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Eyre Peninsula Tourism Talk - August 2023

It seems winter is a time we all like to get away. According to Facebook everyone I know is in Europe or Bali! TiCSA reported a decline in business activity in the last quarter, likely the impact of the cost of living, and travellers heading overseas. The good news is that SATC reported record high visitation for the YE March 2023 at \$9.4 billion. The Eyre Peninsula had a good couple of years and in YE 2022 with a record \$503 in visitor expenditure, hitting our 2030 target 8 years early. However, looking at mobility data, I am seeing low visitation in 2023 compared to previous years, which is a bit of a worry and worth keeping an eye on. More to come on this!

In this month's newsletter:

Training galore!

- Please complete the RDAEP Businesses fundamentals survey to ensure the tourism can benefit from this program.
- Sign up for the Rezdy workshop
- Check out the whats on section for online training by Tourism Tribe

Aboriginal Tourism Business - There is lots of news for you - see First Nations Mentoring Program, The Circle Business showcase and SAATIC.

ATDW - Support hub now on SharePoint.

And dont forget to tag **@eyrepeninsula** on social media!

Until next time.

Annabelle

Business Fundamentals Programs

The Department of Industry, Innovation and Science, via the Office for Small and Family Business, have funded a Business Fundamentals Program to be delivered across the regions over the next 18 months.

RDAEP Small Business Fundamentals Program

We are thrilled to announce that Regional Development Australia Eyre Peninsula (RDAEP) will be delivering the Small Business Fundamentals Program across our region! The program aims to equip you with essential business knowledge and capabilities critical for long-term sustainability and growth.

Your opinion matters to us! Help us design a program that caters to YOUR requirements. We want to hear from you about the topics you're most interested in.

Please complete the survey via the link below, before 5:00pm Friday 31st August.

<https://www.surveymonkey.com/r/5DN2XBX>

Any questions or concerns can be directed to Julie Wynne on 8682 6588 or Trevor Smith on 0408 948 634 or by emailing julie.wynne@rdaep.org.au

Business SA Business Fundamentals Program

A 6 month program with 6 interactive workshops (3x full day in-person + 3x half-day virtual) covering the following topics:

1. Develop a business model (e.g. customer markets, services/sales, cost & revenue)
2. Sales strategies
3. Business growth strategies
4. Marketing & digital strategies
5. People strategies (recruitment, retaining & managing staff)
6. Customer experience strategies

Participants will have access to 3x 1:1 mentoring sessions with Business SA, a business advice hotline (to tackle compliance issues), recorded webinars, resources, templates and tools.

The program will offer 4x intake rounds, starting in September 2023 and the final intake will be in January 2025.

[Find out more or apply here.](#)

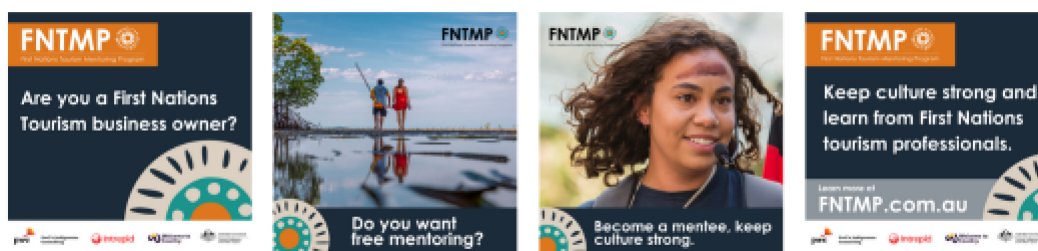
FREE Rezdy Masterclass

The SATC will be delivering a series of Masterclasses in September to support tourism operators in making their tours online bookable. In partnership with Rezdy, one of Australia's largest tourism booking engines, the Masterclasses will discuss the benefits and capabilities of using an online booking system and provide hands-on support to start making products online bookable.



A Masterclass will be delivered in **Port Lincoln** on **Thursday 21st September** at the **Port Lincoln Hotel** from **10:30am - 2:30pm** with tea, coffee, refreshments and light lunch provided. To [register click here](#)

The Masterclass will be recorded and shared to those who are unable to make it on the day.



