



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

Sadly this will be my last newsletter as your Tourism Manager for the Eyre Peninsula. ☹️ It's been a fabulous 2.5 years and I have been proud to deliver some really rewarding projects in my time including the Eyre Wild Side brand, the Eyes on Eyre Camping Project, new EP website and the EP Destination Management Plan.

Thank you for the support you have offered me in this role, I have loved working with such a passionate tourism industry. The EP offers such incredible and authentic experiences and witnessing the region's growth and development, I genuinely believe that Eyre Peninsula tourism is about to enter its most exciting era yet.

It was a difficult decision to leave, but I have decided to follow the sun and head across to border to WA for a new adventure. My final day in this role will be Friday January 5th, after which Ryan Viney will be your contact until further updates can be shared: [ryan.viney@rdaep.org.au](mailto:ryan.viney@rdaep.org.au).

Wishing you a safe and happy Christmas and new year and all the best for the future.

Best Wishes

Annabelle (& Casey)



## AWARD WINNERS

2023 South Australian Tourism Awards

We are thrilled to announce the EP took home multiple awards at the 2023 SA Tourism Awards in early November. A large Eyre Peninsula contingent cheered on the eight Eyre Peninsula finalists in their respective categories:

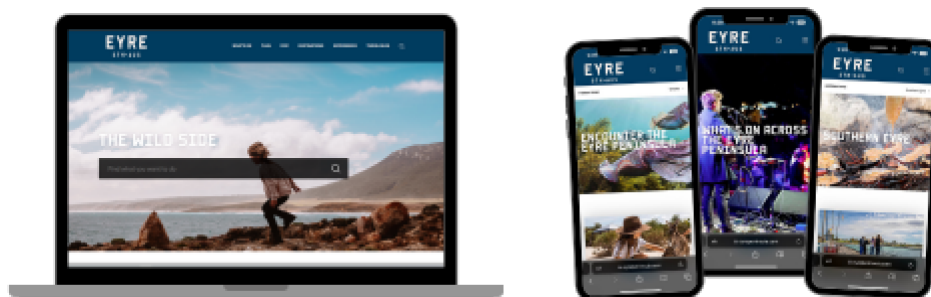
- Regional Development Australia Eyre Peninsula – won gold in Tourism Marketing & Campaigns
- Port Lincoln Visitor Information Centre – won gold in Visitor Information Services
- Experience Coffin Bay – won silver in Tour and Transport Operators
- L'Anse French Cafe – won silver in Tourism Restaurants & Catering Services
- SALT Festival 2023 – won silver in Festivals and Events
- Peter Teakle Wines - Finalist in Tourism Wineries, Distilleries & Breweries
- Sage at Streaky Bay - Finalist in Self Contained Accommodation
- Streaky Sounds 2023 Music Festival - Finalists in Festivals and Events

A big congratulations and well done goes out to all that were nominated and those that won their categories!

Read the full media release [here](#).

Preparing for the 2024 South Australian Tourism Awards here are some things you may wish to consider - <https://shorturl.at/uCFQY>

You can also express your interest here to keep up to date on key information, nomination dates, support and more - <https://shorturl.at/iyYZ6>



## NEW EYRE WEBSITE - NOW LIVE

The new website is now live. This project is possible due to a collaborative agreement between SATC and RDAEP, brand implementation funding from councils and the time and efforts of RDAEP staff (Tamsin, Casey and Annabelle) in conjunction with SATC staff over the past 12 months.

The content on the site is managed by RDAEP, and addresses recommendations made in the Marketing Strategy to improve website performance. Like all websites it is a living resource that will be regularly reviewed, monitored and updated for continuous improvement.

The soft launch of the site took place on the 29th of November, visit [www.eyrepeninsula.com](http://www.eyrepeninsula.com) to view the site and contact [casey.peters@rdaep.org.au](mailto:casey.peters@rdaep.org.au) if you have any questions.

## Can't find yourself on the new website?

If you answered yes, it is time to create yourself an ATDW listing.

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.



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

The image shows the front cover of a report titled 'Eyre Peninsula Destination Management Plan 2025'. The top section is a solid dark blue banner. On the left side of this banner, the text 'EYRE PENINSULA' is written in a large, white, sans-serif font, with 'DESTINATION MANAGEMENT PLAN 2025' stacked below it in a smaller font. On the right side of the banner, there is a logo for 'Regional Development Australia' featuring a stylized sun and waves, with the text 'Regional Development Australia' and 'FOR RURALITY' below it. Below the blue banner is a photograph of a person walking on a rocky beach towards the ocean under a blue sky with clouds.

