

An aerial photograph of a boat's wake in clear turquoise water. The wake is a white, winding path that starts from the bottom center and curves towards the left. In the middle ground, there is a small, green, rocky island. The background shows a vast expanse of water under a bright blue sky with scattered white clouds. The overall scene is serene and scenic, typical of a coastal or island destination.

Eyre Peninsula Destination Marketing Plan 2025 Implementation Plan

This Plan has been prepared by Tourism eSchool in October 2022 on behalf of Regional Development Australia Eyre Peninsula.



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Disclaimer

The information contained in this report is intended only to guide and inform strategic investment, and it is expected that all recommendations should be analysed, and appropriate due diligence undertaken prior to making any investment decisions.

During our preparation of the document, recommendations have been made based on assumptions, methodology and information provided by many sources through the consultation process (See Acknowledgements). Whilst every effort was made to report on the most accurate data and information available, Tourism eSchool accept no responsibility or liability for any changes in operation/regional circumstance, errors, omissions, or resultant consequences including any loss or damage arising from reliance on the information contained in this report.

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Visitor Persona Journey Maps

The following Journey Maps highlight travelling behaviors and motivations, experience preferences, planning, booking and visitor servicing touchpoints and specific messaging for **Road Trip Adventurers** and **High Value Experience Seekers**.

These insights provide essential guidance for stakeholders implementing Actions within *Priority Area 2: Brand Marketing* and *Priority Area 3: Strategic Partnerships*.

Road Trip Adventurers

Road Trip Adventurers			
Travelling in their own Car/4WD, some towing accommodation, camping or staying in accommodation.			
	BABY BOOMER COUPLES	FAMILIES	YOUNG ADVENTURERS
Broad Description	Locals, domestic older couples, 50-70y/o, semi-retired or retired. Higher end “Grey Nomads” who are willing to get out and about in a region.	Locals, domestic family market, travelling with school aged children in school holidays and sometimes on extended Australian road trips.	Locals, intrastate, interstate, and international, 25-45y/o, university educated, travel as couples or with a group of friends.
Where they live	Southern + Eastern Australian States, Southwest WA – Cities and Regional areas.	Southern + Eastern Australian States – Cities and Regional areas. Longer touring “Aussie Road Trip” family segments.	Southern + Eastern Australian City Dwellers – particularly those from Covid lockdown states - Sydney, Melbourne International – Germany, Swiss, French, Italian.
Travelling Party	Their partner. Possibly other couples with similar set ups.	Immediate family. Possibly may travel with other travelling families with similar set up.	Their partner. Possibly other travelling couples with similar set up. Group of friends travelling together.
Interests	New places, stunning landscapes, nature, soft adventure, natural attractions, fishing, history, culture. Road trip adventures. Specific Events.	Active family adventures – anything wildlife and water related, or land based and family friendly activities (nature/historic/cultural). Road trip adventures.	Adventure, wildlife encounters (sharks/sealions), nature-based activities – fishing/surf/cycling/hiking, keeping fit, good food and wine (not pretentious!).
When do they travel	<ul style="list-style-type: none"> • Year round, but seasonal offerings bring in at different times of the year, eg Coastal (Summer/Autumn/Spring), Whales/Cuttlefish (Winter), Gawler Ranges (Winter/Spring) 		
Primary Motivations	<ul style="list-style-type: none"> • <i>Feel transformed</i> – personal growth and challenge, accomplishment and achievement, gratitude, and mindfulness • <i>Expanded worldview</i> – broadened perspective, cultural understanding • <i>Nature and Discovery</i> - Enjoy wide open spaces and fresh air • <i>Learn and experience something new</i> – environmental, cultural, historical • <i>Mental Health</i> – recharge, digital detox, disconnect from ‘real life’/routine • <i>Fun and Thrills</i> – Feel alive, partake in fitness or exercise • <i>Experience something unique</i> – Unexpected experience, going somewhere others don’t go, create a new meaningful personal story • <i>Connection</i> – Bond with friends and family, meet new people 		

Road Trip Adventurers

Travelling in their own Car/4WD, some towing accommodation, camping or staying in accommodation.

	BABY BOOMER COUPLES	FAMILIES	YOUNG ADVENTURERS
What do they do in Eyre Peninsula?*	<ul style="list-style-type: none"> Wildlife Encounters – Swim with sealions, whale watching, cuttlefish snorkelling, dolphin spotting, shark cave diving (niche). Adventure – Scenic drives, Fishing, Beaches, National Parks (walk/cycle), 4WD, Aquatic tours (short, half, full day), Golf. Heritage, Arts, Culture – Nuclear History, Indigenous Cultural Experiences, Silo/Public Art, Historic Sites + Museums and Trails, Colour Tumby/SALT Festival. Food, Beverage, Produce – Oyster Farm Tours, Fresh Seafood Outlets, Line + Label, Quality Pubs, Breweries, Wineries, Pubs, Bakers, Cafes, Oyster Festival. 	<ul style="list-style-type: none"> Family Friendly Wildlife Encounters – Swim with sealions, whale watching, cuttlefish snorkelling, dolphin spotting. Family Friendly Adventures – Beach holidays, camping, National Parks, sandboarding, MTB, beach activities, lookouts, rock formations, scenic drives, short walks. Family Friendly Heritage, Arts, Culture – Indigenous Cultural Experiences, Silo/Public Art, Historic Sites + Museums, Events (eg. Colour Tumby). Food, Beverage, Produce – Fresh Seafood Outlets (self-catering), Pubs, Cafes, Bakeries, Quality Coffee. 	<ul style="list-style-type: none"> Wildlife Encounters – Swim with sharks, Swim with sealions, cuttlefish snorkelling, whale watching. Adventures – aquatic tours, camping, National Parks, surfing, sandboarding, salt/pink lake, lookouts, rock formations, scenic drives, short walks, golf, cave diving. Heritage, Arts, Culture – Indigenous Cultural Experiences, Silo/Public Art, Historic Sites + Museums. Food, Beverage, Produce – Oyster Farm Tour, Fresh Seafood Outlets (self-catering), Pubs, Cafes, Bakeries, Quality Coffee.
How do they find travel inspiration? How do they research travel*?	<ul style="list-style-type: none"> Australian Road Trip Travel Influencers (eg. My Itchy Travel Feet, We Are Explorers). Youtube Videos – Caravan + Camping Brands + Influencers. Word of Mouth – Families + friends, visitors + locals they meet on the road. EP Visitor Guides – Official and Town Level, Nullarbor Map. SA Visitor Centres Google Search Destination websites + social media channels (SATC, EP, Councils) Tourism Operators - social media/blogs Wikicamps Relevant National Travel Media - Weekend Australia (national), Caravan + Camping shows/segments. 	<ul style="list-style-type: none"> Australian Road Trip Adventure + Family Travel Influencers (eg. Trip In a Van, We are Explorers, 4 Boys in a Caravan). Youtube Videos – Caravan + Camping Brands + Influencers. Word of Mouth – Families + friends, visitors + locals they meet on the road. EP Visitor Guides – Official and Town Level, Nullarbor Guide. Google Search Destination websites + social media channels (SATC, EP, Councils). Tourism Operators - social media/blogs Wikicamps Relevant National Travel Media - Weekend Australia (national). 	<ul style="list-style-type: none"> Social Media – Instagram, Facebook, TikTok (growing) (Friends, SA based destination channels) #vanlife. Adventuring Trip Travel Influencers (eg domestically - Trip In a Van, We are Explorers, - international specific markets). Youtube Videos – Caravan + Camping Brands + Influencers SA Visitor Centres EP Visitor Guides – Official and Town Level, Nullarbor Map Word of Mouth – Travellers meeting on the road, local EP residents + tourism businesses. Google Search Destination websites + social media channels (TA, SATC, EP, Councils). Wikicamp Tour Operators (Untamed Escapes) + CamperHire (eg RedSands).
How do they book travel?	<ul style="list-style-type: none"> Online direct with business owner via website - will phone or email if they can't make booking online + direct. May call business if need to clarify something May book via regional website if found relevant accommodation available (and couldn't book directly with the business). May book via SA Visitor Centres if it wasn't easy to book directly with business. 	<ul style="list-style-type: none"> Direct with the business – via their website/third party booking website, email, phone or website. May book via regional website if found relevant accommodation available (and couldn't book directly with the business). May call business if need to clarify something May book via SA Visitor Centres if it wasn't easy to book directly with business. 	<ul style="list-style-type: none"> Direct with the business – via their website/third party booking website, email, phone or website. Major booking website (booking.com etc) Expectation of a frictionless online experience and great customer service. Expects needs to be understood and met Immediate response required

