



PORT LINCOLN & SOUTHERN EYRE PENINSULA



TOURISM STRATEGY 2018-2028



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VISION

“We are committed to creating and supporting a sustainable tourism industry. Promoting our exceptional experiences, breath-taking landscapes and high quality produce. Focusing on strengthening our assets to ensure visitors’ expectations are exceeded and to establish Port Lincoln and Southern Eyre Peninsula as an innovative must-visit destination, whilst ensuring economic benefits for our community and region.”



PURPOSE OF THE TOURISM PLAN

Port Lincoln City Council (PLCC) recognises that sustainable and successful tourism involves strategic planning, balancing visitors’ expectations with the needs of residents. Tourism that is well planned and cohesively managed by all key stakeholders generates widespread benefits to the city and region. With local businesses benefiting financially, the local community benefiting from improved services, facilities and infrastructure, and the environment benefiting through greater investment in sustainable development.

As the strategy incorporates the Southern Eyre region (outlined in more detail in the [Defining the Region](#)) collaboration and partnership with District Council of Tumby Bay (DCTB) and District Council of Lower Eyre Peninsula (DCLEP) is imperative to boost the region as a tourism destination, deliver on the visitor expectations and provide a consistently high standard in infrastructure, product offerings, attractions and experiences. Therefore a key focus will be to strengthen the connection and collaboration between all three councils in the Southern Eyre region.

The aim of this Tourism Strategy is to:

1. Provide direction and guide action to increase visitation and extend visitation for Port Lincoln and the Southern Eyre region
2. Develop a coordinated approach to tourism between PLCC, DCLEP & DCTB
3. Establish a vision for tourism that is supported by community, and the three defined councils

4. Provide key strategic goals to set the direction for action
5. Create growth in visitor demand in identified markets
6. Guide improvement and development of Southern Eyre's tourism product offerings
7. Guide planning and development of tourism infrastructure and streetscaping
8. Provide a platform from which relationships between key tourism stakeholders and industry bodies can strengthen productively

The Tourism Strategy provides a comprehensive approach to ensure that all elements within the tourism strategy are related, complimentary and cohesive. Alignments with the PLCC 2016-2022 Strategic Directions Plan, DCTB 2012-2022 Strategic Plan and the DCLEP 2016-2025 Strategic Plan have been carefully monitored. Key extracts of goals, objectives and actions that impact tourism directly or indirectly from these Strategic Plans can be seen in [Appendix 1](#). Alignment with prominent SATC Plans has also been taken into consideration, key messages and proposed actions align clearly with defined priorities from within the 2018 SATC South Australian Regional Visitor Strategy: Regional Response Priorities:

Marketing

- Increase promotion of the region's competitive strengths (immersive wildlife experiences, pristine nature and fresh seafood).
- Promote unique seasonal wildlife and nature occurrences.
- Capitalise on the region's appeal and growth potential from international markets including China.
- Promote and grow cruise visitation and onshore regional spend.
- Improve the region's digital presence and align this with South Australia Tourism Commission's digital strategy.

Events

- Events can attract new visitors, increase length of stay and visitor spend.
- Create a regional event strategy reflective of the region's Seafood Frontier brand. Grow existing signature events such as Tunarama, and create new events.
- Build regional event resourcing to support this event strategy.

Collaboration

- Develop the region's network of visitor information services to meet changing consumer behaviour. Embrace new technologies and encourage increased visitor dispersal and spend.
- Build on existing collateral and partnerships to drive dispersal to inland and outback Eyre Peninsula.
- Increase flows along the Seafood Frontier touring route and foster dispersal from the route to other parts of the region.
- Work with aviation partners to improve access to the region for corporate, business and leisure travellers.

Stakeholder consultation has formed a large part of the research undertaken. Current tourism strategic plans and proposals developed by key tourism bodies such as Regional Development Australia Whyalla & Eyre Peninsula (RDAWEP), South Australian Tourism Commission (SATC) and Tourism Australia (TA) have been consulted. Continual consultation and partnering will occur, particularly between RDAWEP, Port Lincoln Chamber of Commerce and Tourism and SATC throughout the term of the strategy and beyond.

Action plans for each objective have been developed, giving a clear pathway for Councils investment. These also indicate the intended timeframes and the level to which Councils will be involved.

The Tourism Strategy provides direction and guides action based on the following principles:

1. Strategic priority for tourism to become a major contributor to Port Lincoln and the Southern Eyre's economy, providing jobs and benefits for all residents through all seasons
2. Actively explore sustainable growth opportunities for tourism
3. Focus on tourism growth through the products and markets that will deliver results as well as establishing new markets
4. Support marketing and priorities based on definitive research and utilising relevant data and information.
5. Be business friendly. Collaboration and partnerships with all stakeholders will enhance tourism growth and development.
6. Provide leadership for community and industry in tourism planning and development as Eyre Peninsula's largest city and high-profile destination.

Council's role in supporting tourism

As defined in the State Government Tourism Plan 2020 the role of Local Government is to:

- Work effectively with neighbouring councils on shared services projects to achieve identified outcomes and assist with consistency of standards across the Southern Eyre region
- Work with the Regional Tourism Organisations on specific activities, including festivals and events, investment attraction and marketing
- Support the provision of visitor information through Visitor Information Centres
- Foster local community capacity to be ambassadors for visitors in their area
- Work with the tourism industry to help it deliver the social and economic outcomes to help create resilient and thriving local communities
- Take into account the value of tourism to the local area in broader decision making

Councils play an integral, enabling role in tourism outcomes, including;

- Generating civic pride and positively influencing the community on the value of tourism to their economy
- Funding and delivering visitor information through Visitor Information Centres (VICs)
- Providing key tourism infrastructure such as boat ramps, trails, amenities, lookouts and signage

- Managing and maintaining tourism assets
- Providing funding and support to events
- Enhancing overall aesthetics of towns to appeal to visitors
- Engaging in destination marketing and region promotion
- Strengthening relationships with key tourism bodies



Currently the *City of Port Lincoln's* involvement includes:

Role of Local Government

Support visitor information distribution, visitor engagement and destination promotion through Visitor Information Centres

Foster local community capacity to be ambassadors for visitors in their area

Activities

- Provide funding to VICs
- Maintaining VIC
- Ensure all promotional and information materials are developed in alignment to destination branding, style and strategic direction
- Network and “mentor” Southern Eyre VIOs
- Creation of a Visit Port Lincoln website to allow visitor information access and bookings to be conducted online
- Develop digital engagement and promotion capabilities for the Visitor Information Centre to keep pace with changing visitor demographics and needs
- Operation of the Port Lincoln Visitor Information Centre outlined in [Appendix 3](#)
- Coordinate an extensive volunteer program

	<ul style="list-style-type: none">• Provide training to volunteers• Support the Town Ambassador Program• Host a bi-annual Tourism Expo for locals to provide exposure to tourism businesses and opportunities in their own backyards
Partner with the local businesses to help deliver the social and economic outcomes to help create resilient and thriving local communities.	<ul style="list-style-type: none">• Proactively engage industry in up coming events such as Cruise Ship arrivals• Developing strong and effective industry network partnerships with DCTB, DCLEP, RDAWEP, SATC and Port Lincoln Chamber of Commerce & Tourism• Partner with RDAWEP and tourism (direct & indirect) businesses in the development of the Tourism Strategy• Investigate opportunities for collaborative marketing and destination promotion with local businesses
Take into account the value of tourism to the local area in broader decision making.	<ul style="list-style-type: none">• Support and invest in tourism related infrastructure, including but not limited to street signage; streetscapes, public art; interpretive signage• Investing in attractions such as Nautilus Theatre; VIC; Mill Cottage, Settlers Cottage and Foreshore precinct• Applying for funding grants to assist with developments and events• Continually improving the aesthetics of the city through public art, streetscaping and development or redevelopment of infrastructure
Support events in the region	<ul style="list-style-type: none">• Sponsoring (both financially and in-kind) a number of annual events, outlined in Appendix 3 Business Plan• Organising major events such as 2018 EPLGA, Cruise Ship arrival days, Australia Day Celebrations & Ceremonies, Family Fun Days and Clean Up Australia Day, in addition to numerous once off events
Support regional tourism projects	<ul style="list-style-type: none">• Support tourism related research and promotional projects, recent project include:<ul style="list-style-type: none">- Getaway visit- Caravan & Camping Show- RDA Coastal/Camping Access audit- Wayfound signage audit- I Fish TV segment visit

- Chef Missions
 - Port Lincoln Air Show
 - Port Lincoln Promotional video
 - #PortLincoln marketing photos
- Develop and manage tourism facilities and assets
- Supply of waste dump points
 - Maintenance of parks and gardens
 - Development of playgrounds and skate parks
 - Redevelopment of the Leisure Centre at a cost of \$9.41m
 - Operation of the Leisure Centre
 - Development and maintenance of walking trails
 - Provision of public facilities such as toilets and car parking

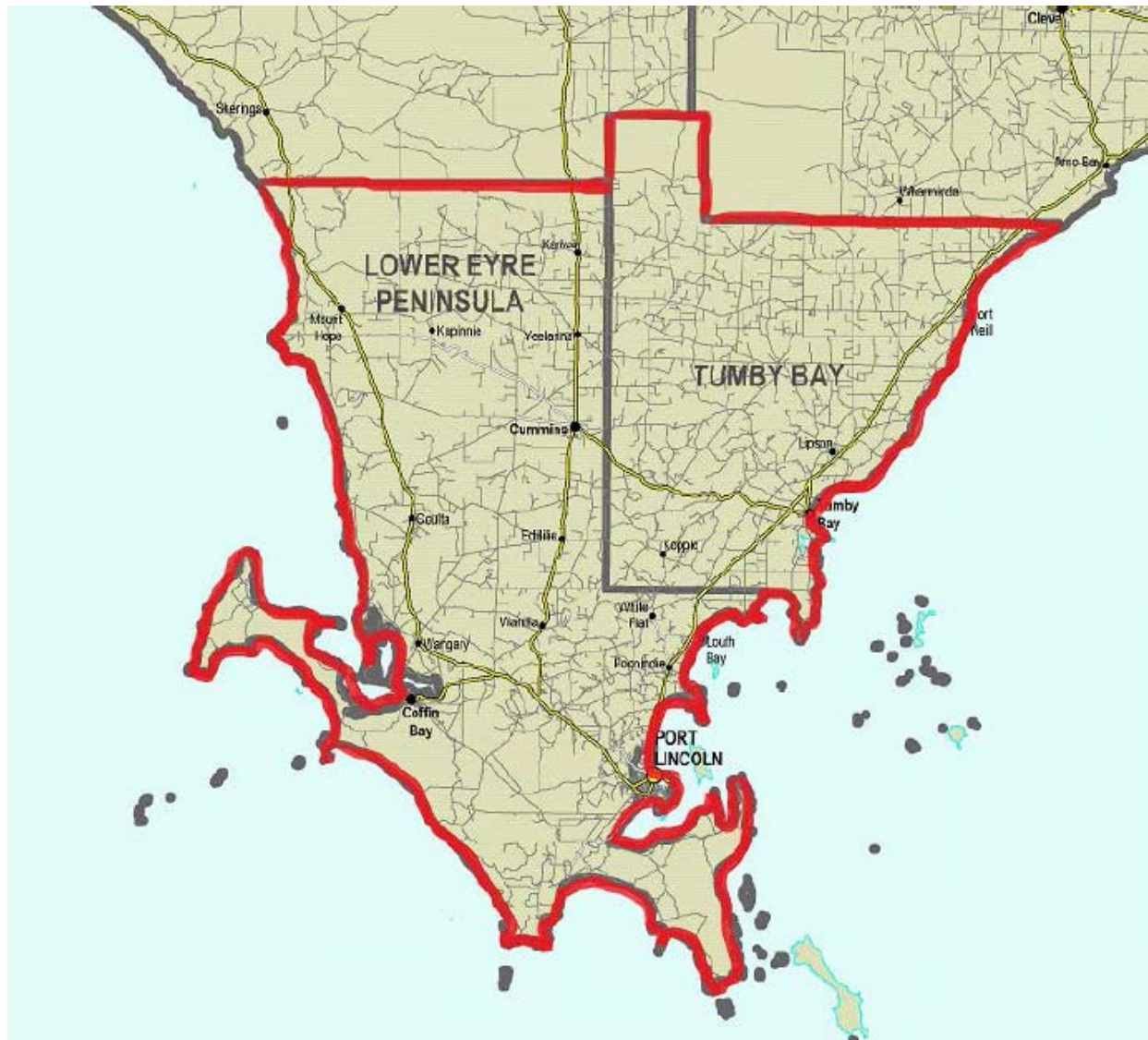
DEFINING THE REGION

The Tourism Strategy covers the Southern Eyre region with an emphasis on the council areas of City of Port Lincoln, District Council of Lower Eyre Peninsula (DCLEP) and District Council of Tumby Bay (DCTB) as key destinations.

The proposed region is outlined on the map below. The defined area has followed the Council boundaries but is not limited to this area as main roadways will help determine focus areas. This will also ensure that smaller regional/remote towns 'off the beaten track' are considered in tourism development.

Through continuous collaboration and partnership amongst the three identified councils in the Southern Eyre region we believe we can achieve greater momentum and reach for our respective tourism campaigns and potential economies. Where appropriate, this strategy identifies strategic opportunities for collaboration and cooperation between local government areas.

It is difficult to effectively manage an area the size of the Eyre Peninsula in one strategy. To view the peninsula as sub regions may assist in strengthening natural synergies between areas and building on each other's skills and successes. Strategic areas of signage, branding, marketing and cross-promotion would all benefit from this collaboration.



IMPORTANCE OF TOURISM

Tourism is considered to be one of the fastest growing regional industries and with attributes such as pristine natural environments, unique nature-based visitor experiences and diversity of premium culinary products on our doorstep, Eyre Peninsula certainly possesses the potential to achieve the projected SATC goal of \$511m in visitor expenditure by 2020. More detail can be found in [Appendix 4](#).

As stated in the 'Growing the South Australian Visitor Economy', SATC Corporate Plan 2018-2020 the 'Visitor Economy' definition recognises a broader range of contributing activities and businesses such as the production of goods and services for consumption by visitors, the industries that directly serve visitors, such as hotels, transport providers, tour companies and attractions, as well as those involved indirectly, such as the retail supply chain and food production.

This definition highlights that visitor activity has broader impacts across a range of stakeholders and shows the true contribution of tourism to a region.

National & State Overview

Tourism is a significant industry for Australia. It generates \$94 billion in spending and contributes nearly \$34 billion to Australia's GDP, directly employs over 500,000 people and earns nearly 10% of our total export earnings, making it Australia's largest service export industry. It helps to fund critical economic infrastructure like airports, roads and hotels, and provides the people-to-people linkages to Australia's international interests. It also plays an important role in the economic development of regional Australia, with 46 cents in every tourist dollar spent in regional Australia (Tourism Australia, 2011).

The Tourism 2020 goal is to achieve more than \$115 billion in overnight spend by 2020, currently on track it was recorded that \$97.1 billion in overnight spend was reached 30th June 2016.

In response to the nation-wide Tourism 2020 Strategy, SATC is focusing on achieving \$8 billion in tourism expenditure and 10,000 additional jobs by 2020 in South Australia as outlined in their Tourism 2020 Plan.

To attract more visitors to South Australia, the State Government has invested an additional \$70 million over four years. This funding is being spent on activities such as marketing our state to national and international audiences and bringing new and exciting events, conferences and festivals to South Australia (SATC, 2017).

Regional Overview

Eyre Peninsula is ranked 4th overall in the comparative importance of tourism across South Australia's regions and 3rd in overall industry size, supplying 4.6% of the state-wide contribution to tourism.

Regionally, Eyre Peninsula is performing well, having achieved 53% of their \$511 million 2020 target as of 30th June 2016. 96% of visitors come from the Domestic market and 4% are International. Our strongest market is leisure and visiting friends or relatives (VFR), with 68% of our domestic market fitting into this category.

Lengths of overnight stays sit at an average of 4 – 7 nights in the Domestic market, but there is potential to increase the number of overnight stays of international visitors, who average only 1 – 2 nights. Dispersal of visitors to other regions across Eyre Peninsula is a key focus, to create more pockets of uniqueness to attract visitors to stay longer and explore.

Most popular activities when coming to the Eyre Peninsula are by far the gastronomic experience with 59% of Domestic visitors eating out. And not surprisingly other popular activities include going to the beach, visiting wineries, markets and undertaking cultural experiences.

Insight into our region from visitors has highlighted the unique experiences around interaction with aquatic wildlife as a major draw card, and also our coastal and seafood assets.

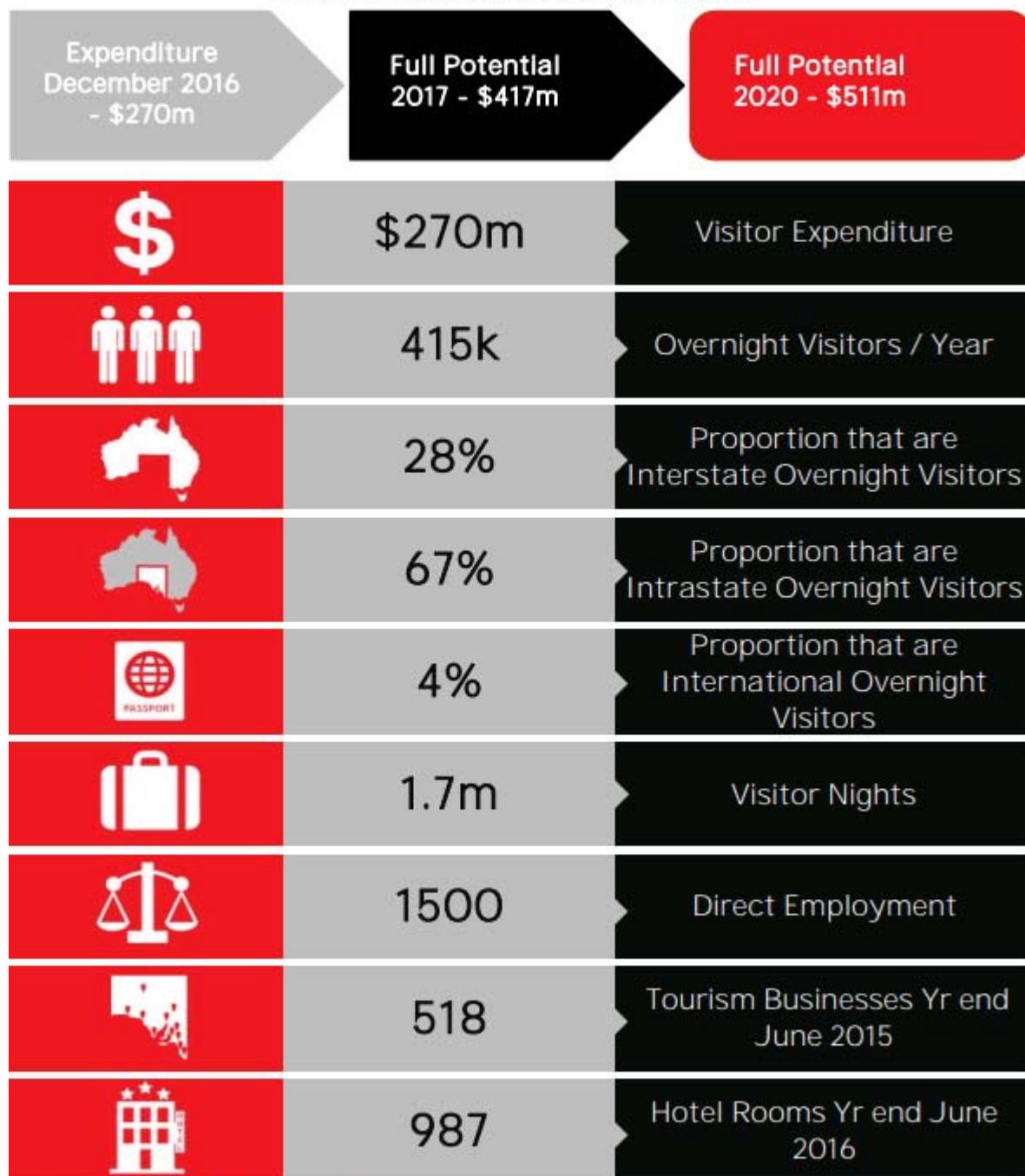
Tourism is a valuable contributor to the Eyre Peninsula regions economy, with visitor expenditure on Eyre Peninsula being \$270m as at December 2016. Tourism contributes \$290 million to the regional economy (approximately 7.2% of GRP).



South Australian Tourism Commission

The Value of Tourism on the Eyre Peninsula

3 Year Annual Average to December 2016



Sources: Tourism Research Australia - NVS & IVS.

Employment Figures from the SA Regional Tourism Satellite Accounts 2013-14.

Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2014/2015.

Full potential relates to the regional contribution to the 2020 \$8 billion target - please refer to the South Australian Tourism Plan 2020.

Tourist Accommodation data are sourced from the ABS Survey of Tourist Accommodation and are for the Year to June 2016.



Photo Courtesy of RDAW&EP

Tourism Employment

Tourism Research Australia (2015) has indicated that Eyre Peninsula contributes approximately 6% of the state's direct tourism employment, making it one of the top three significant regional contributors to South Australia's 63% tourism employment.

Tourism on Eyre Peninsula directly employs 500 people. Another 1,500 indirect jobs are also created through tourism activity; mainly in the food service, hospitality, accommodation and retail trade sectors, resulting in 1 in 16 jobs supported by the tourism industry.

It is important that we understand the potential of tourism as a sustainable, growing industry for the region.

There are real employment opportunities for members of our communities which in turn will assist with population retention, particularly amongst our youth, securing economic growth and prosperity for the region, while harvesting community pride.

TOURISM ASSET PROFILE

Boasting natural beauty, white sandy beaches, turquoise waters, abundant seafood, award-winning wines and craft beer, Port Lincoln and the Southern Eyre region is an attractive destination to both domestic and international visitors. Offering unique experiences such as diving with Great White Sharks and swimming with Sea lions or Leafy Sea dragons, camping under a sky full of a million stars, attending exciting events such as Tunarama, EP Auto Sprints, A Day on the Bay and SALT Festival and approximately 530km² of major National Parks with extensive walking trails and 4x4 tracks for exploration, it is a location that has something for everyone.

Smaller regional towns are forging forward with innovative projects, such as artist murals on large grain silos, which will make them destinations in their



Area of potential influence

own right and a real boost to the thriving art culture on the Eyre Peninsula, as well as their economy. Cultural walks, pump tracks, markets and self-drive tours are all assets which enhance the experience for visitors and ensure they explore the entire Southern Eyre region.

The area has a strong fishing and farming heritage, industries which are still strong today. The workings of these industries only add to the diversity of the region and complement the tourism industry. There is scope to further develop their relationships and enhance the prospects of future tourism opportunities.

KEY OPPORTUNITIES AND CHALLENGES FOR THE REGION

Throughout the consultation process (see [Acknowledgements](#)) a number of opportunities and challenges for the Port Lincoln and Southern Eyre Peninsula Region were presented. Below is a snapshot of the consistent themes that were discussed, all of which have been addressed in the [Strategic Priorities](#).

