TOURISM IMPLEMENTATION PLAN FOR CITY OF PORT LINCOLN

GOAL 1: DRIVE VISITOR DEMAND

	Action	Resource/s Required	Measurable	Evaluation
Objective:1.1 Promote Port Lincoln & Southern Eyre	**Continue to support Port Lincoln Visitor Guide hard copy and contribute to the Eyre Peninsula Guide** • *Review the style of the guide to ensure it is functional and in line with modern appeal and demands* • *Review distribution channels and explore options to reduce costs* • *Seek feedback from visitors & locals informally through VIC staff interactions*	**Operational** **Additional People – lead** *(Within current budget allocation)* **Existing People - support**	• High quality tourist guides developed and distributed interstate and intrastate annually • Feedback from visitors to their accessibility to the guides & their effective informative nature	
	Be a consistent presence at regional, national and international marketing and trade and consumer events • *Establish regular contact with RDAW&EP & SATC on the most beneficial events to attend & in what capacity* • *Investigate target markets, adapt promotional material to suit* • *Communicate to operators the importance and benefits of attending or working with stakeholders on such events* • *Seek feedback from local operators on tourist enquiries & bookings through VIC staff & tourism consultant interactions* • *Collated analytical data from Visit Port Lincoln website & SATC EP page*	**Strategic** **Existing People - lead** **Additional People - support** *(Within current budget allocation)*	• Spike in analytical data on SATC Eyre Peninsula page and the Visit Port Lincoln website post trade & consumer shows • Positive feedback from operators on number of enquires & bookings post trade & consumer shows • Increase in SATC visitation data, correlation in demographics & origin to trade & consumer show target markets	
	Invest in digital media marketing campaign, with a strong focus on social media and being actively engaged with community and visitors • *Take over the Port Lincoln South Australia Facebook page (https://www.facebook.com/portlincolnSA/) from WOOF Media* • *Social media marketing strategy is developed by WOOF & implemented by council* • *Regular posts and shares made to the page to encourage engagement, increase interest & visitation to Port Lincoln and communicate how council are actively involved in tourism* • *Analyse which posts do well by number of likes, analyse the content, time of day and demographic that are engaging utilising Facebook Analytics & Facebook Insights*	**Strategic** **Additional People - lead** *(Within current budget allocation)* **Existing People - support**	• Visit Port Lincoln Facebook Page is active • Increase in number of followers from 730 • Positive feedback from visitors & local businesses on the functionality & appeal of the Facebook page • Positive reviews left on Facebook	
Objective:1.2 Boost events calendar to increase year-round visitation & community vibrancy	**Amend the foreshore dry zone to increase exemptions from 3 per year to unlimited** • *Promote amended process to community* • *Record number of enquires for a permit & review the number of applications submitted & approved, inclusive of reasoning* • *Seek feedback from applicants on permit application process*	**Operational** **Existing People** *(Within current budget allocation)*	• Conditional Dry Zone Exemption Policy No 17.63.1 amended to reflect unlimited exemptions • Increase in the number of enquires for a permit • Increase in the number of permit applications submitted to and approved by council	Application submitted 22 May 2018. Publication of amended Dry Zone in Government Gazette pending
	Increase pop up attractions to the region, for example ice skating, water slides, playgrounds and street food • *Investigate what pop up events have been successful in other council areas* • *Collect information of what events people would like to see in Port Lincoln via Survey Monkey* • *Encourage & support (with applications, information & funding) businesses, individuals & community groups to host their events*	**Operational** **Existing People - lead** **Additional People - support** *(Within current budget allocation)*	• Increase in number of enquires to host an event & number of these enquires come to fruition • Increase in pop up events annually • Increase in major events annually • Positive feedback from visitors, locals and operators on the support received from council	