	Road Trip Adventurers		
	<i>Travelling in their own Car/4WD, some towing accommodation, camping or staying in accommodation.</i>		
	BABY BOOMER COUPLES	FAMILIES	YOUNG ADVENTURERS
How do they find visitor information whilst they are on the road in South Australia or already in the Eyre Peninsula?	<ul style="list-style-type: none"> • Google smartphone searches • Visitor guides – online, hard copy (via Visitor Centres, accommodation, other local businesses) • Local tourism business – on their website, via booking confirmation, on phone, whilst on tour • Residents and other travellers they meet – at campgrounds, cafes, service stations, local stores, local friends/relatives/work colleagues etc • Visitor Information Centres – in region, South Australia + Western Australia • Location based apps search – TripAdvisor, Facebook “Near me”, Wikicamps (when in mobile coverage) 		
How do they get to Eyre Peninsula?*	<ul style="list-style-type: none"> • Self-Drive in via the Eyre Highway (east/west) • Small number via Sea Road Ferry 		
What are their accommodation needs?*	<ul style="list-style-type: none"> • Hotel and Motels • Self-Contained Holiday Homes • Experiential Off Grid Accommodation • Caravan Parks • Bookable Campsites – Toilets/Showers 		
How long do they stay?	<ul style="list-style-type: none"> • 6 – 7 days 		
Where do they eat?*	<ul style="list-style-type: none"> • Will try out different local pubs/restaurants/cafes depending on what’s open. • Self-catering also key – local supermarket suppliers, local seafood options • Would buy a great coffee each day if available • Places that can cater for dietary requirements – may have vegan/gluten free needs for some people • Want to try local produce – eg oysters, whiting, tuna 		

Road Trip Adventurers

Travelling in their own Car/4wd, some with towing accommodation, camping, or staying in accommodation

Responsible and safe visitor messaging	PRE-BOOKING	PRE-TRAVEL	IN-DESTINATION
		<i>What do they need to know to consider before booking?</i>	<i>What do they need once they've decided to travel to EP?</i>
	<ul style="list-style-type: none"> • Book campsites ahead of time • Plenty of food and dining options in region • Less food/petrol options in smaller communities, shop in larger towns before camping. • Restaurants are busy over peak season – book ahead. • Tours are busy over peak season – book ahead • Camping on beaches impacts the environment 	<ul style="list-style-type: none"> • Don't stock up on food and fuel till you are in the region. • WA Border – don't stock up on fresh food/honey before traveling the Nullarbor into WA as it can't be taken into WA due to biosecurity requirements. • Plan your dining out – book ahead • Plan your tours ahead of time – book ahead 	<ul style="list-style-type: none"> • Campers come prepared • Take your rubbish • Stay in managed campgrounds • Shop local • Stay on walking trails • Follow safety signage • Unpatrolled beaches are not safe to swim • Don't feed native animals + birds • Travel slow - explore the lesser-known communities

High Value Experience Seekers

	High Value Experience Seekers <i>Travelling to the region to pursue a specific interest or tour</i>
Broad Description	Experienced travellers who have regular trips each year – both in Australia and Overseas.
Where do they live?	Southern + Eastern Australian States – Cities and Regional areas, International – North America, UK + Europe.
Travelling Party?	Their partner, other couples or friends of the same interest. Some solo travellers. Usually not travelling with their children.
Why are they travelling?	Pursuing their interests - stunning landscapes, seafood, fishing, wildlife encounters, outback, soft adventure, history and heritage.
When do they travel?	Year round. They travel to join their relevant tour. Domestic visitors likely to travel to seasonal touring interests (eg whale watching/cuttlefish).
Primary Motivations	<ul style="list-style-type: none"> • <i>Feel transformed</i> – personal growth and challenge, accomplishment and achievement, gratitude and mindfulness • <i>Expanded worldview</i> – broadened perspective, cultural understanding • <i>Nature and Discovery</i> - Enjoy wide open spaces and fresh air • <i>Learn and experience something new</i> – environmental, cultural, historical, their passions • <i>Experience something unique</i> – unexpected experience, going somewhere others don't go, feeling accomplished, create a new meaningful personal story • <i>Connection</i> – Meeting new people and new cultures
What do they do in the Eyre Peninsula? **	The trade ready tour experiences that package and encapsulate the Eyre Peninsula experiences: Australian Coastal Safaris, Chinta Tours, Gawler Ranges Wilderness Safaris, EP Cruises, Untamed Escapes, Rodney Fox Shark, Tour South, Coffin Bay Experiences, Oyster Farm Tours.
How do they find travel inspiration? How do they research travel?	<ul style="list-style-type: none"> • Tourism Australia campaign and in-market activations • SATC campaign and in-market activations • Trade marketing partners – The Tailor, Domestic/International Trade • Word of Mouth – other friends who have been on a tour with a particular company, local family/friends/colleagues. • Relevant National/International Travel Media - Weekend Australia (national) • Google Search • Tourism Experience Websites – (refer below) • Social Media – Facebook + Instagram (SATC, Tourism Australia, Friends, other Australian based destination channels)
How do they book travel?	<ul style="list-style-type: none"> • International - via Travel Trade Partner, as their experience is part of a wider Australian Itinerary – eg The Tailor (and other ITOs), Wholesalers + Retail Agents • Domestic – via domestic partner (eg RAA etc) or direct with Tour Operator.

High Value Experience Seekers

Travelling to the region to pursue a specific interest or tour

How do they find visitor information once they are in Eyre Peninsula?	<ul style="list-style-type: none"> • Via their Tour Operator who they are travelling with, assume they are a wealth of local knowledge and expertise
How do they get to the Eyre Peninsula?	<ul style="list-style-type: none"> • Fly/Fly – ex Adelaide • Possibly private air charter tour • Some on cruise itineraries
What are their accommodation needs? **	<ul style="list-style-type: none"> • Part of their touring • Experiential or luxury accommodation – glamping, eco-lodge, hosted accommodation, luxury holiday house, quality hotel accommodation
How long do they stay?	<ul style="list-style-type: none"> • Around 3 – 4 days, guided mainly by their touring options • Day trip if on Cruise and engage with onshore activities
Where do they eat?***	<ul style="list-style-type: none"> • Dining would be expected to be part of their touring • Want to try local produce – eg. oysters/tuna • If have time outside of their tour, they would look for quality, immersive dining experiences, that include local seafood.

Storytelling Framework

The stories shared through marketing activities are integral to the success of attracting the high-value visitors to the Eyre Peninsula, and thus supporting the region to achieve its vision.

As emotions and connections are the currency in which people use to choose destinations, they are hugely influential across each touchpoint in a visitor's path to travel. Therefore, reflecting the shared values between the destination and visitor is essential to storytelling success.

The *Brand Pillars* is a snapshot of the [Eyre Peninsula Brand Positioning](#), and the full document should be referred to capture the language and tone for sharing always on stories around the Eyre Peninsula through the owned EP channels.

The *Visitor Persona Storytelling Map* is a working scaffold of baseline of storytelling ideas, that takes the identified persona's and their aligned experiences, and is a starting point of blogs and itineraries that over time should be adapted and updated based on stories told, and new stories to share.