Opportunities/Strengths

- Develop more cycling and walking trails
- Upgrade and/or develop more interpretive signage on existing trails and high foot traffic areas
- Centralising our attractions, activities and accommodation in the CBD zone
- Develop more established self-drive touring routes within an easily accessible day drive from Port Lincoln. Making it easier for independent travelers to research and commit to regional travel
- Improve operator and stakeholder collaboration, coordination, networking and working relationships across Southern Eyre region
- Increase involvement in marketing of the region to increase awareness of what we have to offer
- Increase and improve facilities in the region to enhance visitor experiences and the overall appeal of the region
- Work with businesses and community to promote understanding around the value of tourism
- Maximising the Port Lincoln Airport to be a hub that promotes the region to arriving visitors, particularly promoting our assets and upcoming events, consideration of a joint venture amongst Councils
- Increase awareness and understanding of tourism development at an internal level between councils, council departments and with Councilors
- Deliver on the 'Seafood' brand by making our local fresh seafood more accessible
- Further promote already existing marketing strategies that resonate with visitors when they think of destinations. Such as the Seafood Frontier which identifies with the regions iconic features
- Develop the possibilities for cross-promotion and selling of products and events in the Southern Eyre region
- Continue to grow the calendar of events in the region to establish it as a year round destination
- With guidance from local Aboriginal community, evaluate the potential for Aboriginal tourism
- Further develop nature-based tourism, to establish our region as a signature nature destination

- Develop Port Lincoln Tourist Park to a resort standard park, or support a new Caravan Park of this standard
- Continue to support and create the arts and cultural communities to develop unique public art and events
- Access grant funding for regional/remote areas for tourism development
- Further development of 'paddock to plate' tourism, showcase the variety of local produce on offer
- Explore the opportunity for Nautical tourism and promotion of our majestic coast line to national and international boating community
- Build local business capacity and capability to increase variety of offerings to visitors and in turn increase the overall visitor nights
- Investment in high quality and family friendly accommodation and event venues
- Effectively position ourselves to become a more sustainable tourism destination. Promoting/investing in products such as electric car charging stations
- Appointment of a qualified dedicated tourism resource to be a connecting point for all stakeholders and a Tourism face within Council. Be an advocate for tourism development in the region
- Potential for more packaged products to be developed and promoted to wholesalers and inbound tour operators
- Identify gaps in skilled labour, such as Chefs and the required training needed
- Reviewing the dry zone policies related to events on the foreshore to allow more events throughout the year

Challenges

- Lower visitation rates during winter months impacts on small businesses and their overall viability
- Accessibility, including distance from closest major city by car/bus and the cost of airfares to and from closest major city. Inconsistent ferry service
- Limited public transport in Port Lincoln and across the Southern Eyre region
- Limited accommodation during major events/festivals
- Restrictive market perception. While a key strength, over reliance on the seafood industry can also be seen as a weakness, as it limits the visitor segments that may be attracted to the destination
- Poor wayfinding and interpretative signage
- Lack of understanding and investment in protection of our natural assets, especially in high frequency coastal areas
- Shortage of night time entertainment
- Perceived restrictive and confusing development application process, often resulting in negative relationships between tourism stakeholder and Councils. Review of processes recommended
- Lack of resource and funding to market the region and encourage visitors. No established marketing and destination plan
- Lack of education in the wider community of the true value of tourism to the region and the importance of a region-wide commitment to improving the visitor's experience while visiting our region

TOURISM DEVELOPMENT

There are many varying markets within tourism and the identified key markets for the Southern Eyre region are addressed below. There is a significant need to focus on developing capacity and capability for growth that will support a strong sustainable tourism industry and sound economy. This includes product development that meets current and emerging consumer trends, backed by sustainable and complementary infrastructure, coupled with effective destination marketing by stakeholders.

Visitor Services Network

To facilitate the development of a quality network of supported Visitor Information Services located throughout Eyre Peninsula a review of the existing visitor services and centres (accredited and non-accredited) needs to occur, with the aim of identifying gaps in the network (physical and digital) in relation to national and international trends.

Council will focus on developing stronger links and shared strategies between the three gateways to Eyre Peninsula (Ceduna, Whyalla and Port Lincoln), Cowell for ferry visitation, accredited VICs and additional VIOs within the Southern Eyre region.

Review of the current premise of Port Lincoln Visitor Information Centre, ensuring that any new location is:

- Situated in the CBD and preferably on or close to the foreshore
- Accessible to foot traffic particularly from major accommodation venues and for cruise ship passengers
- Possess appropriate parking for caravans and motorhomes

Consideration would take place on the size of the premises to allow the incorporation of an interactive space to enhance visitor's experiences, showcasing the region to give them a taste of the delights they can experience while visiting.

Creation of a tourism hub at the VIC would be the ideal place to showcase the regions aquaculture and agriculture industries, Aboriginal and Settler history and interpretation, while promoting the tourism businesses aligned with these areas. Consideration could be made to incorporate a café where visitors can purchase local produce and products relating to the region, and an allocated area where tourism operators and produce makers can be present on a rotational roster to promote their business.

There is a need for VIC staff to attend more industry familiarisations ('famils') to help build product knowledge and awareness, build industry relationships, and in addition to this, ensure it continues to meet Accreditation requirements. For operators, this is important for improving the capacity of VIC staff to understand the product in the region and communicate this genuinely with visitors. It is also an important element in the VIC's capacity to add value by providing knowledgeable verbal advice on tourism products in the region.



The Port Lincoln Visitor Information Centre undertakes an annual accreditation process through the Australian Tourism Accreditation Program (ATAP). This is a nationwide program, which ensures the centre maintains the standards required by the ATAP to provide the consumer with a consistent and recognised level of customer service. It also gives the consumers and the industry an assurance that

as an accredited VIC we are committed to quality business practices and professionalism. Further detailed information is available in the Port Lincoln Visitor Information Centre Business Plan.

To ensure sustainability of the Port Lincoln Visitor Information Centre, reviews will need to be undertaken on all contractual agreements with operators, with a proposed increase in commission to occur with a capping on the percentage over the next five years. This will assist with the running costs of the centre and to ensure viability of a professional, vital service to visitors and local operators alike.

2017 Visitor Statistics from the Port Lincoln Visitor Information Centre can be found in Appendix 5.

Event Tourism

Festivals and events provide an effective mechanism for raising destination awareness, destination branding and attracting visitors while also contributing to the quality of life enjoyed by local residents.

By growing a quality annual calendar of events across Southern Eyre Peninsula it will help drive visitation and boost local economies and entice visitors to come all year round.

The Community Development Team at PLCC is well placed to assist and facilitate in conjunction with other groups on large events such as Teakle Auto Sprint, Red Hot Summer Tour, Tunarama, SALT Festival, Queen's Baton, Kyle Chalmers and the Rotary Conference, as well as smaller community-based events.

Building community confidence to develop and bring in new events and ideas is vital to growing this sector, as is having confidence in Councils to assist with permit applications and marketing support (and where possible provide funding). Consideration can be made for more pop-up events to be brought to the region to complement annual events and help promote the region as a year-round destination.



Photo Courtesy of SATC

The value of sporting events can not be underestimated, with large events such as Mortlock Shield, Adelaide to Port Lincoln Yacht Race and Port Lincoln Cup being some of the big events showcasing what Port Lincoln has on offer. There is significant opportunity to increase this area and also utilise the new proposed developments such as the Squash courts to attract national events. In addition to this growth area, encouragement of multi-cultural festivals to acknowledge and celebrate our culturally diverse communities would also be a focus area.

Collaboration needs to occur with other Councils and state and national Tourism organisations to encourage visitors to disperse around South Australia through regional events and festivals and to piggy-back off major State events to encourage visitors to experience other regions of the state. Council's role is, and should remain, a facilitative one with respect to events.

Value of events needs to be recognised by the community, and to continually encourage community members to become involved in events, whether this is in a supportive or facilitative role. Readiness of volunteers/committee members are key to strengthening events and bring evolving and innovative ideas.

Heritage Tourism

Possibilities exist for expansion of Heritage tourism, the region has strong farming, fishing, military and service history, as well as significant poets and explorers and it is through Heritage tourism that we can bring their stories to life through storytelling. Heritage involves an inheritance from the past that is valued and utilised today. It may be tangible or intangible, abstract or concrete, natural or cultural, very old or rather recent, and it may be ordinary, although the extraordinary tends to sell better.



Photos courtesy of Port Lincoln History Group from the Eric O'Connor Collection

People understand routes best when they tell stories about the historical forces that brought heritage places into being. The development of self-drive and self-walk tours could assist in dispersing visitors throughout the region while significantly boosting the exposure to the regions history and provide visitors with alternative activities to do.

Routes to and from established tourist destinations should encourage travel on scenic and historic byways, rather than the fastest route from Adelaide. Interpretation enroute, may be a combination of signage and modern digital technologies.

Council's role will be a consultative one, working with key stakeholders in developing concepts and assisting in the implementation and improvement of new and existing trails. A starting focus could be on developing heritage walks, trails, guides, brochures, apps and websites based around existing and/or recognised attractions. Support and promotion will continue for Museums in the region. Updating and developing interpretative and wayfinding signage will be a priority for established attractions, ensuring a consistent approach within and to each town/region.

Aboriginal Tourism

The potential for Aboriginal Tourism exists in the region. Further consultation is needed with guidance from local Aboriginal communities. Aboriginal cultural knowledge can be shared with visitors as a tourism product in many different ways. Identifying a potential cultural tourism product relies on a few fundamentals:

- Cultural Knowledge
- Location
- Assets and Resources
- Visitor demand

PLCC continues to work on a Reconciliation Plan which will seek to build understanding and embed actions that properly recognise and respect Aboriginal cultures and people, connection with country, and the impact of history.

It is to be noted that Barngarla people were granted native title on land from the outskirts of Port Augusta to the southern outskirts of Port Lincoln near Tulka. Land west of this is still undergoing native title claims and Traditional Owners have yet to be determined. As a Determination of the native title ruling for the Barngarla people all community development associated with culture and heritage needs to be directed through the Barngarla Board.



Photo courtesy of Emma Richards

Reflection of local Aboriginal culture and history will be present on new interpretative signage along the Parnkalla Trail upgrades and extensions.

Review the success of the Far West Aboriginal Tourism Strategy and replicate the model for the Southern Eyre region, focusing on native title areas that have been determined.

Nautical Tourism

Nautical tourism is a largely untapped opportunity in South Australia. We have, to our regions advantage, spectacular sailing destinations, beautiful coastal scenery, sheltered coves, biologically diverse waters, consistently good winds for sailing and exceptional fishing. The prime sailing season



Photo Courtesy of SATC

in South Australia is the summer and early autumn months. This complements Australia's number one sailing destination the Whitsundays, where sailing is best during the winter and spring months. This offers further advantages; prime sailing time in SA coincides with international visitors often escaping Northern Hemisphere winters and attending other major State events such as Adelaide Fringe Festival in March.

Perceived challenges are the lack of facilities at major ports of call. Port Lincoln Marina although having significant infrastructure, will need to increase quality and available facilities to better promote and accommodate Nautical tourism. Council's role in this would be a facilitative one, in which identification of infrastructure would be assessed and liaison with key stakeholders would occur to assist in the development of these facilities to better accommodate tourists arriving by marine vessels.

SA Nautical tourism could incorporate many regions across the state and all are within 1 or 2 days sailing from Adelaide. Itineraries could be developed and recommended along with sound information on forecasted weather conditions. There is potential for a charter company to develop bareboat charters. Flow on effects from the development of Nautical tourism are add-on tours, both land and marine based and expenditure at ports of call on provisions, entertainment and dining.

Cruise Tourism



Photo courtesy of SATC

The cruise industry is the fastest growing tourism sector in Australia and South Australia, contributing significantly to the state's economy over the past decade. Last year the 2016/17 season contributed \$98.5 million in economic value to South Australia, with 26% growth in passenger numbers on the previous year.

Cruise tourism is going from strength to strength in Port Lincoln, with only one ship

arriving in the first season 2008/09 and a predicted 14 ships to arrive at the Port Lincoln port in the 2018/19 season. SATC estimates that during the 2016/17 season the five cruise ships which graced Port Lincoln shores generated \$6.1million dollars in direct spend and \$5.8million dollars in indirect spend, resulting in an overall expenditure of \$11.9million for the season (more details can be found in Appendix 2). With the increase in ships each season, cruising is of a significant economic benefit to the Port Lincoln and surrounding communities, and a major contributor in assisting with reaching the 2020 target set by SATC of 100 ships to South Australian ports and anchorages and \$200million contribution to the state economy.

PLCC have and will continue to play an integral part in the operational aspects of cruise ship visits, both pre, during and post arrivals. A comprehensive volunteer program has resulted in SATC acknowledging their extremely professional Cruise Ship Welcome Program. PLCC are striving to provide a unique, memorable experience for cruise ship passengers with the aim of repeat visitation and/or positive recommendations to family and friends.

Significant budget is allocated to cruise tourism by the City of Port Lincoln, with \$5000 per ship being allocated for the Cruise Ship Welcome Program, more detailed outlined in [Appendix 2](#). A large component of money is being allocated to the hire of buses to provide a free shuttle bus service for passengers from the wharf to the town jetty, a service which is truly appreciated by the cruise passengers, and a noteworthy point of difference for cruise liners. Future consideration will have to be made about funding for this service, with discussions to be had with tourism and retail businesses about the possibility of paying a levy to assist with the cost of the shuttle buses, consultation will likely occur through the Port Lincoln Chamber of Commerce and Tourism.

It is imperative that we provide cruise ship passengers with the memorable and positive first impression. The attractive and practical designs outlined in the Port Lincoln Parnkalla Trail Wharf Precinct concept design will significantly enhance the safety and aesthetics of the wharf area, further cementing Port Lincoln as a 'must include' destination on cruise itineraries. It must not be denied that the largest challenge and number one priority to continue growing this sector is infrastructure. With this we need to remain competitive on port pricing and improve berth availability in major capital city ports, the South Australian Cruise Ship 2020 Strategy outlines this, and it is important that we remain mindful and involved in future discussions in regards to improving infrastructure to accommodating the increasing number and size of cruise liners.

Nature-based Tourism

Nature-based tourism is one of the world's fastest growing industries and is considered by SATC to be the number one driver of visitors to Australia. As outlined in South Australia's Nature-Based Tourism Action Plan nature-based tourism has the capacity to be a key driver of the State's economy and of job creation – particularly in regional communities. Port Lincoln and Southern Eyre are ideally positioned to benefit from the keen interest from visitors in nature-based tourism. With our unique experiences and our breath-taking and often untapped landscapes we have the opportunity to expand product offerings and to build upon existing ones.

Council's role will be to support the development of experiences that align with SATC's Nature Like Nowhere Else promotion:

- Stand out walking journeys

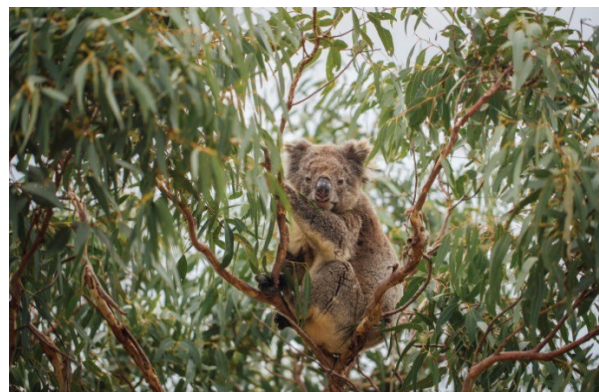


Photo Courtesy of SATC

- Unrivalled native wildlife experiences without equal
- Marine wildlife experiences without equal
- Cutting edge sensory experiences that leave a lasting impression

Complementary development and/or upgrading of signage, trails, coastal access and major roads will also be a key focus of Council, ensuring that the construction of such infrastructure will be done



Photo Courtesy of SATC

in such a way that will enhance the use, protection, enjoyment and awareness of our natural assets. Development of a wayfinding, coastal access and camping Master Plan by RDAW&EP based on the findings of the Eyes on Eyre stocktake conducted in early 2018 will assist in a regional approach to protect, maintain and improve our natural and built assets, while renewing our foreshores, reserves and camping nodes. The considerable amount of work already conducted by RDAW&EP, in conjunction with Natural Resource Management (NRM) is thorough and will help achieve long-term

economic and environmental sustainability in the visitor economy.

While visitors want to experience nature, the facilities and infrastructure to compliment these experiences are now more of an expected commodity, not a luxury. Providing a range of camping options from glamping to basic toilet facilities will assist in meeting the demands of the varying visitor demographics to our region. Careful planning of camping nodes need to be conducted in conjunction with environmental stakeholders such as Coastal Protection, Native Vegetation Council, NRM and Department of Environment and Water. Planning, protection and promotion of nature- based tourism will strengthen our desired clean, green, sustainable reputation.

Educational Tourism

Educational tourism is an area which is unexplored and untapped but could be a consideration for future tourism expansion. Educational tourism offers an opportunity to Australian school to go to a destination and participate in activities, excursions and workshops that align tourism experiences with the education outcomes of the Australian Curriculum. This would involve working collaboratively with tour operators and key stakeholders to position Port Lincoln and Southern Eyre as a preferred education tourism destination in Australia. This is successfully occurring in some areas already such as the educational programs on offer through the MV Tacoma, but there is considerable scope to increase offerings across other industries.

This goes beyond schools and can include universities, national and international, military and naval training, agriculture and aquaculture educational tours and conferences and skill enhancement opportunities in a number of different industry sectors.

The flow on effect of educational tourism has significant potential, particularly in regards to international students, with families coming to visit and taking the opportunity to explore the region and the Australian experience.

General Tourism Assets

It is imperative that the Southern Eyre region is appealing for visitors not only in relation to product quality and diversity but also accessibility, wayfinding, practicality and aesthetics. Development, re-

development and maintenance of council infrastructure, such as roads, footpaths, lighting, toilets, parks, trails, streetscaping and public art, have a dual purpose; that of providing a safe, practical and enjoyable environment for both community and visitors alike. This community infrastructure is a major contributor to tourist satisfaction across the region.

To allow strategic planning with consideration to the overall future image and direction of Port Lincoln it is recommended that a Greater Port Lincoln Masterplan is developed. This important document should identify destination precincts, as well as the practical and attractive linkages that connect them, ensuring they are activated to their maximum potential. The Masterplan is the reference document when additional precinct planning or strategies are developed to ensure consistency and accountability to the overall direction and vision of the city.

Considerations for Improvement:

➤ Signage

Directional and interpretative signage in the region needs significant improvement to enhance visitor satisfaction and experience. A signage audit has been conducted by RDAW&EP via Wayfound that helped identify gaps and provide suggestions on how to develop a consistent approach to signage across the region, while retaining and dispersing visitors in the region.

A consistent approach is imperative to ensure easy movement of visitors and to maintain visitor confidence in tourist signage by ensuring all tourist attractions meet the ten essential criteria before tourist signs can be considered. Therefore audits within towns and cities need to occur so ensure they meet the [DPTI Road Sign Guidelines: Guide to visitor and service road signs in South Australia](#).

This will complement the aims of existing PLCC documents such as the Strategic Directions Plan 2016 - 2026, City Image (Urban Design) Action Plan and Parnkalla Trail 10 Year Strategy, and Wayfound 2017/18 Signage Strategy. Interpretative signage at key attractions within towns should represent similar themes, to allow for easy recognition as an attraction by tourists.

➤ Street scape and imagery



Photo courtesy of City of Port Lincoln

The adoption of concepts outlined in the PLCC City Image (Urban Design) Action Plan, with prioritised actions in the identified areas of: infrastructure and assets, landscape, fixtures and enhancements and precinct-based improvements will enhance the aesthetics of the CBD, foreshore and the Marina, while maintaining a strong focus on safety and ease of movement.

Some priorities include:

- Street tree avenues
- Street furniture
- Underground powerlines
- Public art
- Open space

There is scope for more public art in Port Lincoln to reflect its spirit and cultural diversity, the past

and present and the changing dynamics of place. There is also significant opportunity to enhance and celebrate the built and natural environments. The vision of the City of Port Lincoln Public Art Strategy is, through integrated planning and responsive design, to facilitate a distinct and diverse collection of temporary and permanent artworks in public places that illuminate, celebrate and contribute to City of Port Lincoln's unique culture.

Activation areas need to be identified and an overall long term vision established. Open space and recreational areas should be developed as a key activation area by the construction of practical and unique infrastructure.

The Port Lincoln Foreshore area should be depicted as an area that attracts visitors and locals. A modern, revitalised space where people can gather, admire and be entertained while protecting the health of the beach. It should aim to create opportunities for increased social activity, encourage healthy lifestyles, recognise and celebrate history and cultural heritage, improve usability, accessibility and connectivity, promote sustainability while maintain renowned vistas and historical features such as the Norfolk Island Pines.

➤ **Digital access**

Facebook, Twitter, Apps, Instagram, Blogs, QR codes, the list goes on. We are in a high technological era and a high percentage of visitors start their journey via their laptops, tablets and/or phones months before they arrive in our region. Investigation into engaging with Apps such as Roadtrippers should be a priority to assist with digitally marketing our region. We expect information to be readily available at our fingertips, so it is important that the information available to our visitors is relevant, up to date, vibrant and enticing. There has been a significant shift by consumers to online purchasing; therefore, it is imperative that operators have a strong online presence to ensure they are maximising exposure to potential visitors. As stated by Tourism Australia in their Tourism 2020 Strategy, strong digital capability is essential in both marketing Australia and in the distribution of product. Eighty percent of Australians are online and by 2020, 66% of the world is expected to be online.

The newly redeveloped Visit Port Lincoln website launched in March 2018 offers an unbiased online portal that provides visitors the extensive information and booking capability (via Rezdy), what to see and do, where to stay and facilities available in the Southern Eyre region. Information is downloaded direct from the Australian Tourism Data Warehouse, therefore all businesses in the region are encouraged to list themselves and



Photo courtesy of City of Port Lincoln

keep their listing up to date in order to appear on the new website. The website layout has been designed to reflect the hard copy Port Lincoln Visitor Guide, which is available digitally from the site too.

The Council needs to stay abreast with social media and utilise this as a tool for effective destination

marketing. If developed and used effectively it has the capacity to reach potential visitors worldwide and influence their destination choices. It is desirable to have social media accounts that link into the Visit Port Lincoln website and compliment existing sites such as the @seeportlincoln Instagram account.

TOURISM MARKETING & PROMOTION

Connectivity

Like tourism, social media brings people together. Different from traditional marketing, social media is a communication tool, where you listen and take part in the conversations taking place around your brand or products/services (Socialb, 2014). It is a platform in which you can gain a deeper understanding of your audience's needs, issues and trends, combining both marketing and research into one.

Engagement with your audience should be meaningful, targeted and interactive when delving into social media. It has the capability to reach millions of people world-wide, and the possibility of giving them the opportunity to start their positive destination experience before they even come to the region.

PLCC intends to develop a stronger presence on social media and to use this as a platform to showcase the region, its unique assets, its developing vibrant event and art scene and increase visitation through an attractive, responsive online experience. This would be a more flexible, casual approach to communicating with visitors than current Council Facebook pages which are more restrictive and corporate based. It is an effective space where you have the possibility to create images and desires to want to experience.



Photo courtesy of City of Port Lincoln

This social media includes:

- Developing a Visit Port Lincoln Facebook page
- Creating and actively contributing to a tourism blog which links to the Visit Port Lincoln website, focusing on showcasing tourism businesses in the Southern Eyre region and enticing them to want to experience the products themselves
- Maintaining an active and engaged presence on key social media platforms (currently Instagram and Facebook), to provide 'in time' visitor support and amplify the social media content being published by local businesses and visitors

By creating and maintaining an official Facebook page we can be a presence amongst not only the current 16 million Facebook users in Australia but the 2.07 billion worldwide. However the importance of the traditional hard copy Visitor Guides to many travellers,

especially the Grey Nomads, should not be overlooked. These are collected at towns along their travels and not only are used as for important tourist information but are also kept as a souvenir. They are a great alternative for some of our more remote areas where mobile phone coverage is not present and without the Guides attractions or facilities might be missed, especially those off the beaten track. It is proposed that the development of the annual Visitor Guide will continue to be produced in the short to medium term and will be reviewed again in the future.

Destination Marketing

To ensure maximum productive input into destination marketing close collaboration with key tourism bodies such as Tourism Australia, SATC and RDAW&EP is imperative. The Council will strive to engage in more of a consistent and active role, attending trade events, assisting with data collection for research and analysis, supporting visiting delegates, involvement in cooperative marketing opportunities and promoting a unified brand message.

As stated by the SATC it is essential that South Australia drives united and collective marketing messages, to ensure consistency across industry. Therefore, it is important to adopt a brand which is used collectively by the tourism industry across the region and promotional material supports the brand. It's important to acknowledge our Asian growth opportunities and to flavour certain marketing to this growth area and complement it with Asian ready products.



Photo courtesy of Robert Lang

While local government has a strong leadership role in destination marketing and leveraging, it is other stakeholders from across industry that have an important part to play in key deliverables. The PLCC will endeavour to actively engage in marketing actions by strengthening relationships with key bodies that have a strong focus on destination marketing. Consideration will be made develop a marketing plan that spans across all three identified councils and in close conjunction with SATC and RDAW&EP.

STRATEGIC PRIORITIES

Current Stakeholder Roles in Tourism



Council's Role:

★ **Leader** – core business, statutory responsibilities, involves Council services and assets under the three Council's control

■ **Partner*** - Areas of partial or shared responsibility or influence. Involves funding from different sources, and joint decision-making with tourism bodies and industry

● **Advocate** - Councils have peripheral responsibility but will represent, and advocate for issues of community concern

* Partners predominately will include: RDAW&EP, SATC, PLCC&T, Government entities, Tourism Operators & tourism associated businesses

Timeframe:

Short term – in the first three years

Medium term – in four to six years

Long term – six to ten years



Goal 1: Drive Visitor Demand

Actively promote our region to drive visitor demand. Establish ourselves as a must-visit destination by increasing awareness of our unique assets.

