



EYRE
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Eyre Peninsula Tourism Talk - June 2023

I hope everyone is keeping warm and dry. Highlights in this edition of Tourism Talk include a last call for TICSAs Workshop's and Eat, Play Stay TV opportunity. TA's new Reconciliation Action Plan, SATC fishing strategy survey, SA regional review update and What's on in July.

Have a great week! Annabelle

TiCSA Workshops

When: 4th of July

Where: Port Lincoln Hotel

Workshop 1: **Growing your Business – Website, Booking Systems, Channel Managers and Distribution** - 10am to 12:45pm:

Workshop 2: **Quality tourism experiences: delivering a great product that appeals to global markets** - 1:15pm to 4pm

Presenter: Hayden Zammit Meaney – **Tourism Accelerator**

Cost per workshop:

TiCSA Members – \$60 inc GST

Non-member – \$120 inc GST

Click the workshop name above to register.

Television Opportunity - Eat, Play, Stay

Eat, Play Stay is a TV program broadcast on the Foxtel Aurora network and Sky TV NZ Face channel on Wednesdays at 7:30pm. If we can have interest from around 12 operators at a cost of \$400 to \$500 each, they can proceed with filming an Eyre Peninsula episode. Email Anthony by 26 June to register your interest. info@lnmproductions.com.au

Return on investment:

- Eat, Play, Stay film crew will visit your venue and film a one minute segment overview
- This segment will be filmed, presented, scripted, edited, and set to music for you
- It will feature within an episode of Eat, Play & Stay, broadcasting over a **TWO WEEK DURATION, running multiple times per week** on Foxtel's Aurora Channel 173 and Sky TV New Zealand Face Channel

- We will upload this clip to our website - one of the largest video directories in Australia - www.eatplayandstay.com.au
- We will upload this clip to our YouTube Channel, which currently has more than 3.2 million views collectively and more than 3,000 subscribers
- We will upload this clip to our Official Facebook page which has more than 7,000 followers
- You will receive an MP4 version of this clip to use for your own promotional purposes (including your website, social media etc)
- We will take some **high-resolution photographs** for you on the day of the shoot which you can use for your own promotional purposes too

Examples:

- [Phillip Island for families](#)
- [Phillip Island for couples](#)
- [Port Stephens Food Destination Special](#)

SA Regional Review update

The South Australian Tourism Commission has reviewed the current model of regional tourism organisation structures and operations across the state.

An initial briefing on the report was provided by SATC last week to the Regional Tourism Organisation Chairs and Regional Managers to share the key take-outs and to outline the next steps.

The review investigated opportunities for increased strategic and operational alignment between and across regional tourism organisations, industry stakeholders, and state and local government, as well as opportunities in resourcing, management, marketing, product development and industry capability building.

It outlined five possible business models, with a recommendation that the preferred options be investigated further. After consultation with key stakeholders, including the 12 Regional Tourism Organisations, the SATC will prepare a business and financial case as part of the next steps.

SATC Recreational Fishing Tourism Strategy

Have your say on our Recreational Fishing Tourism Strategy, to help SATC understand how to grow the tourism sector currently worth \$380 million a year to South Australia's visitor economy.

Around 810,000 leisure visitors to and within South Australia include fishing as part of their trip - making it an important driver of visitation across the state, and an opportunity for South Australia to be a key recreational fishing tourism destination.

The survey closes on Tuesday, 27 July.

Click on the heading to complete the survey.

Tourism Australia Reconciliation Action Plan - Stretch

Tourism Australia fourth Reconciliation Action Plan outlines Tourism Australia's vision for Reconciliation as one where the cultures and knowledge of Aboriginal and Torres Strait Islander peoples and communities are embraced as central to Australia's identity; and that all Australians feel proud of connecting with 60,000 years of storytelling, resilience and innovation.

Check out the new [TA RAP Plan](#) and other Aboriginal tourism resources and initiatives.

What's On: July

Yabaardu means 'Everyone/ Together' in the local Aboriginal Language in the far west coast.

Yabaardu is held in Ceduna in regional South Australia at the Far West Aboriginal Sporting Complex on Wednesday 12 July 2023. With an acknowledgment to country and programming starting from 12pm – rocking through to 10pm. This grassroots event is for community by community.



Adelaide Guitar Festival On the Road will commence in Eyre Peninsula on June 29 starting in Tumby Bay, followed by Cleve (June 30), Elliston, Ceduna, Port Lincoln (July 1) and Streaky Bay (July 2).

Artists include guitarist **Kathleen Halloran** who currently plays with Kate Ceberano's band, singer-songwriter **Darren Hanlon**, folk singer **Steph Strings** who toured Europe in 2022 with The Cat Empire, Triple J Unearthed winner and Eyre Peninsula local **Joshy Willo**, Adelaide roots performer **Lucas Day**, soul-funk duo **Burger Joint** and many more!

Plus, the **Wudinna Winter Rainbow Escape Arts Event from 15 to 21 July**.

If you are organising events, don't forget to create an [ATDW](#) listing to enable promotion across a distribution network of tourism websites including [eyrepeninsula.com](#) and [southaustralia.com](#)

For all events happening across the region check out the Tourism Events tab on [SharePoint](#). To add events to the calendar contact your local council contact or email casey.peters@rdaep.org.au

EP Tourism Network SharePoint

As always, these updates 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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