



An Australian Government Initiative



Regional
Development
Australia

REGIONAL DEVELOPMENT AUSTRALIA EYRE PENINSULA

Media Release: Eyre Wild Side Brand a South Australian Tourism Awards Finalist

29 September 2023

The Eyre Peninsula's new destination brand, *Eyre. South Australia's Wild Side*, has been selected as a 2023 Tourism Awards Finalist.

Eyre is for those in search of something deeper from their travels. With more than 200,000 square kilometres of diverse and ancient landscapes and endless coastlines to explore it's an invite to push yourself further. It calls you to step gentler; explore slower; connect deeper and leave feeling a whole lot lighter. Are you ready to discover your wild side? Eyre. South Australia's Wild Side.

The South Australian Tourism Awards are delivered annually by Tourism Industry Council South Australia (TiCSA) to recognise business excellence and outstanding achievement in the state's tourism industry.

The need for a review of the Eyre Peninsula regional tourism brand was identified in 2018 via the Eyre Peninsula Tourism Signage Strategy, and in 2022/23, Regional Development Australia Eyre Peninsula (RDAEP) embarked on the Regional Brand Project.

RDAEP acts as the Regional Tourism Organisation (RTO) for the Eyre Peninsula, with the Regional Brand Project only made possible thanks to the funding support of all 11 councils, who collectively contributed to this initiative.

"This is great recognition for the project, and a reflection of our region's ability to work collaboratively to achieve positive outcomes for the entire Eyre Peninsula" said RDAEP Chair Bryan Trigg.

The Regional Brand Project had three critical objectives: to strengthen the brand positioning of the Eyre Peninsula, develop a marketing strategy for responsible demand driving activities, and to foster a sense of pride in the regional identity among the community. These aims are vital for the Eyre Peninsula in achieving its vision for a sustainable visitor economy.

“The Regional Brand Project has strengthened the region’s brand position by uniting the Eyre Peninsula through a sense of pride in a regional identity” said RDAEP CEO Ryan Viney.

The Regional Brand Project will have a long-term impact on the Eyre Peninsula tourism industry, strengthening the region’s brand position and ability to attract visitors to the region that are best aligned with the experience on offer.

Following the Brand Reveal on 30th of March 2023, RDAEP is now seeking to embed the new brand into regional marketing. Resourcing from project partners in 2023/24 will ensure the brand embedment continues with delivery of actions identified in the Marketing Plan.

“The new regional brand will now be used to guide the development of consistent messaging throughout the region, and will be applied in all marketing, promotional and information materials for the Eyre Peninsula including online, in print and on signage” said RDAEP Regional Tourism Manager Annabelle Hender.

Media contact

Annabelle Hender, Regional Tourism Manager, Regional Development Australia Eyre Peninsula

Phone 0423 778 242