Objective

1.1: Promote Port Lincoln and Southern Eyre

Actions

1.1.1	Invest in quality, appropriate promotional destination material to be used at events, conferences and trade shows (including banners, brochures and other imagery material)	★	Short
1.1.2	Be a consistent presence at regional, national and international marketing and trade and consumer events	■	Short
1.1.3	Continue to support annual hard copy Port Lincoln Visitor Guide and contribute to the Eyre Peninsula Guide	★	Short
1.1.4	Develop joint marketing strategies with Southern Eyre Councils and in conjunction with RDAW&EP and SATC	■	Medium
1.1.5	Invest in market research of consumer groups to identify target markets in conjunction with SATC, RDAW&EP & SATIC	■	Medium
1.1.6	Invest in marketing through advertising (VICs, Nautilus Theatre, events) in key magazines such as REX, Qantas, SA Life	■	Medium
1.1.7	Invest in digital media marketing campaign, with a strong focus on social media and being actively engaged with community and visitors	■	Short

Objective

1.2: Boost events calendar to increase year-round visitation and community vibrancy

Actions

- | | | | |
|-------|---|---|--------|
| 1.2.1 | Investigate opportunities for increase in the Meetings, Incentives, Conferences and Exhibition (MICE) Industry, expansion of current and creation of new | ■ | Medium |
| 1.2.2 | Develop, maintain and promote a reliable calendar of events that will sit within the Visit Port Lincoln website to attract visitors to the region and/or encourage them to stay longer. | ■ | Short |
| 1.2.3 | Continue to provide support (both financially & in-kind) to help build an events calendar | ★ | Short |
| 1.2.4 | Amend the foreshore dry zone to increase exemptions from 3 a year to unlimited | ■ | Short |
| 1.2.5 | Increase pop up attractions to the region, for example ice skating, water slides, playgrounds and street food | ★ | Short |
| 1.2.6 | Develop infrastructure that is supportive of events | ★ | Medium |

Objective

1.3: Develop an effective, user friendly online visitor information portal

Actions

- | | | | |
|-------|---|---|--------|
| 1.3.1 | Ongoing development and maintenance of the Visit Port Lincoln website | ★ | Short |
| 1.3.2 | List all council owned facilities which visitors access on the ATDW. Information will then download to the Visit Port Lincoln website | ★ | Short |
| 1.3.3 | Encourage all tourism businesses to be on ATDW to maximise exposure to potential and existing visitors to the Visit Port Lincoln & the SATC website. Review and provide feedback on local ATDW listings to ensure a high standard of information quality is provided for visitors | ■ | Short |
| 1.3.4 | Develop and maintain an official Visit Port Lincoln Facebook page to engage effectively with potential and existing visitors | ★ | Medium |

Objective

1.4: Support brand development and awareness

Actions

- | | | | |
|-------|---|---|--------|
| 1.4.1 | Adopt, develop and strengthen the SATC Seafood Frontier brand through developing products along the trail, and supporting marketing regionally | ● | Medium |
| 1.4.2 | Develop a Southern Eyre brand and focus on cross promotion of towns and businesses to assist in regional dispersal | ■ | Medium |
| 1.4.3 | Effectively leverage off the slogan 'Seafood Capital of Australia' & 'Seafood Frontier' by ensuring inclusion in marketing and on major signage | ■ | Short |

Objective

1.5: Improve accessibility to the region

Actions

- | | | | |
|-------|---|---|--------|
| 1.5.1 | Identify decision making points on route for driving visitors to:
- visit the region
- divert off the main roads to visit towns
- maximise the exposure at these points to entice visitors | ■ | Medium |
| 1.5.2 | Investigate viability of package options through wholesalers, including flights, accommodation and tours. Develop packages if viable | ● | Long |
| 1.5.3 | Revisit long term plans for the Port Lincoln Airport and considerations for run way extension, liaising with current airlines that utilise the airport and potential carriers | ■ | Medium |

Goal 2: Enhance Visitor Experience

Establish ourselves as a memorable destination, where visitor's expectations are exceeded. Deliver a destination which boasts products and services to cater for all visitor demographics.

Objective

2.1: Increase the variety, quality and quantity of accommodation options

Actions

- | | | | |
|-------|---|---|--------|
| 2.1.1 | Liaise with stakeholders and visitors to the region to gain feedback on accommodation options and availability via surveys | ★ | Short |
| 2.1.2 | Encourage and assist with proposals and building approvals by reducing 'red tape' where possible, and supporting pre-lodgement meetings to support growth in local business | ★ | Short |
| 2.1.3 | Work with product development team at SATC and RDAW&EP to identify accommodation product gaps and liaise with possible businesses to fill these gaps | ■ | Medium |

Objective

2.2: Continue to provide tourism infrastructure that meets the needs of the visitors

Actions

- | | | | |
|-------|---|---|--------|
| 2.2.1 | Continue to invest in facilities and amenities to meet visitor needs and demands, identifying activation areas for priorities | ★ | Medium |
| 2.2.2 | Develop Winters Hill to enhance attractiveness and practicality, include interpretative signage, seating and shelter. Review of car parking and road layout will need to be undertake | ★ | Medium |

2.2.3	Erect a sign on the Town Jetty which provides information on the mooring restrictions and who to contact for permission to moor. Have this information reflected on the Visit Port Lincoln website	★	Short
2.2.4	Develop a consistent set of standards on the facilities available and quality of rest areas across councils in Southern Eyre region	■	Long
2.2.5	Identify key areas in CBD where more RV parking can be developed	★	Medium

Objective

2.3: Continue to enhance and develop recreational opportunities

Actions

2.3.1	Develop squash courts and one basketball court at the Leisure Centre which are of National competition standard	★	Short
2.3.2	Review all council owned sporting venues and facilities to establish works needed to upgraded them to National Standards to be able to attract more National level competitions	★	Medium
2.3.3	Locate a suitable location and develop an adventure/nature-based playground	★	Medium
2.3.4	Funds to be allocated to upgrades of Puckridge Park with consideration to Rotary's Concept Plan to lift hierarchy to a Regional playground	★	Medium
2.3.5	Upgrade the Parnkalla Trail from Wharf to Axel Stenross in line with the Port Lincoln Parnkalla Trail Wharf Precinct Concept Design and Parnkalla Trail Foreshore Extension	★	Long
2.3.6	Develop a concept plan for the extension of the Heritage Trail to Winters Hill	★	Medium

Objective

2.4: Enhance the character and attractiveness of townships

Actions

2.4.1	Develop a Port Lincoln Foreshore, CBD and Marina Precinct Masterplan as overarching document	★	Short
2.4.1.1	Develop individual precinct plan for CBD & Foreshore & Marina, as well as Linkage Plan. Which will enhance usability, accessibility and appeal to visitors and assist in centralising and maximising our attractions, activities and accommodation	★	Short
2.4.2	Implement precinct plans indicated above	★	Medium
2.4.3	Invest in more public art to represent & honour our culture, history and art community in line with Public Art Strategy Identifying priority areas and possible art options/projects	★	Short
2.4.4	Erect statue of Tuna Poler on the Foreshore in honour of fishing history	★	Short

2.4.5	Investing in landscaping to beautify areas using indigenous species. Develop a programme of street tree planting	★	Medium
2.4.6	Develop roadside appeal to the Marina from CBD along Stevenson Street, Ravendale Road and Marina Drive	★	Short

Objective

2.5: Improve tourism signage (wayfinding and interpretation) in the region

Actions

2.5.1	Support and implement recommendations of the RDAW&EP & Wayfound Tourism Signage Strategy to improve wayfinding and reduce the possibility of bypassing regions or attractions. Develop a consistent set of standards on tourism signage across the region in consultation with all Councils within Southern Eyre region	★	Short
2.5.2	Support and implement recommendations outlined in the wayfinding, coastal access and camping Master Plan being developed by RDAW&EP as a direct result of the Eyes on Eyre stocktake	★	Short
2.5.3	Commence interpretative signage on existing trails and self-drive, such as Parnkalla Trail, Heritage Trail, Indigenous Trail and Seafood Frontier by accessing grant funding. Consideration to be made to developing interpretative Apps to compliment these trails	■	Medium
2.5.4	Audit tourism signage in the Port Lincoln City Council boundary to comply with DPTI Road Sign Guidelines, and focus on directing tourists to activation areas	★	Short
2.5.5	Consult with other council areas to develop a schematic system for visitor information bays across the region	■	Short
2.5.6	Upgrade the Port Lincoln Visitor Information Bay on the north-east entry via Lincoln Highway, and replicate this on the western entry via Western Approach Road	★	Short
2.5.7	Development of a Welcome to Port Lincoln sign on the Western Approach Road, with inclusion of a Welcome to Barngarla Country in language at Welcome to Port Lincoln signs, consideration that similar concept is adopted when entering new Lands (Nauo and Wirangu	★	Short
2.5.8	Interpretative signage at the Marina to showcase current fishing practices and to honour the history of the fishing industry	★	Long

Objective

2.6: Strengthen the Visitor Information Centres (VIC) and Visitor Information Outlets (VIO) networks across the region

Actions

2.6.1	Implement a holistic approach to management of VICs offering a	■	Medium
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	consistent visitor experience by providing training for VIC staff and volunteers on customer service and cross promotion. Implementing a formalised familiarisation system between VICs located on Eyre Peninsula to allow the sharing of knowledge and skills amongst staff and volunteers – resulting in the ability to effectively cross promote the region		
2.6.2	Support staff undertaking familiarisations to local tourism businesses, in line with accreditation requirements	★	Short
2.6.3	Encourage VIOs to follow similar concepts to have the quality visitor information experience replicated across the whole region by offering VIC ambassadors to work closely with them to achieve this	★	Medium
2.6.4	Relocate and/or build a new Port Lincoln Visitor Information Centre, inclusive of an interactive interpretative centre taking into consideration key requirements outlined under Visitor Services Network in this document	★	Long
2.6.5	Enhance the sustainability of the visitor information centre & the tourism sector to ensure long term preservation of the centre to continually offer a quality & reliable tourism visitor service & facilitation to the tourism industry	★	Short

Goal 3: Identify, encourage and develop lifestyle, heritage and visitor experience opportunities

Assess current and potential tourism opportunities to provide an attractive array of experiences for varying demographics.

Objective

3.1: Increase self-drive and self-walk/bike options in and around Port Lincoln and Southern Eyre

Actions

3.1.1	Identify practical routes around the region and create a variety of self-drive options and promote these through VICs and VIOs. Self-drive options should help disperse visitors around the region and the roads should be of a safe and good condition year-round and be easily accessible with attractions and facilities enroute	■	Medium
3.1.2	Identify practical self-walk routes in CBD that highlight our past and present history, collaborate with Historical Societies and tour operators currently conducting similar activities	■	Medium
3.1.3	Identify expansion and development of bike trails/paths, both on and off road	■	Long
3.1.4	Create accompanying brochures, promotional material, apps and interpretative signage for the above	■	Medium

Objective

3.2: Ensure that Council policies and programs support tourism and visitor economic growth

Actions

3.2.1	Recognise that the foreshore precinct is the tourism hub of the city and commit to supporting this when planning development, approvals and permit processing is being undertaken	★	Medium
3.2.2	Encourage commercial development that keeps to existing charm and character	★	Short
3.2.3	Commit to becoming a Small Business Friendly Council by signing the Small Business Friendly Council Initiative Agreement	★	Short
3.3.4	Future plans, policies and strategies take due consideration to address and support tourism and the potential visitor experience	★	Medium
3.3.5	Support product development by ensuring that Council policies and programs support tourism and visitor economic growth	★	Medium

Objective

3.3: Explore tourism opportunities, with consideration to its sustainability

Actions

3.3.1	Investigate opportunities for increase in Sports tourism, leveraging off high quality and in many cases national competition standard grounds and courts for: hockey, squash, football, basketball, netball and volleyball	■	Medium
3.3.2	Investigate opportunities to develop nautical tourism through providing appropriate facilities and target marketing	■	Medium
3.3.3	Actively leverage off events state wide to help disperse visitors to the region, with serious consideration to be made to package deals	●	Medium
3.3.4	Pursue the potential visitor's need for electric car charging point and appropriate locations for installation based on the rapid increase of electric cars in Australia	★	Long
3.3.5	Research and develop a concept plan to strengthen the Port Lincoln Town Jetty to allow boats to moor at jetty and allow safe pick up for charter passengers for tours and visiting recreational boats to moor, undertaken in conjunction with DPTI	★	Medium
3.3.6	Research and conduct needs analysis on the practicality and viability of a commercial tourism pontoon, with consideration to the following: <ul style="list-style-type: none"> - Advocating for the current 45 tonne limit on the pontoon neighbouring the Marina Hotel to be lifted and required upgrades completed to allow larger tour and recreational boats to utilise the facility and/or - Erect a suitable T-structure at the end of the town jetty (not structurally reliant on the jetty) to accommodate boats of up to 250 000 tonnes (refer 3.3.5) and/or - Redeveloping the arm off Brennan Jetty to allow for larger visiting recreational boats to utilise, particularly for events such 	■	Long

	as the Adelaide to Port Lincoln Yacht Race and Lincoln Week Regatta		
3.3.7	Work with Product Development team at SATC to identify gaps in products and liaise with possible businesses to fill these gaps	■	Medium
3.3.8	Encourage and support development of night entertainment	●	Short

Objective

3.4: Advocate for increased public transport options in the region

Actions

3.4.1	Pursue the possibility of increasing accessible transport options in Port Lincoln and the SE region for ease of movement and to assist with visitor disperse, including (but not limit to) car hire, community buses, airport shuttles, taxis with fixed rates, bike hire	■	Medium
3.4.2	Work with key State Government agencies to explore possibilities for increased public transport services to support tourism growth and community users	■	Medium

Objective

3.5: Preserve, protect and promote history and heritage of the area

Actions

3.5.1	Decision to be made on the long term preservation and location of Port Lincoln's first Tuna boat, the Tacoma	■	Short
3.5.2	Develop and promote Axel Stenross as a marine history hub	■	Long
3.5.3	Explore opportunities to develop Aboriginal Tourism by collaborating with the Barngarla Board within their native title area	■	Medium

Objective

3.6: Improve digital technology

Actions

3.6.1	Investigate opportunity and viability for development and implementation of more accessible and advanced digital technology, including QR codes, interactive maps and digital guides for visitors for projects such as: - QR codes at Visitor Information Bays - Apps for self-drive, walk and ride trails, focusing on Parnkalla Trail in the first instance	■	Long
3.6.2	Implement free Wi-Fi along Tasman Terrace	■	Short
3.6.3	Work with all councils in the region to develop a Wi-Fi strategy which will result in free Wi-Fi being available in major towns and/or visitor information bays	■	Medium
3.6.4	Encourage businesses to engage in preferred booking system of		

Eyre Peninsula operators, Rezdy, to assist with smooth online bookings via the Visit Port Lincoln website



Short

Objective

3.7: Increase training opportunities

Actions

- | | | | |
|-------|--|---|-------|
| 3.7.1 | Revive the Town Ambassador program, resulting in knowledgeable ambassadors to assist at events, and or conferences | ★ | Short |
| 3.7.2 | Customer service training to businesses in region to increase the level of quality customer service | ● | Short |
| 3.7.3 | China ready training programs to be brought to the region to help businesses to be better equipped for Chinese tourists, currently the largest visitor market to Australia, and expected to rise | ● | Short |

Goal 4: Strengthen Consultation & Partnerships

Work collaboratively with local tourism businesses, Regional, State, National and International Tourism bodies to establish a reliable point of contact and result in a cohesive approach to tourism development in the region.

Objective

4.1: Strengthen relationships between tourism development bodies and the council

Actions

- | | | | |
|-------|---|---|--------|
| 4.1.1 | Actively maintain and build on relationships with Regional Development Australia Whyalla and Eyre Peninsula (RDAW&EP) by regularly meeting with representatives to collaboratively work towards enhancing visitor experiences and increase visitation rates | ★ | Short |
| 4.1.2 | Strengthen relationships with South Australian Tourism Commission (SATC) and Tourism Australia (TA) by providing a key contact person within Council and attending events hosted/supported by these key bodies | ★ | Short |
| 4.1.3 | Engage in cooperative marketing opportunities | ■ | Medium |
| 4.1.4 | Implement bi-yearly meetings with key stakeholders to discuss tourism issues, trends and report on the progress of the objectives outlined in the Strategy | ★ | Short |
| 4.1.5 | Create a central database of tourism and retail businesses that can be utilised by Council, RDAW&EP and Port Lincoln Chamber of Commerce & Tourism to communicate tourism & retail specific information | ■ | Short |

Objective

4.2: Be a reliable and approachable entity for local tourism businesses

Actions

- | | | | |
|-------|---|---|-------|
| 4.2.1 | Engage in regular community and stakeholder engagement by attending Chambers of Commerce & Tourism meetings, Tourism networking opportunities and being available to businesses | ★ | Short |
| 4.2.2 | Streamline the communication process between community, stakeholder and council in relation to tourism | ■ | Short |

Objective

4.3: Increase tourism opportunities by consulting with various stakeholders

Actions

- | | | | |
|-------|---|---|--------|
| 4.3.1 | Liaise with DEW, Natural Resources Eyre Peninsula (Landscapes SA) and SA Water to identify possible activation areas to expand nature/marine-based and adventure tourism opportunities | ■ | Medium |
| 4.3.2 | Encourage businesses to offer reciprocal deals that encourage fellow tourism businesses in the region to experience their product to better be able to genuinely promote it to visitors | ● | Short |

Short term (<3 years) priorities identified by Goals

GOAL 1: DRIVE VISITOR DEMAND

- Amend the foreshore dry zone to increase exemptions from 3 a year to unlimited
- List all council owned facilities which visitors access on the ATDW. Information will then download to the Visit Port Lincoln website
- Encourage all tourism businesses to be on ATDW to maximise exposure to potential and existing visitors to the Visit Port Lincoln & SATC website. Review and provide feedback on local ATDW listings to ensure a high standard of information quality is provided for visitors- Continue to support annual hard copy Port Lincoln Visitor Guide and contribute to the Eyre Peninsula Guide
- Invest in digital media marketing campaign, with a strong focus on social media and being actively engaged with community and visitors
- Be a consistent presence at regional, national and international marketing and trade and consumer events
- Develop, maintain and promote a reliable calendar of events that will sit within the Visit Port Lincoln website to attract visitors to the region and/or encourage them to stay longer. Continue to provide support (both financially & in-kind) to help build an events calendar- On-going development and maintenance of the Visit Port Lincoln website
- Increase pop up attractions to the region, for example ice skating, water slides, playgrounds and street food
- Effectively leverage off the slogan 'Seafood Capital of Australia' & 'Seafood Frontier' by ensuring inclusion in marketing and on major signage
- Invest in quality, appropriate promotional destination material to be used at events, conferences and trade shows (including banners, brochures and other imagery material)

GOAL 4: STRENGTHEN CONSULTATION & PARTNERSHIPS

- Actively maintain and build on relationships with Regional Development Australia Whyalla and Eyre Peninsula (RDAW&EP) by regularly meeting with representatives to collaboratively work towards enhancing visitor experiences and increase visitation rates
- Strengthen relationships with South Australian Tourism Commission (SATC) and Tourism Australia (TA) by providing a key contact person within Council and attending events hosted/supported by these keybodies
- Implement bi-yearly meetings with key stakeholders to discuss tourism issues, trends and report on the progress of the objectives outlined in the Strategy
- Engage in regular community and stakeholder engagement by attending Chambers of Commerce & Tourism meetings, Tourism networking opportunities and being available to businesses
- Create a central database of tourism and retail businesses that can be utilised by Council, RDAW&EP and Port Lincoln Chamber of Commerce & Tourism to communicate tourism & retail specific information
- Streamline the communication process between community, stakeholder and council in relation to tourism
- Encourage businesses to offer reciprocal deals that encourage fellow tourism businesses in the region to experience their product to better be able to genuinely promote it to visitors

GOAL 2: ENHANCE VISITOR EXPERIENCE

- Liaise with stakeholders and visitors to the region to gain feedback on accommodation options and availability via survey
- Develop squash courts and indoor sports court (basketball, netball and volleyball) at the Leisure Centre which are of National competition standard
- Develop a Port Lincoln Foreshore, CBD and Marina Precinct Masterplan as overarching document
- Develop individual precinct plan for CBD & Foreshore & Marina, as well as Linkage Plan. Which will enhance usability, accessibility and appeal to visitors and assist in centralising and maximising our attractions, activities and accommodation
- Encourage and assist with proposals and building approvals by reducing 'red tape' where possible, and supporting pre-application meetings to support growth in local business
- Enhance the sustainability of the visitor information centre & the tourism sector to ensure long term preservation of the centre to continually offer a quality & reliable tourism visitor service & facilitation to the tourism industry
- Erect a sign on the Town Jetty which provides information on the mooring restrictions and who to contact for permission to moor. Have this information reflected on the Visit Port Lincoln website
- Erect statue of Tuna Poler on the Foreshore in honour of fishing history
- Audit tourism signage in the Port Lincoln City Council boundary to comply with DPTI Road Sign Guidelines, and focus on directing tourists to activation areas
- Support staff undertaking familiarisations to local tourism businesses, in line with accreditation requirements
- Support and implement recommendations of the RDAW&EP & Wayfound Tourism Signage Strategy to improve wayfinding and reduce the possibility of bypassing regions or attractions. Develop a consistent set of standards on tourism signage across the region in consultation with all Councils within Southern Eyre region
- Support and implement recommendations outlined in the wayfinding, coastal access and camping Master Plan being developed by RDAW&EP as a direct result of the Eyes on Eyre stocktake- Consult with other council areas to develop a schematic system for visitor information bays across the region
- Invest in more public art to represent & honour our culture, history and art community in line with Public Art Strategy (for PLCC) Identifying priority areas and possible art options/projects
- Develop roadside appeal to the Marina from CBD along Stevenson Street, Ravendale Road and Marina Drive – associated with the Port Lincoln Foreshore, CBD & Marina Precinct Masterplan
- Upgrade the Port Lincoln Visitor Information Bay on the north-east entry via Lincoln Highway, and replicate this on the western entry via Western Approach Road
- Development of a Welcome to Port Lincoln sign on the Western Approach Road, with inclusion of a Welcome to Barngarla Country in language at Welcome to Port Lincoln signs. Consideration that similar concept is adopted when entering new Lands (Nauo and Wirangu)

GOAL 3: IDENTIFY, ENCOURAGE & DEVELOP LIFESTYLE, HERITAGE & VISITOR EXPERIENCE OPPORTUNITIES

- Implement free Wi-Fi along Tasman Terrace
- Encourage businesses to engage in preferred booking system of Eyre Peninsula operators, Rezdy, to assist with smooth online bookings via the Visit Port Lincoln website
- Commit to becoming a Small Business Friendly Council by signing the Small Business Friendly Council Initiative Agreement
- Decision to be made on the long term preservation of Port Lincoln's first Tuna boat, the Tacoma
- Encourage and support development of night entertainment
- Encourage commercial development that keeps to existing charm and character
- Revive the Town Ambassador program, resulting in knowledgeable ambassadors to assist at events, and or conferences
- Customer service training to businesses in region to increase the level of quality customer service
- China ready training programs to be brought to the region to help businesses to be better equipped for Chinese tourists, currently the largest visitor market to Australia, and expected to rise

GOAL 1: DRIVE VISITOR DEMAND

Actions	Responsibility/Funding Partners	Timeframe for commencement			
		Commenced	Year 1	Year 2	Year 3
Amend the foreshore dry zone to increase exemptions from 3 a year to unlimited	Port Lincoln City Council	✓			
List all council owned facilities which visitors access on the ATDW. Information will then transfer to the Visit Port Lincoln website	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay	✓			
Encourage all tourism businesses to be on ATDW to maximise exposure to potential and existing visitors to the Visit Port Lincoln website	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay	✓			
Continue to support annual hard copy Port Lincoln Visitor Guide and contribute to the Eyre Peninsula Guide	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay	✓			
Be a consistent presence at regional, national and international marketing and trade and consumer events	Port Lincoln City Council Regional Development Australia Whyalla & Eyre Peninsula	✓			
Continue to provide support (both financially & in-kind) to help build an events calendar	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay Regional Development Australia Whyalla & Eyre Peninsula South Australia Tourism Commission Tourism Australia	✓			
Invest in digital media marketing campaign, with a strong focus on social media and being actively engaged with community and visitors	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay		✓		
Develop, maintain and promote a reliable calendar of events that will sit within the Visit Port Lincoln website to attract visitors to the region and/or encourage them to stay longer	Port Lincoln City Council		✓		
On-going development and maintenance of the Visit Port Lincoln website	Port Lincoln City Council		✓		
Increase pop up attractions to the region, for example ice skating, water slides, playgrounds and street food	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay		✓		
Effectively leverage off the slogan 'Seafood Capital of Australia' by ensuring inclusion in marketing and on major signage	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay		✓		
Invest in quality, appropriate promotional destination material to be used at events, conferences and trade shows (including banners, brochures and other imagery material)	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay			✓	

