

**Minutes for Limestone Coast Local Government Tourism Management Group,  
Naracoorte Lucindale Council Chambers, Monday 21<sup>st</sup> October 2019.**

**MEETING OPENED 9:45am**

**1.0 MEMBERS/DEPUTY MEMBERS**

1.1 Present

District Council of Grant	Mike Ryan
Naracoorte Lucindale Council	Sally Klose
Kingston District Council	Nat Traeger Tess Armfield
Tatiara District Council	Anne Champness
LCLGA	Biddie Shearing

*Apologies: Roger Babolka from Wattle Range Council, James Holyman from Robe, Judy Nagy from City of Mount Gambier*

**MOVED: Nat Traeger**

**SECOND: Mike Ryan**

**2.0 Previous Minutes from 29<sup>th</sup> July 2019**

Noted and accepted.

**MOVED: Mike Ryan**

**SECOND: Nat Traeger**

**3.0 LCLGA Priorities to Grow the Visitor Economy by 2020**

**3.1 International Travel Trade Events & Activity**

Biddie provided an update on recent activity and future activity that has been scheduled in-line with the 2019.2020 FY Budget. To date the activity is on budget. The group discussed the opportunity to build the trade expertise within the councils across the region and agreed to prepare an Expression of Interest for this work that will be circulated within councils for suitable candidates to develop skills in this area, while providing a succession plan for this body of work long-term.

**ACTION:**

- **Biddie to draft an Expression of Interest document that includes brief overview of position requirements for a Distribution & Trade Support Administrator.**
- **Biddie to circulate to the group for approval and next steps.**
- **Sally Klose & Biddie to form an assessment panel to appoint successful candidate.**

**MOVED: Nat Traeger**

**SECOND: Mike Ryan**

**3.2 Visiting Friends & Relatives**

Biddie provided an update on a campaign that directly targets the international student groups residing in Melbourne & Adelaide. The campaign is scheduled to roll out in February 2020.



### 3.3 Events

It is anticipated that the South Australian Regional Events & Festivals Program will re-open in February 2020. Once details are released, these will be forwarded onto members.

There is some level of interest in the group for a few councils to submit a group application for the Great South Coast Bike Event.

To note other funding sources for regional events:

- <https://alga.asn.au/regional-agricultural-show-grants/>

- [www.arts.gov.au/festivals](http://www.arts.gov.au/festivals)

### 3.4 Corporate & Business Traveler

The region will register to participate in Destination SA as per last year, given the location is Adelaide and the region has received a few small-scale conference bookings from this attendance and involvement as a regional member with the Adelaide Convention Bureau.

The budget line for this pillar of work has allocation for a photo shoot. It was agreed that we can collectively contribute to ensure we have sufficient and current footage and images of our business events and conferences to help pitch the region for consideration.

#### **ACTION:**

- **Biddie to prepare a brief of what is required, what gaps exist in image gallery and identify potential in-region photographers, gaining input from individual councils and coordinate photo-shoot(s) as required.**

### 3.5 Collaborating – Destination Tourism & Marketing Plan

Following the success of securing \$20k from SATC (to be matched by \$20k allocated in the Tourism Budget FY 2019.2020), the group agreed to place urgency around the development of an 'invitation to tender' document to build a Destination Tourism & Marketing Plan and the original timeline was amended as follows.

Action	Date
Biddie to develop tender brief & circulate to TMG for comment	25 <sup>th</sup> October 2019
Selective Tender distributed	28 <sup>th</sup> October 2019
Tender applications closing date	15 <sup>th</sup> November 2019
TMG to assess tender applications – via email	16 <sup>th</sup> – 20 <sup>th</sup> November 2019
Meeting to finalize tender	21 <sup>st</sup> November 2019
Recommendation Report drafted for the LCLGA Board to endorse.	
LCLGA Board to endorse successful tender	13 <sup>th</sup> December 2019
Successful tender appointed.	15 <sup>th</sup> December 2019
Consultation Period (in region)	15 <sup>th</sup> January – 15 <sup>th</sup> February 2020
DRAFT Destination Tourism & Marketing Plan presented to TMG	15 <sup>th</sup> March 2020
On-line consultation with industry and council consultations	16 <sup>th</sup> 25 <sup>th</sup> March 2020
ALL feedback required	31 <sup>st</sup> March 2020
DRAFT Destination Tourism & Marketing Plan presented to LCLGA Board for referral to councils (including implementation & budget considerations)	10 <sup>th</sup> April 2020 (Good Friday, date to be adjusted)
All feedback required	15 <sup>th</sup> May 2020



Final Destination Tourism & Marketing Plan presented to LCLGA Board for endorsement	12 <sup>th</sup> June 2020
Implementation to begin	1 <sup>st</sup> July 2020
Finalise Resource & Implementation Plan	30 <sup>th</sup> June 2020
	1 <sup>st</sup> July 2020

**ACTION:**

- Biddie to draft 'invitation to tender' and circulate for comment and adhere to above timeline.