BRAND PILLARS

Pillars	Explore	Conquer	Experience	Taste	Stay	Events	Reflect	Respect
SATC Brand Pillars	Natural Therapy		Wildlife Encounters	Accessible Provenance / Boutique Capital		Loves a Party		
Destination Marketing Pillars	Untamable + Pristine Nature	Adventure	Wildlife Looms Large	Burgeoning Epicurean Scene	Home Away from Home	Events	Cultural Connection	A Sustainable Mindset
Consumer Facing	Nature	Adventure	Wildlife	Eat & Drink	Stay	What's on	Arts, Culture & Heritage	Be Wild but Travel Responsibly
Topics	National Parks, stargazing, beach & coastal, geological & outback, deserted islands	Hiking, water sports, sandboarding, cycling	Immersive wildlife experiences, oyster shucking	Seafood, paddock to plate, breweries & distilleries, wine & dine, quick pit stops (bakeries & cafes)	Tiny homes, hotels & motels, vacation rentals, camping	Events, performing arts, visual arts	Proud First Nations, industrious migrants	Code of conduct, info to guide, responsible travel, travel with purpose

Visitor Persona Storytelling Map

	Itineraries	Blog Topics	Social Media
Visitor Persona	<i>Foundational website itineraries to encourage regional dispersal and off-peak season visitation (Autumn, Winter, Spring).</i>	<i>Foundational blog article topics that showcase the brand pillars, and inspire visitation to Eyre Peninsula.</i>	<i>Specific nuances in sharing stories on social media.</i>
Road Trip Adventurers	<ul style="list-style-type: none"> • Family friendly adventures • How to spend a week on EP in season x. • Ultimate Nullarbor Road Trip Adventure • Winter adventures Eyre Peninsula – Gawler Ranges/Head of Bight/Cuttlefish • Ultimate EP Road Trip - showcasing loop options for those with 1 – 2 weeks. 	<ul style="list-style-type: none"> • Best of Wildlife Encounters – Covering all types, most inclusive (view on land) to most adventurous (shark cage diving). • Best of aligned Tastes experiences – paddock to plate, pubs, cafes, seafood fresh from growers, • Best of “Conquer Wild Routes” – relevant experiences (eg short walks, lookouts, adventure activities, surfing, birdwatching etc) • Connecting with culture on the EP – First Nation’s experiences on the EP • Summer holiday gems – lesser known coastal community gems + experiences to relax for the week • Best of camping spots – focus on places where they have to book/stay play in nature – encourage spend local. • National Parks and their experiences of the EP. Hero parks (Coffin Bay/Lincoln/Gawler Ranges), as well as less known ones with cycle/hike/walk/birdwatching etc. How to spend a day/weekend. 	<p>Showcase EP experiences, accommodation and events who deliver on the Brand Pillars of this persona. For example:</p> <ul style="list-style-type: none"> • Stunning natural landscapes + adventures that can be had in them, and their seasonal changes (Autumn, Winter, Spring focuses) • Events – what’s on • Wildlife encounters • Taste experiences • Promote respectful behaviors – shop local, respect + care for natural places, stay on track, take your rubbish. <p>Other tips</p> <ul style="list-style-type: none"> • UGC content • Quality caption that tells a story • Optimised for each channel it’s shared on • Amplified for greater reach (eg SATC/TA/media tagging)

	Itineraries	Blog Topics	Social Media
Visitor Persona	<i>Foundational website itineraries to encourage regional dispersal and off-peak season visitation (Autumn, Winter, Spring).</i>	<i>Foundational blog article topics that showcase the brand pillars, and inspire visitation to Eyre Peninsula.</i>	<i>Specific nuances in sharing stories on social media.</i>
High Value Experience Seeker	<p>Itineraries showcasing the different key tour operator experiences on EP eg</p> <ul style="list-style-type: none"> • How to explore EP Wild Islands – feature tour operators (eg EP Cruises). • How to experiences EP Whales/Cuttlefish/Gawler Ranges in winters on tour. • Best of luxury fishing/seafood adventures • Pre/post tour itineraries – eg how to spend a weekend in Port Lincoln. 	<ul style="list-style-type: none"> • “Best of” articles aligned to relevant brand pillars and experiences for this Persona. • Best of immersive Tastes experiences – Seafood; Paddock to Plate; Wine, Dine and While • Best experiential accommodation on EP • Best of fishing experiences - and how to experience them with local tour operators • Best of Wildlife Encounters - and how to experience them with local tour operators • Connecting with culture on the EP – relevant on ground with First Nation’s experiences. 	<p>Showcase EP Tour Operators, accommodation and events who deliver on the Brand Pillars of this persona eg</p> <ul style="list-style-type: none"> • Eg Australian Coastal Safaris, Chinta Tours, Gawler Ranges Wilderness Safaris, EP Cruises, Untamed Escapes, Rodney Fox Shark, Tour South, Coffin Bay Experiences, Oyster Farm Tours – Focus on the experience of the tour with great photos/videos. • Example events include Tastes – Seafood – Ceduna Oyster Fest etc. • Seasonal happenings in wildlife and landscapes <p>Other tips</p> <ul style="list-style-type: none"> • UGC content or from operators if they have quality photos/videos • Quality caption that tells a story • Optimised for each channel it’s shared on • Amplified for greater reach (eg SATC/TA/media tagging)

Action Plan

The following section outlines the specific actions, partners, budget, timeframe, and key performance indicators for RDAEP to implement the achievement of the Eyre Peninsula Destination Marketing Plan 2025 Vision, Mission and Priority Area Objectives.

Following are key acronyms for understanding the Action Plan:

ABS – Australian Bureau of Statistics

AGO – Australia’s Golden Outback

ATDW – Australian Tourism Data Warehouse

BEA – Business Events Adelaide (previously ACB – Adelaide Convention Bureau)

VIC – Accredited Visitor Information Centre

DEW - Department of Environment + Water

eDM – Email Direct Mail aka Email Communication

EP – Eyre Peninsula

EHOA – Eyre Highway Operators Association

MICE – Meetings, Incentives, Conventions, Exhibitions

MOU – Memorandum of Understanding

RAA – Royal Automobile Association South Australia

NRMA – National Roads and Motorists Association

PR – Public Relations

RDAEP – Regional Development Australia Eyre Peninsula

RTO – Regional Tourism Organisation

SATC – South Australian Tourism Commission

TA – Tourism Australia

TAC – Tourism Advisory Committee

TiCSA – Tourism Industry Councils South Australia

TRA – Tourism Research Australia

VFR – Visiting Friends and Relatives

VIO – Visitor Information Outlet

UGC – User Generated Content

Priority Area 1: Destination Stewardship

Objective: Collaborative, consultative and strategically focused sustainable destination marketing of Eyre Peninsula