**Facebook Post:**

**Post Text:**

It's a coastline combined with unbroken coastal beauty. The Eyre Peninsula in South Australia is a must-visit destination for those planning to see the best, most jagged coast and some of the best beaches, including a world heritage wetland and beach.

**Hashtags:**

#Australia  
#SouthAustralia  
#EyrePeninsula  
#Coastline  
#Beaches  
#Wetlands  
#Heritage  
#Nature  
#Travel  
#Tourism  
#Adventure  
#Relaxation  
#Vacation  
#Weekend  
#Family  
#Friends  
#Romance  
#Solo  
#Group  
#Adventure  
#Relaxation  
#Vacation  
#Weekend  
#Family  
#Friends  
#Romance  
#Solo  
#Group

**Comments:**

10 likes

1 comment

Comment 1: *Wow, that's amazing! I've been thinking about visiting Australia for a while now. This looks like the perfect place to go. I'll definitely be adding this to my list of places to visit. Thanks for sharing this! 🌊🇦🇺*

## Feel Good Family - Backroad Nation TV opportunity

Katie and Paul from The Feel Good Family are in South Australia filming a show called Backroad Nation which is a new TV series airing on Channel 7 next year around March-April aimed at promoting Caravanning and Camping across Australia. They will be filming content aligned with the SATC roadtrips - so on the EP the Seafood Frontier Touring Route. <https://eyrepeninsula.com.au/plan/road-trips>

Katie and Paul will be travelling to the EP from 7th of Jan. If you are located along the Seafood Frontier Touring route and interested offering a FOC experience in exchange for publicity on the channel please contact Katie directly. [katie@thefeelgoodfamily.com.au](mailto:katie@thefeelgoodfamily.com.au) or Ph: 0403 463 628 <https://thefeelgoodfamily.com/>

## Caravan & Camping Show

South Australian Tourism Operators - Book Your Exhibit Space from Only \$385!

Adelaide Showgrounds - 14 to 18 February 2024

Contact: [grant@caravanandcampingsa.com.au](mailto:grant@caravanandcampingsa.com.au) 0419 185 307

View Proposal. [Lets Go Caravan & Camping Show](#)



## Sustainable Tourism Toolkit

The Australian Government has developed a new toolkit to help businesses become more sustainable and meet this growing demand. Use this toolkit to make your tourism business more sustainable. Whether you're just starting or have been in the industry, it helps you meet the growing demand for sustainability from visitors while balancing people, place, and profit.

Visit: [Sustainable Tourism Toolkit](#)



## Whyalla Visitor Guide - Advert Bookings

Advert bookings are now open for the 2024 Whyalla Visitor Guide! You can [download the full media kit with booking form](#) below. If you have any questions, please email [sales@woofmedia.com.au](mailto:sales@woofmedia.com.au) or call Chelsea or Leesa on 1300 006 993.

**BOOKINGS DUE ON OR BEFORE 5pm Friday 15th December 2023.**

## What's On

### Events

1st - 28th December - Cummins: Christmas Wonderland in Cummins

16th December - Port Lincoln: Majestic Princess Cruise Ship

17th December - Port Lincoln: Grand Princess Cruise Ship

22nd December - Cleve: Christmas Pageant

22nd December - Coffin Bay: Christmas on the Bay

23rd December - Kimba: Christmas Pageant

6th January - Port Neill - Under the Pines Twilight Markets

6th January - Port Lincoln: Grand Princess Cruise Ship

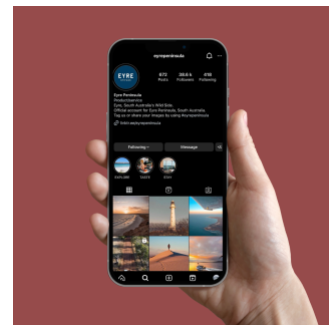
If you are organising events, don't forget to create a free **ATDW** listing to enable promotion across a distribution network of tourism websites including eyrepeninsula.com and southaustralia.com

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/EP Tourism Network>

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 SHARE

 FORWARD

5 Adelaide Place, Port Lincoln  
Australia