GOAL 2: ENHANCE THE VISITOR EXPERIENCE

Actions	Responsibility/FundingPartners	Timeframe for commencement			
		Commenced	Year 1	Year 2	Year 3
Liaise with stakeholders and visitors to the region to gain feedback on accommodation options and availability via surveys	Port Lincoln City Council	✓			
Develop squash courts and indoor sports court (basketball, netball and volleyball) at the Leisure Centre which are of National competition standard	Port Lincoln City Council	✓			
Develop a Port Lincoln Foreshore, CBD and Marina Precinct Masterplan as overarching document <ul style="list-style-type: none"> - Develop individual precinct plan for CBD & Foreshore & Marina, as well as Linkage Plan. Which will enhance usability, accessibility and appeal to visitors and assist in centralising and maximising our attractions, activities and accommodation 	Port Lincoln City Council		✓	✓	
Encourage and assist with proposals and building approvals by reducing 'red tape' where possible, and supporting pre-application meetings	Port Lincoln City Council		✓		
Erect a sign on the Town Jetty which provides information on the mooring restrictions and who to contact for permission to moor. Have this information reflected on the Visit Port Lincoln website	Port Lincoln City Council		✓		
Erect statue of Tuna Poler on the Foreshore in honour of fishing history	Port Lincoln City Council		✓		
Audit tourism signage in the Port Lincoln City Council boundary to comply with DPTI Road Sign Guidelines, and focus on directing tourists to activation areas	Port Lincoln City Council		✓		
Support staff undertaking familiarisations to local tourism businesses, in line with accreditation requirements	Port Lincoln City Council		✓		
Support and implement recommendations of the RDAW&EP & Wayfound Tourism Signage Strategy to improve wayfinding and reduce the possibility of bypassing regions or attractions. Develop a consistent set of standards on tourism signage across the region in consultation with all Councils within Southern Eyre region	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay Regional Development Australia Whyalla & Eyre Peninsula		✓		
Support and implement recommendations outlined in the wayfinding, coastal access and camping Master Plan being developed by RDAW&EP as a direct result of the Eyes on Eyre stocktake	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay Regional Development Australia Whyalla & Eyre Peninsula Natural Resource Management		✓		
Consult with other council areas to develop a schematic system for visitor information bays across the region	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay		✓		

Actions	Responsibility/FundingPartners	Timeframe for commencement			
		Commenced	Year 1	Year 2	Year 3
Enhance the sustainability of the visitor information centre & the tourism sector to ensure longterm preservation of the centre to continually offer a quality & reliable tourism visitor service & facilitation to the tourism industry	Port Lincoln City Council		✓		
Invest in more public art to represent & honour our culture, history and art community in line with Public Art Strategy (for PLCC) Identifying priority areas and possible art options/projects	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay			✓	
Develop roadside appeal to the Marina from CBD along Stevenson Street, Ravendale Road and Marina Drive – associated with the Port Lincoln Foreshore, CBD & Marina Precinct Masterplan	Port Lincoln City Council			✓	
Upgrade the Port Lincoln Visitor Information Bay on the north-east entry via Lincoln Highway, and replicate this on the western entry via Western Approach Road	Port Lincoln City Council			✓	
Development of a Welcome to Port Lincoln sign on the Western Approach Road, with inclusion of a Welcome to Barngarla Country in language at Welcome to Port Lincoln signs. Consideration that similar concept is adopted when entering new Lands (Nauo and Wirangu)	Port Lincoln City Council District Council of Lower Eyre Peninsula			✓	

GOAL 3: IDENTIFY, ENCOURAGE & DEVELOP LIFESTYLE, HERITAGE & VISITOR EXPERIENCE OPPORTUNITIES

Actions	Responsibility/Funding Partners	Timeframe for commencement			
		Commenced	Year 1	Year 2	Year 3
Implement free Wi-Fi along Tasman Terrace	Port Lincoln City Council		✓		
Encourage businesses to engage in preferred booking system of Eyre Peninsula operators, Rezdy, to assist with smooth online bookings via the Visit Port Lincoln website	Port Lincoln City Council		✓		
Commit to becoming a Small Business Friendly Council by signing the Small Business Friendly Council Initiative Agreement	Port Lincoln City Council District Council of Lower Eyre Peninsula		✓		
Decision to be made on the long term preservation and location of Port Lincoln's first Tuna boat, the Tacoma	Port Lincoln City Council			✓	
Encourage and support development of night entertainment	Port Lincoln City Council			✓	
Encourage commercial development that keeps to existing charm and character	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay			✓	

Actions	Responsibility/Funding Partners	Timeframe for commencement			
		Commenced	Year 1	Year 2	Year 3
Revive the Town Ambassador program, resulting in knowledgeable ambassadors to assist at events, and or conferences	Port Lincoln City Council Port Lincoln Chamber of Commerce & Tourism			✓	
Customer service training to businesses in region to increase the level of quality customer service	Port Lincoln City Council Port Lincoln Chamber of Commerce & Tourism Business SA Regional Development Australia Whyalla & Eyre			✓	
China ready training programs to be brought to the region to help businesses to be better equipped for Chinese tourists, currently the largest visitor market to Australia, and expected to rise	South Australia Tourism Industry Council South Australian Tourism Commission Regional Development Australia Whyalla & Eyre Peninsula Port Lincoln Chamber of Commerce & Tourism			✓	

GOAL 4: STRENGTHEN CONSULTATION & PARTNERSHIPS

Actions	Responsibility/Funding Partners	Timeframe for commencement			
		Commenced	Year 1	Year 2	Year 3
Actively maintain and build on relationships with Regional Development Australia Whyalla and Eyre Peninsula (RDAW&EP) by regularly meeting with representatives to collaboratively work towards enhancing visitor experiences and increase visitation rates	Port Lincoln City Council		✓		
Strengthen relationships with South Australian Tourism Commission (SATC) and Tourism Australia (TA) by providing a key contact person within Council and attending events hosted/supported by these key bodies	Port Lincoln City Council		✓		
Implement bi-yearly meetings with key stakeholders to discuss tourism issues, trends and report on the progress of the objectives outlined in the Strategy	Port Lincoln City Council		✓		
Engage in regular community and stakeholder engagement by attending Chambers of Commerce & Tourism meetings, Tourism networking opportunities and being available to businesses	Port Lincoln City Council		✓		

Actions	Responsibility/Funding Partners	Timeframe for commencement			
		Commenced	Year 1	Year 2	Year 3
Create a central database of tourism and retail businesses that can be utilised by Council, RDAW&EP and Port Lincoln Chamber of Commerce & Tourism to communicate tourism & retail specific information	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay Regional Development Australia Whyalla & Eyre Peninsula Port Lincoln Chamber of Commerce & Tourism Local Progress Associations		✓		
Streamline the communication process between community, stakeholder and council in relation to tourism	Port Lincoln City Council District Council of Lower Eyre Peninsula District Council of Tumby Bay Regional Development Australia Whyalla & Eyre Peninsula Port Lincoln Chamber of Commerce & Tourism Local Progress Associations		✓		
Encourage businesses to offer reciprocal deals that encourage fellow tourism businesses in the region to experience their product to better be able to genuinely promote it to visitors	Port Lincoln City Council Tourism, hospitality & retail businesses			✓	

IMPLEMENTATION & RESOURCES

Implementation of the Port Lincoln and Southern Eyre Tourism Strategy has been broken down into Short (1-3 years), Medium (4-6 years) and Long (7 – 10 years) terms. Allowing directed focus on objectives and their associated actions outlined within each time frame, ultimately resulting in the achievement of the desired outcome and overall objective of enhancing and building a strong, more vibrant tourism industry and local economy.

In order for effective implementation of the Strategy staff resources need to be engaged, it is proposed that the employment of a Tourism Development Officer is undertaken. A shared resource amongst all three Councils, whereby the Tourism Development Officer is funded by all Councils within the defined Southern Eyre region, providing consistency, while offering a key contact and driver for tourism in the Southern Eyre region. By employing a Tourism Development Officer, it assists in strengthening the direction of tourism in the region and targets Council's involvement and investment in this ongoing, long term commitment.

The Tourism Development Officer role is considered imperative to spearhead the implementation of the Tourism Strategy and to maintain and strengthen the current level of momentum evident in the local industry.

Key elements of this role will include:

- Reliably and consistently implement the objectives outlined in the Tourism strategy
- Build stronger relationships and collaboration with respect to Tourism with:
 - Southern Eyre councils
 - RDAW&EP and SATC and Brand SA
 - Port Lincoln Chamber of Commerce & Tourism
 - Southern Eyre region VICs and VIOs
 - Tourism industry stakeholders
- Convene and administer Tourism Industry meetings
- Support and leverage the broader marketing initiatives of SATC
- Ensure the VIC events calendar is maintained to be comprehensive and a reliable community and visitor resource.
- Provide a liaison point between Council and local businesses
- Build Council staff awareness of tourism business imperatives, particularly around permits and development

To achieve our goals, the specific projects identified in the Plan for the first three years, as well as the employment of a Tourism Development Officer, will require budget allocations and/or applications for grant funding. Contributions towards these expenses would be sought across the three councils indicated in the goals and the value to the industry would be evaluated against the achievement of the specified objectives. To optimise the efforts of the tourism industry and ensure infrastructure, marketing and product development are appropriately invested, contributions would also be sought from key stakeholders such as RDAW&EP, SATC and members of the local tourism industry.

A Memorandum of Understanding (MOU) will also be developed between the three Southern Eyre councils that will express their respective commitments to the Strategy and define roles and responsibilities in achieving successful implementation of the Strategy.

In addition, an annual agreement will be developed between the Southern Eyre councils and RDAW&EP so that effective collaboration and outcomes can occur. For example, the RDAW&EP is orchestrating the overarching approach to signage on the Eyre Peninsula and the Southern Eyre councils will pursue the implementation of the signage strategy within the Southern Eyre region.

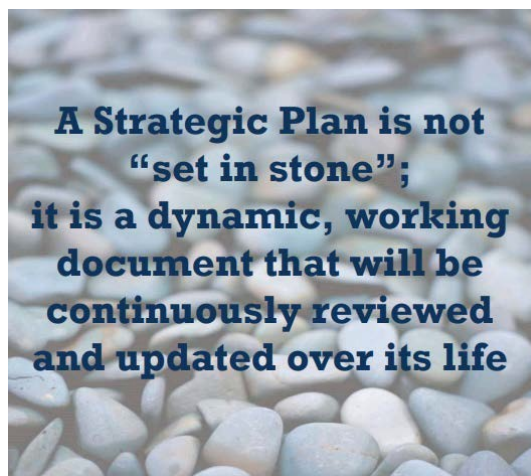
MONITORING, REPORTING & REVIEW

Council is committed to measuring and reporting on the progress of the implementation of the Port Lincoln and Southern Eyre Peninsula Tourism Strategy.

It is proposed that Council will convene an annual gathering; open to all tourism stakeholders, to ensure industry input continues to occur to assist councils in being responsive to community needs, emerging trends, identified issues and future planning.

A smaller Stakeholder Working Group is also proposed that will be established and administered by the City of Port Lincoln Tourism Development Officer. It is expected to meet quarterly as a minimum to progress actions; key stakeholders will be able to bring forward any concerns voiced by the wider tourism community. Outcomes of these meeting will be communicated to all interested tourism stakeholders.

A commitment by Council to continuous improvement will ensure a cycle of improved planning and processes to ultimately achieve the aspirations of the Strategy.



ACKNOWLEDGEMENTS

The Port Lincoln & Southern Eyre Peninsula Tourism Strategy has been developed through extensive consultation with key tourism stakeholders across industry, including tourism and retail businesses and government agencies. Stakeholder input to the Strategy was gathered through the following sources during September 2017 – March 2018:

- Face to face consultation workshop held in February 2018 whereby 49 individuals were involved, summary of ideas found within [Appendix 5](#).
- Individual meetings were also conducted with 20 key government and industry stakeholders between September 2017 – March 2018, of which 29 individuals were involved
- Direct feedback sought on the draft Strategy via email in April to those who attended the face to face consultation workshop

Wider community consultation was conducted via an online survey targeting opinions of local tourism assets. Distributed via RDAW&EP Monthly Newsletter and on the City of Port Lincoln website, of which 67 members of community/stakeholders contributed, survey results available at the City of Port Lincoln, Civic Centre, Level 1, 60 Tasman Tce.

APPENDICES

APPENDIX 1: Strategic Plan Extract from the three identified Councils within Southern Eyre

PLCC Strategies Plan References that impact Tourism

There are a number of goals, objectives and strategic actions identified in the City of Port Lincoln Strategic Directions Plan 2016 - 2026 document which impact directly or indirectly tourism within the Port Lincoln region. These include:

Goal 1: Economic Growth and Vitality

A dynamic local economy that is sustainable and supported to respond to opportunities and attract new investment.

Objectives

- 1 An outstanding regional centre for commercial, health, educational and community activities and services
- 2 Productive agriculture, fishing and aquaculture sectors supported by a high quality clean environment providing quality natural resources
- 3 A destination recognised for quality tourism and visitor experiences
- 4 Economic development focussed on long term job creation and investment
- 5 Planning and investment in infrastructure supporting growth and import and export viability
- 7 Innovative, entrepreneurial and globally connected business

Strategic Action

- 1 Advocate for red and green tape reduction to encourage business development, innovation and growth
- 2 Partner with RDA (WEP) and other economic facilitators to advocate and support initiatives in the region to attract diverse industries, grow the low carbon economy, increase local investment and increase employment
- 3 Develop and action an Economic Strategy in partnership with industry, businesses and RDA (WEP) which promotes Port Lincoln's competitive advantage based on its clean, green, sustainable credentials and regional and worldwide accessibility
- 4 Develop a Tourism Strategy to support the development and marketing of a range of quality tourism accommodation and visitation experiences, and develop and promote Port Lincoln as a venue for conferences and events
- 5 Advocate for improvements to communication infrastructure to maximise business, educational, health, community and liveability opportunities, including free 'Wi-Fi' in the City Centre
- 6 Identify options to provide safer boating and harbour facilities to maximise coastal tourism and commercial potential
- 9 Develop and implement a CBD and Foreshore Precinct Plan which considers heavy vehicle movements, car parking, the foreshore, urban design, public art and public places

- 10 Prepare a 'Marina Central' Precinct Master Plan addressing land use policy, public places and infrastructure requirements
- 11 Upgrade the Nautilus Arts Centre as a multi purpose facility

Goal 2: Liveable and Active Communities

A community supported to be healthy, active and involved

Objectives

- 5 Recreation, open space and leisure facilities encouraging healthy lifestyles and responsive to changing community and regional needs and expectations
- 6 Arts and cultural facilities and activities providing opportunities to celebrate, engage and participate in creative and artistic endeavours
- 7 A thriving and culturally diverse city centre that reinforces the City's identity and local heritage values
- 8 An accessible and inclusive built environment

Strategic Actions

- 1 Support initiatives that establish Port Lincoln as the regional hub for sports and cultural activities and increase participation in cultural, sporting and recreational activities
- 2 Review the Library Strategic Plan to position the service and facilities to meet future community needs
- 3 Implement the Open Space Strategy to guide the development and management of open space, including the integration of new development needs
- 4 Identify and implement sporting and recreational facilities improvement priorities, to be delivered through the Infrastructure and Asset Management Plan
- 5 Develop the shared use Parnkalla Trail from the Port Lincoln Hotel to the Axel Stenross site
- 6 Develop and action a City wide urban image strategy, incorporating, street tree avenues, street signage and city entrances and CBD improvements
- 7 Develop an Arts and Culture Strategy to consider an arts and culture hub and strengthen partnerships supporting arts and cultural activities that promote a vibrant Port Lincoln
- 12 Develop and implement a Footpaths and Trails Strategy to support safe movement for pedestrians and cyclists
- 16 Develop and implement a Cultural (Aboriginal and European) Heritage Strategy
- 18 Complete the refurbishment of the Port Lincoln Leisure Centre and Indoor Aquatic Facility

Goal 3: Accountable Governance and Leadership

Council values effective community advocacy and partnerships.

Objectives

- 1 An engaged, self- sustaining and supportive local community and regional local government leader
- 2 A strategically driven, community aware and accountable Council

- 3 A Council that engages openly and productively with its community and stakeholders
- 4 Council achieves a sustainable long term financial performance and position

Strategic Actions

- 3 Investigate the consolidation of the Civic Centre, administration, library, community space and related facilities at the Adelaide Place/Hallet Place Corner site
- 4 Initiate a regular community and business leaders forum

Goal 4: A Clean Green Resilient Environment

An environment managed now and into the future.

Objectives

- 1 A natural environment, including waterways, biodiversity and the coast that is valued, protected and enhanced
- 2 A thriving natural environment, resilient to threats and extreme weather
- 3 A positive reputation for our clean, green coastal environment

Strategic Actions

- 1 Work in partnership with local businesses, Eyre Peninsula NRM Board, organisations and the community to promote and implement initiatives for environmental sustainability
- 3 Support, facilitate and undertake works and programs, including Water Sensitive Urban Design (WSUD) that improve the health of local waterways, wetlands and coastal areas

Goal 5: Sustainable Service Delivery and Productive Community Assets

A customer focused, equitable and sustainable services to the community

Objectives

- 1 Efficient and effective Council service delivery
- 3 Safe, well-maintained Council facilities managed in a financially sustainable manner
- 4 Information and communication technology supporting effective and efficient community engagement and business operations

Strategic Actions

- 1 Implement a Business Excellence approach to enable continuous improvement in operational service delivery, innovation and customer service, focussed on Council's Service Profile
- 2 Implement a regular review program of Council services to ensure that they are relevant, efficient and effective
- 3 Investigate and implement collaborative and resource sharing opportunities with adjoining councils and government agencies
- 10 Prepare Business Plans for the Nautilus Arts Centre, Visitors Centre and the Port Lincoln Leisure Centre and Indoor Aquatic Facility

DCLEP Strategies Plan References that impact Tourism

There are a number of goals and strategic actions identified in the District Council of Lower Eyre Peninsula Strategic 2016 - 2025 document which impact directly or indirectly tourism within the Lower Eyre Peninsula region. These include:

INFRASTRUCTURE AND SERVICES	
<p>Council recognises that appropriate Public infrastructure and assets are among the highest priorities that the community expects and demands from local government.</p> <p>Council will maintain and improve Councils infrastructure and assets to support economic and social development of the district.</p>	
ROAD MANAGEMENT: Council will proactively strive to improve the standard of the road network	
GOALS AND STRATEGIC ACTIONS	
I5	Maintain and where required Improve the standard of urban roads by progressively sealing roads subject to high traffic volumes and supporting expanding residential populations.
TOWNSHIP AMENITY : Council will play a lead role in township appearance aimed at developing communal pride and ownership of township amenity	
GOALS AND STRATEGIC ACTIONS	
I7	Develop a street scape amenity plan for each major town.
I8	Maintain and upgrade Council reserves in accordance with the Community Land Management Plan.
I9	Footpaths and trails maintained and developed in accordance with the Footpath Strategic Plan.
I10	Maintain and upgrade public conveniences within Council townships and at important tourist locations.
I11	Develop and implement a playground Strategic Plan.
I12	Maintain and upgrade playgrounds in accordance with the Playground Strategic Plan.
I13	Street lighting standards are maintained or improved in accordance with the Street Lighting Strategic Plan.
COMMUNITY WELLBEING	
<p>Council aspires to provide an appropriate level of amenity and support to maintain and improve the wellbeing of the community and recognises that the willingness of residents to live, work and recreate within the district is enhanced through the provision of quality health and educational institutions and the amenity of the area, including well maintained streetscapes, parks and reserves.</p> <p>Continued support and encouragement of local community groups and organisations to undertake their activities is seen as important by Council to assist in maintaining the attitude of self-help that has existed almost uniquely within the Lower Eyre Peninsula communities over many years.</p>	
ENVIRONMENT: Council will manage, develop, protect, restore, enhance and conserve the environment in an ecologically sustainable manner.	
GOALS AND STRATEGIC ACTIONS	
C1	Encourage the retention of, and where appropriate provide new access to the coastline for the local community and visitors alike, whilst working in conjunction with responsible State Government agencies to protect and ensure sustainable use of the extensive coastline of the Council area.
C2	On Council's coastal reserves, ensure appropriate signage identifying known high risks

	and highlighting the conservation values to assist the community in protecting the habitat of those areas.
C3	Participate in the development of a Coastal Access Strategy in conjunction with the EPLGA and RDAW&EP.
SPORT & RECREATION: Council will support local community and sporting groups through a range of services and funding initiatives	
GOALS AND STRATEGICACTIONS	
C7	Continue to provide 'Community & Sports Groups Capital Grants' to assist with the upgrading of local facilities.
C8	Support strategic upgrading of sporting, recreation and community facilities in the Council area. Reference: RDAW&EP Regional Plan 1.2.3.3 Support improved recreational infrastructure
COMMUNITY SUPPORT: Council will assist the community to access services that enhance their quality of life.	
GOALS AND STRATEGICACTIONS	
C12	Promote local community groups and events through a range of services and funding initiatives.
ECONOMIC	
Council will work to promote its area and provide a supportive framework to assist the development and expansion of private enterprise in recognition that small/medium enterprises are significant employers and are major contributors to the economic well being of the district.	
REGIONAL INFRASTRUCTURE: Council will seek appropriate critical regional infrastructure to maximise opportunity for local business	
GOALS AND STRATEGICACTIONS	
E3	Maintain & develop relationships with government, airlines and other stakeholder interests to ensure the prosperity of the airport.
E4	Advocate for initiatives that preserve and enhance the transport infrastructure of the region, including: <ul style="list-style-type: none"> • Rail retained and upgraded to be the principal mover of grain and mining produce across the region; • Highways upgraded to improve safety of road users; and • Reduce conflict between social and freight movements.
ECONOMIC DEVELOPMENT: Council will support small, medium enterprise as the back bone to economic prosperity in an environmentally sustainable manner	
GOALS AND STRATEGICACTIONS	
E7	Actively support the establishment of locally based value added business initiatives.
E8	Work with relevant agencies to encourage development of business activity and initiatives conducive to ensuring young residents have the option of remaining and working in the area e.g. RDAW&EP.
E11	Utilise the Council website to provide links to businesses locally and regionally.
TOURISM: Council recognises tourism as an emerging industry and will promote tourism initiatives with proven economic benefit	
GOALS AND STRATEGICACTIONS	
E12	Support tourism opportunities by promoting the area, its facilities and attractions both locally

	and to the broader tourist market.
E13	Along with Eyre Peninsula Councils and other stakeholders assist with funding of a Regional Tourism Officer employed by Regional Development Australia Whyalla & Eyre Peninsula.
E14	Engage with the South Australian Tourism Commission to explore opportunities for the airport to grow and expand its role as a visitor gateway to the Lower Eyre Peninsula.
E15	Promote significant tourism destinations via Council website with links to regional websites.
E16	Explore opportunities with the South Australian Tourism Commission to promote our region as an area of high quality coastal experiences.
E17	Invest in tourism infrastructure at significant tourist locations including the Port Lincoln Airport and Council owned Caravan Parks and Camp grounds.

RESPONSIBLE GOVERNANCE

Council will provide vision and leadership in a stable environment reflecting a high level of integrity and accountability to the community.

Operating within the State Government legislative framework, namely the Local Government Act 1999 and associated regulations, the Council will diligently discharge its duties in providing a range of services and advocating for facilities and services on behalf of the community and business sector.

FINANCIAL RESPONSIBILITY: Council will provide an appropriate level of services across the district delivered in an affordable and cost effective manner.

GOALS AND STRATEGIC ACTIONS

G2	Review Council business activities annually (Airport, Cummins Homes, Coffin Bay Caravan Park, Community Waste Water Management Schemes) to ensure they represent value to the ratepayers.
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LEADERSHIP: Council will provide consistent and strong leadership to the community and region

GOALS AND STRATEGIC ACTIONS

G12	Represent and advocate for residents, community groups and business to other levels of government or agencies where regional, social or economic development activity is considered to be of benefit to the region or is consistent with the strategic objectives of
G13	Elected Members and staff will participate in forums, meetings and other activities involving the Local Government Association, Eyre Peninsula Local Government Association or relevant government agencies.
G14	Actively engage in regional collaboration initiatives in conjunction with other Local Government entities for the betterment of our region.

