

## MEDIA RELEASE

# COUNCIL TO DEVELOP A TOURISM STRATEGY FOR PORT LINCOLN & THE SOUTHERN EP

The City of Port Lincoln has identified that with a greater focus on tourism by the Federal, State and Local Government, the development of a new tourism strategy for Port Lincoln and the Southern Eyre Peninsula region is needed to guide future investment.

Council is seeking input from the community to assist in developing the strategy. The community is asked to rate and comment on Port Lincoln's accommodation, festival and events, food and beverage experiences, transport, and other tourism assets that could be developed and enhanced to improve the experience for tourists and the community through an [on-line survey](#). Hardcopy form is also available from the Council Administration Office, Level One, Civic Centre, 60 Tasman Terrace, Port Lincoln, Port Lincoln Library, 2 London Street and Port Lincoln Visitor Information Centre, 3 Adelaide Place, Port Lincoln. A written submission can also be made by letter or email to [plcc@plcc.sa.gov.au](mailto:plcc@plcc.sa.gov.au). All submissions are to be received by Council by 5pm on Wednesday 28 February 2018.

A workshop is to be held at the Port Lincoln Hotel on Tuesday 13 February 2018 from 9.30am to 2.30pm for identified tourism industry stakeholders and interested persons to attend. Anyone who is interested in attending the workshop is asked to express their interest to Council's Contractor – Community Development, Nicole Cunningham at [nicole.cunningham@plcc.sa.gov.au](mailto:nicole.cunningham@plcc.sa.gov.au) by Thursday 8 February 2018.

Mayor Bruce Green said "I encourage tourism operators and interested persons to complete the survey or attend the stakeholders' workshop to provide us with your thoughts and ideas on strategies to achieve four priority areas - Drive visitor demand, Enhance visitor experience, Tourism Innovation & Sustainability and Strengthen consultation and partnership".

The submissions and feedback received will be considered in the preparation of the Draft Port Lincoln & Southern Eyre Peninsula Tourism Strategy to be finalised by April 2018.

*Any media enquires can be directed to Manager Community Development, Janet Grocke on 8621 2327 or email [plcc@plcc.sa.gov.au](mailto:plcc@plcc.sa.gov.au).*

**Stephen Rufus**  
**Chief Executive Officer**

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