MEETING OF THE LIMESTONE COAST LOCAL GOVERNMENT ASSOCIATION

AGENDA

Date: 11th August 2023

Time: 9:30am

Location: Naracoorte Lucindale Council Chamber
1 DeGaris Place, Naracoorte, SA 5271
NARACOORTE LUCINDALE COUNCIL

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1. OPENING MEETING

1.1 President's Welcome

1.2 Host Mayor's Welcome & Acknowledgement of Country

2. PRESENT

Mayors

City of Mount Gambier	Mayor Lynette Martin OAM
Wattle Range Council	Mayor Des Noll OAM
District Council of Grant	Mayor Kylie Boston
Kingston District Council	Mayor Jeff Pope
Naracoorte Lucindale Council	Mayor Patrick Ross
District Council of Robe	Mayor Lisa Ruffell
Tatiara District Council	Mayor Liz Goossens

CEOs & LCLGA

Wattle Range Council	Mr. Ben Gower (CEO)
District Council of Grant	Mr. Darryl Whicker (CEO)
Kingston District Council	Ms. Nat Traeger (CEO)
Tatiara District Council	Ms. Anne Champness (CEO)
LCLGA	Mr Colin Byles (interim EO) Mr Tony Elletson (CAC Officer) Ms Kate Napper (DD Manager) Ms Emma Herring (DD Co-ordinator) Mr Adrian Maywald (LCRSA Officer) Mr. Paul Manfrin (Corporate Service)

3. APOLOGIES

Member for Barker	Mr. Tony Pasin MP
Member for Mount Gambier	Mr. Troy Bell MP
Member for MacKillop	Mr. Nick McBride MP
City of Mount Gambier	Ms. Sarah Philpott (CEO)
Naracoorte Lucindale Council	Mr. Trevor Smart (CEO)
District Council of Robe	Ms. Deb Brokenshire (CEO)

RECOMMENDATION

It is recommended that the LCLGA Board:

1 Note and accept the apologies.

Moved: **Seconded:**

4. CONFLICTS OF INTERESTS

Any delegate or staff member with a potential conflict of interest is asked to declare the interest on the supplied Conflict of Interests Declaration Form detailing what the conflict is and why they will not be participating in any item relating to that issue.

5. GUESTS & SPEAKERS

Destination Development Manager	Ms. Kate Napper
Connected & Active Communities and Regional Sports Academy Officer	Mr. Tony Elletson

6. CONFIRMATION OF MINUTES

The Minutes of the LCLGA General Meeting, held at Tatiara District Council on Friday, 16th of June 2023 can be found on the LCLGA website at:

https://www.lclga.sa.gov.au/corporate/corporate-documents/lclga-board-meetings

RECOMMENDATION

It is recommended that the LCLGA Board:

1. Accept the Minutes of the LCLGA General Meeting held at the Tatiara District Council on Friday, 16th June 2023.

Moved: **Seconded:**

7. MATTERS ARISING FROM THE MINUTES – ACTION SHEET

No	Title	Due Date	Status
	16th June 2023		
10.2	Limestone Coast Sporting Ecosystem	15/08/2023	To be sent to all councils
10.3	Business Plan	31/08/2023	In Board Agenda
10.4	Executive Officer Recruitment & Interim Executive Officer	28/08/2023	Position Advertised
	31st March 2023		
7.5	Circulated the revised charter to members for review		To be circulated for consideration.
	12th August 2022		
7.7	Recruit for an expanded Program Coordinator role, possibly at a graduate level.		On hold until after the strategy review and appointment of a new EO.
	17th June 2022		
7.6	Develop a process and scope for future incubator projects	Feb 2023	For new EO to consider with the Board after the strategic planning workshop.
	14th August 2020		
7.4	Risk & Audit Committee to recruit and appoint an independent member to the Risk & Audit Committee, with a maximum cost of $3,000 pa and that the terms of reference are amended to allow an independent committee member.		To be completed with the new EO and Risk & Audit Committee.