STATUTORY

The Council operates within a highly legislated and regulated environment that both influences and dictates its administrative functions and a range of services provided to the community.

Council will at all times discharge its statutory responsibilities to aid the safety of the community in a fair and courteous manner while enforcing the activities vested in the Council as outlined by the relevant legislation.

PLANNING AND DEVELOPMENT: Council will maintain an up to date planning framework which encourages and supports soundly based residential growth and economic development

GOALS AND STRATEGICACTIONS	
S3	Undertake a Master Plan review of Cummins and Coffin Bay Townships between 2016/17 and 2018/19.

DCTB Strategies Plan References that impact Tourism

There are a number of goals, outcomes and strategies identified in the District Council of Tumby Bay Strategic Plan 2012 - 2022 document which impact directly or indirectly tourism within the Tumby Bay region. These include:

Goal	1	INFRASTRUCTURE: - Maintain, develop and improve Council's infrastructure to meet current & future needs.
Outcome	1.1	TRANSPORT: - Improved roads & infrastructure, transport links, footpaths & walking trails.
Strategy	1.1.1	ROADS & RELATED INFRASTRUCTURE: Improve district roads & related infrastructure to accommodate transport needs.
	1.1.2	FOOTPATHS, WALKING TRAILS & CYCLE WAYS: - Improve footpaths, walking trails & cycle ways.
Outcome	1.2	PUBLIC CONVENIENCES: - Improved public conveniences.
Strategy	1.2.1	PUBLIC CONVENIENCES: - Improve and maintain public conveniences in towns & coastal areas.
Outcome	1.3	STREETSCAPING: - Improved streetscaping.
Strategy	1.3.1	TOWNS ENTRANCES: - Improve the entrance statement to all towns.
	1.3.2	STREETSCAPING: - Improve town streetscapes
Outcome	1.4	PUBLIC SPACES: - Improved public spaces.
Strategy	1.4.1	PARKS & GARDENS: - Improve parks and gardens and other open space
Outcome	1.5	MARINE: - Improved infrastructure supporting marine activities.
Strategy	1.5.1	JETTIES & SWIMMING: - Improve and maintain jetty & swimming infrastructure.
	1.5.2	BOAT RAMPS & LAUNCHING SITES: - Improve and maintain boat ramps & launching sites.
	1.5.3	TUMBY BAY MARINA: - Maintain Tumby Bay Marina infrastructure & precinct at high standard.
Outcome	1.6	AIRPORT: - Improved airport infrastructure & services.
Strategy	1.6.1	AIRPORT: - Improve and maintain Tumby Bay Airport infrastructure to meet future needs.
Outcome	1.7	ASSET MANAGEMENT: - Effectively managed Council assets.
Strategy	1.7.1	ASSET UPGRADES: - Upgrade Council assets requiring attention.
	1.7.3	NEW ASSETS: - Develop new assets as required.
Outcome	1.8	TOURISM: - Improved tourism infrastructure.

Strategy	1.8.1	TOURIST INFRASTRUCTURE: - Assist development of required tourism infrastructure
Outcome		HISTORIC STRUCTURES: - Preserved historic structures
Strategy	1.10.1	HERITAGE & HISTORIC: - Preserve worthy heritage & historical sites
Goal	2	ENVIRONMENT: - The preservation of our unique natural heritage and environment for current and future generations.
Outcome	2.1	NATURAL RESOURCES: - Improved healthy & productive natural resources & natural systems.
Strategy	2.1.1	BIODIVERSITY: - Assist stakeholders in implementing biodiversity plans & initiatives.
	2.1.4	MARINE & TERRESTRIAL PARKS: - Assist & participate in ensuring marine & terrestrial parks are sustainable.
Outcome	2.5	COASTAL: - Improved coastal areas.
Strategy	2.5.1	COASTAL GENERAL: - Manage coastal areas in a sustainable manner.
	2.5.2	TOWNSHIP FORESHORES: - Further develop township foreshores; consider climate change impacts and sustainability.
	2.5.3	DEVELOPMENT: - Establish appropriate coastal zoning policies.
Goal	3	ECONOMIC DEVELOPMENT: - Sustainable economic development opportunities identified, collaboratively pursued and promoted.
Outcome	3.1	INDUSTRY: Growth in new & existing industry & business.
Strategy	3.1.1	NEW & EXISTING INDUSTRY: - Support & Assist existing & new industry & business to develop
	3.1.2	TOURISM: - Promote regional & local tourism & associated trade benefits.
Outcome	3.2	EVENTS: - New & existing events supported & developed.
Strategy	3.2.1	EXISTING EVENTS: - Continue to support existing events.
	3.2.2	NEW EVENTS: - Seek the development of a new event(s) in co-operation with community organisations.
Outcome	3.4	MARINA: - Tumby Bay Marina stage two developed.
Strategy	3.4.1	TUMBY BAY MARINA: - Promote stage two of Tumby Bay Marina to developers.
Outcome	3.5	PARTNERSHIPS: - Government & private sector partnerships developed to maximise local opportunities.
Strategy	3.5.1	PATNERSHIPS DEVELOPMENT: - Maximise partnership opportunities to gain funding & additional services and infrastructure for community.
Goal	4	GOVERNANCE: - An open & transparent organisation providing strong leadership & a positive, safe environment for the community and

Outcome	4.1	<i>CONSULTATION: - Effective communication & consultation developed with the community & regional partners.</i>
Strategy	4.1.1	COMMUNITY CONSULTATION: - Determine & utilise most effective community communication methods & techniques.
	4.1.2	REGIONAL COMMUNICATION & CONSULTATION: - Participate in regional organisation meetings & activities.
Outcome	4.2	<i>PARTNERSHIPS: - Effective & productive partnerships with stakeholders.</i>
Strategy	4.2.1	PARTNERSHIP DEVELOPMENT: - Determine relevant stakeholders & develop partnerships for community benefit.
Outcome	4.3	<i>PLANNING: - Integrated Council planning implemented through the development of a suite of local plans.</i>
Strategy	4.3.1	COUNCIL PLANNING:- Review existing & develop new council minor plans into a planning suite ensuring integration with council's master plans & other regional & state plans.
	4.3.2	STRUCTURE PLAN: - Develop & implement a council structure plan to assist future development planning.
Outcome	4.4	<i>CO-OPERATION: Benefits of regional and state co-operation maximised to meet local needs.</i>
Strategy	4.4.1	SHARED SERVICES: - Lead the three Lower EP Councils in developing various shared service models to the benefit of the community.
	4.4.2	REGIONAL DEVELOPMENT AUSTRALIA: - Continue to support the Whyalla & Eyre RDA Board.
Goal	5	SERVICE DELIVERY: - The provision of quality coordinated Council services.
Outcome	5.1	<i>COUNCIL SERVICES: - Improved council services.</i>
	5.1.2	SHARED SERVICES:- Continue to lead & pursue shared services with neighbouring councils, private enterprise & other spheres of Government to improve/ expand service delivery.
	5.1.3	BENCHMARKING: - Benchmark council services to ascertain performance.
Outcome	5.3	<i>REGULATORY SERVICES: - Effective regulatory services.</i>
Outcome	5.5	<i>COMMUNITY TRANSPORT: - Community assisted to access all community support transport services & programs.</i>
	5.5.2	OTHER TRANSPORT SCHEMES: Support & promote other transport schemes provided by third parties to the community
Goal	6	SOCIAL: - The provision of quality community services.
Outcome	6.2	<i>SPORT, LEISURE & RECREATION: - Quality sport & recreational facilities & services meeting community needs.</i>
Strategy	6.2.1	SPORT & RECREATION EVENTS: - Support & promote sport & recreational events.

	6.2.2	SPORT & RECREATION INFRASTRUCTURE: - Support retention of existing clubs and improvement to their facilities.
	6.2.3	PASSIVE ACTIVE RECREATION: - Encourage residents & visitors to participate in passive recreational leisure pursuits.
Outcome	6.6	<i>ARTS & CULTURE: - Local arts & culture development supported.</i>
Strategy	6.6.1	ARTS & CULTURE: - In co-operation with local community develop an arts & culture strategic plan.
Outcome	6.8	<i>VOLUNTEERS & SERVICE CLUBS: - Volunteers and service clubs supported for community benefits.</i>
Strategy	6.8.1	VOLUNTEERS & SERVICE CLUBS RECOGNITION: - Promote & recognise volunteers & service clubs contributions to the community.

APPENDIX 2: 2017/18 SATC Cruise Ship data

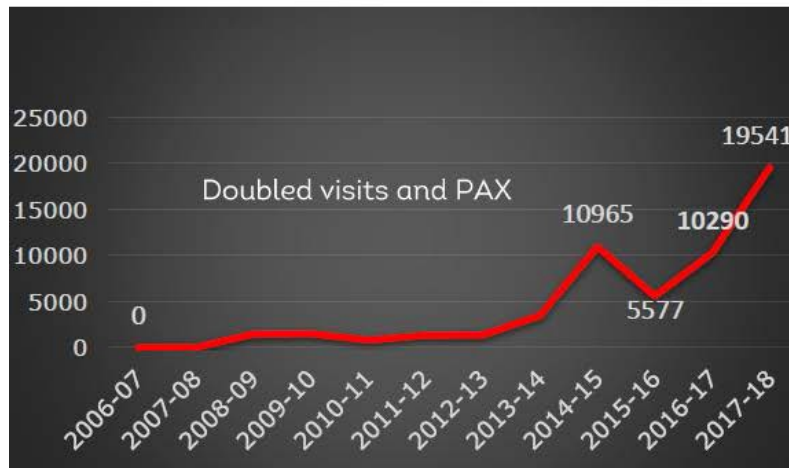
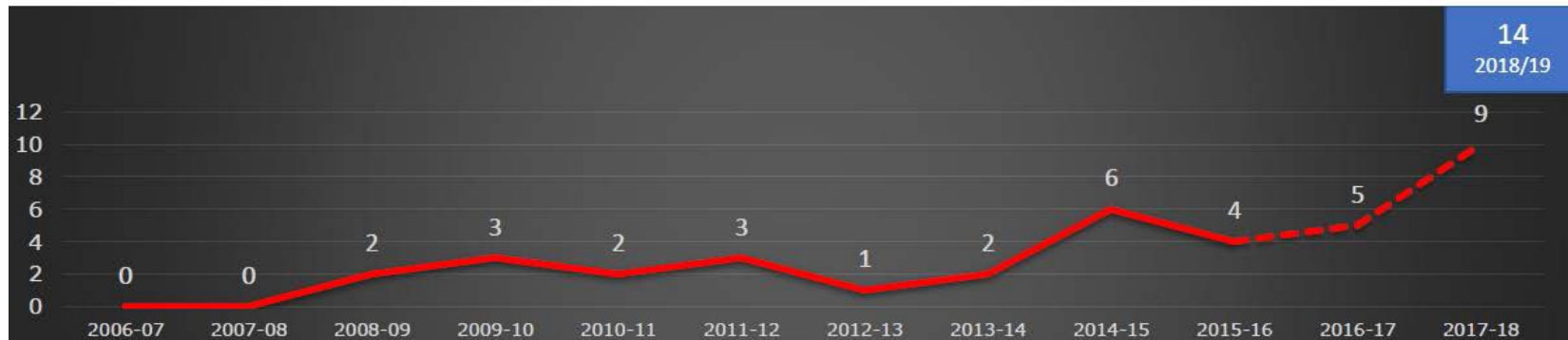






PORT LINCOLN

VISITS, PASSENGERS AND CREW



	South Australia (whole)	Port Lincoln (5 ships visits)
Direct Expenditure	\$50.2	\$6.1
Indirect Expenditure	\$48.3	\$5.8
Total	\$98.5	\$11.9

100% growth over 10 years. Large ship visits. Shore ex. up 9%

SHORE

EXCURSIONS PLO

20% of passengers pre booked

Challenges:

- No expectations unsure what to do at PLO
- Adapting products for short tour options
- Lack of destination awareness

Opportunities:

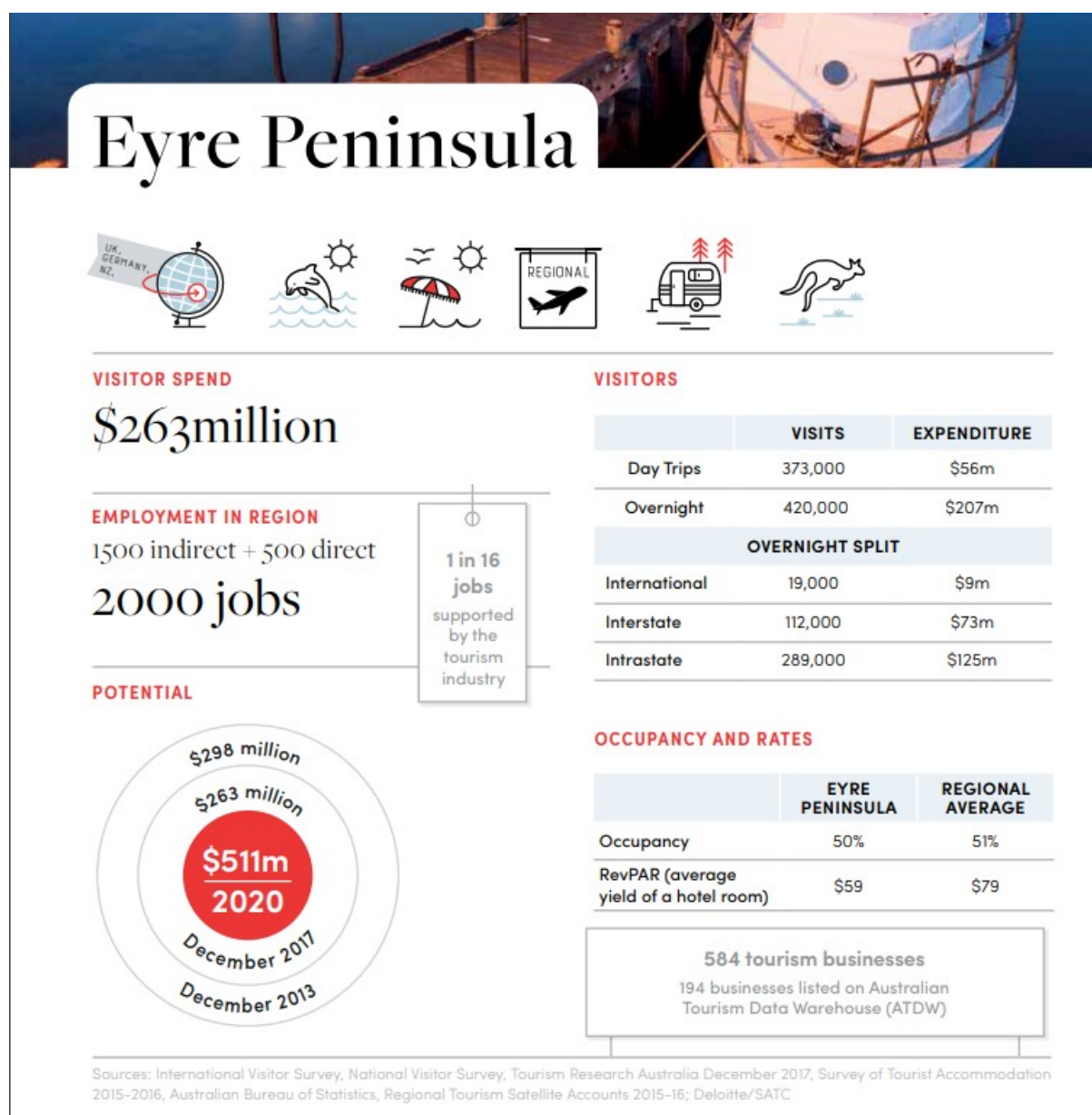
- Return visitation opportunities
- Ability to create new experiences
- Mature tourism industry
- Plenty of capacity for more pax on tour



APPENDIX 3: 2017/2018 City of Port Lincoln Business Plan extract

Expenditure Item	2017/18 adopted budget	2016/17 actuals
Develop a Tourism Strategy	\$ 20,000	\$ -
Visitor Information Centre - operating costs	\$ 178,000	\$ 183,324
Cruise ships (determined by cost per ship)	\$ 70,000	\$ 40,824
Events - community	\$ 7,500	\$ 4,680
Events - regional	\$ 13,500	\$ 7,116
Events - major		
Tunarama	\$ 35,500	\$ 35,500
EP Auto Sprint	\$ 25,000	\$ 25,000
SALT Festival	\$ 10,000	\$ 25,000
Tourism - economic development and tourism	\$ 15,000	\$ 1,800
Tourism projects	\$ 10,000	\$ 909
Tourism - town map and visitor's guide	\$ 10,252	\$ 6,948
International engagement - Japan	\$ 5,000	\$ 10,000
TOTAL	\$ 399,752	\$ 341,101

APPENDIX 4: SATC SA Regional Visitor Strategy 2018 & Regional Profile 2014-2016





Annual Visitor Summary December 2014 - December 2016

ORIGIN					
	Intrastate	Interstate	Total Domestic	International	Total visits
Visits	279,000	118,000	397,000	18,000	415,000
%	70%	30%	96%	4%	100%
Nights	1,024,000	566,000	1,589,000	156,000	1,745,000
%	64%	36%	91%	9%	100%
Average Length of Stay	3.7	4.8	4.0	8.7	4.2
Day Trips					
Average Annual Day Trips to Eyre Peninsula					352,000
PURPOSE					
	Holiday	VFR	Business	Other	Total
Visits	168,000	101,000	104,000	48,000	415,000
%	40%	24%	25%	12%	100%
Nights	792,000	327,000	405,000	221,000	1,745,000
%	45%	19%	23%	13%	100%
Average Length of Stay	4.7	3.2	3.9	4.6	4.2
Expenditure					
Average Annual Expenditure					\$ 270,000,000

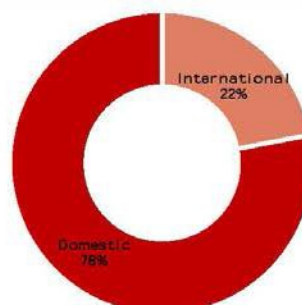
- 96 per cent of the Eyre Peninsula Visitors are Domestic Visitors and 4 per cent are International Visitors.
- Domestically, 70 per cent are from within the state compared to 30 per cent from Interstate.
- 68 per cent of visitors to the Eyre Peninsula are Leisure Visitors (Holiday + VFR) to the Eyre Peninsula.

EYRE PENINSULA TOURISM LISTINGS

Category	Eyre Peninsula
Destination Information	247
Accommodation	178
Event	98
Attraction	75
Tour	25
Food and Drink	13
Information Services	4
Transport	1
Hire	1
Grand Total	642

Note: some listings have multiple categories of accommodation
Source: Australian Tourism Data Warehouse

EYRE PENINSULA MEDIA COVERAGE



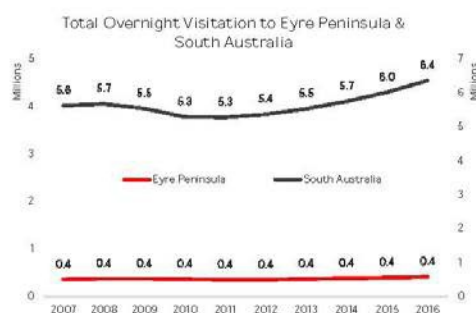
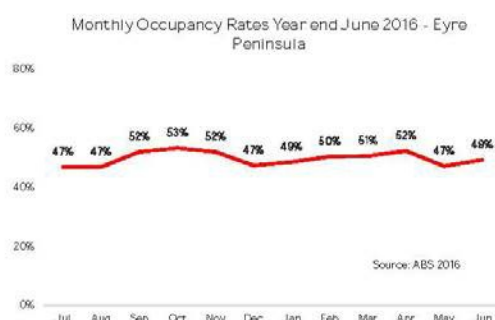
Source: Item Count - SATC Internal - 2016



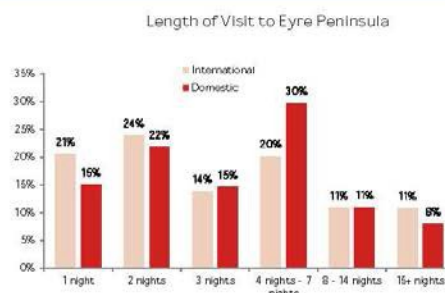
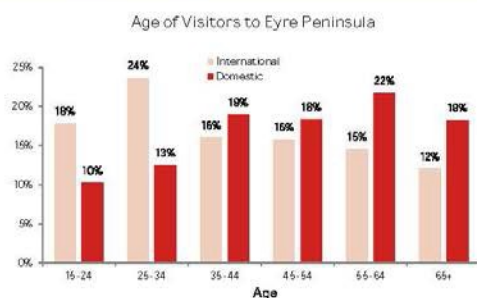
ACCOMMODATION SUPPLY

Hotels, Motels and Service Apartments with 15+ rooms	
Establishments	26
Rooms	987
Occupancy	50%
Takings	\$ 21,300,000

- Average occupancy for the year is 50 per cent over 26 establishment and 987 rooms.
- The peak month for the year is October with occupancy of 53 per cent.
- Low point of the year comes in the Winter months with occupancy on average dropping to 48 per cent.



VISITOR PROFILE



- International Visitors peak in the 25-34 age group at 24 per cent.
- Domestically age is pretty consistent, with 59 per cent of visitors ages between 35 and 64.
- 45 per cent of International Visitors prefer to stay 1 - 2 nights on the Eyre Peninsula.
- 30 per cent of Domestic Visitors stay between 4-7 nights.



DOMESTIC VISITOR PROFILE

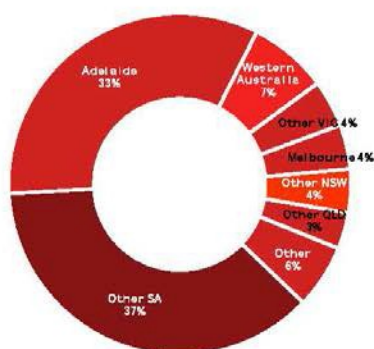
Purpose	Holiday	VFR	Other	Total
Visits	155,000	99,000	148,000	397,000
%	39%	25%	37%	100%
Nights	737,000	295,000	557,000	1,590,000
%	46%	19%	35%	100%
ALOS	4.8	3.0	3.8	4.0

INTERNATIONAL VISITOR PROFILE

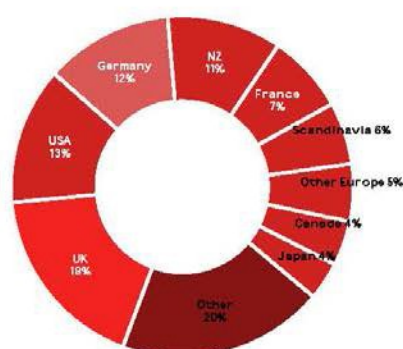
Purpose	Holiday	VFR	Other	Total
Visits	13,000	2,000	3,000	18,000
%	72%	11%	17%	100%
Nights	55,000	32,000	68,000	156,000
%	35%	21%	44%	100%
ALOS	4.2	16.0	22.7	8.7

VISITOR ORIGIN

Origin of Domestic Overnight Visitors to Eyre Peninsula



Origin of International Visitors to Eyre Peninsula

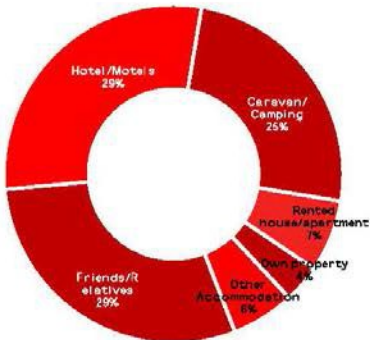


- Victoria at 8 per cent and at Western Australia at 7 per cent are the Eyre Peninsula's biggest Interstate Markets.
- Regional South Australia contributes 37 per cent of visitors to the Eyre Peninsula and Adelaide visitors contribute 33 per cent of the visitors.
- Internationally, Europeans contribute 58 per cent of the visits to the Eyre Peninsula, with the United Kingdom contributing 18 per cent and Germany 12 per cent.
- The United States of America contributed 13 per cent and New Zealand 11 per cent of visitors to the Eyre Peninsula.

