



**EYRE**  
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## Eyre Peninsula Tourism Talk - July 2023

We can not believe how fast this year is flying by. Highlights in this edition include - our new visitor guide is now live, Experience Nature Tourism Fund information, both the Australian Street Art and Grey Nomad Awards are open for nominations, UK working holiday visa age increase and more.

Until next month - Annabelle & Casey.

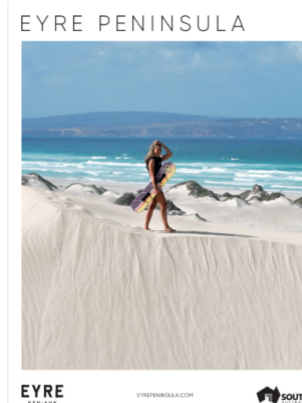
### New Eyre Peninsula Visitor Guide - AVAILABLE NOW

Stockists can order from: <https://netxpress.biz/>.

Digital posters of the guide can be found here: <https://rdawep.sharepoint.com/.../Marketing-Tools.aspx>

#### TIPS FOR INCLUSION IN REGIONAL MARKETING

1. Uniqueness / appeal of the product
2. Alignment with Eyre brand pillars
3. Online presence e.g., website, google, social media, bookability
4. Reputation & Recognition e.g. online reviews & tourism awards
5. Accessibility e.g. consistent opening hours, seasonality.
6. Access to quality high-res images
7. Quality ATDW listing
8. Invest in collaborative marketing e.g. advertise in the visitor guide
9. Engage with your Regional Tourism Manager - [annabelle.hender@rdaep.org.au](mailto:annabelle.hender@rdaep.org.au)



## Experience Nature Tourism Fund

### \$2 MILLION NATURE-BASED TOURISM BOOST

Grants range from \$10,000 to \$50,000 for new and improved nature-based tourism products and experiences in or near a national park, reserve, wilderness protection area or marine park.

[Find out more here](#)

Information Session (Online)

Date: Monday 24th July, 11am - 12pm

Can't tune in live? The session will be recorded and distributed to all that have registered.

[Register here](#)

Round two applications will open from 9am, Monday, 31 July 2023 until 5pm, Thursday, 14 September 2023.

## Digital Solutions for Your Small Business

Receive 3 hours of 1-on-1 **mentoring** with an expert for \$99 plus Free face-to-face **Workshops** & online **Webinars & Tutorials**.

Select your topics from:

- Digital Basics to grow your Business
- Websites and Selling Online
- Social Media & Digital Marketing
- Small Business Systems & Software
- Cyber Security and Data Management

To be eligible for the program, you must be a South Australian, for-profit, small business owner with an ABN, employing 20 or less. Mentoring is available only once under this program, **but** you can attend as many workshops and webinars as you like over the 3 years.

## National Niche Tourism Awards

### [Australian Street Art Awards](#)

Nominations are now open for the Australian Street Art Awards, the first and largest award program to recognise excellence and innovation in art tourism.

2023 categories include;

- Best Mega Mural
- Best External Mural
- Best Landmark Sculpture
- Best Sculpture Park or Trail
- Best Rural Art
- Best Monument or Memorial
- Best Community Art (NEW)
- Best Festival or Event
- Best Art Laneway
- Best Entrance Art
- Best Street Art Tours

Nominated artwork/s do not need to be new - [nominate here](#)

2023 AWARD NOMINATIONS CLOSE 6 NOVEMBER

### [Grey Nomad Awards](#)

Nominations are now open for the fourteen categories servicing the mature age tourism sector within Australia

2023 categories include;

- Best Grey Nomad Small Caravan Park
- Best Grey Nomad Large Caravan Park
- Best Grey Nomad Friendly Town (NEW)

- Best Grey Nomad Farm or Station Stay
- Best Grey Nomad Community Stay
- Best Grey Nomad Freedom Stay
- Best Grey Nomad Dog-Friendly Stay
- Best Grey Nomad Attraction
- Best Grey Nomad Historic Attraction
- Best Grey Nomad Tour
- Best Grey Nomad Trail
- Best Grey Nomad Foodie Experience (NEW)
- Best Grey Nomad Pub Stay
- Best Grey Nomad Festival or Event

[Nominate here](#)

2023 AWARD NOMINATIONS CLOSE 6 NOVEMBER

## Entries for the 2023 Tasting Australia Spirit Awards are now open

Australian distillers are invited to [enter in the sixth annual Tasting Australia Spirit Awards](#) – a celebration of all things distilled around Australia.

