An Australian Government Initiative

Regional Development Australia

EYRE PENINSULA

Eyre Peninsula Tourism Operators Advisory Group

Terms of Reference

March 2026

1. Introduction

The Eyre Peninsula Tourism Operators Advisory Group (EPTOAG) was established in November 2024. The EPTOAG is to provide strategic guidance, industry expertise, local intelligence and collaborative input to support the sustainable growth and development of tourism in the Eyre Peninsula region. The advisory group will act as a consultative body for Regional Development Australia Eyre Peninsula (RDAEP) who is the Regional Tourism Organisation (RTO), acting as a key industry touchpoint to identify challenges and opportunities.

RDAEP CEO in consultation with the Regional Tourism Manager (RTM) reserves the right to dissolve the EPTOAG at any time.

2. Background

The Eyre Peninsula generated $591m in visitor expenditure in 2023 an increase of 17% on 2022 making it the third highest regional tourism economy in South Australia. In the year ending June 2023, it was reported that there were over 600 tourism businesses across the Eyre Peninsula region with 1 in 15 jobs directly related to tourism.

RDAEP is the RTO, for the Eyre Peninsula. The role of RDAEP and tourism is determined via an agreement with the South Australian Tourism Commission and supported by three tiers of government. As the regional conduit for tourism, RDAEP works closely with national, state, and local tourism bodies in addition to businesses and stakeholders to achieve its vision ‘to facilitate sustainable development of the Eyre Peninsula visitor economy’. This is achieved via implementation of the regional tourism strategy outlined in the Eyre Peninsula Destination Management Plan 2025 (DMP) V2.

The DMP V1 was completed in September 2021 and following a review V2 was released in June 2023.

The DMP incorporates new strategic insights and community, and stakeholder engagement conducted during recent major projects: the Eyre Brand development, and EP Marketing Strategy.

The DMP outlines five priority areas:

1. Destination Stewardship
2. Marketing
3. Collaboration
4. Experience and Supply Development
5. Industry Capability

Destination Stewardship objective: *a sustainable and transparent approach to tourism management is achieved through engagement with the community, industry, and stakeholders to ensure tourism meets the values and needs of the destination.*

The need for an advisory group comes directly from action 1.1.3 in the DMP:

> 1.1.3 Establish an Industry Reference Group, to provide input and act as a sounding board for Regional Tourism.

3. Purpose

The primary purpose of the EPTOAG is to:

- Provide advice, insights and feedback on tourism initiatives and programs through the voice of the industry.
- Facilitate communication and collaboration between the Regional Tourism Organisation and tourism industry.
- Identify key challenges and opportunities within the Eyre Peninsula tourism sector leveraging local intelligence.

4. Objectives

The objectives of the EPTOAG include:

- **Strategic Feedback**: Offer feedback on long-term tourism strategies, marketing campaigns, and investment priorities.
- **Industry Collaboration**: Encourage collaboration among tourism operators, local businesses, government entities, and community organisations.
- **Market Development**: Identify emerging markets and trends that could benefit the Eyre Peninsula's tourism industry.
- **Sustainability**: Promote sustainable tourism practices that protect and enhance the region's natural, cultural, and historical assets.
- **Advocacy**: Advocate for the needs and interests of the local tourism industry.
- **Intelligence Capture**: Gather and utilise local knowledge, insights and data to inform RDAEP Board, supporting effective decision-making.

5. Membership

The EPTOAG will consist of members representing various sectors of the tourism industry, including but not limited to:

- RDAEP RTM (Chairperson)
- RDAEP Marketing and Communications Officer (Secretariat)
- Accommodation Representative
- Recreation Representative
- Travel Agent/Information Centre Representative
- Food and Hospitality Representative
- Event Representative

The EPTOAG will have a membership of no more than 10. With membership appointed by the Chairperson.

To ensure continuity within the committee, during the initial establishment of the committee, half of the members will be endorsed for a one-year term, and the other half for a two-year term. This staggered approach will prevent the entire committee from being replaced annually, allowing for consistency and the retention of industry and operational knowledge.

6. Roles and Responsibilities

- **Chairperson**: The Chairperson will lead meetings, facilitate discussions, and ensure that the group's objectives are met.
- **Secretariat**: The Secretariat will be responsible for organising meetings, preparing agendas, taking minutes, and maintaining records.
- **Members**: Members are expected to actively participate in meetings, provide industry insights and information. Members will act as a representative voice for their sector, liaising with industry peers where appropriate to identify emerging issues, challenges, and opportunities to inform Advisory Group discussions. Members are expected to contribute constructively and in the broader interest of the Eyre Peninsula tourism industry.

7. Meetings

- **Frequency**: The EPTOAG will meet virtually quarterly, with additional meetings scheduled as required.
- **Decision-Making**: The EPTOAG does not have any operational decision-making powers. It is up to the discretion of the RTM to identify and implement outcomes.

8. Reporting

The RTM will provide updates to the Regional Development Australia Eyre Peninsula Board and other relevant bodies and stakeholders as required.

9. Review

The Terms of Reference (TOR) will be reviewed annually to ensure they remain relevant and aligned with the region's tourism goals and objectives. Amendments to the TOR may be made with the agreement of the RDAEP CEO and RTM.

10. Duration

The EPTOAG will be established for an initial term of two years, after which its continuation will be reviewed by the RDAEP CEO and RTM.

11. Communications and confidentiality

Members of the EPTOAG are expected to maintain the confidentiality of discussions and sensitive information shared during meetings. The Chairperson is the only person to speak on behalf of the group.

Date for next review: March 2027