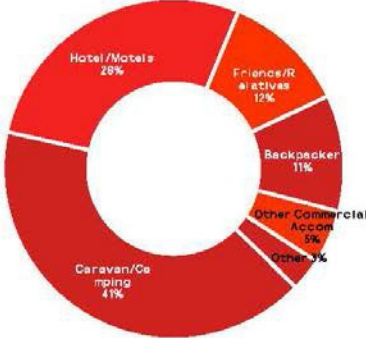


VISITOR USE OF ACCOMMODATION

Accommodation used in Eyre Peninsula for Domestic Visitors



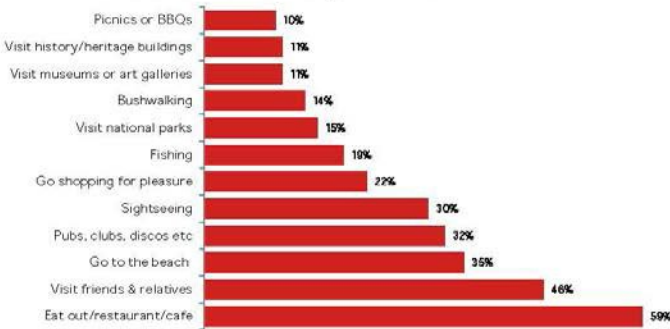
Accommodation used in Eyre Peninsula for International Visitors



- 58 per cent of Domestic Visitor nights in the Eyre Peninsula are spent either with Friends or Relatives or in Hotels and similar accommodation.
- Domestically, Caravan and Camping is also popular with 25 per cent of visitors preferring this accommodation.
- 41 per cent of International Visitors to the Eyre Peninsula prefer Caravan and Camping accommodation.
- 40 per cent of International Visitors stay with Friends or Relatives or in a Hotel/Motel.

VISITOR ACTIVITIES

Domestic Visitor Activities in Eyre Peninsula



- The most popular activity when coming to The Eyre Peninsula is to eat out or visits friend or relatives.
- Other popular activities include going to the beach, visiting wineries, going to the markets and undertaking cultural experiences.



- In 2013-14, the tourism industry contributed an estimated \$293 million to the Eyre Peninsula regional economy (9.5 per cent of gross regional product) and directly employed approximately 1,500 people (6.4 per cent of regional employment).

In 2013-14, the tourism activity in Eyre Peninsula generated:

- \$208 million and \$360 million in direct and indirect tourism output, and \$568 million in total tourism output;
- \$113 million and \$148 million in direct and indirect tourism GVA, and \$261 million in total tourism GVA;
- \$121 million and \$172 million in direct and indirect tourism GRP and \$293 million in total tourism GRP; and
- 1,500 jobs for people employed directly by the tourism industry, 1,500 indirect jobs and a total employment impact of 3,000 people.

REGIONAL INSIGHTS

Interaction with the natural aquatic environment.

Interstate

- Coast and seafood the cornerstones of appeal.
- Unique experiences around interaction with aquatic wildlife very appealing.
- Distance raised as the biggest potential negative.

Intrastate

- Similar appeals to interstate with marine wildlife, scenery and seafood all clear winners.
- Distance from Adelaide a detractor.

International

- Viewing and engaging with local wildlife (both sea and land) hold strong appeal for the Eyre Peninsula.
- Uncrowded beaches also appeal.
- Dining on seafood higher for the eastern markets.

Appeal data is from the consumer surveying conducted for the SATC by BDA Marketing Planning. Sample of 800 interstate travellers and 400 interstate travellers, followed by eight focus groups in Adelaide, Sydney and Melbourne. Comments relating to International appeal are sourced from the Consumer Demand Project run by Tourism Australia in 9 priority markets, with a sample of 500 per market.

Prepared by the South Australian Tourism Commission, December 2016

Sources: Unless otherwise stated, all data in this report is from the International Visitor and National Visitor Surveys (IVS and NVS) Conducted by Tourism Research Australia. These Sources are based on sample surveys and as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates, in particular, regional estimates can be affected by small sample sizes and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only. Data refers to visitors 15 years and over. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from December 2014 to December 2016. Consumer Demand Product Testing - BDA Marketing

Notes and Abbreviations: Totals may not add to 100% due to rounding. VFR: Visiting Friends and Relatives; np: Not Published due to small sample size. ALOS: Average Length of Stay. ABS: Survey of Tourism Accommodation: Hotels, Motels, Guest houses and Serviced Apartments with 15 or more rooms. Cat. No. 8635455001

APPENDIX 5: 2017 Port Lincoln Visitor Information Centre Statistics

2017 PORT LINCOLN VISITOR INFORMATION STATISTICS

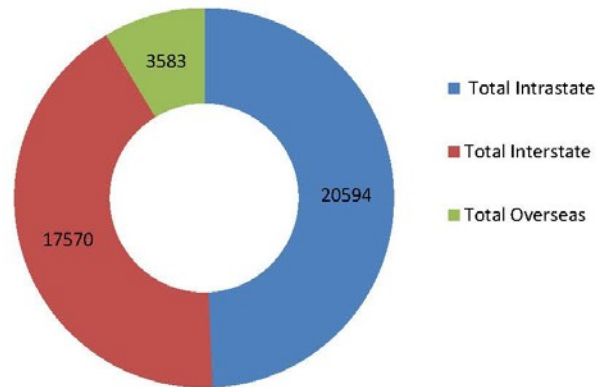
2017 VISITOR ORIGIN STATISTICS BY MONTH

	<i>Southern Eyre Peninsula</i>	<i>SA</i>	<i>Adelaide</i>	<i>VIC</i>	<i>NSW/ACT</i>	<i>QLD</i>	<i>WA</i>	<i>TAS</i>	<i>NT</i>	<i>UK/ EUR</i>	<i>USA/ Canada</i>	<i>NZ</i>	<i>ASIA</i>	<i>TOTAL</i>
Month														
January	716	1010	1049	625	445	317	277	45	30	309	52	16	110	5001
February	461	593	551	682	362	243	99	35	26	267	55	4	89	3467
March	548	784	810	591	465	505	161	32	28	279	48	4	45	4300
April	478	718	862	574	562	586	153	9	13	281	5	0	59	4300
May	400	605	614	588	428	434	155	46	29	206	13	7	43	3568
June	365	418	395	334	299	264	75	10	13	186	27	4	44	2434
July	329	355	355	313	282	209	117	37	16	78	20	7	44	2162
August	376	290	316	256	194	194	50	20	11	66	13	2	104	1892
September	427	336	386	359	259	258	51	24	12	73	15	12	55	2267
October	567	767	972	712	550	532	194	39	46	156	28	10	83	4656
November	468	570	624	395	376	319	122	30	37	129	23	2	51	3146
December	582	736	761	973	442	342	153	83	23	272	68	8	111	4554
	5717	7182	7695	6402	4664	4203	1607	410	284	2302	367	76	838	41747

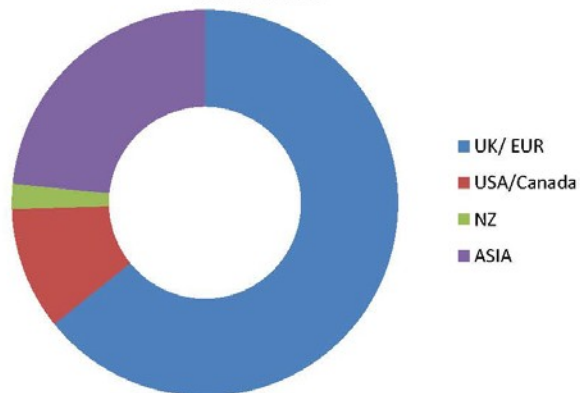
2017 TOTAL VISITOR ORIGIN STATISTICS

Total Intrastate	Total Interstate	Total International
20594	17570	3583

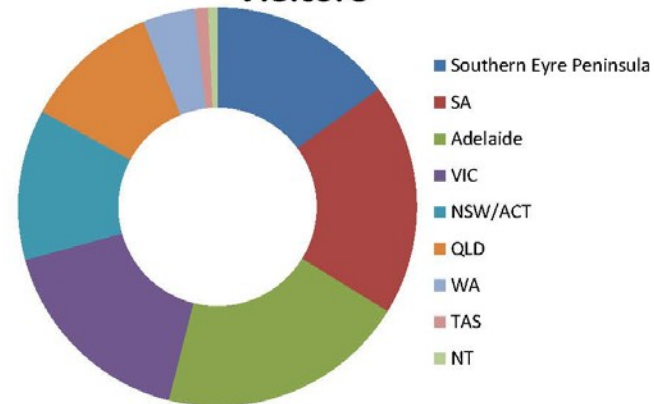
**2017 Port Lincoln Visitor Information
Centre Visitor Statistics**



**2017 Origin of International
Visitors**



**2017 Origin of Domestic
Visitors**



APPENDIX 6: Stakeholder Summary Notes

TOURISM STAKEHOLDER WORKSHOP, FEBRUARY 2018

- Stakeholders view council as not being supportive of tourism as a whole
- Not transparent the expenditure and commitment to tourism in the region
- Foreshore a major focal point for majority in attendance, it needs to be activated and a major rejuvenation of the area, a vision for the future of what this space will look like and how it will be used
- A vision for the whole town, a masterplan, what direction are we going, one needs to be done in consultation with the community not just by council. Foreshore? Marina?
- As a collective we do not know or adopt our brand, what is our brand? Do we stay with Seafood Capital of Australia? Seafood Frontier? Is the seafood focus too narrow? How does this promote the rest of the region? Whatever it is everyone needs to adopt it and deliver on it. Create unity across the region. Seafood Frontier, Outback Frontier? Shall we bring back the old Breathe of Fresh Eyre, strong support of this
- What is the Seafood Frontier about? Who put the signs up? What consultation occurred?
- What do they mean? Very misleading to visitors... where is the local seafood?
- It is a disgrace that we call ourselves Seafood Capital of Australia yet where can you get the local seafood? Apart from the Fresh Fish Place it is not well known or advertised. Especially disappointing when cruise ships are in, and it is promoted so much to them and they are left disappointed on their arrival
- Small Business Friendly Council, this information has been sent to all EP councils by My EP yet Tumby Bay is the only council in the SE region who have signed this agreement. Does not show commitment to small business viability by councils
- Where are our pockets of excellence? How are these connected? Promoted? Consider the wider view as well, we are a long way from Adelaide by road and not a very interesting drive, what pockets of excellence, trails can be developed to make it engaging for visitors, to make them want to drive that distance
- Lack of research, who are our visitors? What do they want? Research each target market so products are developed in response to this and effective, targeted marketing can occur
- Consideration for wholesale tourism in the region to develop packaging options for domestic and international visitors, this is usually a 20-25% commission basis
- Night time entertainment is a major disappointment, does it need to be looked at to create hubs for these? It is not a vibrant night time entertainment scene; this is inclusive of young, family and older.
- Can boats pick up from town jetty? Easier for passengers that don't have own transport
- VIC needs to be in a better location, on the foreshore would be good, accessible to cruise ship passengers, people in accommodation and capitalises on the outlook of the bay. But RV parking is an issue, not enough in town. Should an interpretation to showcase history and what is on offer, booking booths, local produce area where people have samples with a rep from the business, incorporate a café – if have boats pulling up on the jetty to pick up passengers then this could be somewhere they can wait (coffee, info, view etc).

Port Lincoln & Southern Eyre Peninsula Tourism Strategy 2018 – 2028

- VIC staff not attended famils even though being offered by industry
- Lack of Aboriginal tourism
- If we succeed in getting the tourists here, are we delivering our promise on an exceptional experience? Infrastructure poor, roads, parking, aesthetics, transport
- Move the front street toilets, nature playground, get the government buildings off the foreshore, one way street Tasman Tce to allow businesses to come out more, similar to a mall, café style, more public art (lack of character), more support for small businesses, free Wi-Fi available in towns, get more digital (Apps for self-drives), social media, electric cars a thing of the (very near) future, remove red tape for business within council (businesses feel put off or not supported)
- Sign at Port Augusta and Ceduna does not promote the Eyre Peninsula, these are our main gateways and investment needs to go into capturing the tourists at those decision points. Signage in general poor and confusing within towns and the region
- We lost a potential large contract with USA Navy/Army which could have been large amounts of expenditure in the region, could this be something we look at in the future? Other training/educational opportunities, eg pilot, marine, schools, unis
- Don't underestimate sport events and benefits to the community/economy. More sport tourism focus, are our ground of competition standard. Feel as though not much support comes form councils for sporting events even though they are some of the biggest events in the region
- Lack of public transport a real issue, not just within port Lincoln but getting people out to other areas, eg Coffin Bay. Coffin Bay businesses (and residences) would be appreciative of this
- Expansion of the airport runway to allow jets, \$6m for longer runway is needed... maybe all councils could contribute to this to make it happen? Result in direct flights from the East Coast, use of it for exporting seafood too (domestically and internationally faster, fresher)
- Having a contact person within council that tourism businesses or people looking at events can go to, it is confusing and more times than not people feel as though the door is slammed in their face and council not an innovative, forward thinking entity. Council taking tourism more seriously and understanding it is an economic stimulator
- Very poor open space in the city, lack of, not engaging and not destinations
- Adelaide to Lincoln Yacht Race, people hardly know it is on as all boats are down the marina, no vibrancy attached, we could be showcasing the event and the town if boats had a place they could berth in the town, eg the wharf? They are then expected to travel into CBD to go to the Yacht Club for events but no transport to assist with this apart from taxi service
- Customer service in general is appalling and knowledge of the region limited
- Still weren't clear on what council's role is in tourism. Clearly indicates council are not promoting/being transparent in their involvement with tourism and what are their boundaries
- What is our vision for the future? Vibrancy key theme in answers

TOURISM STAKEHOLDER INDIVIDUAL MEETING September 2017 – March 2018

- Tourism Officer is widely supported by stakeholders, as they would like to have a reliable contact within council, as are often confused of who to talk to. This person could help drive tourism as a focus, and needs to work closely with RDA
- Foreshore and Marina precincts are the two focal areas. Need to be planned for well and with tourism in mind
- Have perfect area to activate in the CBD, with the bay views and most of the eateries and accommodation in the precinct between Limani and Boston Hotel, under utilised area
- Need more events and conferences to the region, particularly activate the foreshore for these
- Sporting events can be grown, and operators could be engaged in the planning of these to develop packages or special offers
- Councils planning department is perceived as not thinking 'outside the box' and planning/permit approvals are often hard to obtain
- Transport in and around Port Lincoln appears is limited and this is feedback from operators as well as their guests, particularly out to the Marina area. Bike hire a popular concept
- Events calendar is currently dismal and needs to be kept up to date to help promote the region. But have event organisers work together to limit clashes of events, which happens often
- More support and investment in pop-up events. Believe operators need to work with council and be more flexible with their ideas to help get them over the line, and to understand that Risk Assessment is a key part of the application
- Council do not have any social media presence when it comes to tourism, need to ramp this up
- Directional signage is poor to find ways to main attractions and around the region
- More interpretative signage would enhance visitor experience
- More trails, walking/bike, self drive and mountain biking needed in the region (particular interest in having a bike track along old rail line to Coffin Bay. Parnkalla a great walk but not promoted enough
- Great to see council are writing a strategy, and seeing tourism as one of the significant growth industries
- Lack of open space
- Too many Government building lining out front street, prime tourism real estate
- Mixed feelings about VIC, some say there is bias others say they are doing a wonderful job.
- Agreeance that staff need to do more famils
- Limited cross-promotion happening amongst operators, some do this very well but as a whole this is not happening
- Could consider building packages with REX and Qantas
- Council need to communicate more regularly, what are they doing?
- Underutilise 'Seafood Capital of Australia', many chefs are not educated about the seafood industry and not all eateries are using local seafood

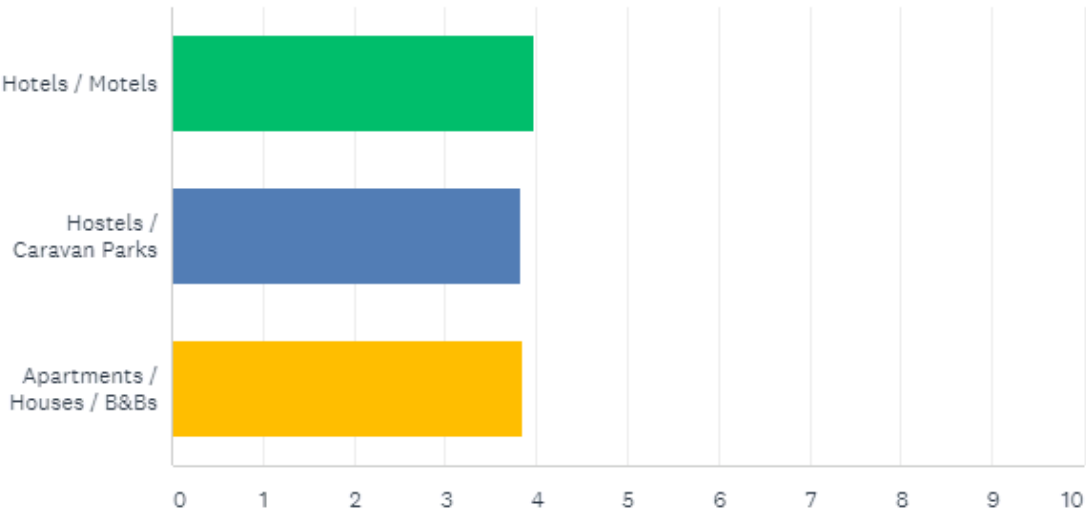
- Keen to see Aboriginal tourism. Ideas for a Barngarla Trail to be established from Port Augusta to Port Lincoln. Would like to see an Aboriginal Tourism Strategy completed like on the Far West Coast
- Promote the walks in the National Parks more, promotional material, upgrade, more shorter walks like the Monument one. Possibility of a kayaking trail at Coffin Bay NP
- Backpacker Tax is affecting uptake
- A lot of Asian visitors but many operators are not educated about the Asian market
- Winter Hill under developed and poor promotion and directional signage
- Need to do more marketing, whether with RDA, council or SATC. Adelaide market, big posters, ad campaigns
- Lost a lot of vibrancy in the bay with the boats in the marina, what about visiting Yachties, can we cater for them in the bay
- T-bar could be added to end of jetty to cater for visiting boats/yachts
- Many do not know about ATDW and were happy to learn about it so they can get onto the new VIC website
- Upgrade of the Leisure Centre well received and is an attraction for locals on from the Eyre Peninsula, more attractions like this could boost local tourism (eg nature/adventure playground)
- Still no answers as to what is happening with the Tacoma, would like a decision made for its preservation
- Phone coverage limited in region outside of Telstra
- Prime location on foreshore has been allocated to a public toilet
- VIC needs to be moved, foreshore somewhere
- Cruise ship days well organise, but would be good to allow operators to sell tours down at the wharf or on the lawns
- Resource register could be built for events to share
- It feels as though horse-racing is perceived as 'gambling' and not as an attraction and therefore doesn't get the support it is warranted

COMMUNITY RESPONSE TO “THE PORT LINCOLN TOURIST EXPERIENCE: COMMUNITY’S VIEW”
SURVEY MONKEY February 2018

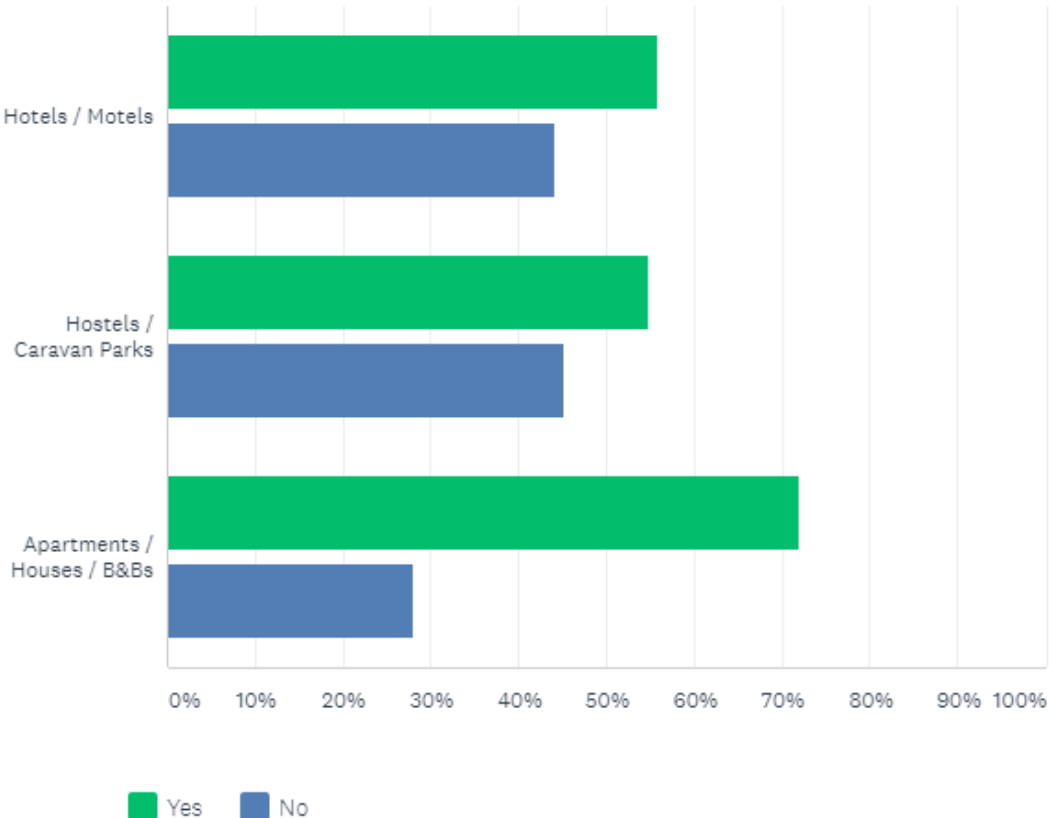
The survey was open for 28 days, during this time 53 members of the community responded, below is a summary of the results.

