Regions South Australia (PIRSA). Its vision is 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."*

For more info on Eyes on Eyre visit: <https://www.rdaep.org.au/eyes-on-eyre/>

Regional Marketing Plan

Tourism eSchool are the agency tasked to develop the Eyre Peninsula Tourism Marketing Plan. This forms one of the activities agreed with SATC Marketing for the Co-op marketing for

FY21/22 and will strengthen the marketing position of the Eyre Peninsula. Tourism e School have commenced this project and are working will Fuller (the brand agency) to align efforts.

The outcome of this new Plan is to provide direction to RDAEP for the next 3 – 5 years. It's an opportunity for EP tourism to refine who are the best visitors for the region, and how to focus responsible marketing activities to reach them in the current volatile climate, both at a regional level, as well as local level.

Keep an eye on SharePoint and social media for updates.

Promote Job Vacancies on ATDW

The SATC Working Holiday Maker campaign launched earlier this year enticed young travellers from the UK and Ireland to live, work and play in SA. You can now use your Australian Tourism Data Warehouse (ATDW) listing to attract this workforce to your job vacancies. The information will appear on a jobs portal on southaustralia.com. The average length of work for a Working Holiday Maker is 12-20 weeks so shorter term roles are best suited such as;

- Front of house and concierge
- Bartenders and mixologists
- Food and beverage attendants
- Kitchen hands
- Vineyard workers / fruit pickers
- Housekeepers and cleaners.

To list your vacant roles on southaustralia.com, simply add them to your ATDW account. Click the image for details.

National Experience Content Initiative (NECI)

NECI is a \$12 million content creation initiative aimed at supporting tourism businesses across Australia in their recovery and driving increased visitation by helping tourism businesses to better market their experiences and attractions. Tourism Australia delivered nine photo-shoots for trade-ready tourism operators across the Eyre Peninsula. The project was implemented in partnership with RDAEP, SATC and a talented team of photographers. The content from these shoots is available on Tourism Australia's [image](#) and [video](#) galleries and will be immensely valuable in promoting our beautiful region.

Keep an eye on social media as we will be promoting these over the coming weeks. To view the series of videos check out the Eyre Peninsula on [You Tube](#).

EP Tourism Network SharePoint Page

The EP Tourism Network SharePoint page launched recently with the aim to provide members of the tourism industry and businesses with timely updates and access to information in one place. All of the above updates are loaded on SharePoint. Additionally, the site includes business resources, tourism plans, marketing content and more. Check it out:

<https://rdawep.sharepoint.com/sites/EPTourismNetwork>

No access?

Email annabelle.hender@rdaep.org.au with your Microsoft compatible email address to gain access to the site (e.g. outlook, hotmail etc, not gmail)

Annabelle Hender

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Check us out on Social Media:

Facebook: Eyre Peninsula Australia's Seafood Frontier

Facebook (Industry group): Eyre Peninsula Tourism Network

Instagram: @eyrepenninsula



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