	• Record number of enquires to host an event & review the number of applications submitted & approved • Seek feedback from applicants on permit application process • Identify funding opportunities for events, applying for them where appropriate & communicate these opportunities to community via social media & stakeholder database		• Increase in number of successful funding applications to assist with events within grant funding policy guidelines and budget allocation
	Continue to provide support (both financially & in-kind) to help build an events calendar • Encourage & support (with applications, information & funding) businesses, individuals & community groups to host their events under Council's Community Grant Funding Policy 7.63.14 • Record number of enquires to host an event & review the number of applications submitted & approved in Council's Annual Business Plan • Seek feedback from applicants on funding application as part of acquittal process • Identify funding opportunities for events & communicate these opportunities to community via social media & stakeholder database		
	Develop, maintain and promote an Events Calendar located on the Visit Port Lincoln Website to attract visitors to the region and/or encourage them to stay longer • Encourage businesses & community groups to put their events on ATDW • Continue to invest in Rezdy Payment Gateway by Stripe to increase number of tours, events as being online bookable • Actively add online booking option to cruise ship tours and events that the VIC handles ticket sales for • Seek feedback on reliability from visitors & locals informally through VIC staff interactions	**Operational** **Additional People - lead** *(Within current budget allocation)* **Existing People - support**	• Events Calendar on Visit Port Lincoln website consistently reflects region's events • Online booking capabilities are activated for relevant/appropriate events and tours • Uptake on online booking option • Positive feedback from visitors & locals that the website is a reliable source of event information
Objective1.3 **Develop an effective, user friendly online visitor information portal**	**List all council owned facilities which visitors access on the ATDW. Information will then transfer to the Visit Port Lincoln website** • Photograph & list all tourism related council owned facilities on ATDW • Seek feedback from visitors & locals informally through VIC staff interactions • Collated analytical data from Visit Port Lincoln website	**Operational** **Additional People** *(Within current budget allocation)*	• Increase in attractions, events and general services listed on Visit Port Lincoln across Southern Eyre region • Feedback from operators and VIC staff from visitors on source of information accessed for attractions, events & service • Analytical data from Visit Port Lincoln website
	Encourage all tourism businesses to register with ATDW to maximise exposure to potential and existing visitors to the Visit Port Lincoln website • Communicate benefits to businesses via stakeholders' databases (including council, PLCCT & RDAW&EP) and in person of listing on ATDW • Continue to provide in person support to businesses and community groups to list their business/event on ATDW • Periodically review the website to assess the number of new listings • Seek feedback from visitors & locals informally • Collate analytical data from Visit Port Lincoln website	**Operational** **Additional People** *(Within current budget allocation)*	• Increase in number of businesses appearing on the Visit Port Lincoln website • Feedback from operators and VIC staff from visitors on source of information accessed for product & service • Analytical data from Visit Port Lincoln website
	Continue on-going development and maintenance of the Visit Port Lincoln website • Continue to invest in Rezdy Payment Gateway by Stripe to increase number of tours, events as being online bookable • Constantly review currency of information and review operators product and	**Operational** **Additional People - lead** *(Within current budget allocation)*	• Analytical data shows increase in visitation to website • Increase in number of online bookings • Merchandise online availability uptake

	Action	Resource	Measurable	Evaluation
	services to ensure information is up to date • *Link the Facebook page to the website* • *Facilitate online sale of VIC merchandise*	***Existing People - support***		
Objective 1.4 **Support brand development & awareness**	**Effectively leverage off 'Seafood Capital of Australia' branding by ensuring inclusion in marketing and on major signage** • *Encourage businesses to incorporate Seafood Capital of Australia in marketing material, to develop a cohesive brand that is adopted & embraced by tourism operators in Port Lincoln* • *Work directly with PLCCT to encourage businesses to implement the above* • *Liaise with SATC & RDAW&EP to increase visitor experience along the Seafood Frontier* • *Audit businesses in person on branding deliverables & offer recommendations where appropriate*	**Operational** ***Additional People*** *(Within current budget allocation)*	• Increased use of 'Seafood Capital of Australia' in relevant operators marketing material • Installation of appropriate Wi-Fi signage & facilities on the foreshore on Tasman Terrace, inclusion of Seafood Frontier branding whether appropriate & applicable • Analytical data on number of users & origins accessing the service	

