

EP Tourism Talk - December 2022



Wow, just 5 sleeps to Christmas! As we lead into the busy season I'd like to wish the Eyre Peninsula tourism industry a happy festive season. I acknowledge its an especially busy time for most, but hope you are able to enjoy moments of zen and quality time with family and friends.

In this newsletter you will find BIG news regarding the regional brand project including a save the date for the launch, an update on the Eyes on Eyre camping project, grant info and more.

Until next time - Annabelle

A New Brand for the Eyre Peninsula

Following extensive consultation (survey, in person and online workshops), brand agency Fuller have recommended a new tourism brand positioning for the EP, as such the project is approved by funding stakeholders (councils), and the Brand Working Group to move to the design phase.

Be sure to save the date for the big reveal. This is an event not to be missed! Due to the number of stakeholders and dignitaries expected at the event, it will be held in Port Lincoln. It is hoped with sufficient notice those from further afield can car pool to join in the celebration of this new era for Eyre Peninsula tourism. Anyone involved with tourism marketing activity on the EP is strongly encouraged to attend the marketing workshops on the 30th of March.

Along with the recent development of the [Eyre Peninsula Marketing Plan](#), this is an exciting time for our region, and provides us an opportunity to celebrate what makes us unique, and to attract our best visitors with a strengthened brand positioning. Stay tuned for more details.

SAVE THE DATE

An event not to be missed

Wed 29 March 5pm - Eyre Peninsula Brand Launch
Thurs 30 March - Marketing Workshops

Location; Port Lincoln
Details coming soon

Eyre Peninsula Marketing Plan

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. The Plan provides direction to RDAEP for marketing Eyre Peninsula for the next 3 years.

As a region we can benefit from more collaborative marketing. Anyone engaged in tourism marketing on the Eyre Peninsula, whether for industry, community and council, are strongly encouraged to attend the marketing workshop in Port Lincoln on the 30th of March 2023 following the Eyre Peninsula brand launch.

Eyes on Eyre – Online Camping Project

The Eyes on Eyre camping project was formed in response to increased social and environmental impacts caused by increased and unmanaged visitation. A year on from the online booking pilot there are now 19 campgrounds at 12 locations, across 4 council areas with more planned in the future. With many of the popular campgrounds already full during the peak season, we expect to see dispersal across the region reducing social and environmental pressures caused by over-visitation.

Bookings can be made via: www.eyrepeninsula.com/camping

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

Caravan Parks Grant Program

The Caravan Parks Grant will provide \$10,000 to \$100,000 matched dollar-for-dollar (or more) funding for eligible caravan parks to develop or improve infrastructure and assets.

Infrastructure and assets projects could include developing new caravan/camping sites, increasing the number of powered sites, installing new or upgraded cabins, facilities, visitor amenities and more.

All projects must be ready to commence early 2023 and finish by 15 May 2024.

Applications close: 4pm AEDST, Thursday 22 December 2022

<https://www.austrade.gov.au/australian/tourism/grants-and-support-for-tourism-businesses/caravan-parks-grant-program>

Grand Finder

RDAEP are happy to share with our stakeholders and community organisations, our new grant and funding program **Grant Finder**.

The Grant Finder includes two grant portals:

- A Council portal available to unlimited council staff
- A Community portal for local businesses and community groups.

<https://rdaep.grantguru.com.au/>

EP Tourism Network SharePoint Page

As always, all of these updates can be viewed on SharePoint. The EP Tourism Network SharePoint was created to provide members of the tourism industry with access to resources and updates in one location.

<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)

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Check us out on Social Media:

Facebook: Eyre Peninsula Australia's Seafood Frontier

Facebook (Industry group): Eyre Peninsula Tourism Network

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