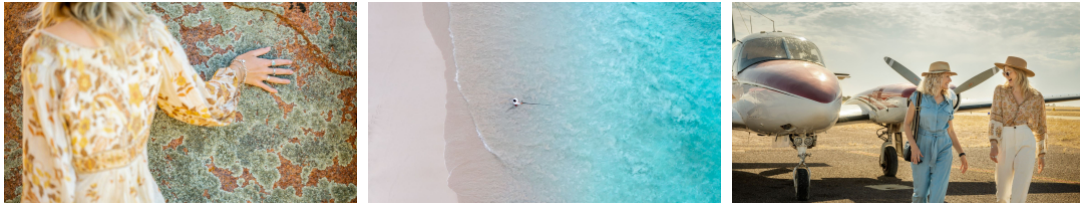


EP Tourism Talk - March 2023 V2



Just one week until the Marketing Workshop + Brand Reveal. Don't miss this, RSVP below!
Also, in this edition - your invitation to contribute to the SA regional tourism review, TICSAs tourism awards, photography op, and don't forget to tag @eyrepeninsula on socials.

See you next week! - Annabelle

Final call for RSVP's

Marketing Workshop + Brand Reveal on 30 March 2023

Next week we will be joined by the Minister for Tourism & Multicultural Affairs; Zoe Bettison, and new SATC CEO; Emma Terry, as we reveal the new tourism identity for the Eyre Peninsula. We are thrilled to be joined by such illustrious company as we celebrate what makes us unique and our strengthened brand positioning for the region.

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

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.



Your invitation to participate in the Regional Tourism Review

The South Australian Tourism Commission is undertaking a regional tourism review. Specifically, this includes a comprehensive review of South Australia's current regional tourism structure and working relationships and provides recommendations for the sustainability of South Australia's regional tourism structure.

The impartial and comprehensive review aims to identify the optimum structure to reach the targets outlined in the South Australian Visitor Economy Sector Plan 2030 and aligned South Australian Regional Visitor Strategy 2025. Sparrowly Group has been appointed to undertake this independent review over the next couple of months.

The review will identify opportunities for increased strategic and operational alignment between and across Regional Tourism Organisations, industry groups/businesses, state and local government. It will identify opportunities in resourcing, management, marketing, product development and industry capability building.

The South Australian tourism industry is invited to participate in this review through this [online survey](#). Responses are submitted anonymously. Please complete this survey by **Tuesday, 28 March**.

Your participation is greatly appreciated and will play an important part of this review.

TICSA Tourism Industry Awards

Nominations are now open for categories 1-26 of the 2023 South Australian Tourism Awards!

The annual Tourism Awards celebrate excellence, innovation and outstanding achievement by businesses and individuals in SA's tourism industry. Winners and medallists are recognised as some of South Australia's top tourism businesses.

There are over 25 different categories, and entry is open to organisations across the entire

industry, from hire services, to tour guides, to accommodation.

Your entry will include a written submission, a site visit, and a consumer rating score, all of which is evaluated by a panel of expert judges.

Need a photographer?

The talented Heidi Who is planning to travel to the Eyre Peninsula and is available to assist businesses with photography needs. Packages start from \$450. Check out the [rate card](#) on SharePoint and contact Heidi to find out more.

Possible travel dates:

- Tues 11 - 13 April
- Sat 22 - Fri 28 April (school holidays and Anzac Day)
- Fri 19 - Fri 26 May
- Fri 2 - Fri 9 June
- Tues 20 - Fri 23 June

Email: heidi@heidiwho.com

Web: www.heidiwho.com

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.

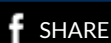
<https://rdawep.sharepoint.com/sites/EP Tourism Network>

Annabelle Hender

Tourism Development Manager Eyre Peninsula

Email: annabelle.hender@rdaep.org.au

Phone: 08 8682 6028



5 Adelaide Place, Port Lincoln
Australia

mailerlite