GOAL 2: ENHANCE THE VISITOR EXPERIENCE

	Action	Resource	Measurable	Evaluation
Objective 2.1 **Increase the variety & quantity of accommodation options**	**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** • *Comparison of number of application enquiries to the number of processed* • *Seek feedback from planning & development staff in regards to customer satisfaction/dissatisfaction with procedures, time required to assist and process applications* • *Seek feedback from applicants on the overall procedure* • *Analyse the current procedures & policies relating to building applications & adapt where possible to simplify the process*	**Operational** ***Existing People***	• Increase in building approvals • Reduction in processing time & assistance required • Positive client feedback on the procedures • Planning & development procedures reviewed & modified to simplify & streamline the procedure	
Objective 2.2 **Continue to provide tourism infrastructure that meets the needs of the visitor**	**Installation of signage on Town Jetty detailing mooring restrictions an contact details for permission to moor. Ensure information is included on relevant PLCC websites** *Investigate the exact weight bearing capabilities of the jetty through structural reports* • *Establish contact with the local nautical community to establish any information/recommendations* • *Develop wording for sign in conjunction with Community Infrastructure and have sign constructed & erected on jetty* • *Add the information to the Visit Port Lincoln website*	**Operational** ***Additional People – lead*** *(Within current budget allocation)* ***Existing People - support***	• Signage is installed • Information is included on the Visit Port Lincoln website for visiting vessels • Increase in appropriate moored vessels	

Objective 2.3 Continue to enhance & develop recreational opportunities	**Develop squash courts and indoor sports court (basketball, netball and volleyball) at the Leisure Centre which are of National competition standard** • *Oversee development of squash courts & additional indoor sports courts*	**Operational** ***Existing People***	• Completion of squash & indoor sports courts	
Objective 2.4 Enhance the character & attractiveness of townships	**Develop a Port Lincoln Foreshore, CBD and Marina Precinct Masterplan** • *Allocate budget to the development of Masterplan* • *Extensive consultation is undertaken with community and local business community as per Council community engagement policy and procedures*	**Strategic** ***Existing People – lead*** ***Additional People – support (tourism perspective)*** *(Within current budget allocation)*	• Feedback collated from community & businesses • Economic viability & environmental impact plans are conducted • Masterplan is completed	
	Erect statue of Tuna Poler on the Foreshore in honour of fishing history *Coordinate the erection of the tuna poler, landscaping & interpretive signage*	**Operational** ***Existing people***	• Statue is erected & appropriate landscaping & signage completed	
Objective 2.5 Improve tourism signage (wayfinding & interpretation) in the region	**Audit tourism signage within Port Lincoln City Council boundary to comply with DPTI Road Sign Guidelines, with specific focus on directing tourists to activation areas** • *Conduct an audit on tourist/directional signage within council area and all major roads into Port Lincoln. Referring to Masterplan where appropriate to ensure identified main thorough ways/routes are followed* • *Engage with DPTI for required/proposed large overhead signage* • *Create a report which includes photos, maps & recommendations for improvement*	**Operational** ***Additional People - lead*** *(Within current budget allocation)* ***Existing People - support***	• Report identifying recommendations and priority works established	
	Support and implement recommendations of the Wayfound Tourism Signage Strategy to improve wayfinding and reduce the possibility of bypassing regions or attractions. Assist develop a consistent set of standards on tourism signage across the • *Review Wayfound's findings & develop a priority list based on these recommendations* • *Engage with RDAW&EP & Southern Eyre Councils to establish a consistent set of standards on tourism signage across the region*	**Operational** ***Additional People*** *(Within current budget allocation)* ***Existing People - support***	• Priority list developed based on Council area specific recommendations • Meetings undertaken between 3 council areas and RDAW&EP • Proposal for tourism signage regionally is developed	

