

November 2022 to January 2023

### 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.

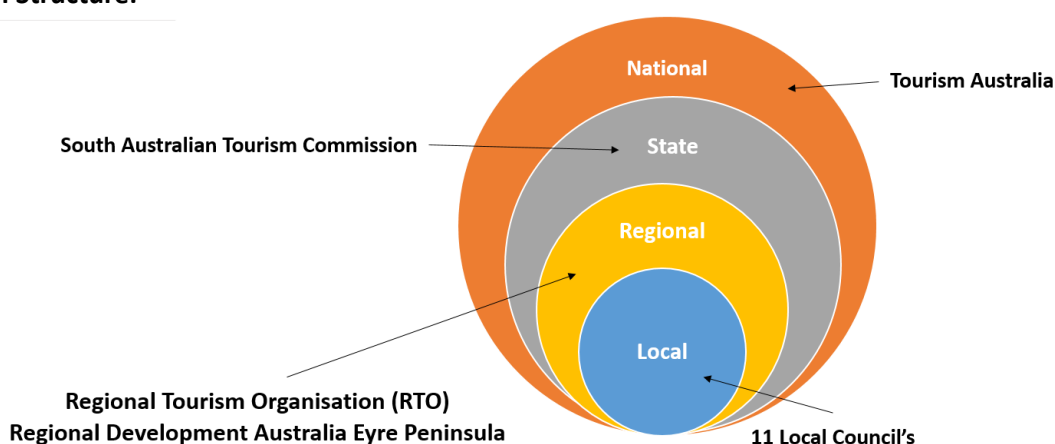
Stay Connected, for more info on regional tourism visit:

- <https://www.rdaep.org.au/economic-programs/tourism-development/>
- <https://rdawep.sharepoint.com/sites/EPTourismNetwork>
- <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:



November 2022 to January 2023

## **MARKETING**

### **Eyre Peninsula Regional Brand Project**

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 stage 1 review is now complete, which included extensive stakeholder consultation; the recommendation proposed by Fuller was for a new concept and brand messaging. The project is now in Stage 2; development of a strengthened regional identity and brand positioning.

Along with the recent development of the [Eyre Peninsula Marketing Plan](#), this is an exciting time for tourism in our region; it provides an opportunity to celebrate what makes us unique, and to attract our best visitors.

#### Recent Activity

- Dec – Stage 1 Review findings presented to Brand Working Group and CEO's.
- Jan – Presentation of stage 2 to the Brand Working Group
- Jan – Further engagement with seafood and tourism industry.

#### Next Steps:

- 17 Feb – Presentation of Stage 2 to the CEO's and EDM's
- 25 Feb – Presentation of Stage 2 to RDAEP board
- End of Feb – Marketing proposal shared with LGA's to support brand implementation
- 30 March – 9am Brand Reveal, 10:30am Marketing Workshops + 3pm Networking drinks

#### Deliverables from Fuller for Stage 2 include:

- Brand Communications Strategy
- Brand Identity
- Brand Style Guide
- Presentation of the brand on 30<sup>th</sup> of March

Stage 3 implementation is NOT included within the current scope of the project and will require collaboration from all stakeholders. By end of Feb RDAEP will present an investment prospectus to councils to invest in regional marketing activity.

## **INDUSTRY CAPABILITY**

### **Marketing Workshop & Brand Reveal**

At this Marketing Workshop we will reveal for the first time the new tourism brand identity for the Eyre Peninsula. This is an exciting time for our region and presents an opportunity to celebrate what makes us unique, and to attract our best visitors with a strengthened brand positioning.

November 2022 to January 2023

Anyone involved in marketing the Eyre Peninsula is strongly encouraged to attend the full day marketing workshop. Attendees will hear from top industry professionals and leave with clear knowledge of how you can leverage the new brand in your own marketing activity.

**RDAEP Strategic Marketing Activity for FY22/23**

- Brand & Marketing Plan Stakeholder Engagement - 30 March Workshop
- Destination Storytelling Content Optimisation
- Including image gap analysis and library development
- Social Media Optimisation
- Website Development Planning
- Production of a new visitor guide
- Continued advocacy for Eyre Peninsula with SATC and Tourism Australia



**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/>

November 2022 to January 2023

RDAEP is developing a prospectus for investment from councils to invest in the implementation of marketing plan activity.

## COLLABORATION

### **EP Tourism Network SharePoint page**

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.

### **Quarterly News items:**

[Eyre Peninsula Visitor Guide](#)

[Include us in your social media!](#)

[Adelady + hello SA opportunity](#)

[Strive 4 Sustainability Scorecard](#)

[Caravan Parks Grant Program now open](#)

[Lets Go Caravan and Camping Show](#)

SharePoint Subscribers: 75

Total page views in past 90 days: 154

### **Reoccurring Meetings**

- Fortnightly Regional Tourism Managers Meeting
- Monthly Regional LGA Tourism Meeting
- Bi-monthly Visitor Information Centre Meeting

### **Far West Aboriginal Tourism Strategy**

The Aboriginal Tourism Strategy for the Far West of SA was developed in 2017 by RDAEP in partnership with Indigenous businesses and communities and aimed to provide support for current and emerging business. RDAEP was engaged by Koonibba Aboriginal Corporation to review and update the strategy, although the original deadline was extended to June 2023 due to staff illness. The RDAEP Tourism Development Manager has assisted in this process by conducting a desktop review and producing an 8000-word revised strategy and action plan. The next step is for RDAEP to verify the recommendations through community consultation and the document to be finalised by the Indigenous Economic Development Manager.