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
1.1 Have a long-term commitment to planning and resourcing the implementation of strategic destination marketing activities	1.1.1	Advocate for long-term investment in resourcing (human and financial) to manage and implement this Plan.	Councils, SATC, Industry	Activate and Advocate	Resource funding	Ongoing	<ul style="list-style-type: none"> This Plan is successfully activated through a commitment of resources.
	1.1.2	Formalise the establishment of an industry reference group , to provide input and act as a sounding board for the RDAEP Tourism Manager, regarding the implementation of this Marketing Plan.	Industry	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> Reference group is developed, and representative of industry. Group meets regularly to discuss progress of the Marketing Plan.
	1.1.3	Engage regularly and deeply with Eyre Peninsula Destination Marketing Stakeholders , who have direct influence with Visitor Persona touchpoints and wider destination marketing, to ensure alignment of this Plan, and their support for relevant marketing activities identified in this Plan.	SATC, Councils, Visitor Servicing Teams, DEW	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Regular engagement and opportunities considered as they arise (in line with the Priorities and Objectives within this Plan).
	1.1.4	Undertake an Annual Review of this Plan to reflect, review and realign to ensure the Plan responds to changes to Visitor Personas and Markets, destination marketing best practice, and any other changes to the visitor economy. <i>Consultation with the broader industry may be required to ensure challenges and opportunities are identified for consideration.</i>	Councils/SATC Community/ Industry (possibly)	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Plan is reviewed annually Priorities and actions are realigned and re-established as necessary.
	1.1.5	Complete an End of Term Review , inclusive of full community and industry consultation to identify challenges and opportunities and set strategic direction for forthcoming 3 years.	Councils, Industry, Community, SATC	Activate	TBC	August – October 2025	<ul style="list-style-type: none"> New Destination Marketing Plan is developed and endorsed.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
1.2 Ensure the community and industry are engaged in marketing the Eyre Peninsula, and are visitor economy advocates	1.2.1	Manage and grow a database of all visitor economy stakeholders , including all tourism products, tourism events and key tourism contacts in all stakeholder organisations.	Internal RDAEP staff	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> Database is developed and maintained.
	1.2.2	Consult the EP community to engage in decision making for visitor economy projects (eg. Brand Positioning, Visitor Servicing, Experience Development) and Plans (as per Action 1.1.4) and activate local PR regarding the value these projects bring to the community (via action 1.2.4).	Local Media Councils	Activate	TBC if required for media.	Ongoing	<ul style="list-style-type: none"> PR plan is established and implemented. Involvement and contribution of wider community in EP planning activities.
	1.2.3	Develop and implement an <i>Industry Communication Plan</i> <ul style="list-style-type: none"> Share relevant and timely information (eg. insights/training/grants/SATC campaign and ATDW insights) via RDAEP Sharepoint and eDM for tourism industry operators/businesses/event organisers and other industry stakeholders. Management of the <i>Eyre Peninsula Tourism Network Facebook Group</i> for information collection and dissemination. Organise regular opportunities for industry and other visitor economy stakeholders to meet and network in person. 	Councils, wider industry	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Industry Communication Plan is confirmed. Industry Engagement in relevant activities.
	1.2.4	Develop and implement a <i>Community Advocacy Plan</i>. <ul style="list-style-type: none"> Build relationships with local media and community groups and share regular editorial and updates (promote the value of tourism, share updates on key visitor economy projects, keep locals informed of what there is to see and do, visitor servicing updates, sharing website and social media channels). Invite locals to sign up for visitor eDM (when activated), engage with EP social media channels and website (refer Outcome 2.6). 	Local Media, Councils, Industry, Local Businesses, Local Community Groups + Organisations	Activate and Advocate	TBC if required for media.	Short Term, Ongoing	<ul style="list-style-type: none"> Community Advocacy Plan is developed and activated. Local engagement with Destination Marketing assets and channels, including use of #eyrepeninsula and #EyrePeninsulaLocals (or similar) Engagement of locals with EP Visitor Servicing resources and activities.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		<ul style="list-style-type: none"> • Activate a hashtag where locals can share their EP Stories on Instagram (stories can then be leveraged in brand storytelling activities) (eg. #EyrePeninsulaLocals or similar). 					
	1.2.5	<p>Work in partnership with stakeholders of the ‘Aboriginal Tourism Strategy for the Far West of South Australia’ to review the marketing activations, and align investment and implementation, where possible, to the strategic direction of this Plan.</p>	Koonibba Community Aboriginal Corporation, SATC	Activate	Nil	Short Term	<ul style="list-style-type: none"> • Realign marketing activations within this Marketing Plan to support the Aboriginal Tourism Strategy.
1.3 Have tourism businesses who confidently and proactively market their own experiences, and the wider Eyre Peninsula	1.3.1	<p>Provide professional development opportunities for tourism operators to help them support the implementation of this Plan. Specific topics include:</p> <ul style="list-style-type: none"> • Experience Development (sustainable / regenerative, accessible) • Digital Marketing best practice (storytelling, website, social, online reputation management, listings management (ATDW), online bookability). • Guest Experience • Distribution 	Training providers, TICSA Councils, SATC	Activate and Advocate	Program to be costed	Ongoing	<ul style="list-style-type: none"> • Operators are connected with relevant training opportunities and resources. • Bespoke program to be scoped and budgeted (potential).
	1.3.2	Work with tourism operators to create and distribute new bookable experiences that align with the experience strengths of the region.	Councils, SATC, TICSA	Activate	Nil	Ongoing	<ul style="list-style-type: none"> • Potential EP operators identified and connected with SATC. • Growth in online bookable and trade ready commissionable experiences.
	1.3.3	Connect relevant tourism operators with key destination marketing partners to discuss distribution options and connections with new markets (eg cruise on-shore excursions, international, business events, SATC and TA Trade + Media Programs/Events etc as per Priority Areas 2 and 3).	TA, SATC, Councils, BEA	Connect	Nil	Ongoing	<ul style="list-style-type: none"> • Relevant industry connected with SATC to discuss distribution options and opportunities.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
	1.3.4	Communicate and educate tourism operators on how they can leverage and support this Plan (eg. Social Media, ATDW, visitor servicing etc).	Councils	Activate	Nil	Immediate	<ul style="list-style-type: none"> • Training delivered • Operators are engaging with relevant opportunities.
	1.3.5	Ongoing education of the benefits of ATDW with tourism operators, councils and event managers (via communication channels as per Outcomes 1.2), and encourage Councils and Visitor Servicing teams to work directly with operators to update listings.	Councils, Visitor Centres and Outlets	Activate and Advocate	Nil	Ongoing	<ul style="list-style-type: none"> • Growth in quantity of ATDW listings. • ATDW listings are optimised for conversions (all relevant content, rich media, etc).
	1.3.6	Encourage operators to inspire visitors to advocate for the destination via guest relationship communications: <ul style="list-style-type: none"> • Encourage guests to tag @eyrepeninsula and #eyrepeninsula Instagram when posting photos. • Leaving reviews (Google/TripAdvisor) of their experience 	Industry, Visitor Centres and Outlets, Councils	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> • Increase in tagging of destination social accounts. • Increase in usage of #eyrepeninsula on Instagram. • Increase in positive advocacy on operator listings on review websites.
	1.3.7	Work with SATC to gather insights on the number of leads generated on their consumer website www.southaustralia.com for tourism operator ATDW listings and share with industry via relevant communication channels (as per action 1.2.3).	SATC	Activate	Nil	Short Term	<ul style="list-style-type: none"> • Metrics on ATDW leads being sourced from SATC and shared with industry.
	1.3.8	Connect businesses and events to grants and business assistance programs as relevant and share with industry via relevant communication channels (as per action 1.2.3).	SATC, Councils and other grant funding providers	Activate	Nil	Ongoing	<ul style="list-style-type: none"> • Businesses are connected with grant opportunities.
1.4 Have established a relevant, valid and sustainable data set to report on the success of the Destination Marketing Plan	1.4.1	Create new digital marketing dashboard (eg Google Data Studio) to include all digital visitor engagement metrics from owned digital assets – (including website, social media and email marketing).	Google	Activate	Nil	Immediate	<ul style="list-style-type: none"> • Digital Marketing dashboard updated to monitor new metrics.
	1.4.2	Formulate a quarterly reporting template to document key Marketing Metrics to track key KPIs.	Not required	Activate	Nil	Immediate, Ongoing	<ul style="list-style-type: none"> • Reporting process confirmed and implemented.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
							<ul style="list-style-type: none"> • Key metrics communicated to relevant stakeholders
	1.4.3	Develop mechanisms to collect qualitative and quantitative Industry Sentiment data , to track the success of this Plan's actions, and to further influence future destination marketing, visitor servicing and management initiatives.	Industry	Activate	TBC	Short Term	<ul style="list-style-type: none"> • Business Sentiment Survey developed. • Industry contributing to the survey. • Survey insights being used to guide future strategic actions and priorities.
	1.4.4	Track and report key industry engagement metrics – training, capacity building, ATDW listings, online bookability.	SATC, Councils, TiCSA	Activate	Nil	Short Term	<ul style="list-style-type: none"> • Industry engagement metrics are recorded.
	1.4.5	Collect qualitative and quantitative data relating to visitor behaviour, movements, and sentiment to identify alignment of this Plan with Visitor Personas, and influence future destination marketing, visitor servicing and management initiatives.	SATC, Councils, Airports, Localis, Industry, DEW	Activate	TBC	Short Term	<ul style="list-style-type: none"> • Visitor Sentiment Survey developed. • Available insights being used to guide future strategic actions and priorities.
	1.4.6	Develop a reliable and relevant dataset to track macro insights via SATC as a key measure to track this Plan's success.	SATC, TRA, ABS	Activate	TBC	Short Term	<ul style="list-style-type: none"> • Dataset established and monitored with insights used to understand the value of the EP visitor economy.
	1.4.7	Formulate a reporting process to review and document Business Sentiment Data, Community Sentiment, Visitor Mapping and Sentiment Data and Economic data (provided by SATC).	Not required	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> • Reporting process confirmed and implemented. • Key metrics communicated to relevant stakeholders (SATC, RDAEP, EPLGA etc) including community.