RECOMMENDATION

It is recommended that the LCLGA Board:

1. Note and accept the action sheet.

Moved: **Seconded:**

8. CORRESPONDENCE

In\Out	Date	Subject	Name	Organisation
In	20/06/2023	Lunch with The Hon Angus Taylor MP, Shadow Treasurer	David Wheaton	Regional Development Association Limestone Coast
In	21/06/2023	Regional Digital Divide	Pas Forgione	South Australian Council of Social Service
In	22/06/2023	New State Disability Inclusion Plan - consultation	Ingrid Rigney	Department of Human Services
In	29/06/2023	Notification of public consultation - Offshore wind - Southern Ocean Region		Department of Climate Change, Energy, the Environment and Water
In	30/06/2023	Region 5 Prevention Newsletter – Winter Edition.	Jacqueline Williams	South Australian Country Fire Service
In	30/06/2023	SA Regional Review - follow up	Mirandah Lang	South Australian Tourism Commission
In	03/07/2023	Office for Ageing Well Tackling Ageism Award 2023	Cassie Mason	South Australian Health
In/Out	12/07/2023	State Bushfire Coordination Committee Annual Report 2022-23 - Limestone Coast Local Government Association request for information	SBCC Secretariat	State Bushfire Coordination Committee
In	12/07/2023	Nominations Close Friday & You Don't Need To Be A Member | 2023 Business Awards		Chamber of Commerce Mount Gambier
In	14/07/2023	Local Government Emergency Management e-News - July 2023	Emergency Management	Local Government Association South Australia
In	14/07/2023	Call for Partyline submissions September 2023	Kathya de Silvia	Rural Health
In	15/07/2023	Best Community Program Award - 2023 Australian Disability Service Conference & Awards (ADSCA)	Amy Winters	ADSCA Event
In	24/07/2023	Tourism and Local Business Sector- online information session – Southern Ocean Region proposed for offshore wind	Jarrah Vercoe	Department of Climate Change, Energy, the Environment and Water
In	25/07/2023	Tourism signage	George Morias	Network Management Services
In	25/07/2023	Christmas Scavenger Hunt 2023	Liz O'Dwyer	Business & Partnership Promotion
In	26/07/2023	Future Directions to Safeguard the Rights of Older South Australians	Cassie Mason	South Australian Health
Out	30/07/2023	Out of session endorsement - LC BMC Annual Report	Various	Various

RECOMMENDATION

It is recommended that the LCLGA Board:

1. Receive and note the correspondence.

Moved: **Seconded:**

9. FINANCIAL REPORT

9.1 Financial Audits

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building a Stronger Economy Communities

Budget Impact: Nil

Risk Assessment: Low

Recommendation: Information Report

Executive Summary

Currently the audit of the 2022/23 Financial Year is occurring carried out by our Auditors Dean Newberry and Associates.

Our accounting firm VRM Accounting has prepared the Financial Statements and are being scrutinised by the Auditors, therefore a financial report is not available until the Financial Statements are signed off by the auditor.

Also, before the Financial Statements are officially signed off, an Audit Committee meeting will need to called and the Financial Statements considered by the Committee with a recommendation the Financial Statements be approved by the LCLGA Board.

I will have further information early next week relating to the timing of an Audit Committee meeting.

9.2 Financial Statements 2022-2023

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building a Stronger Economy Communities

Budget Impact: Nil

Risk Assessment: Low

Recommendation:

That the Limestone Coast Local Government Association Financial Statements for 2022-23 be approved.

Executive Summary

I have listed this item on the agenda in the possibility of the Financial Statements being available, being viewed by the Audit Committee and recommended for approval to the Board.

If the Audit Committee does not meet this agenda item will not proceed.

I will keep members updated.

10. RECOMMENDATIONS

10.1 Limestone Coast Local Government Association Business Plan 2023-24

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building a Stronger Economy

Budget Impact: Nil

Risk Assessment: High Risk

Recommendation

That the Limestone Coast Local Government Association Board approve the Limestone Coast Local Government Association Business Plan for 2023-24.

EXECUTIVE SUMMARY

The LCLGA Board at the June 2023 Board moved that "**note the member approvals received for the LCLGA Business Plan and defer the final approval until August."**

The Business Plan under the Limestone Coast Local Government Association (LCLGA) Rules of Association must be adopted by the 31st August of each year.

I have been advised by the District Council of Robe that the LCLGA Business Plan 2023/24 has not been to their Council Meeting yet and will be on the agenda for the August Council Meeting which will be held on the 9th August 2023.

The approval or non-approval for the Business Plan will come after the agenda is sent out, however I have organised with the District Council of Robe to receive an email notification prior to the LCLGA Board meeting notifying whether the Business Plan was approved or not so we can progress as per the recommendation above the approval of the LCLGA Business plan for 2023/24.