ACCOMMODATION

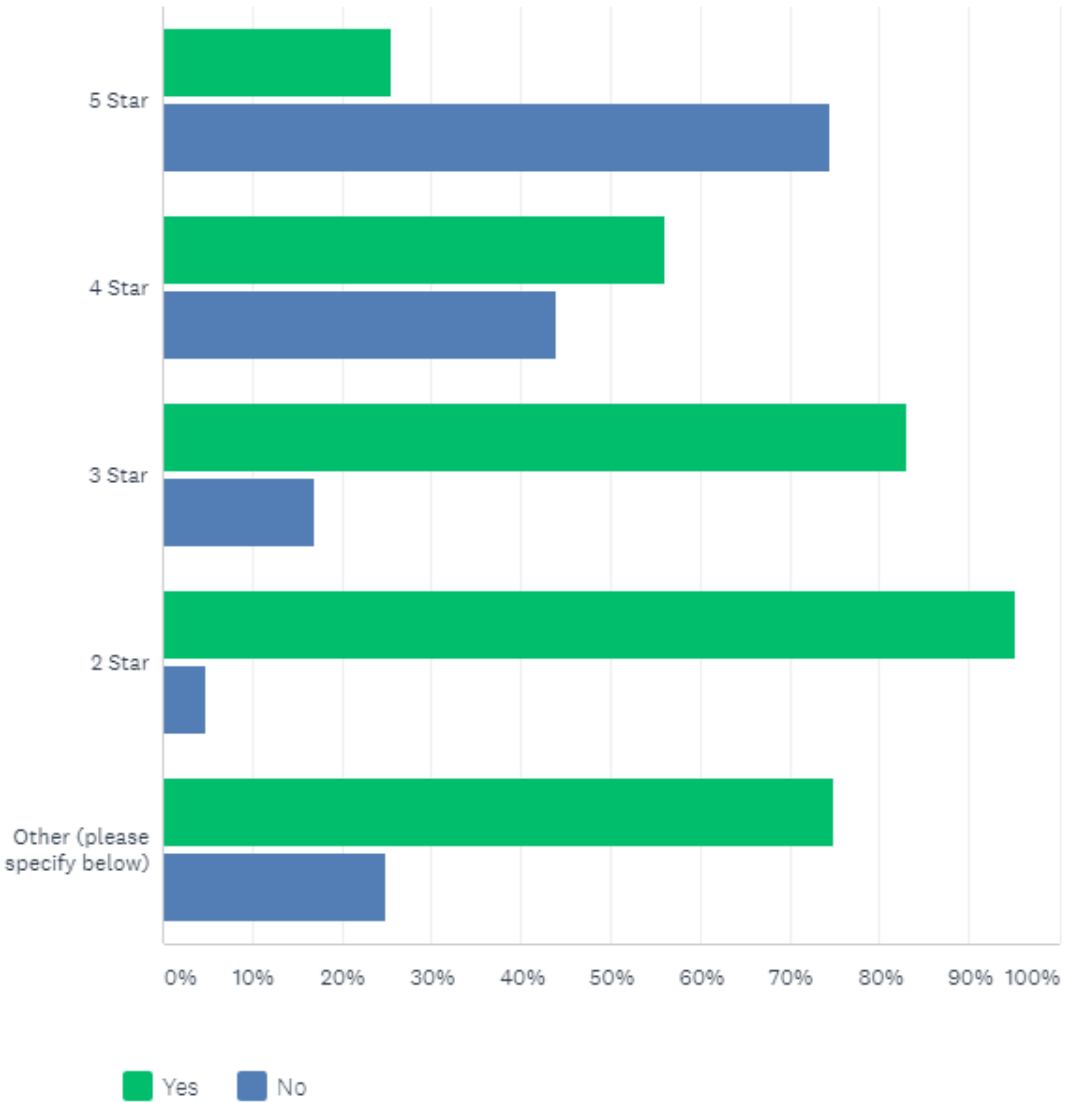
Suitability of quality & range:



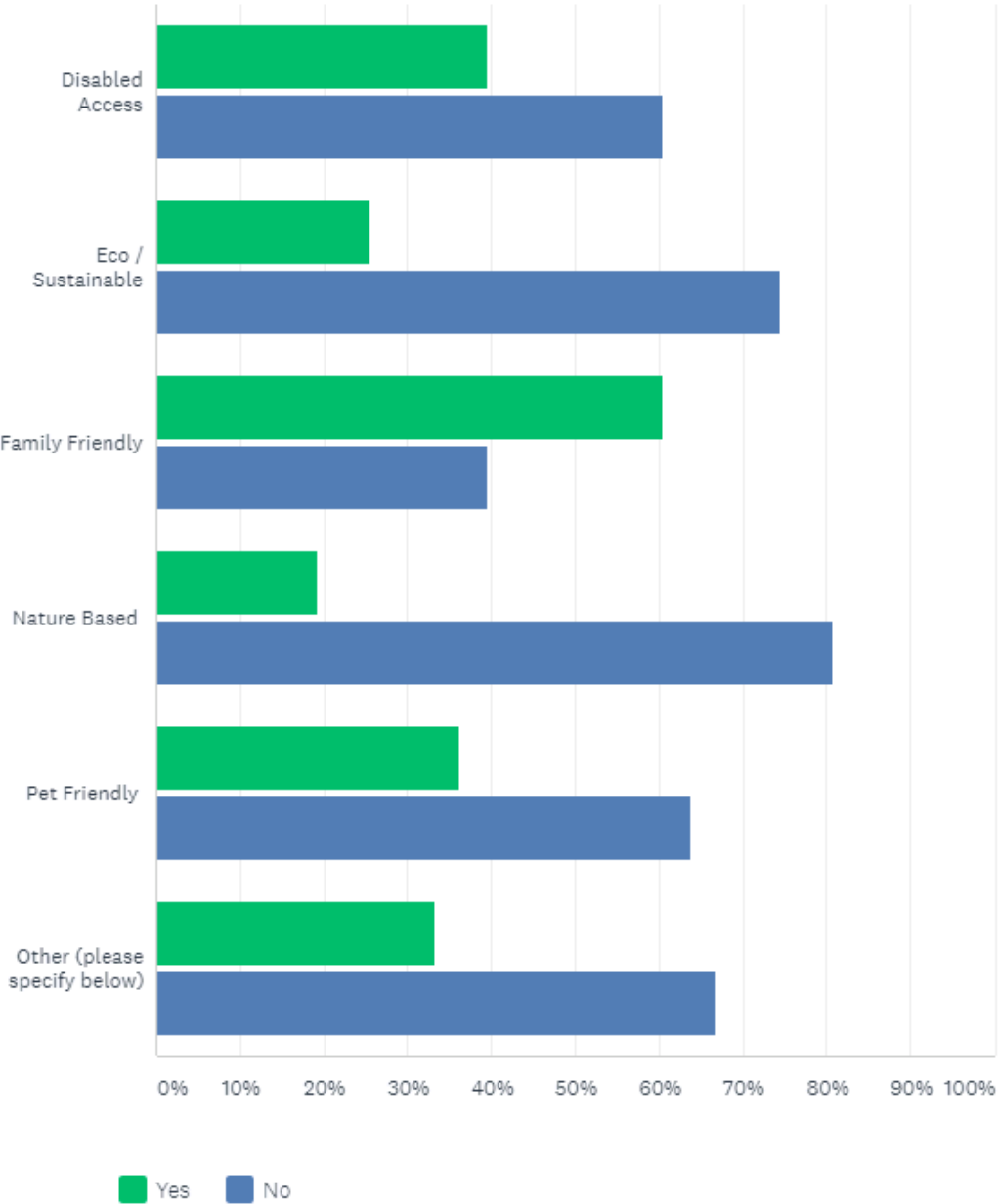
Sufficient Accommodation of each type:



Sufficient accommodation of the following classes available:

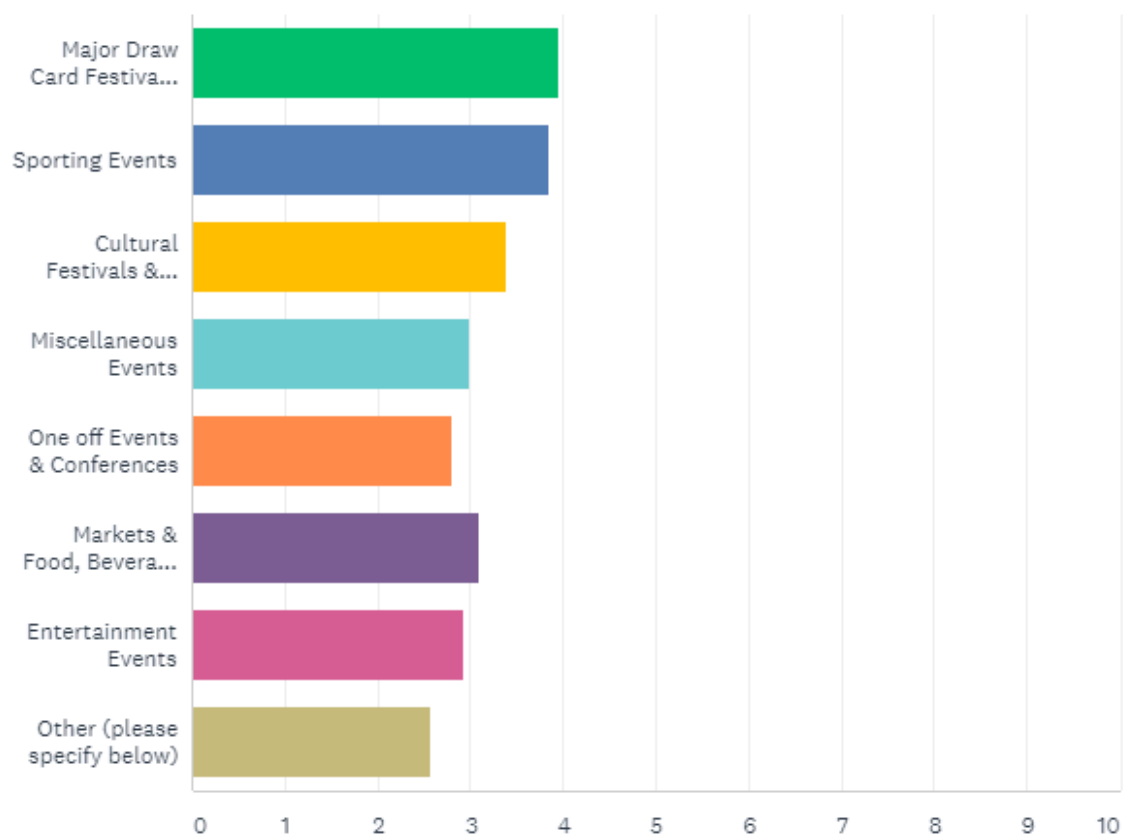


Sufficient accommodation with the following specific characteristics available:

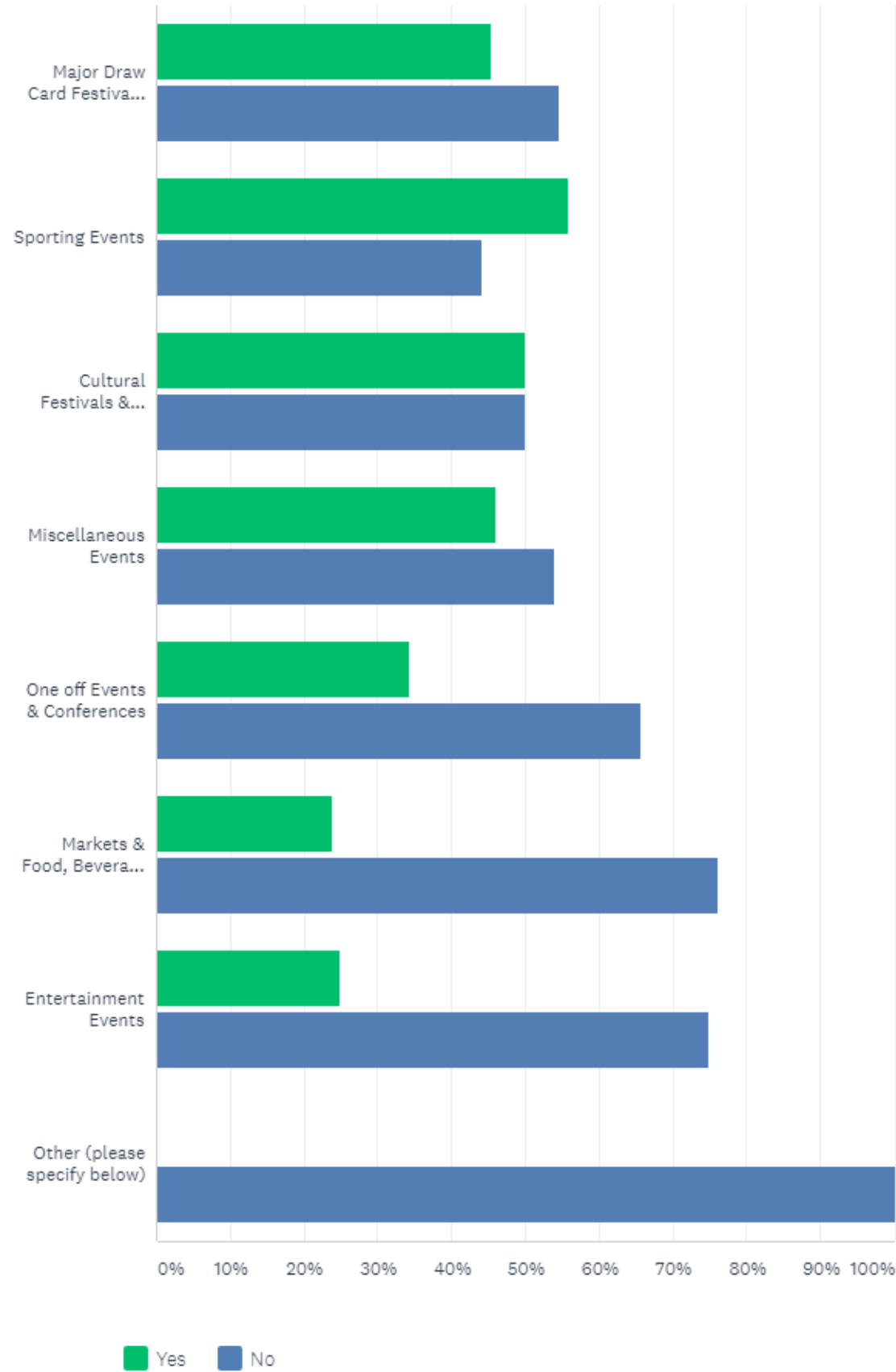


FESTIVAL & EVENTS

Suitability of the quality & range of festivals and events available bycategory:



Sufficient festivals and events of each category available:



Summary of further suggestions of additional festivals and events that would attract more visitors to the region (community & stakeholder):

Festivals and/or events that were suggested are as follows, it must be noted that even though some of these may have been 'tried' in the past there are numerous reasons as to why they many not have been successful, including but not limited to; it might not have been the right time or targeted at the most appropriate demographics. Times change, and so do visitor demands, all suggestions could be looked at in a new, innovative way:

- Wooden boat festival
- Multicultural festivals
- Farmers markets
- Pop up events (eg ice skating, inflatable waterslide, music, nature play, outdoor cinema, pump track)
- Open air music and dance festivals
- Blessing of the Fleet Soccer Tournament
- Fishing events, Colour Runs, True Grit, Cross Country Iron Man, Marathon, Hike EP
- Industry field days (linked to aquaculture, tourism, agriculture)
- Long Lunch (in summer or spring)
- Christmas Pageant
- New Years Eve Celebrations (inclusive of fireworks)
- Sporting events such as swimming and cycling
- Summer Sunday Sessions (live music, bean bags, food vans) once a month
- Professional Conferences
- Surf-lifesaving events during summer on the foreshore
- Family orientated events
- Food and wine festival
- Program of events for kids during holidays
- Develop Aboriginal tourism to learn about their history, culture and food (events, eateries and/or shop front)

NB: The above represents some summarised suggestions made by individuals for additional events. Further comments are available in the full survey report, which is available to the City of Port Lincoln, Civic Centre, Tasman Tce, Port Lincoln.

Summary of further suggestions for improving and/or further developing existing festivals and events (community & stakeholders):

A number of responses have been received by individuals of the community and many of them are listed below. Please note that we are aware that there are certain reasons why things have not or can not occur, and we strongly suggest if people would like to find out more detail then we encourage people to contact the organisers of such events for clarification:

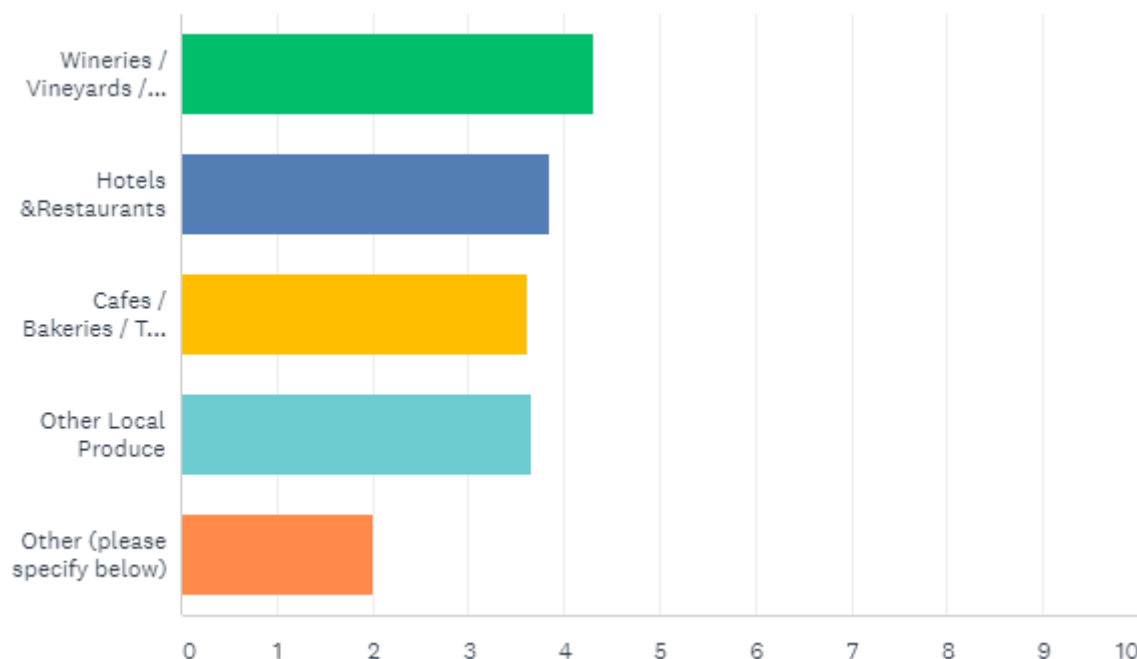
- Dedicated Tourism/Events coordinator on Council to bring stakeholders together

- Improve marketing, using key tourism stakeholders. Utilise avenues such as Imparja to advertise to reach large domestic market
- Encourage events to be zero waste as a long term goal, with an immediate focus on reducing waste as a direct result of events. Having community ownership as a key focus.
- Combine the Lincoln Show & Tunarama
- Include more local stalls, produce and businesses in major events
- Consider the International and National recognition of the name ‘Tunarama’
- Develop an events team as a separate arm of council to expand festivals and events. Further investment by Councils on the promotion and support of major and sporting events
- Masterplan of Port Lincoln should consider permanent event structures
- Move Tunarama parade to Friday night to kick off the event
- Develop conference market packages
- Subsidise air fares to make it affordable for visitors to travel
- Utilise more open and public spaces for events (including but not limited to pop events/businesses)

NB: The above represents some summarised suggestions made by individuals for improving or further developing festival and events. Further comments are available in the full survey report, which is available to the City of Port Lincoln, Civic Centre, Tasman Tce, Port Lincoln.

FOOD & BEVERAGE

Suitability of the quality and range of food and beverage offerings by category:

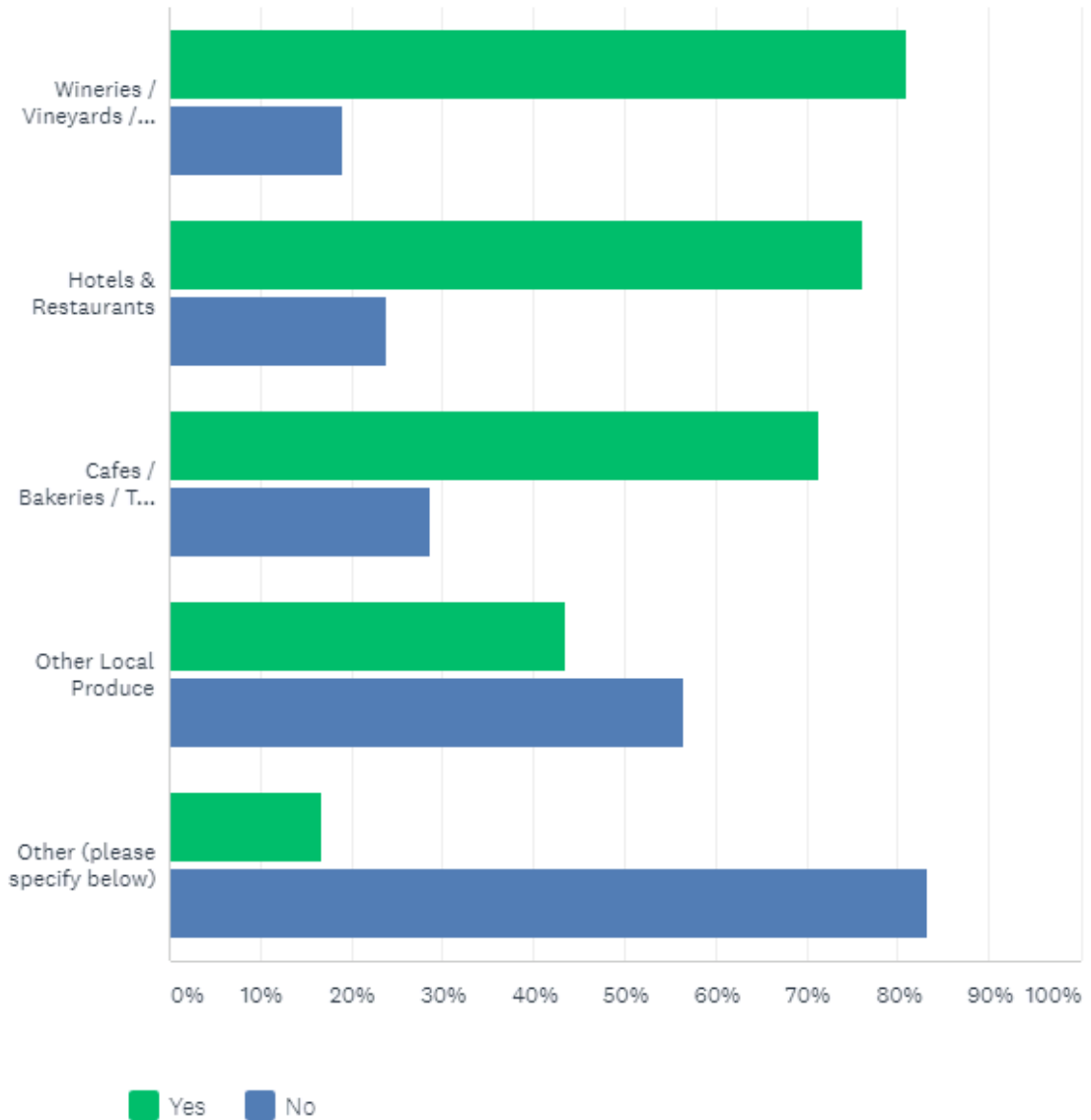


Other:

- Local seafood outlet in the centre

- Esplanade seafood dedicated restaurant
- Seafood capital, needs to be more emphasis on seafood
- Can not walk into a restaurant and order a crayfish or abalone, we need to showcase our seafood more
- Local agriculture produces world class cereals and meat, this should be celebrated and showcased

Sufficient food and beverage offerings of each category available:



Other:

- Mobile food vendors
- Quality local seafood to be accessible
- Open air café that accommodate dogs on leash and sit with them

Summary of suggestions for improving and/or developing the Port Lincoln food and beverage experience (community & stakeholders):

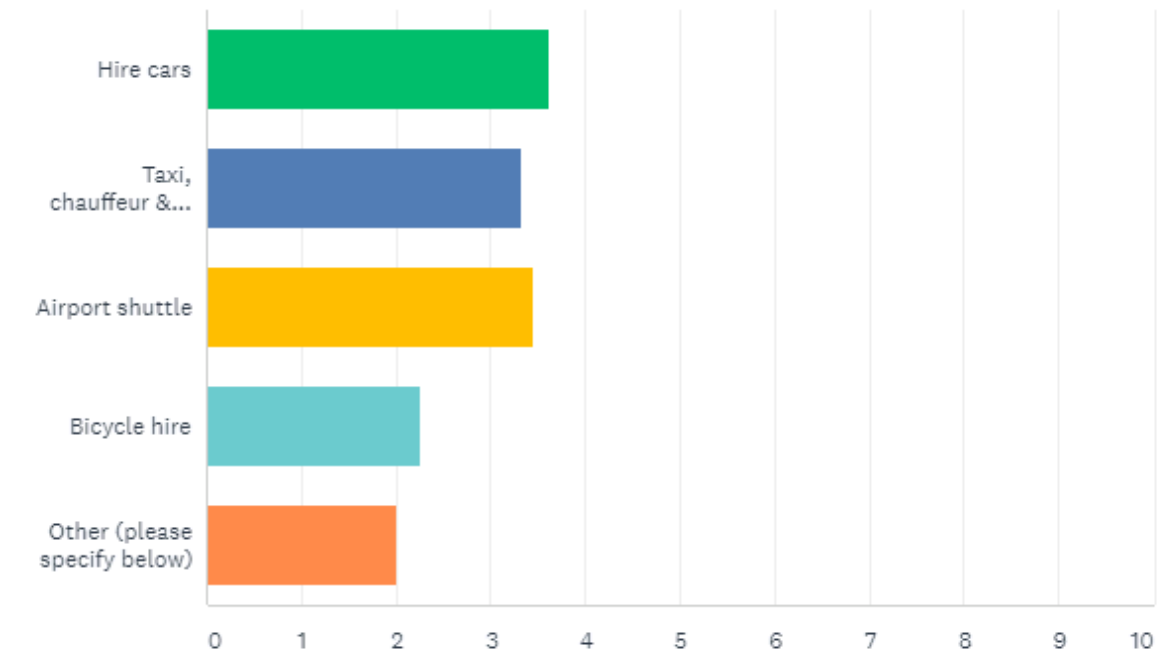
We are in a unique position in which we have world-class produce available within our region, to offer our visitors the opportunity to experience these products is vital, exceptional produce needs to be backed up with exceptional customer service – making the holistic experience one to remember. Below are some suggestions made that could be considered to improve or develop this experience:

- Encourage more of our local eateries to offer local seafood, to deliver on the brand Seafood Capital of Australia
- Consider the décor and amenities within eateries to offer a quality, vibrant, user friendly environment
- Develop a trail local producers, whether self-drive or tour based
- Utilising our foreshore to have a quality local seafood restaurant (for example like Gouger St)
- Reduce (or remove) non-direct tourism related businesses (eg government, banks etc) from Tasman Tce and increase restaurants to capitalise the stunning bay views
- Council should consider the location of tourism precincts (including Tasman Tce) in their master planning and investment in infrastructure
- Increase the number of mobile food vendors
- Encourage longer trading hours, so more is available on weekends for example
- Encourage businesses to review their menus, possibly incorporating more seasonal menus and to ensure their food and service quality is the highest it possibly can be, being open to feedback from visitors and local alike
- Provide education and training to businesses to ensure they are tourist ready and tourist friendly
- Review zonings to allow opportunities to open coffee shops and restaurants in other areas of town (eg Tulka, Kirton Pt etc)
- Sushi train using local seafood. 5 star restaurant dedicated to seafood/local produce

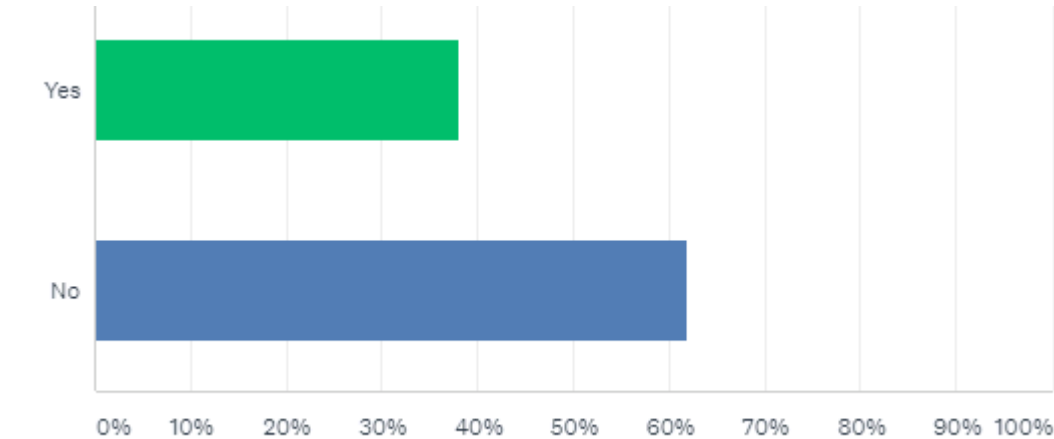
NB: The above represents some summarised suggestions made by individuals for improving or further developing the food and beverage experience. Further comments are available in the full survey report, which is available to the City of Port Lincoln, Civic Centre, Tasman Tce, Port Lincoln.