Priority Area 2: Brand Marketing

Objective: Showcase Eyre Peninsula’s marketable competitive strengths to create a narrative to connect with and inspire travel from the region’s visitor personas and markets and encourage responsible travel at the right time of year.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
2.1 Embed the destination brand across regional brand marketing activations, and maintain a library of assets that reflects the brand promise	2.1.1	Integrate new Destination Brand positioning across all existing and new destination marketing activations (including destination website, social media, etc).	FULLER (other activation partners TBC)	Activate	Quote required	Immediate (once Brand project is complete)	<ul style="list-style-type: none"> The new Destination Brand positioning (and identity if required) is integrated across relevant destination marketing activations.
	2.1.2	Develop and implement Brand Engagement Plan to ensure industry understand what the regional brand is, and how to implement it in their experience and storytelling. <ul style="list-style-type: none"> Facilitate group workshops for tourism operators and local businesses. Work 1:1 with tourism operators to develop experiences that align with the brand. 	FULLER (other activation partners TBC)	Activate	Quote required	Short Term	<ul style="list-style-type: none"> Industry understands how to implement the EP brand in their experience and stories.
	2.1.3	Activate photo and video shoots to address visual identity gaps within EP Experience themes and Brand Pillars (refer Visitor Persona Storytelling Map). Ensure social media style and format is also considered (vibrant colours, vertical video).	Photographers, Videographers, Influencers Event organisers, SATC	Activate	Quote required	Ongoing	<ul style="list-style-type: none"> Photo shoot/s undertaken as per relevant briefs. New photo and videos for EP and SATC Media Gallery. Images being used by key demand driving partners.
	2.1.4	Advocate for refreshed and expanded visual assets in SATC and TA Media Libraries.	SATC, TA	Advocate	TBC	Ongoing	<ul style="list-style-type: none"> Increased number of EP photos and videos in SATC and TA Media Libraries aligned to EP brand and identified library gaps.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
							<ul style="list-style-type: none"> Images being used by key demand driving partners.
	2.1.5	Proactively source images and videos from third parties for use in EP brand marketing activities. Opportunity to purchase content from Influencers.	Influencers, Photographers, Videographers, Tour Operators, Event Organisers	Activate	TBC	Ongoing	<ul style="list-style-type: none"> Use of third-party images on destination website, social media and visitor collateral (correctly credited). Purchase of assets for EP Media Gallery.
	2.1.6	Investigate brand merchandise opportunities , and where possible, create social enterprise opportunities to develop and market products.	Councils, Local Organisations, Local Creatives	Activate	Quotes to be sourced	Medium Term	<ul style="list-style-type: none"> Brand merchandise is developed
2.2 Attract responsible visitors who respect and care for the region's environment and communities	2.2.1	Work with industry via Capacity Building opportunities (Outcomes 1.3) to develop experiences that support visitors to contribute to the regeneration of the region (eg. Untamed Escapes Conservation Volunteering Tour).	Industry and Councils	Activate	Nil	Short Term	<ul style="list-style-type: none"> Eyre Peninsula has more experiences that allow visitors to connect with community and environment in meaningful and sustainable ways.
	2.2.2	Refine and confirm the Responsible and Safe Visitor Messaging for the Self-Contained Adventure Markets. Integrate into all relevant brand marketing and partnership activations.	Councils, VICs and VIOs, Industry	Activation	Nil	Immediate	<ul style="list-style-type: none"> Responsible and Safe Visitor key messages confirmed. Integrate into relevant Brand Marketing and Partnership activations.
	2.2.3	Publish /optimise helpful pre-travel visitor servicing information on website so travellers can plan responsible holidays. Encourage local VICs and VIOs to use this helpful information when supporting travellers.	VICs and VIOs, Councils	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> Website content is published/optimised.
	2.2.4	Implement a Responsible Travel Code (inclusive of marketing messaging, assets, and signage) eg. <i>Aussie Travel Code</i> .	Eyes on Eyre partners, TA, SATC	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Proactive conversations with industry groups and in-kind support.
	2.2.5	Advocate for responsible travel messaging through promotional partners (via Priority Areas 3).	SATC, TA	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Proactive communication with partners

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
	2.2.6	Create brand assets that reflect responsible behaviour eg. No images or videos of visitors driving in sand dunes, or camping on beaches, etc.	Councils, SATC, TA, PR, Influencers	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Assets reflect responsible travel behaviours. Assets utilised by demand driving partners.
2.3 Co-create and share stories to elevate Eyre Peninsula's experience strengths to inspire consideration and drive demand and visitation	2.3.1	Refine Storytelling Frameworks - Visitor Persona Storytelling Map, by: <ul style="list-style-type: none"> Integrate the new brand communication Develop season specific stories to share what experiences and events are on offer, particularly over winter months. 	FULLER, Industry, Community	Activate	Nil	Ongoing	<ul style="list-style-type: none"> New Brand communication integrated into EP Storytelling Frameworks. Use of EP Storytelling Framework as foundation for all EP marketing and visitor servicing communications. Regular consultation with industry and community is facilitated to gain/maintain social license to tell destination stories.
	2.3.2	Develop and implement a rolling Digital Storytelling Calendar across all digital assets to: <ul style="list-style-type: none"> Support visitation during low season / manage visitation in high season. Encourage day trip visitation (between sub-regions) Encourage visitors to 'head south' from the Adelaide-Perth Route. Embed responsible travel behaviours Publish multi-night itineraries (to convert single night trips to multi-night trips). Promote regional events (seasonal and time-specific). Market themed drive journeys (including Seafood Frontier Touring Route and Nullabor Road Trip). Share new developments/experiences/events 	Internal RDAEP staff	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Calendar is developed (ongoing) and implemented on appropriate digital channels.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
	2.3.3	Regularly create inspirational itineraries/blog articles for the Destination Website that share stories to inspire the region’s Visitor Personas at all stages of travel journey (Refer <i>Visitor Persona Storytelling Map</i>) (refer action 2.4.5 below).	Instagram UGC External storytelling contractors	Activate	Nil or quote required if outsourced.	Ongoing	<ul style="list-style-type: none"> • Blog article library covers all key inspirational stories for specific Visitor Personas. • Positive key user engagement metrics – time on blog, landing pages. • Use of blog articles in relevant social media and EDM activities.
2.4 Manage a high performing destination website to inspire and help Visitor Personas and markets throughout their whole travel journey	2.4.1	Investigate the redevelopment of eyrepeninsula.com.au <ul style="list-style-type: none"> • Investigate a partnership with SATC to develop a new website for Eyre Peninsula. • Partnership will only be for the use of the CMS software platform, additional costs relating to content development and website design are not inclusive and will need investigating. 	SATC, Website Design Agency, Content Creation Agency / Consultancy	Activate	Year 1 – FOC (SATC will incur) Year 2 onwards (SATC) Website Design and Content Creation quotes to be sourced	Immediate, Ongoing	<ul style="list-style-type: none"> • Potential to leverage SATC website software platform. • 3-year budget to be developed (inclusive of development fee, design and content creation investment).
	2.4.2	Set up / optimise website for conversions that help to measure the overall performance of the website: <ul style="list-style-type: none"> • Identify a comprehensive set of quantitative and qualitative KPIs for the website. • Set up measurement mechanisms (Google Analytics) to better measure and report on the achievement of KPIs. • Review and optimise <i>DashThis Dashboard</i> (or investigate new Dashboard eg. Google Data Studio, as per action 1.4.1) with relevant KPIs to easily monitor progress of KPIs. 	SATC, Website Development Agency	Activate	Quote required (for KPI development and setting up mechanisms on website)	Short Term	<ul style="list-style-type: none"> • Measurement metrics are identified • Website Marketing KPIs are identified • Website functionality is developed to support the tracking of additional KPIs.
	2.4.3	Resource the management of a high performing storytelling website, including: <ul style="list-style-type: none"> • Website Management (Internal resourcing of the website project – liaising with subcontractors, and small updates, trouble shooting). 	SATC (Marketing Cooperative Fund)	Activate	Quotes required	Immediate	<ul style="list-style-type: none"> • Resources are optimised to support the effective management of the destination website.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		<ul style="list-style-type: none"> Content Creation (creation of destination specific content). Story Creation (as per action 2.4.5) Security and Maintenance (regular maintenance schedule via Website Developer). 					
	2.4.4	<p>Attract more high-value visitors to the website:</p> <ul style="list-style-type: none"> Optimise web page copy and meta for search engines (key landing pages to align with Visitor Persona’s travel related questions). Increase external website referrals, by creating content and relevant backlinks to the site. Increase social media referrals, by sharing blog articles (best practice social sharing). Increase email marketing referrals by implementing a strategic visitor eDM strategy. Develop a website promotional strategy, ensuring all visitor economy stakeholders are aware of the contents on the site, and use it for visitor servicing perspective (activated via outcomes in Priority Areas 1 and 3). 	Internal RDAEP staff, industry and community groups	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Website attracts increased number of visitors to the website which align to the Visitor Personas. Industry and community groups assist to promote the website as single source of storytelling truth for the whole region.
	2.4.5	<p>Increase the engagement of users through the activation of the destination brand and storytelling to align with Visitor Personas:</p> <ul style="list-style-type: none"> Embed the new destination brand positioning and identity across the website. Grow the quantity of long-form inspirational blog articles with a deeper level of storytelling (using a mix of written, video and image assets) that specifically cater to and package up useful information for Visitor Personas and/or markets (Refer <i>Visitor Persona Storytelling Map</i>). 	Industry External storytelling contractors	Activate	Nil or quote required if outsourced	Ongoing	<p>Engagement metrics across the site are improving including:</p> <ul style="list-style-type: none"> Bounce rate (decreasing) Average Time on Site (increasing) Time on Page for Articles and Visitor Info content (increasing). Engagement of rich media content (eg. video views, PDF downloads etc).

