LCLGA PRIORITIES TO GROW OUR VISITOR ECONOMY BY 2020

The Limestone Coast Local Government Association (LC LGA) is a regional subsidiary body established by the seven Constituent Councils in the Limestone Coast region of South Australia. The LCLGA undertakes a co-ordinating, advocacy and representational roles on behalf of its Constituent Councils at a regional level including a regional tourism program – a three-way partnership between the Limestone Coast Local Government Association, the South Australian Tourism Commission and Regional Development Australia Limestone Coast.

The LCLGA Strategic Plan outlines a key regional economic outcome as:
A thriving and well-supported tourism industry, growing the region's status as a visitor destination.

The South Australian Economic Priorities, endorsed by the current Government identifies a specific tourism priority;
No. 5 South Australia – a growing destination choice for international and domestic travellers.

The South Australian Strategic Plan identifies Target No. 4 to;
Increase visitor expenditure in South Australia's total tourism industry to $8 billion and on Kangaroo Island to $180 million by 2020.

THE LIMESTONE COAST IS CURRENTLY POSITIONED IN 2016 AT $319M PA IN TOURISM EXPENDITURE WITH A PROJECTED INCREASE OF 43% BY 2020 TO REACH $457M PA

$295M
2015 FIGURE

$372M
2017 PROJECTED FIGURE

$457M
2020 PROJECTED FIGURE

| $0 | $1M | $2M | $3M | $4M | $5M |

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To achieve this growth, the LCLGA Board endorsed the establishment of a Tourism Management Group with representation from each of its' constituent councils. The group conducted an environmental scan, considered emerging trends and markets and how it can partner with industry to drive growth. The result was the need for clear focus and direction, a plan to align resources and effort by working collaboratively.

A series of facilitated consultation sessions occurred across the region with industry and stakeholder groups.

This document outlines the 5 priority areas that provide a pathway for growth across the visitor economy on the Limestone Coast.

PRIORITY AREA 1 INTERNATIONAL VISITATION AND EXPENDITURE

As a region we have invested and engaged with our key international markets through hosting familiarisations with the Travel Trade and international media. Another element is attendance and representation at Travel Trade Events, while importantly mentoring the industry.

This work can take some 3-5 years before some tangible outcomes and is very competitive area, however, with our international visitation showing strong signs of growth and projected growth, improved air access via Adelaide Airport, in particular with airlines like Qatar and China Southern it is an area we need to target our activities and work collaboratively with industry, the South Australian Tourism Commission and Tourism Australia.

While our traditional western markets (UK, Europe/Germany, USA & NZ) need to be retained, there is the emerging market of China and importantly the yield from these visitors.

PRIORITY AREA 2 VISITING FRIENDS & RELATIVES (VFR)

With a population of around 70,000 in the region, it is important that we build and strengthen our local advocates to encourage growth in this VFR market. Looking further afield is the International Students studying in Adelaide & Melbourne who significantly influence their Family & Relatives leisure activities when coming to Australia to visit the student. Our location and accessibility are well positioned to actively pursue this sector. Based on best estimates figures indicate there is a potential 50,000 International students across both capital cities.

PRIORITY AREA 3 EVENTS

The region has a strong calendar of over 100 annual events spread across the Limestone Coast. Events are a perfect trigger for visitation. A structured approach to our regional calendar (& any gaps) will be addressed by bundling up these with pre-post touring (with our compelling experiences) to increase length of stay and expenditure.
Considering our geographical location, there are Major events occurring in Adelaide and Melbourne that as a region we could be leveraging from.
An example is the Tour Down Under, Clipsal, The Ashes or AFL games.
Longer-term, we can consolidate venues, facilities and accommodation to 'pitch' for events including mass participation and conferencing.

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PRIORITY AREA 4 CORPORATE AND BUSINESS VISITATION & EXPENDITURE

Business event delegates deliver high yields with an average overnight spend of $238 per night compared to a leisure visitor spending an average of $161 per night. Our location, variety, and volume of accommodation options has strong appeal with corporate and business delegates and presents opportunities to attract new investment and in some instances new residents to the region.

