



**EYRE**  
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## Eyre Peninsula Tourism Talk - April 2024

I hope everyone had a great weekend and was able to enjoy a relaxing moment or two in the nice weather! In this edition of Eyre Peninsula Tourism Talk you will find out about:

- Destination Australia 2024
- The 2023 Qantas Australian Tourism Awards
- The New Experience Development Program
- The next phase of THRIVE 2030
- First Nations Tourism Mentoring Program
- New grant and funding opportunities

Until next month,

Casey



## Destination Australia 2024

Tourism Australia held their annual Destination Australia Conference in Sydney on Wednesday, March 13, themed 'The next chapter of sustainable growth', with over 1000 industry and media representatives attending both in person and online.

Tourism Australia's Managing Director of Tourism, Phillipa Harrison, set the scene for the day outlining Tourism Australia's key focal points for 2024. The eight tourism focal points include:

1. **There's a heightened sense of purpose, and connection to community and culture**
2. **Premium is being redefined with a focus on wellness and adventure**
3. **Changes in the distribution landscape are accelerating**
4. **Back of house is coming to the fore, with the continued emergence of agritourism**
5. **The growth of the east is there for the taking, as travel closer to home becomes more popular**
6. **The lure of influencers continues to captivate travellers to "set-jet" and gig trip"**
7. **Preference for modes of travel continue to shift, with a surge in cruise, and self-drive.**
8. **Business events continue to drive demand and repeat visitation.**

You can watch the short recap of the conference here: [Destination Australia 2024](#)

You can find the conference program here: [Destination Australia 2024 Program](#)

**2023 Qantas Australian Tourism Awards**

The Eyre Peninsula was represented in two categories at the 2023 Qantas Australian Tourism Awards. Held in Darwin on Friday, March 15 over 700 industry representatives gathered to celebrate the incredible achievements of those nominated for awards.

The results: A big congratulations goes out to the **Port Lincoln Visitor Information Centre** who won bronze in the Visitor Information Services category. **Regional Development Australia Eyre Peninsula** was a finalist in the Tourism Marketing & Campaigns category for the Eyre - The Wild Side branding.



Nominations for the 2024 South Australian Tourism Awards open on Wednesday 1 May, register your interest here: <https://shorturl.at/emsEO>

Pictured: RDAEP CEO, Ryan Viney, City of Port Lincoln Council Economic & Tourism Officer, Dylan Swincer, Team Leader Visitor Information Centre, Penny Carter & RDAEP Chair, Bryan Trigg.



## THRIVE 2030

It has been 2 years since Austrade launched THRIVE 2030, Australia's national strategy for the long-term sustainable growth of the visitor economy. Austrade is now inviting tourism businesses to help them shape the next 3-year action plan - Consolidation Phase (2025-2027). The survey should take less than 10 minutes to complete. The consultation period closes on 28 June 2024.

Complete the online survey here: <https://ow.ly/qHYp50R3HQK>

Learn more about THRIVE 2030 here: <https://ow.ly/5ZJk50R3I1L>

## Experience Development Program

The Experience Development Program will support local tourism operators to develop and sell their latest new tour, accommodation or experience idea. The new pilot program will launch in May, with tourism operators invited to participate via an expression of interest process which will open from **9.00am, Tuesday, 2 April 2024 to 5.00pm, Monday, 15 April 2024.**



The program will consist of three modules:

1. Developing your tourism product
2. Selling your product
3. Perfecting your pitch

To find out more or register your interest visit: [Experience Development Program](#)



## First Nations Tourism Mentoring Program

The First Nations Tourism Mentoring Program (FNTMP) is a free mentoring program for First Nations tourism businesses across Australia. It supports businesses to grow and achieve their goals by connecting them with skilled, experienced and culturally respectful tourism industry specialists who can provide one-on-one guidance, advice and support.

The program will run until 30 June 2025 and is completely free for First Nations tourism businesses.

Find out more here: <https://www.fntmp.com.au/>

## Grants and funding opportunities

Check out the comprehensive list of grant and funding opportunities available [HERE](#).

### Activating Heritage Tourism Program

Tourism Industry Council South Australia, in partnership with the Department for Environment and Water (DEW) is delivering the Activating Heritage Tourism Program to support the activation and enhancement of our state's heritage tourism offerings.

Applications close: Friday 19 April 2024, strictly 5:00pm ACDT

To find out more visit:

<https://ticsa.com.au/activating-heritage-tourism/>

### Regional Event Fund SA

The Regional Event Fund, managed by the South Australian Tourism Commission, is now open for applications. Offering up to \$50,000 for established events and \$20,000 for new ones, this fund supports the growth of regional events, aiming to boost visitor numbers and the local economy. Apply now to bring your event to life between September 2024 and August 2025.

To find out more visit:

<https://business.gov.au/grants-and-programs/regional-event-fund-sa>

### Regional Event Fund Information Session

Date: Tuesday 9 April, 2024

Time: 10.30am – 11.30am

Presenter: Ainsley Jones, Development Executive – Events South Australia, South Australian Tourism Commission

Please register by Monday 8 April via <https://forms.office.com/r/RxY3Jj2GeT>

Meeting link: Registered participants will receive the Teams meeting link a day prior to the session.

## What's On



**Designing Better Customer Service Experiences in Tourism Workshop**  
Boston Bay Wines, Port Lincoln  
**Monday 8th April | 1:30pm - 4:30pm**  
Cost: TiCSA Members \$40 (ex. GST) | Non-Members \$80 (ex. GST)  
Register [HERE](#)



**Tourism Round Up Networking Event**  
Boston Bay Wines, Port Lincoln  
**Monday 8th April | 5pm - 7pm**  
FREE  
Register [HERE](#)

## Training

**Cultural understanding for recruitment and retention**  
Hilton Motel, Port Lincoln  
Tuesday 9th April | 9am - 3:30pm  
Cost: \$75 + booking fee  
Register [HERE](#)

## No Cost Training

**Facebook organic content and paid promotion strategies**  
Online - Zoom  
Tuesday 4th April | 1pm - 2pm  
Register [HERE](#)

**Instagram organic content and paid promotion strategies**  
Online - Zoom  
Tuesday 14th May | 1pm - 2pm  
Register [HERE](#)

**Your Google business profile - more than just a maps listing**  
Online - Zoom  
Tuesday 11th June | 1pm - 2pm  
Register [HERE](#)

## Events

**6th - 13th April - Far West Coast: Chasing the Sun Golf Tournament**

**13th April - Wudinna: Granite Rocks Music Festival**

**19th - 28th April - Southern EP: Salt Festival**

## SAVE THE DATE: SA TOURISM CONFERENCE

Evolve, Engage, Excel: Navigating the Future of Tourism  
Morphettville Racecourse Wolf Blass Events Centre  
Tues 4th - Wed 5th June  
Find out more here: <https://ticsa.com.au/events/sa-tourism-conference/>

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.



## EP Tourism Network Group

Want to be kept up to date on all things Tourism between newsletters? Be sure to join our industry Facebook group!

## 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*

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