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		<ul style="list-style-type: none"> Optimise or re-write blog article content that doesn't meet the storytelling themes for each of the Visitor Personas. 					
	2.4.6	<p>Optimise the user experience to remove the possibility for friction at any time or stage to increase user engagement:</p> <ul style="list-style-type: none"> Improve conversion paths to improve first interaction drop off from key landing pages (this may mean optimising intext linking / call to actions). Install a Cookies Consent Popup on the site Optimise 404 Pages to redirect users back into relevant webpages in the site (key experience pages). Improve user path to purchase by ensuring each page has a clear call to action that is relevant for the user. Review and simplify hierarchy structure and menu navigation based on content for each Visitor Persona (it could mean content is structured based on the type of holiday (eg. Drive holiday vs fly holiday)). 	Website Development Agency (part of the Action 2.4.1)	Activate	Quote required, Nil	Immediate, Ongoing	<ul style="list-style-type: none"> Actions are completed
	2.4.7	<p>Investigate activation of visitor servicing phone number on the website to better service visitors as they plan their trip and whilst in region:</p> <ul style="list-style-type: none"> Investigate the potential to integrate phone enquiries (via click to call functionality) back to an appropriate VIC. 	VIC Teams	Activate	Nil	Short Term	<ul style="list-style-type: none"> Discussion with VICs if able to resource Training undertaken with VICs staff if relevant. Website is updated with correct and consistent visitor information as per this Plan.
	2.4.8	<p>Review the Nullarbor App Website and wider Nullarbor Drive Strategy and subject to review, consider integration of its website content into EP marketing activations, including</p>	AGO	Activate	Nil	Short Term	<ul style="list-style-type: none"> Future direction of Nullarbor App website confirmed with stakeholders.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		www.eyrepeninsula.com (Refer action 2.4.1 and Outcome 3.5).					
	2.4.9	Review the Desert to Sea website and wider Far West Aboriginal Tourism strategy and subject to review, consider integration of its website content into wider EP marketing activations, including www.eyrepeninsula.com (Refer action 2.4.1).	Industry	Activate	Nil	Short Term	<ul style="list-style-type: none"> Future direction of Desert to Sea website confirmed with stakeholders.
2.5 Activate a strategic and efficient approach to social media to connect and engage with communities, and to inspire travel to Eyre Peninsula	2.5.1	Review and advocate for appropriate resourcing to activate highly engaged communities on official destination social media channels.	Councils, SATC	Activate	TBC	Immediate	<ul style="list-style-type: none"> Resourcing is reviewed and appropriate resourcing is activated.
	2.5.2	Increase visibility of the official destination social media accounts and promoted hashtag (#eyrepeninsula) on all marketing and visitor collateral.	SATC, Industry, Councils	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Growth in use of regional hashtag #eyrepeninsula
	2.5.3	Leverage the region's positive User Generated Content (UGC) from Instagram. Establish a best-practice user-generated content curation process and build a library of ready-to-share content (with pre-granted consent for use).	Content Creators	Activate	Nil	Immediate	<ul style="list-style-type: none"> Curation process is created and being implemented. Library of UGC with consent permissions managed.
	2.5.4	Using UGC, share emotive posts of key experience strengths and seasonal focus , based on the <i>Visitor Persona Storytelling Map</i> .	Internal RDAEP staff	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Alignment of social media content with key experience strengths and seasonal and events.
	2.5.5	Best practice optimisation of social profiles and content according to platform and current algorithm.	SATC for education	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Post format and type are optimised to leverage social media algorithms.
	2.5.6	Amplification of social media posts across major influencer accounts.	SATC and TA	Activate	Nil	Ongoing	<ul style="list-style-type: none"> Evidence of resharing of EP social media posts on major amplifier social media accounts. Tagging of EP social media accounts posts on major amplifier social media accounts.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
							<ul style="list-style-type: none"> Reach metrics of EP posts on major amplifier social media accounts.
	2.5.7	Develop and maintain a YouTube channel to centralise the sharing of all owned and earned video assets for the destination.	Influencers Local Industry	Activate	Nil	Immediate	<ul style="list-style-type: none"> Channel optimised Videos being curated into channel Channel promoted across relevant brand marketing activities.
	2.5.8	Research and invite Influencers to visit the region who align to the region’s Visitor Personas, ensuring mutually beneficial outcomes.	TA, SATC, Influencers	Activate	Costs may be incurred	Ongoing	<ul style="list-style-type: none"> # visits of relevant influencers to EP Purchase and use of influencer photos and videos for destination marketing activities.
2.6 Inspire and help new visitors plan an Eyre Peninsula holiday, and keep the brand alive with past visitors to encourage repeat visitation via a visitor eDM strategy	2.6.1	<p>Implement and manage a visitor email direct mail (eDM) Strategy to capture visitor interest in the Eyre Peninsula (online – website, offline – events), build trust and engagement and drive conversions (tactical offers such as events, seasonal offerings) and to keep the brand alive once they have visited the region.</p> <p>Specifically:</p> <ul style="list-style-type: none"> Confirm eDM resourcing, frequency, content, (article content to feature). Policy developed for operator inclusion (e.g., which/who/what deals and offers). Develop a ‘welcome’ automated communication strategy for new opt-ins. Optimise website with eDM signup form and optimise call to actions on key social media channels for eDM subscriptions. 	Internal RDAEP staff	Activate	eDM subscription	Medium Term	<ul style="list-style-type: none"> Consumer eDM is set up, optimised. Website is optimised for eDM database subscriptions. eDMs are sent out on a consistent basis, and engagement metrics measured and reported.

