



EYRE
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Eyre Peninsula Tourism Talk - January 2024

Welcome to the first edition of Eyre Peninsula Tourism Talk for 2024! I would like to take a quick moment to introduce myself as the Regional Tourism Development Officer for EP. Joining the RDAEP team in 2021, I undertook a university placement to complete my Bachelor of Business (Tourism and Events Management) degree. After taking some time away to travel in 2022/23, I came back to work closely with Annabelle as the Regional Brand Coordinator, supporting the implementation of the new Eyre brand. 2024 marks 10 years of calling the EP home, however, I was fortunate enough to spend my entire childhood regularly visiting family on the West Coast. I look forward to working with you on all things tourism and giving others the opportunity to experience the EP and make memories as we get to everyday!

Highlights in this edition include:

- 2024 Eyre Peninsula Visitor Guide Marketing Kit
- How to order the NEW Nullarbor Map
- Employer of Choice Toolkit
- Regional Event Fund (opening soon)
- Small Business Fundamentals Program Workshops

Until next time,
Casey

2024 Eyre Peninsula Visitor Guide Marketing Kit

Do you want to be featured in the 2024 Eyre Peninsula Visitor Guide?! Advert bookings are now open!

FOR BOOKINGS AND ENQUIRIES CONTACT LAURIE BOWLER

T: (08) 8379 9522 M : 0447 198 773

E : lbowler@hwrmedia.com.au

BOOKINGS DUE: 1ST MARCH 2024

[You can download the 2024 Marketing Kit with booking form here](#)

EYRE PENINSULA



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2024 South Australian Tourism Summit

The Summit is TiCSA's flagship thought leadership event driving the sectors future thinking, bringing together political leaders and tourism stakeholders to focus on industry advocacy. It

will provide a platform for discussion on developments and emerging opportunities with aims to inspire business confidence, collaboration and a shared focus on key priorities.

Event Details

Date: Thursday 22 Feb

Time: 8:00am - 10:30am

Venue: Intercontinental Adelaide, The Ballroom, North Terrace, Adelaide SA 5000

Tickets

Registrations close at 10am, Friday 16 Feb

TiCSA Members: \$60 (inc. GST)

Non-members: \$120 (inc. GST)

Tickets include one admission to the event, a plated breakfast and a selection of beverages including tea, coffee and juice.

[Find out more here](#)

Regional Event Fund - Applications Opening Soon

The South Australian Tourism Commission are opening the 2024-25 Regional Event Fund applications on Thursday, 15 February 2024 until 5pm, Monday, 6 May.

The fund aims to strengthen the regional events calendar by encouraging the development of new events and provide further support for established events.

[Find out more here.](#)

Nullarbor Maps - INSTOCK

The NEW Nullarbor Map is available to order!

To order please provide the following information to – reception@rdaep.org.au with the subject line – **Nullarbor Map Order**

Contact Name:

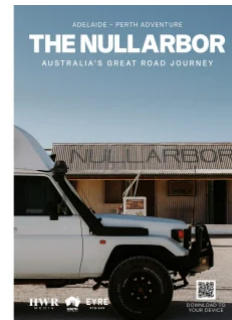
Business Name:

Phone Number:

Quantity (they come in boxes of 140):

Postal Address (unable to post to PO Boxes):

****Please note: We still only have a limited quantity while the remainder is printed and delivered to the warehouse, therefore your order may be delivered in 2 deliveries.**



Employer of Choice Toolkit

Are you looking for some tips to help you become a better employer? RDA Limestone Coast has developed an Employer of Choice Toolkit, which is now available for businesses on the EP!

Learn about leadership and communication, how to implement policies and procedures, diversity, inclusion and care, workforce planning, flexible working, training and development and more! Plus you get access to a range of useful templates!

Email Tamsin Scholz with your business name and location to get access
- tamsin.scholz@rdaep.org.au

AFL Gather Round Regional Program

Businesses and towns along driving routes to Adelaide are encouraged to entice fans to stop, extend their trip or take a detour to enjoy the incredible offerings and experiences along their journey. It could be as simple as a special footy pie on a lunch stop, theming local businesses in footy colours.

The selection criteria and application process can be found by following the link below.

If you have any question please reach out to the events team: events@sa.gov.au

Proposals for your AFL Gather Round associated activity are due by Friday 9 February.

Find out more here: <https://shorturl.at/jkAES>



Brand Starter Kits

Brand Starter Kits have been developed and provided to our Councils to give a solid foundation for promoting towns across the Eyre Peninsula demonstrating consistency and unity in promoting our region.

Some of these assets including social media tiles have been made available to industry via SharePoint. You will be able to access the guidebooks councils have received to help you use your new assets. Please note: not all assets have been provided to industry, please contact the relevant council if you require access to the other assets.

Access the industry assets [here](#).

Business "Mentors" - WE NEED YOU

We are looking for business "Mentors" to assist small and family business owners as part of the **Small Business Fundamentals Program**.

To find out more visit: [WE NEED YOU](#)

If this is something that you can be involved in, or you want to know more, please contact Julie Wynne, Project Officer on 08 8682 6588 or julie.wynne@rdaep.org.au

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](#)

Eyre - in the Media

Now that the new Eyre Peninsula website is live, we will amp up media activity to position the region as South Australia's Wild Side. We will share media highlights each month. Have you seen a media highlight that we have missed? Be sure to send it through to Casey so we can feature it next month!

Media Highlights:

[Holiday at HOME](#)



What's On

No Cost Training

BOOSTING YOUR SMALL BUSINESS: Canva | ChatGPT | Social Media Strategies

Streaky Bay Hotel Motel

Monday 19th February 2024 | 6pm – 8:30pm

Reserve your spot [HERE](#)

SMALL BUSINESS SUCCESS: Team Management & Operational Efficiencies

Wudinna and Districts Telecentre

Tuesday 20th February 2024 | 6pm – 8:30pm

Reserve your spot [HERE](#)

Workshops are also being planned for March 2024:

- Lock – Farm Safety Workshop
- Cummins – Customer Acquisition and Retention
- Kimba – Customer Acquisition and Retention
- Tumby Bay – Industry Capability
- Whyalla – Marketing
- Cleve – Marketing

Events

14th February - Port Lincoln: Seabourn Odyssey Cruise Ship

19th February - Tumby Bay: Fairy Floss & Chaos Comedy Night

20th February - Port Lincoln: Pacific Explorer Cruise Ship

21st -23rd February - Kimba: Truth to Power Café - Unplugged

22nd February - Port Lincoln: Volendam Cruise Ship

24th February - Kimba: Adelaide Comey Club Show

27th February - Port Lincoln: Pacific Explorer Cruise Ship

29th February - 2nd March - Tumby Bay: Confetti & Chaos - Dining Experience

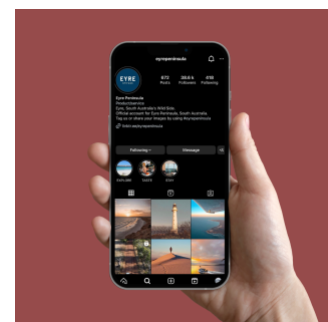
If you are organising events, don't forget to create a free [ATDW](#) listing to enable promotion across a distribution network of tourism websites including [eyrepeninsula.com](#) and [southaustralia.com](#)

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>


Casey Peters

Regional Tourism Development Officer

Email: casey.peters@rdaep.org.au

Phone: 08 8682 6028



 SHARE

 FORWARD

5 Adelaide Place, Port Lincoln
Australia

mailer lite