

MINUTES

Tourism Transition Sub-Committee

3pm, 16 September 2025 at Mount Gambier Airport

1. Open and Welcome

1.1. Present

Members:

Charlotte Edmunds (Chair)	Executive Officer	LCLGA
Lauren Oxlade (Deputy Chair)	CEO	RDA Limestone Coast
Kelly Westell	CEO	Naracoorte Lucindale Council
Darryl Whicker	CEO	District Council of Grant
Miranda Lang	Director, Regions and Industry Development	SATC
Chris White	General Manager People, Place and Livability	City of Mount Gambier
Mayor Lynette Martin OAM (ex-officio)	President	LCLGA

Observers / Presenters / Staff: Nil

1.2. Apologies:

Camille Lehmann	Manager Community Development	District Council of Robe
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2. Conflicts of Interest - Nil

3. Minutes from Previous meeting – N/A

4. Actions items update – N/A

5. Procedural matters

5.1. Terms of Reference

Discussed for context, no changes recommended

5.2. Timing and Location of meetings

Offer hybrid, with most people attending in person if possible

5.3. Standing Agenda items

Limestone Coast Update

- DMP Update
- Digital asset update

SATC Update

- Destination Management Planning Process

Local Focus / Opportunities - Upcoming Events – eg Gather Round, Algal Bloom, local opportunities

Presentation at beginning – strict time

Stakeholder engagement – inc Cross-Border



6. Destination Development Update

Issues and Opportunities Paper

Miranda provided an update.

DMP was a recommendation from Regional Tourism Review in 2023 – funded by SATC across 12 regions, align with State vision, specific to the region, looking to grow the visitor economy. South Australia as a whole lacks product and experiences to grow the visitor economy – needs to be saleable and marketable.

Prepared by consultant with standard template across all 12 regions. 6 month process including in-depth interviews.

Coastal Council interview was cancelled, limiting input into the plan development. The Regional Tourism Issues & Opportunities Snapshot is not likely to change, however input can still influence the Destination Management Plan

ACTION: Miranda to seek a 1 hour in-depth interview with the 3 LCLGA/RTO Member Coastal Councils to provide input into the Destination Management Plan.

Funding agreement has 3 responsibilities for Regional Tourism Manager:

- Drive DMP in the region, bringing stakeholders together for regional input
- Product development
- Industry capability – businesses able to grow sustainably

SATC has programs to help businesses identify opportunities for product development and how to get there. SATC don't have capacity to engage with individual stakeholders, need to go through Regional Tourism Manager.

ACTION: Charlotte to ensure that Regional Tourism Manager engages with Councils and RDA to identify businesses who could be involved in product development and industry capability.

Former Limestone Coast Local Government Tourism Management Committee could be a strong conduit between SATC and Councils. This committee definitely fits with the outcomes for the Regional Tourism Manager from SATC perspective. Opportunity for Regional Tourism Manager to report to the Tourism Transition Sub-committee.

ACTION: Charlotte to circulate draft Terms of Reference and Standing Agenda for the Limestone Coast Local Government Association Tourism Management Committee.

SATC is a marketing organisation, seeking to grow the visitor economy. Focused on activities that “move the dial” for visitor numbers.

Zones will not impact on Destination – brand Limestone Coast will be retained through Destination.



7. Zone discussion update

Zone conversation with Kangaroo Island and Fleurieu Peninsular is on hold until after the State Election. Charlotte will continue relationship with FP and KI outside formal process.

SATC has an ongoing funding commitment for 5 zones excluding Adelaide. Zones will be driven by regions, based on learnings from the pilot region.

Together with the Cross Border Commissioner, Charlotte has met with the SA Tourism Minister, DEW at Naracoorte Caves, and will be meeting with Gunditj Mirring Traditional Owners Aboriginal Corporation at Budj Bim, and GM of GORRT and Vic Cross Border Commissioner about Cross Border opportunities.

8. Other Business

8.1. Digital asset management update

Naracoorte Lucindale Council has taken on Visit Limestone Coast socials, currently spending around 2-3 hours a week.

ACTION: All councils to provide content for Visit Limestone Coast socials.

8.2. Algal Bloom

Premier's direction on coast is calling vouchers – round 1 focused on areas already directly impacted by the algal bloom.

Opportunity for Round 2 to be more inclusive of all coastal areas and advocacy from Charlotte to SATC has been heard.

8.3. Other updates

Coastal campaigns on sand dune safety as a risk management exercise. There may be an opportunity to promote Limestone Coast beaches and encourage people to move inland to Naracoorte / Coonawarra, etc, targeting Victorians. This marketing doesn't need to relate specifically to algal bloom. Opportunity to boost social media market share from Victoria as currently only 19%. Councils would need to fund the campaign.

ACTION: Miranda to see if there is any data available for the Limestone Coast that could help with targeting marketing.

ACTION: Charlotte to reach out to SATC Digital Manager

Survey circulated on tourism business confidence, based on similar example from Fleurieu. Will repeat the exercise in 3 months.

9. Presentations - N/A

10. Next meeting date

To be confirmed

ACTION: All to provide presenter ideas to Charlotte by email.

11. Meeting Closed at 4.47pm



Date created	Description	Responsible Person	Status
16/9/25	Seek a 1-hour in-depth interview with the 3 LCLGA/RTO Member Coastal Councils	Miranda	
16/9/25	Ensure Regional Tourism Manager engages with Councils and RDA	Charlotte	
16/9/25	Circulate draft Terms of Reference and Standing Agenda of RTM management committee	Charlotte	
16/9/25	Provide content for Visit Limestone Coast socials	All councils	
16/9/25	See if there is any data available for targeting marketing	Miranda	
16/9/25	Reach out to SATC Digital Manager	Charlotte	
16/9/25	Provide presenter ideas to Charlotte by email	All	