Priority Area 3: Strategic Partnerships

Objective: Strengthen relationships with organisations, brands and businesses to elevate Eyre Peninsula’s experience strengths and reach and attract more of the destination’s Visitor Personas and niche market segments.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
3.1 Work collaboratively and efficiently with local organisations and not for profits on destination marketing and visitor servicing initiatives	3.1.1	<p>Create and maintain strong relationships with all local stakeholders who actively drive demand or service visitors to Eyre Peninsula.</p> <p>Activities include:</p> <ul style="list-style-type: none"> Regular communication regarding implementation of the Plan (and reviewing the Plan). Opportunities to engage with the Plan (how to leverage). Share capacity building initiatives 	Councils, Local Marketing and Visitor Servicing bodies	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> Database of all local stakeholders is maintained. Regular engagement with stakeholders.
	3.1.2	<p>Advocate for the increase in storytelling of the EP sub-regions across their relevant marketing activities and channels such as websites, social media, and email, that align to the <i>Visitor Persona Storytelling Map</i>.</p>	Councils, Local Marketing and Visitor Servicing bodies	Advocate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> More stories are featured across sub-regional marketing assets – such as town websites and social media.
	3.1.3	<p>Identify opportunities to create new brand assets, or work in collaboration across activations that are align with regional marketing priorities.</p>	Councils, Local Marketing and Visitor Servicing bodies	Activate	Project dependent	Ongoing	<ul style="list-style-type: none"> Opportunities to collaborate are identified and implemented as they align with regional marketing priorities.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
	3.1.4	Develop and activate a Local Ambassador Program to encourage locals to book additional visitor experiences themselves, or whilst hosting VFR in region.	Councils	Activate	Project dependent		<ul style="list-style-type: none"> Program is scoped, budgeted and activated. Program metrics identified to measure program success.
3.2 Increase visibility and ensure brand position alignment of the Eyre Peninsula across SA State Government Departments in marketing, PR, travel trade, and experience development activations	3.2.1	Maintain a strong relationship with SATC by: <ul style="list-style-type: none"> Involving SATC in strategic planning and review processes. Regularly updating staff on destination marketing and positioning priorities. Regularly updating staff on experience development opportunities. Work collaboratively to optimise co-op marketing funding (long-term focus). Advocate and connect industry with relevant opportunities – such as trade events and consumer campaigns. 	SATC	Activate	Travel costs may be incurred	Short Term, Ongoing	<ul style="list-style-type: none"> SATC and RDAEP have a close working relationship (as a result of regular meetings and interactions based on strategic priorities). Opportunities to work collaboratively across destination marketing activations increase. Co-operative funds are implemented strategically with long-term scope.
	3.2.2	Grow the quantity and quality of destination stories in SATC consumer marketing initiatives. <ul style="list-style-type: none"> Inclusion of EP in relevant seasonal campaigns, PR activities, famil and influencer opportunities etc. Co-create content for southaustralia.com Amplify social media content via #SeeSouthAustralia 	SATC	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> The Eyre Peninsula is well represented across SATC activations.
	3.2.3	Destination inclusion in International Marketing activations where there is clear alignment to Visitor Personas (eg. UK, Europe, US, NZ).	SATC	Activate	Opportunities are to be considered carefully, and ROI must be measured	Short Term, Ongoing	<ul style="list-style-type: none"> Opportunities identified and activated. Clear ROI defined for each activation

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
3.3 Expand the presence of the Eyre Peninsula across Tourism Australia's destination marketing activations	3.2.4	<p>Advocate for the alignment of the Seafood Frontier Touring Route, by:</p> <ul style="list-style-type: none"> • Optimising storytelling to align with Brand positioning. • Route includes experiences inland to increase dispersal across the region. • Ensure experience details are up to date • Expand digital content featured on sa.com 	SATC	Advocate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> • Touring Route is optimised
	3.2.5	<p>Identify opportunities to create new brand assets, that are mutually beneficial for EP and SATC marketing activations.</p>	SATC	Advocate	TBC	Short Term, Ongoing	<ul style="list-style-type: none"> • New assets are developed
	3.2.6	<p>Activate partnership with SA Department of Environment and Water (DEW) to ensure alignment with experience development and marketing priorities.</p> <ul style="list-style-type: none"> • Discuss option to use DEW EP visitation data in strategic planning and marketing reporting (refer Outcome 1.4). 	DEW	Activate	Nil	Medium Term, Ongoing	<ul style="list-style-type: none"> • Relationship is established • DEW EP visitation data being used to guide EP visitor economy planning. • RDAEP is involved and contributes to the design and marketing of relevant activations.
	3.3.1	<p>Develop a strong relationship with Tourism Australia to ensure strategic alignment between TA demand driving activities and priorities identified in this Plan.</p>	TA	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> • Meet with TA Industry Relations Manager SA/WA/NT. • TA reflect the positioning / responsible messaging across marketing activations.
	3.3.2	<p>Engage with the Sustainable and Indigenous Tourism teams, to connect them with experiences that align with their experience development and marketing activations (eg. <i>Sustainable and Indigenous Storytellers</i>).</p>	TA	Connect	Nil	Medium Term, Ongoing	<ul style="list-style-type: none"> • More Eyre Peninsula tourism experiences are promoted through Sustainable and/or Indigenous Tourism demand driving activations.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
	3.3.3	Identify opportunities to create new marketing assets , or work in collaboration across consumer and trade campaigns and initiatives that are relevant for marketing priorities (eg. National Experience Content Initiative).	TA	Advocate	TBC	Short Term, Ongoing	<ul style="list-style-type: none"> Opportunities to collaborate are identified and implemented as they align with priorities.
	3.3.4	Engage with the Business Events teams , to identify opportunities to activate opportunities for industry in the MICE space.	TA	Connect	TBC	Medium Term, Ongoing	<ul style="list-style-type: none"> More Eyre Peninsula tourism experiences are promoted through Business Events demand driving activations.
3.4 Advocate for efficient and effective visitor servicing initiatives that add value to visitors, industry, and local communities	3.4.1	<p>Advocate for a formalised, collaborative, and consistent approach to visitor servicing across the region, which aligns with the strategic direction of this Plan.</p> <p>Destination marketing and visitor servicing opportunities for collaboration could include:</p> <ul style="list-style-type: none"> Regular meetings (chaired and minuted) Sharing of strategic planning ideas Active brainstorming and identification of new opportunities to engage high value visitors. Efficient and inclusive development of appropriate visitor servicing activations (including collateral). Famils (between sub-regions) Online Reputation Management (Google Maps, TripAdvisor activation). ATDW (VIC/VIO, public listing management and support for industry), including events. Regional Storytelling Calendar (contribute ideas, write articles). 	Visitor Servicing Teams	Advocate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> A formalised approach to Visitor Servicing is established (eg. Set up of an EP Visitor Servicing Network and regular meetings). Visitor servicing custodians are confidently providing collaborative and efficient visitor servicing initiatives across the region that align with the needs of the region's high value visitors.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		<ul style="list-style-type: none"> Consistent sub-regional visitor guide advertising of EP destination website/social accounts. Online visitor servicing (Destination website and social media servicing). 					
	3.4.2	<p>Mentor Visitor Servicing Teams to align sub-regional marketing initiatives with the priorities in this Plan through:</p> <ul style="list-style-type: none"> Sub-regional strategy development Embedment of EP Brand Capacity Building initiatives (Best Practice Destination Marketing, ATDW). 	Visitor Servicing Teams	Activate	Travel Costs	Medium Term, Ongoing	<ul style="list-style-type: none"> Visitor Servicing Teams are actively aligning and implementing activities to this Plan.
	3.4.3	<p>Sustainably evolve the EP Visitor Guide to continue to remain relevant to visitors, community, industry.</p> <ul style="list-style-type: none"> Alignment to new EP brand and key experience pillars. Strong focus on responsible visitor behaviours Content and advertising aligned to changing needs of visitors. Sustainable approach to printing and distribution. 	HWR, SATC, Industry, Local Businesses, Visitor Centres	Advocate and Activate	Quotes may be required	Short Term	<ul style="list-style-type: none"> EP Visitor Guide brand, content and advertising is reviewed before publication each year. Sustainable printing, distribution and storage plan activated.
	3.4.4	<p>Develop and maintain an up-to-date database of sub-regional marketing activations including websites, social media, collateral, and other activities.</p>	Sub-regional Visitor Servicing and Marketing teams	Activate and Advocate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> Database is kept up to date on SharePoint.
	3.4.5	<p>Revisit the purpose and outcomes of the <i>Seafood Trail</i> (brochure developed in 2014) to create marketable clusters of food / beverage / produce</p>	Industry	Activate	Project	Medium Term, Ongoing	<ul style="list-style-type: none"> Project viability to be investigated Project to be scoped, and budgeted and implemented if relevant