2023 key dates:

- Entries open Friday 14 Jul
- Entries close Friday 25 Aug
- Samples received by 4pm on Friday 1 Sep
- Judging from Monday 18 Sep – Wednesday 20 Sep
- Awards Presentation on Thursday 28 Sep



Before entering into the Tasting Australia Spirit Awards, please read the key information outlined on our website, including [entry benefits & requirements, awards & eligibility, judging and entry process & awards event.](#)

## ATEC's Accessible & Inclusive Host

This program is designed to take you on a three-module journey to build your confidence in working with travellers with access needs. The program will help you understand the needs of travellers with different functional and cognitive impairments, including senior travellers. You will learn what influences their travel decisions and how best to attract and retain members of this large and growing travel segment. The program offers:

- **Culture Ready** – introduction overview to the market and key aspects of accessible and inclusive culture
- **Product Ready** – Understanding needs and customising experiences for accessible travellers
- **Service Ready** – Service expectations and adjusting service delivery for the client

“ATEC is very proud of this latest program which has been developed and designed in collaboration with our industry advisory group and inclusive travel advocates and experts.”

[Find out more here](#)

## Working with Tourism Australia

Tourism Australia has released an updated version of its 'Working With Tourism Australia' guide. With the return of international visitors, we continue to adapt and embrace opportunities as they arise to stimulate travel to and through Australia. In doing so, Tourism Australia has updated many of its existing resources and developed some new resources that are available to help your business. Find out more and download the guide at [www.tourism.australia.com/workingwithta](http://www.tourism.australia.com/workingwithta)

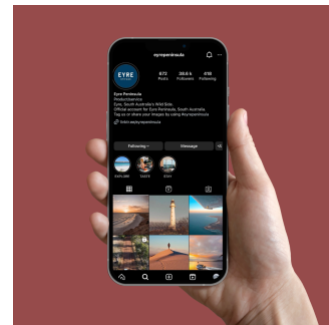
## UK Working Holiday Visa Age Increase

The recent announcement of an age increase for Australia's working holiday visa has gained substantial media attention in the UK. With over 35,000 young Brits venturing to Australia annually on this visa, the expansion of the age range from 30 to 35 years aims to attract even more UK travellers. Tourism Australia's team in the UK has been successful in securing coverage across various media platforms, including BBC News TV, with over 350 pieces of coverage highlighting the allure of a working holiday down under. Additionally, starting from July 2024, UK passport holders will be eligible for a three-year working holiday visa without specific work requirements, further enhancing mobility options for young UK travellers. These efforts are expected to support Australia's tourism sector recovery by encouraging more young British individuals to explore work and leisure opportunities in the country.

## Tag @eyrepeninsula on Social Media

FREE ADVERTISING? YES PLEASE!

Are you sharing content to your social media? Why not tag us for the opportunity to be featured on our socials! Our Instagram and Facebook followings are growing daily - be sure to tag @eyrepeninsula and #eyrepeninsula so we can share the love!



## What's On

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](http://eyrepeninsula.com) and [southaustralia.com](http://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](mailto: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/EP Tourism Network>

### *Annabelle Hender*

Tourism Development Manager Eyre Peninsula

Email: [annabelle.hender@rdaep.org.au](mailto:annabelle.hender@rdaep.org.au)

Phone: 08 8682 6028


### *Casey Peters*

Regional Brand Coordinator

Email: [casey.peters@rdaep.org.au](mailto:casey.peters@rdaep.org.au)

Phone: 08 8682 6028



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 FORWARD

5 Adelaide Place, Port Lincoln  
Australia

mailer lite