**4.0 Information Reports****4.1 One Night Stand**

Sally provided an update of the successful event which contributed to the local visitor economy by \$20m. Glow in the dark wrist bands were considered a hit.

**4.2 Cross-border Initiative**

Anne provided an overview of the cross-border work that has been triggered by the potential to activate and promote the Gold Escort Route, by bringing together 5 councils/shire and potentially up to 10 councils to work together.

**4.3 Mixed Dozen Update**

Biddie provided an update of the project which is close to launching the digital itinerary planner. Also, opportunities for operators to upskill with ATDW Workshops, Familiarisations and a mentoring program.

**4.4 Regional Map**

Sally provided an update of her council progress with the 'tear-off map' with other councils still a work in progress.

**4.5 LC Visitation & expenditure Figures Update**

Biddie provided an updated table of figures, year ending June 2019. Noting these are a rolling 3 year average collated by Tourism Research Australia (NVS & IVS)

(000's)	June 2019	March 2019	June 2018	March 2018	Sept 2017	March 2017	September 2014	December 2013	September 2013	June 2013	March 2013	December 2012
Expenditure		\$357m	\$327m			\$295m						
<b>TOTAL VISITORS</b>	<b>650</b>	<b>642</b>	<b>595</b>	<b>575</b>	<b>588</b>	<b>566</b>	<b>482</b>	<b>523</b>	<b>501</b>	<b>512</b>	<b>485</b>	<b>515</b>
<i>Domestic</i>	605	597	549	529	543	520	439	482	462	472	446	478
<i>International</i>	44	45	46	46	45	46	43	41	39	40	39	37
Interstate	270	275	224	216	223	204	154	172	171	170	138	158
Intrastate	336	322	325	313	320	317	284	310	291	302	3058	320
<b>DAY TRIPS</b>	<b>773</b>	<b>755</b>	<b>751</b>	<b>700</b>		<b>718</b>		<b>696</b>				
<b>TOTAL NIGHTS</b>	<b>2,046</b>	<b>2,037</b>	<b>1,930</b>	<b>1,898</b>	<b>1,906</b>	<b>1,821</b>	<b>1,601</b>	<b>1,540</b>	<b>1,541</b>	<b>1,669</b>	<b>1,630</b>	<b>1,791</b>
<i>Domestic</i>	1,750	1,731	1,647	1,614	1,646	1,556	1,296	1,297	1,264	1,314	1,304	1,510
<i>International</i>	296	306	283	284	260	265	305	243	277	355	326	281
Interstate	784	796	671	662	655	602	421	450	441	460	391	577
Intrastate	966	935	976	952	991	955	875	847	824	854	914	933



## 5.0 **Optional - Individual Council Tourism Initiative and News**

### **Naracoorte Lucindale**

- Gearing up for the World Heritage Festival and LC Multicultural Soccer Festival

#### **DC Grant**

- Waterfront Stage 2 (\$705k) is progressing which includes creating visitor experiences including playground and fitness park, town entrance and some landscaping.
- Airport Project is progressing and is on schedule. Tender for Terminal upgrade has been appointed.

#### **Kingston**

- Mainstreet Stimulus Project is in progress with tender applications closed.
- Business & Masterplan Report for the Kingston Foreshore Caravan Park has been received and is currently under consideration by Council. This could result in the potential development of a Tourism & Communication plan, with the creation of disabled access for the beach/foreshore an option being investigated.
- The Cape Jaffa Lighthouse is also an item for council consideration as part of a much bigger masterplan for the foreshore.
- New council website is significantly under development and expected to go live within weeks.

#### **Tatiara**

- Tourism & Economic Development Plan is progressing.
- The council area is hosting the 2019 Community Landcare Conference 28<sup>th</sup>-30<sup>th</sup> October.
- The Masters Games (April 2020) is growing with 32 sports now registered.

## 6.0 **Next Meeting**

The next meeting is scheduled for Wednesday 21<sup>st</sup> November 2019, in Naracoorte for the purpose of finalizing any recommendations for the LCLGA Board to consider on 13<sup>th</sup> December 2019.

### 7.0 **MEETING CLOSED** – 12noon

**The next LC LGA Tourism Management Group Meeting is to Wednesday 21<sup>st</sup> November 2019 from 9:30am – 12:00noon in Naracoorte Lucindale Council Chambers.**