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		experiences and disperse visitation throughout the region.					
	3.4.6	<p>Engage with VICs / VIOs / Roadhouses to ensure the needs of the long-haul drive market are being met (could be an outcome of collaboration, ref Action 3.4.1 above).</p> <p><i>EG. Advocating for a consistent approach to promoting heritage sites, interest spots, wifi locations etc across the journey to encourage more stops therefore increasing length of stay in region.</i></p>	VICs, VIOs, Roadhouses	Advocate	Nil	Medium Term, Ongoing	<ul style="list-style-type: none"> Stakeholders engaged and connected Ideas generated and implemented efficiently and effectively.
3.5 Formalise and activate cross-border partnerships to position the Nullarbor as a hero Australian road trip experience.	3.5.1	<p>Establish a collaborative, formalised partnership with stakeholders along the Nullarbor.</p> <p>Discuss demand driving opportunities for Visitor Personas and niche markets, including:</p> <ul style="list-style-type: none"> Consumer insights and data review Experience pillars and themes, itinerary clarity, storytelling themes – including seasonal (whales), cultural opportunities (Far West Aboriginal Experiences), adventure (golf/aquatic/air/birdwatching operators), itinerary anchor experiences in SA/WA (eg Esperance/Kalgoorlie and Port Lincoln). Visitor Persona clarity, alignment and touchpoints. Digital activations – Nullarbor Map, ATDW listings, TA/SATC website content. Media opportunities – eg Great Golf Courses of Australia Membership. Event activations – eg Follow the Sun Golf Event, WA teams in AFL finals driving the route. 	AGO, EHTO, Nullarbor Links, WA Regions/ Councils	Activate and Advocate	Nil	Short Term	<ul style="list-style-type: none"> Stakeholders engaged Discussions and planning around Nullarbor opportunities identified.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		<ul style="list-style-type: none"> Trade activations – eg tour operators, hire operators. Visitor Collateral – Nullarbor Map 					
	3.5.2	<p>Review and evolve the Nullarbor Map to continue to remain relevant to visitor, community, industry and environmental needs.</p> <ul style="list-style-type: none"> Alignment to new EP brand and key experience pillars. Strong focus on responsible visitor behaviours Content and advertising aligned to changing needs of visitors. Review and confirm digital strategy (Nullarbor App Website/ATDW listings/digital version of map). 	AGO, HWR	Activate	TBC	Short Term	<ul style="list-style-type: none"> Nullarbor Map reviewed Future reprints activating new EP brand and identified opportunities. Digital plan for Nullarbor identified Sustainable printing, distribution and storage plan activated.
	3.5.3	Develop a MOU with AGO and other relevant stakeholders to outline ongoing activations around positioning of the Nullarbor road trip.	AGO, other stakeholders	Activate	Budget required as per relevant activations	Short Term	<ul style="list-style-type: none"> MOU and/or activation of identified actions for positioning of Nullarbor as iconic road trip with key intra/inter/international markets.
	3.5.4	Work with major promoters of the Nullarbor road trip to ensure messaging about the Eyre Peninsula region is accurate and consistent with the regional branding.	RAA, TA, SATC, NRMA, and other relevant stakeholders	Advocate	Nil	Medium Term, Ongoing	<ul style="list-style-type: none"> The region is accurately represented across marketing activations.
3.6 Establish and strengthen partnerships with relevant niche sector markets, businesses, organisations, media, and trade and brand partners	3.6.1	<p>Grow the value of Business Events as a key market for the region, including:</p> <ul style="list-style-type: none"> Activate an <i>EP Business Events reference group</i> (relevant industry/councils) to identify and activate regional focused business event initiatives – including proactive pitching for hosting business events or pre/post touring events. 	Business Event operators, Councils, BEA, Airlines, TA	Activate	Assess partnership opportunities against the Plan's Vision	Medium Term	<ul style="list-style-type: none"> Reference group identified Business Event opportunities being activated. Business Event information on www.eyrepeninsula.com.au

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		<ul style="list-style-type: none"> Deliver centralised Business Event information on www.eyrepeninsula.com.au Work with <i>Business Events Adelaide</i> to leverage opportunities such as membership, staff famils and trade and media event attendance, bid quoting opportunities, particular for corporate incentives. Engage with <i>Tourism Australia</i> Business Event team to identify opportunities. 					
	3.6.2	<p>Ensure sustainable and responsible cruise ship visitation including:</p> <ul style="list-style-type: none"> Advocate for high number of Cruise arrivals outside of peak summer season, and/or educate decision-makers on capacity/capability of tourism industry during the peak summer season. Advocate for smaller, quality, social and environmentally responsible cruise operators. Advocate for ongoing sentiment insight collection around cruise ships to ensure social license for cruise ships are maintained in local communities. 	SATC, Councils	Advocate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> SATC engaged around cruise sustainability. Community social licence around cruise regularly checked.
	3.6.3	<p>Build a relationship with key event organisations aligned to the EP Brand Pillars and look at opportunities to collaborate on brand marketing (as per Priority Area 2).</p>	Event Organisers, Councils, SATC, Local Industry	Activate	Assess partnership opportunities against the Plan's Vision	Short Term, Ongoing	<ul style="list-style-type: none"> Individual events identified Relationship established, partnerships explored and activated.
	3.6.4	<p>Identify Tour Operators/Hire Operators who have potential to bring new tours/hires or expand existing tours/hires within Eyre Peninsula.</p> <ul style="list-style-type: none"> For existing operators, advocate to extend the length of their tours in EP where relevant, 	Tour Operators, Hire Operators, Airlines	Activate	Nil	Short Term, Ongoing	<ul style="list-style-type: none"> Operators identified Individual meetings undertaken and opportunities assessed.

OUTCOME	#	ACTIONS	PARTNERS	ROLE	BUDGET	TIME FRAME	KEY PERFORMANCE INDICATOR
		<p>including focus on seasonal offerings (cuttlefish/whales) and focus on spring/winter/autumn departures.</p> <ul style="list-style-type: none"> • Advocate for local spending and local employment for their EP tours. • Advocate for connecting with cross-border opportunities where relevant, such as interstate camping/4WD hire (eg RedSands Campers). 					
	3.6.5	<p>Initiate/leverage partnership marketing with key access brands (eg. Qantas, Rex Airlines, RAA) on relevant campaigns and projects as they are aligned with the region’s Visitor Personas and markets.</p>	Qantas, Rex Airlines, RAA	Activate	Opportunity to be considered carefully, and ROI must be measured	Ongoing	<ul style="list-style-type: none"> • Opportunities identified and leveraged. • Growth in the partner engagement and conversion metrics, and growth in relevant regional owned digital channels.
	3.6.6	<p>Initiate/leverage partnership marketing with media brands to amplify EP stories through traditional and online media sources (eg. Sunrise, Today Show, Local Papers, The Advertiser, etc.)</p>	Media Brands SATC PR unit	Activate	Opportunity to be considered carefully, and ROI must be measured	Ongoing	<ul style="list-style-type: none"> • Opportunities identified and leveraged. • Growth in the partner engagement and conversion metrics, and growth in relevant regional owned digital channels.
	3.6.7	<p>Connect relevant stakeholders with trade and media proposals. Only share proposals that:</p> <ul style="list-style-type: none"> • Align to the region’s Visitor Personas and niche markets. • Allow alignment to the destination brand messages and themes and promote responsible travel behaviours. 	SATC, TA, Airlines, Councils	Connect and Advocate	Assess for relevant opportunities	Ad-hoc, reactive	<ul style="list-style-type: none"> • Evaluation matrix developed • Proposals passed onto industry if they meet the criteria in the matrix.