PRIORITY AREA 5 COLLABORATING

How we work as a region:
> A region that is defined, visually recognised, from a distance and within;
> A region that 'champions' itself;
> A region that is connected, aligned and shares the success.

INDUSTRY	REGIONAL LEADERSHIP	GOVERNMENT
The Limestone Coast Collaborative Custodians of the Limestone Coast Regional Brand	**Limestone Coast Local Government Association** Consisting of 7 local councils	South Australian Tourism Commission Regions SA / PIRSA
24 x Tourism & Business Interest Groups 875 tourism business across the region	**Limestone Coast Economic Development Group** A group of high level leaders and economic practitioners focused on driving the region forward with their LCED Group Work Plan.	Dept. Environment, Water, Natural Resources. Austrade
South Australian Tourism Industry Council The peak body of the SA Tourism Industry	**Regional Development Australia Limestone Coast**	AusIndustry
Delivering on the promise Consumer Facing Activities	Capacity Building + Facilitation Advocacy + Support Leadership	Leadership Capacity Building + Support Funding

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PRIORITY AREA 1
INTERNATIONAL VISITATION AND EXPENDITURE

AIM GROW OUR SHARE OF INTERNATIONAL VISITOR EXPENDITURE	
WHAT WE WILL DO	**WHAT SUCCESS LOOKS LIKE**
Identify Travel Trade activities that will grow our traditional markets and emerging markets, including Asia	Number of relevant Travel Trade activities completed
Develop an international market-specific program for industry and local government	A targeted, market-specific program developed
Host Media and Trade Famils	Number of International ready operators
	Increase in International visitation and expenditure

PRIORITY AREA 2
VISITING FRIENDS & RELATIVES (VFR)

AIM BUILD ADVOCACY AND FORMALISE VFR ACTIVITIES	
WHAT WE WILL DO	**WHAT SUCCESS LOOKS LIKE**
Develop a program to harness local knowledge	A formal program of activities to build regional advocacy developed and delivered across the region
Create key messages as tools for local ambassadors to share with their visiting friends and relatives	Key messages developed and executed
Work with international student bodies to promote the Limestone Coast as a destination	Purpose of visitation captured
Host familiarisations for key social media champions who can influence domestic and international friends and relatives	

PRIORITY AREA 3
USE EVENTS TO GROW VISITATION IN THE LIMESTONE COAST REGION

AIM USE EVENTS TO GROW VISITATION IN THE LIMESTONE COAST REGION	
WHAT WE WILL DO	**WHAT SUCCESS LOOKS LIKE**
Support existing key regional events and development of new events	Number of Limestone Coast events listed on ATDW
Develop a central portal for Limestone Coast events	Limestone Coast events receive funding via the Regional Festivals & Events program
Provide advice and endorsement of relevant events as part of the SATC Regional Festivals & Events Program	New events secured or developed
Identify gaps and seek out opportunities to host events that compliments regional calendar	Regional calendar of events established and promoted

PRIORITY AREA 4
CORPORATE / BUSINESS TRAVELLERS

AIM BUILD A REGIONAL PROPOSITION TO ATTRACT CORPORATE AND BUSINESS TRAVELLERS	
WHAT WE WILL DO	**WHAT SUCCESS LOOKS LIKE**
Audit facilities, venues and suppliers to establish "needs analysis"	Audit completed
Establish a Regional Business Bureau (working title)	Business Bureau established
Develop a Plan to attract business and corporate delegates to the Limestone Coast which includes data collection	Plan developed
	Data collation systems in place

PRIORITY AREA 5
COLLABORATING

AIM	WORK TOGETHER TO RAISE THE PROFILE OF THE LIMESTONE COAST
WHAT WE WILL DO	**WHAT SUCCESS LOOKS LIKE**
Link products to develop 'sellable' experiences	Length of stay increased when the event is a trigger
Bundle events and experiences to increase length of stay	Number of networking platforms achieved
Facilitate industry connections that aligns approaches to experience development	Bundled 'sellable' experiences available
Share insights, to build business maturity & confidence to encourage investment & elevate visitor experiences	Dissemination of relevant research data
Leverage our natural assets to enhance visitor experiences	
Utilise the region's brand and encourage others to utilise the brand	