TRANSPORT

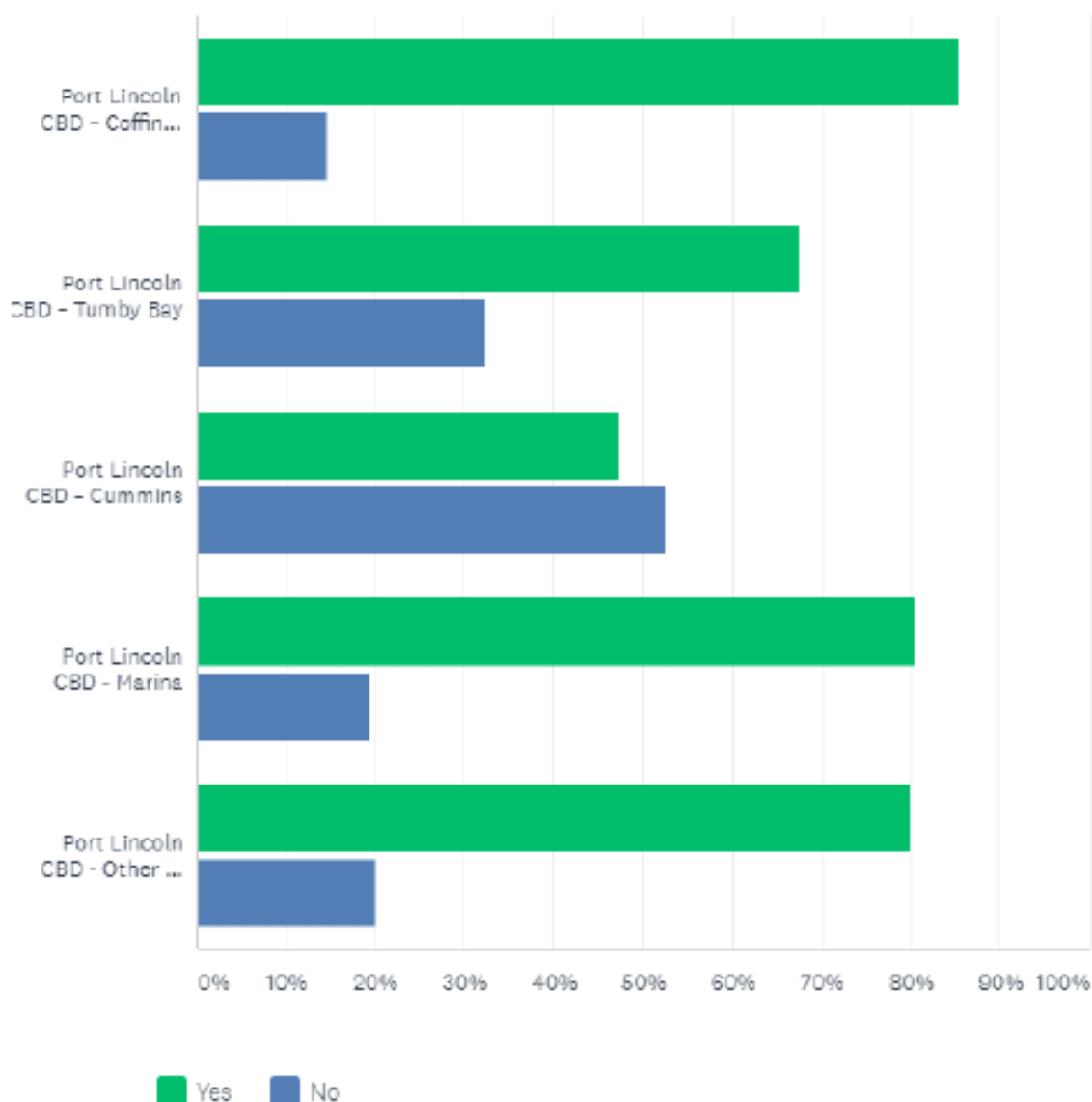
Suitability of the quality and range of the transport options available to visitors by category:



Sufficient transport options available for visitors within Port Lincoln:



Would a periodic fixed rate transport option between the following places add significantly to the visitor experience:



Other:

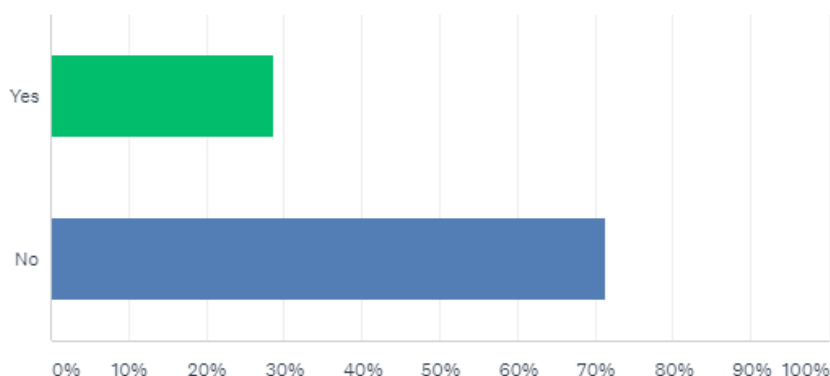
- Set prices are great and easy to understand
- To Fresh Fish Place, Delores Divine, the Races, Marina, Pool, Axel Stenross and Koppio, around town (could help ease congestion and parking issues)
- CBD – Fishery Bay
- CBD – Wineries
- CBD – Glen Forest Animal Tourist Park
- CBD – Lincoln Race Club (on major race days)
- CBD – Boston Island
- CBD – Tulka/Sleaford

Summary of further suggestions for improving the range of transport available for visitors to Port Lincoln & Southern Eyre: (community & stakeholders):

- Availability, reliability and cost efficiency of taxis could be reviewed
- Consideration for a regular hop on/hop off service
- Knowledgeable drivers of visitor transport to be ambassadors for the town and the region, they are often the first contact people have in Port Lincoln (and are a captive audience)
- Full time public transport system which is disabled friendly (could decorate with tourism imagery)
- Uber service
- Port Lincoln to Coffin Bay bus for visitors
- Scooter, bike, kayak, RV, affordable boat hire
- Have more flexibility to collect car hire from in town, especially for cruise ship passengers
- Expand the airport shuttle service to cater for both Qantas and REX flights
- Bituminise the Parnkalla Trail all the way to Boston so more people can ride. Review steep section of the trail, eg near Kurla St
- Direct flights from Melbourne and other major cities where possible
- Develop a Port Lincoln tourism app (similar to Hamilton Isl)
- Review road signage and improve where applicable to develop better linkages and a seamless experience for driving visitors
- Develop more private charters, eg out to National Parks
- Improve bike lanes and connectivity of bike paths – make Port Lincoln a user friendly town for these visitors while adding to our green image

NB: The above represents some summarised suggestions made by individuals for improving the range of transport available to visitors. Further comments are available in the full survey report, which is available to the City of Port Lincoln, Civic Centre, Tasman Tce, Port Lincoln.

Businesses that have their own mini bus or similar vehicle (stakeholder):

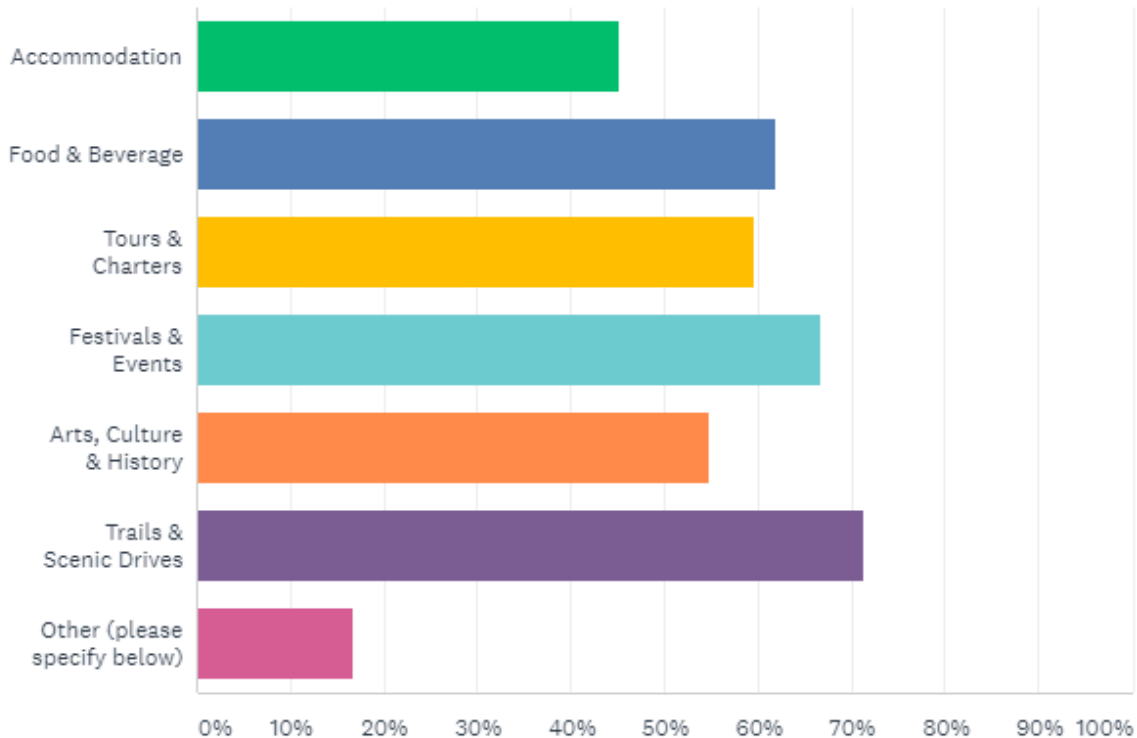


Comments:

- We are asked for help all the time, taxis can be rather unreliable

TOURISM PRODUCT DEVELOPMENT & SUSTAINABILITY

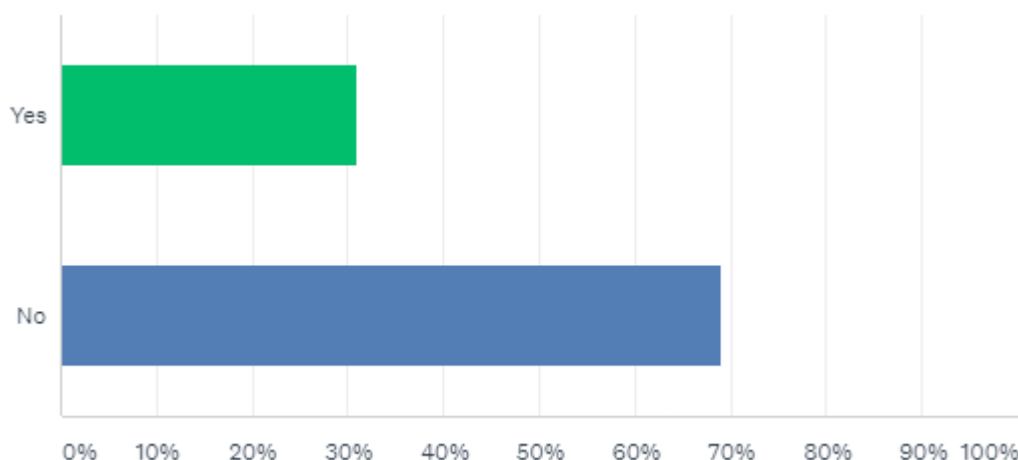
Areas of Port Lincoln's tourism industry that could be developed to serve existing and attract new visitors to Port Lincoln, be sustainable and/or improve the sustainability of other areas:



Other:

- Improved and more infrastructure and attractions
- Walking accommodation huts in the National Parks
- Walking/riding trail from Port Lincoln to Coffin Bay
- Pay at entry of National Parks, not online
- Better visitor information centre incorporating a café and cultural centre in a more prominent position
- More RV and camping options
- Focus on Aboriginal tourism & Business tourism
- More accommodation with quality facilities
- More markets to showcase local produce
- Cheaper flights to make it more accessible
- Interpretative centre to showcase the entire Southern Eyre, based in Port Lincoln. Generates interest from tourists to explore other council areas
- Facilities down at the foreshore, water park type set up, erectable shade sails in front of main stage
- Have a high profile Ambassador(s) to help promote the city and the region
- Rock pool for family swimming in the CBD

Does this compromise the sustainability of existing stakeholder businesses:



Summary of comments received by individuals:

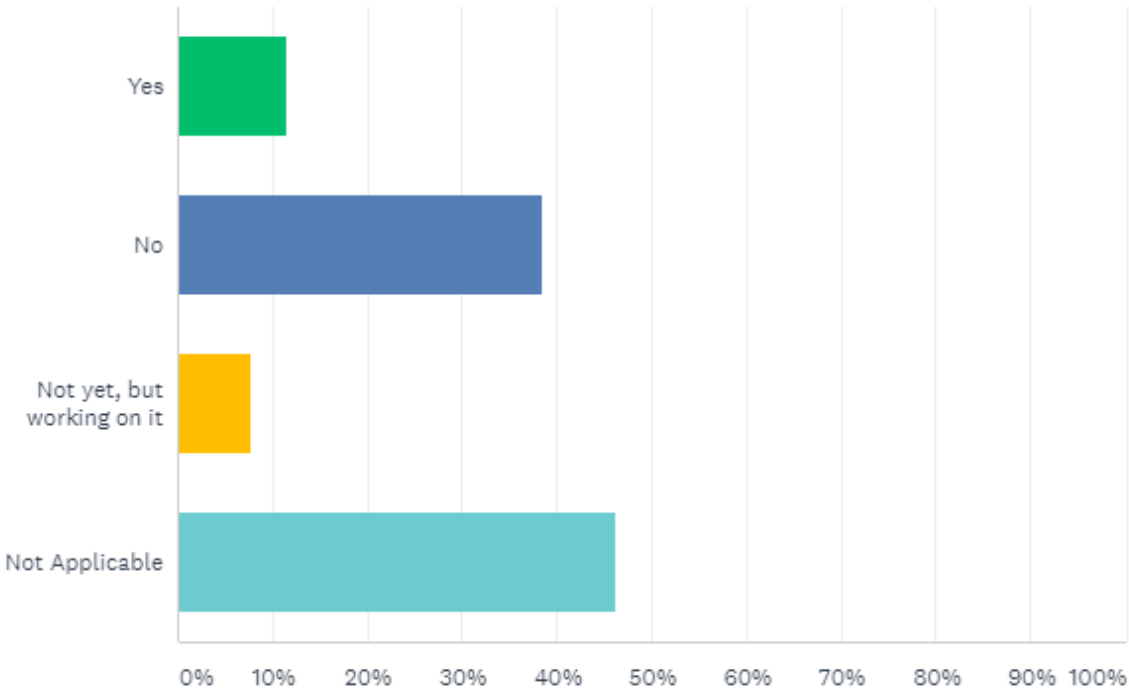
Below are some comments in which people are commenting not just on the above question but Tourism product development and sustainability as a whole. Please note these are individual comments and we strongly suggest that people approach businesses or Councils if they have specific questions or would like to talk about their comments or offer constructive feedback.

- Possibility to grow our recreational fishing by promoting the region more in winter –best time for fishing
- Costs to get to region are problematic, especially with costs of airfares
- Concentrated efforts on waste reduction from events could be a focus, not just from event organisers but attendees/community
- Expand trading hours of retail and cafes businesses
- Increase the number of mobile food vans to add vibrancy
- Strive to deliver exceptional customer service in all places of businesses
- A focus and strong understand of the economic value of tourism needs to take place within Councils. A strategic approach should occur with appropriate funding allocated to this sector to assist in the growth and development of this area
- Develop and improve offerings in our nature based sector, including but not limited to walking, adventure and bike trails
- Consider the future of the Port Lincoln Airport, whether it is a co-managed asset amongst Councils to ensure maximum potential can be reached
- Build on what is strong, but also diversify

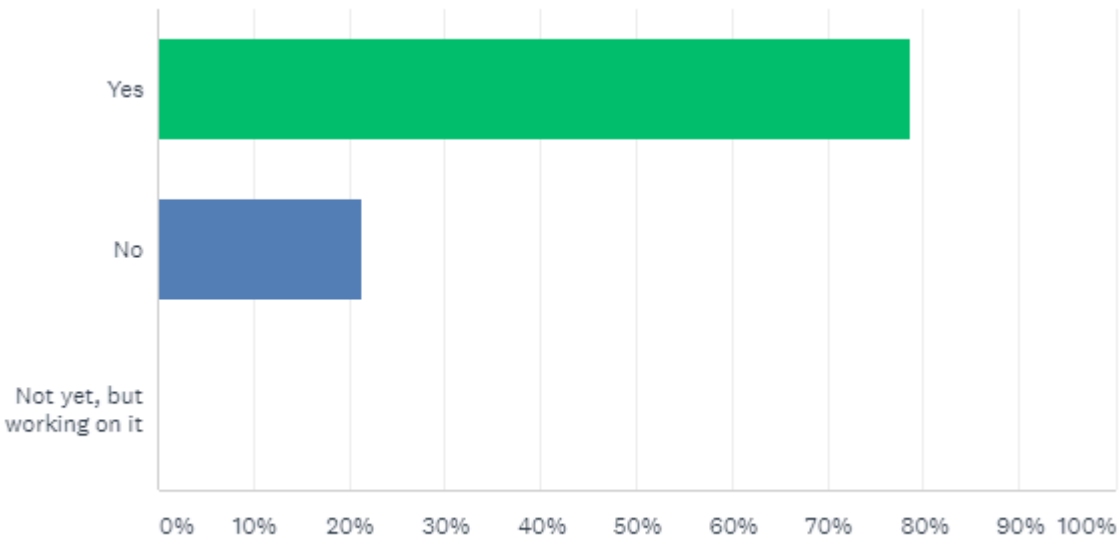
NB: The above represents some summarised suggestions made by individuals in regards to tourism product development and sustainability. Further comments are available in the full survey report, which is available to the City of Port Lincoln, Civic Centre, Tasman Tce, Port Lincoln.

Is your business on Australian Tourism Data Warehouse:

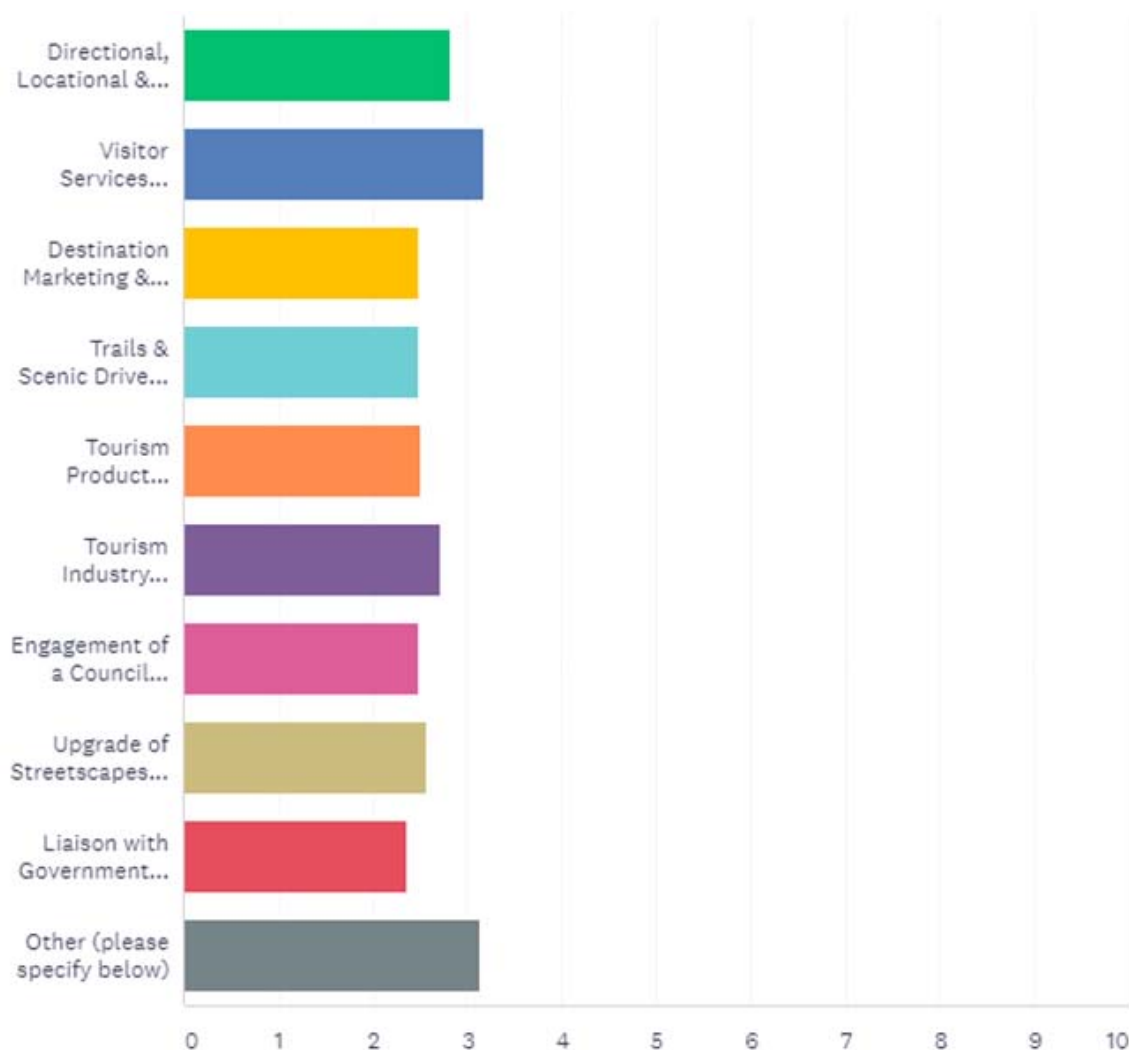
Community



Stakeholders



Rate the areas for potential tourism development focus by council in priority (1 = highest, 5 = lowest):



Other (community & stakeholder):

- Tourism officer could do event management to help promote event. Get a tourism/events team at council so just one person
- Free Wi-Fi for tourists so they can upload their images and promote the region
- Better signage for boat ramps
- New, clearer tourist map, currently very small
- Feedback from operators should be shared more openly
- Council to interact with tourism operators on a regular basis
- Work with current tourism stakeholders to improve their quality of business/venture
- Puckridge Park needs upgrading, capitalise on the view
- Start catching up with irresponsible dog owners who don't clean up after their pets
- Work with RDA
- Direct flights from Melbourne

Port Lincoln & Southern Eyre Peninsula Tourism Strategy 2018 – 2028

- Improve infrastructure
- RV and camping facilities
- More picture signage, eg no Marina sign to know what it looks like to encourage people there

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