	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 • *Review RDAW&EP's findings in the Eyes on Eyre stocktake and recommendations* • *Allocate budget to project*	**Operational** ***Existing People – lead*** ***Additional People - support*** *(Within current budget allocation)* ****Additional budget allocation required most likely in the 2019/20.**	• Planning sessions undertaken between Council & RDAW&EP to determine works needed & involvement of council • Meetings undertaken between 3 council areas and RDAW&EP to ensure collaborative approach • Budget allocated to implement agreed works**	
	Consult with other council areas to develop a schematic system for visitor information bays across the region • *Engage with RDAW&EP on the concept design & quotation for information bays across the Southern Eyre* • *Engage with other council areas to adopt the concept design to ensure consistency* • *Collate appropriate information & imagery for the signs* • *Investigate more effective and safe locations for visitor information bays*	**Operational** ***Additional People - lead*** *(Within current budget allocation)* ***Existing People - support***	• Concept design developed of Visitor Information Bay • Information & graphics determined • Location of information bays determined	
Objective 2.6 **Strengthen the Visitor Information Centres (VIC) & Visitor Information Outlets (VIO) networks across the region**	**Support staff undertaking familiarisations to local tourism businesses, in line with accreditation requirements** • *Develop a familiarisation spreadsheet for VIC staff detailing proposed familiarisations and subsequent completion* • *Develop a simplified familiarisation form for minor familiarisations undertaken in own time, which will be recorded on the spreadsheet but also used as a communication tool amongst VIC staff* • *Engage directly with industry to organise familiarisations within their business* • *Allocate funds to training budget for VIC staff* • *Monitor the progress of familiarisations to ensure they are meeting requirements for accreditation*	**Operational** ***Additional People – lead*** *(Within current budget allocation)* ***Existing People - support***	• Spreadsheet developed showing staff, identified familiarisations and familiarisations undertaken in a financial year • Positive feedback from industry that VIC staff are actively engaging in familiarisations • Reports are written by staff on their familiarisations & appropriate training forms submitted & records • 20 hours per staff member of training/familiarisations are completed in a financial year as per accreditation requirements	
	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 • *Audit to be conducted on all VIOs in the Southern Eyre region, with consideration of utilising Town Ambassadors (volunteers) for the role* • *Collation of data from people counter at VIC and correlate with Visit Port Lincoln website traffic data* • *New contracts sent to all operators who sell their product through the VIC advising of an initial 1% increase and an additional 1% increase p/a to a cap of 15%* • *Liaise with TAFESA to deliver Town Ambassador training*	**Strategic** ***Additional People – lead*** *(Within current budget allocation)* ***Existing People – support (volunteer engagement process)***	• Online sales of merchandise via Visit Port Lincoln website • Data collected from people counters • Report completed on the audit of visitor information outlets across the Southern Eyre region • Active Town Ambassador program • Increase in revenue to the VIC through tour bookings	

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

	Action	Resource	Measurable	Evaluation
Objective 3.2 Ensure that Council policies & programs support tourism & visitor economies	**Commit to becoming a Small Business Friendly Council by signing the Small Business Friendly Council Initiative Agreement** • *Develop a proposal is in line with Council's Procurement Policy to presented to Council for adoption*	**Operational** ***Existing People***	• City of Port Lincoln is a registered Small Business Friendly Council	
Objective 3.6 Improve digital technology	**Implement free Wi-Fi along Tasman Terrace** • *Confirm all contractual agreements with SATC & Telstra* • *Installation of SATC's Seafood Frontier sign along foreshore* • *Communicate new service via media (traditional & social) and at the VIC* • *Add to ATDW to flow on to Visit Port Lincoln website* • *Collate analytical data*	**Operational** ***Existing People – lead*** ***Additional People – support*** *(Within current budget allocation)*	• Free public Wi-Fi that is available along the length of Tasman Tce • Analytical data shows number of people accessing the Wi-Fi and their origins • SATC Seafood Frontier sign is erected to provide login details and strengthen Seafood branding	
	Encourage businesses to engage in preferred booking system Rezdy, to assist with smooth online bookings via the Visit Port Lincoln website • Encourage operators to use Rezdy by promoting its benefits • Collect analytical data on number of bookings that used Visit Port Lincoln website and/or used it as a gateway to a booking	**Operational** ***Additional People*** *(Within current budget allocation)*	• Increase in operators signed up with Rezdy • Increase in online bookings through Visit Port Lincoln website	

