

## EP Tourism Talk - March 2023



Hi all,

Just 3 more weeks until the new brand is revealed. Dont forget to RSVP below and see you on March 30th!

Also in this edition; an Export Market Development Grant, consumer research from Tourism Australia, changes to incentivise mature workers, social media performance update and details on how to access your own Sustainability Scorecard.

Until next time - Annabelle

## A new brand for the Eyre Peninsula - RSVP

Join us and our VIP guests for a Marketing Workshop + Brand Reveal on 30 March 2023

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

Choose from two ticket types: morning OR, full day. Those involved in marketing are strongly encouraged to attend the full day to learn how to use the brand in your own marketing.

This is an event not to be missed! Register now to reserve your spot:

<https://www.eventbrite.com.au/e/570264505487>

Special thanks to our event sponsors: Port Lincoln City Council, Port Lincoln Hotel & South Australian Tourism Commission.

# Invitation

**30 March 2023**

## **Marketing Workshop & Brand Reveal**

9am Brand Reveal & Workshop  
11am Tourism Marketing Workshop  
3pm Networking drinks

Port Lincoln Hotel

## **Austrade's Export Market Development Grants**

Are you interested in attracting more international customers?

Austrade's Export Market Development Grants (EMDG) program helps Australian businesses grow their exports in international markets. These grants encourage small to medium enterprises market and promote their goods and services globally.

Applications close 14 April 2023.

<https://www.austrade.gov.au/australian/export/export-grants>

## **Future of Demand**

This extensive piece of consumer research by Tourism Australia covers 143 experiences across 20 markets and four target audiences: the High Yielding Traveller, Premium, Working Holiday Makers, and a more generic Long Stay audience. There are also three deep dive sections covering Sustainable travel, Indigenous insights, and Accessible Travel.

<https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html>

Hot Tip: If applying for the Export Market Development Grant use the Future of Demand research to strengthen your application.

## **Changes Incentivise Mature Workers**

Older Australians have more incentive to work due to temporary changes made by the government to the Work Bonus, meaning pensioners can work more hours without it affecting their pension.

Under the changes, from 1 December 2022 until 31 December 2023, pensioners will benefit from an immediate increase in the maximum Work Bonus income bank balance of

\$4,000, from \$7,800 to \$11,800. This means pensioners can earn an additional \$4,000 from employment income during this period.

Austrade has developed a kit of materials to help explain and communicate the changes. Download information [here](#).

## Sustainability Scorecard

More travellers than ever are seeking out tourism related businesses who are actively demonstrating they are following sustainable practices. The Strive 4 Sustainability Scorecard is for any tourism business to start their sustainability journey. The pre-certification program assesses your business against globally recognised sustainability criteria; providing you with a benchmark and pathway for progress.

## Tag @eyrepeninsula on Social Media

Have you noticed more activity on Eyre Peninsula social's lately? We recently quadrupled time spent on social media and the results are in!

**FACEBOOK:** since Jan, reach is up by almost 35% and engagement on reach per post is up almost 93%!

**INSTAGRAM:** since Jan, reach is up by almost 42% and engagement on reach per post is up almost 27%.

Be sure to tag @eyrepeninsula in your business posts and stories on Instagram so we can share the love!

## EP Tourism Network SharePoint

Where will the new brand guidelines and assets be saved when they become available? You guessed it - SharePoint. Email Annabelle with your Microsoft compatible email to gain access.

As always, these updates and more can be viewed on SharePoint. The SharePoint was created for the Eyre Peninsula industry, to provide access to resources and updates in one location.

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

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