First Nations Tourism Mentoring Program (FNTMP)

An innovative initiative extending free mentorship to First Nations tourism businesses throughout Australia. This program pairs businesses with skilled and seasoned mentors, with

the goal of empowering mentees to expand their tourism ventures and achieve their business goals. Keen to participate? Applications are now open! Find out more [here](#).

The Circle First Nations Business Showcase (SA) 2023

Registrations for the First Nations Business Showcase (SA) 2023 to be held during Indigenous Business Month are now open.

Date and Time:

Thursday 5 October 10:00am - 3:00pm

Location

Goyder Pavilion South, Adelaide Showgrounds, Goodwood Road, Wayville SA 5034

The Showcase is an exciting opportunity to connect First Nations businesses and industry, the private sector, all levels of Government and non-Government organisations.

Follow the link to Humanitix to register for attendance or exhibit – <https://shorturl.at/ot248>

If you have any registration questions, please contact The Circle Team on thecircle@sa.gov.au or 0422 443 430.

South Australian Aboriginal Tourism Operators Council (SAATOC)

SAATOC is being established to support the development and growth of Aboriginal tourism and Aboriginal tourism businesses in SA. As an eventual independent, industry association, SAATOC will be the authority on Aboriginal tourism in South Australia.

The SAATOC working group and TiCSA invite expressions of interest from Aboriginal owned tourism businesses and other stakeholders with a keen interest in Aboriginal tourism in South Australia to be invited to attend a gathering in Adelaide on Tuesday 26 September. This gathering will see the establishment of the SAATOC Interim Board who will guide the next stage of forming the association, under the auspices of TiCSA. In principle support of the constitution will also be sought.

To register your interest to be invited as an eligible Aboriginal tourism business, Interested stakeholder (observer), complete the [Expression of Interest \(EOI\) form](#) by 12 noon, Friday 1 September.

ATDW Resources

Big shoutout to our top 5 performing Eyre Peninsula Businesses using ATDW!!

1. Cutty's Tours
2. Calypso Star Charters
3. Discovery Parks Streaky Bay Foreshore
4. Coffin Bay Oyster Farm & Tasting
5. SALT Festival



Do you need support navigating ATDW check out the resources provided on SharePoint! From using AI to help write or enhance your listing, step by step guides on resizing and uploading images, and more.

There are 49 EP businesses with ATDW listings that have recently expired, the list is available to view on SharePoint. Logging on and reactivating your listing will ensure you maximise your

marketing potential via a distribution network of almost 300 websites across Australia including www.eyrepeninsula.com

Click on the ATDW tab in

SharePoint: <https://rdawep.sharepoint.com/.../EPT.../SitePages/ATDW.aspx>

For SharePoint access email Annabelle or Casey with your Microsoft compatible email.



Careers in Tourism: South Australian Guide

This career guide highlights the abundant array of tourism positions and prospects accessible in South Australia.

If you'd like more information on how your business can get involved in the Careers in Tourism project, please contact Ticsa by emailing info@ticsa.com.au or calling 08 8231 3085.

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.

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

[Find out more here](#)



What's On

Events

14 - 17 September - Tumby Bay: [Community Art Exhibition - The Wild Side](#)

16 September - Wudinna: [Wudinna Show](#)

23 September - Streaky Bay: [A Celebration of Seafood \(SOLD OUT\)](#)

30 September - 1 October - Ceduna: [Oysterfest](#)

Training (Online)

30 August - [Innovative sales-led marketing strategies](#)

20 September - [Improve your website lead generation](#)

18 October - [Get more for less on Social Media](#)

15 November - [Step-up your blogging game with AI](#)

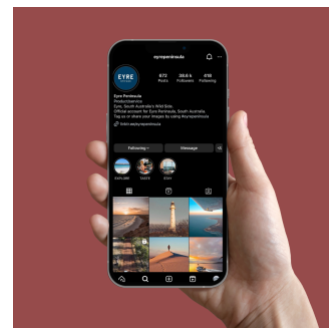
If you are organising events, don't forget to create an [ATDW](#) listing to enable promotion across a distribution network of tourism websites including eyrepeninsula.com and southaustralia.com

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.

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, #eyrepeninsula and #wildeyre so we can share the love!



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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