GOAL 4: STRENGTHEN CONSULTATION & PARTNERSHIPS

	Action	Resource	Measurable	Evaluation
Objective 4.1 **Ensure that Council policies & programs support tourism & visitor economies**	**Actively maintain and build on relationships with Regional Development Australia Whyalla and Eyre Peninsula (RDAW&EP) to collaboratively work towards enhancing visitor experiences and increase visitation rates** • *Identify who that key contact is within council and communicate this to stakeholders and allow that person to be accessible* • *Set up regular meetings with RDAW&EP to say abreast with any projects, opportunities, trends*	**Strategic** ***Existing People - lead*** ***Additional People – support*** *(Within current budget allocation)*	• Increased communication with SATC, RDAW&EP, TA • Regular meetings with RDAW&EP to work collaboratively on projects or assist in driving new projects • Communicated effectively who the contact person is within council • Contact demonstrates increased communication with stakeholders through emails, in person, conferences, networking events	
	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 • *Identify who that key contact is within council and communicate this to stakeholders and allow that person to be accessible* • *Attend more conferences and networking events hosted by SATC, TA, SATIC*			
	Implement bi-yearly meetings with key stakeholders to discuss tourism issues, trends and report on the progress of the objectives outlined in the Strategy • *Plan & conduct industry specific meetings that reflect interest of the industry, current trends and promotes partnerships with Council and amongst operators in a non-biases manner* • *Engage with SATC, SATIC & RDAW&EP to assist with up to date trends and changes and potential guest speakers*	**Strategic** ***Existing People - lead*** ***Additional People – support*** *(Within current budget allocation)*	• Two meetings per annum are held with industry and well attended • Positive feedback is received by industry on the usefulness of these events	
	Create a current 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 • *Research all tourism & retail businesses in Port Lincoln* • *Create draft database using collated information* • *Send out an email to all businesses asking them to unsubscribe if they do not wish to receive emails from City of Port Lincoln in relation to tourism & retail specific information*	**Operational** ***Additional People*** *(Within current budget allocation)*	• Detailed up to date database is created of all tourism & retail businesses in Port Lincoln that aligns with privacy and communication protocols	

Objective 4.2 **Be a reliable & approachable entity for local tourism businesses**	**Engage in regular community and stakeholder engagement by attending Chambers of Commerce & Tourism meetings, Tourism networking opportunities and being available to businesses** • *Remain on mailing list for PLCCT to be notified of meetings* • *Attend meetings with a prepared report, where possible send a proxy from the Community Development team*	**Strategic** ***Existing People – lead*** ***Additional People - support*** *(Within current budget allocation)*	• More than 75% of PLCCT meetings are attended, with regular feedback at the meetings on Council's progress with the strategy and/or any tourism related projects that are being undertaken	
	Streamline the communication process between community, stakeholder and council in relation to tourism • *Use database to regularly communicate relevant information with community & stakeholders* • *Use social media to engage*	**Strategic** ***Existing People - lead*** ***Additional People – support*** *(Within current budget allocation)*	• Positive feedback received from stakeholders and community in regards to the accessibility to council in relation to tourism • Increase communication in person, email & media with the community	