PURPOSE:

To approve the Limestone Coast Local Government Association Business Plan for 2023-24

BACKGROUND

The 2023/24 Draft Business Plan was circulated to our members on the 10th of May 2023 with a covering letter requesting that each of our member Councils approve the plan.

At the June 2023 Board Meeting, six Councils had approved the LCLGA Business Plan for 2023/24.

- City of Mount Gambier
- Naracoorte Lucindale Council
- District Council of Grant
- Kingston District Council
- Tatiara District Council
- Wattle Range Council

The District Council of Robe advised they would put the LCLGA Business Plan 2023/24 to their next Council meeting.

10.2 Corporate Credit Cards

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building a Stronger Economy

Budget Impact: Nil

Risk Assessment: Low

Recommendation

That the Limestone Coast Local Government Association (LCLGA) Board approve the changes the LCLGA Credit Cards as detailed below.

Name	Position	Amount
Vacant	Executive Officer	$5,000
Kate Napper	Destination Development Manager	$3,000
Emma Herring	Destination Development Coordinator	$2,000
Tony Elletson	Connected and Active Communities Officer	$2,000
Paul Manfrin	Corporate Services Officer	$1,000
Adrian Maywald	Sports Academy Coordinator	$2,000
Total		$15,000

Executive Summary

The Limestone Coast Local Government Association (LCLGA) make use of corporate credit cards for routine transactions in accordance with our Credit Card Policy.

At the December 2022 Board meeting the allocation of credit cards was reviewed and updated in line with the outcomes of the November 2022 Council elections and new staff appointments as per the table below.

Since this allocation a new staff member, Adrian Maywald has commenced as the Sports Academy Coordinator (Tony Elletson) is now the Connected and Active Communities Officer) and now requires a credit card in line with our Credit Card policy with a $2,000 allocation which will bring the total value of Credit cards to $15,000 which is our Credit Card facility limit.

We are seeking the following allocation of cards for the LCLGA.

Name	**Position**	**Amount**
Vacant	Executive Officer	$5,000
Kate Napper	Destination Development Manager	$3,000
Emma Herring	Destination Development Coordinator	$2,000
Tony Elletson	Connected and Active Communities Officer	$2,000
Paul Manfrin	Corporate Services Officer	$1,000
Adrian Maywald	Sports Academy Coordinator	$2,000
Total		**$15,000**

10.3 Limestone Coast Regional Sporting Academy Investigate Becoming An Incorporated Body

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Tony Elletson, Connected and Active Communities Officer

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building Sustainable Communities

Budget Impact: Nil

Risk Assessment: High Risk

Recommendation

That the Limestone Coast Local Government Association Board authorise the Limestone Coast Sport Academy coordinator to explore Incorporation options and to report back to the Limestone Coast Local Government Association Board with a recommendation by the October 2023 Board meeting.

EXECUTIVE SUMMARY:

In line with Regional Sporting Academies across the country, it would be beneficial to look at making the Academy its own incorporated body.

In discussions with other Academies it would allow the program greater access to private and government funding.

The Academy will still look to partner with the 7 council areas in the LCLGA catchment, like other Academies in the country, but would do so in a more independent way.

PURPOSE:

To commence discussions in making the Limestone Coast Sport Academy an Incorporated body.

BACKGROUND:

The Limestone Coast Regional Sporting Academy (LCRSA) provides young athletes in the Limestone Coast Region with Programs, Education, Physical Testing and Sport Specific Skill Based Programs to help them achieve their goals in elite sport and make them leaders in our communities. The LCRSA was a LCLGA developed program and has provided opportunities to over 180 young athletes in the Limestone Coast

RISK:

The Academy has been instructed by the Office for Recreation and Sport and Racing to develop more self sustaining and corporate funding options. If the program does not have it's own incorporation, it will struggle to attract Sponsorship and may dissolve therefore high risk if nothing done to incorporate.

10.4 South Eastern Water Conservation & Drainage Board Limestone Coast Local Government Association Representative

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building Sustainable Communities

Budget Impact: Nil

Risk Assessment: Low

RECOMMENDATION

1. **That the South Eastern Water Conversation and Drainage Board be advised that James Holyman is no longer the Limestone Coast Local Government Association representative on the South Eastern Water Conversation and Drainage Board as from the 6th July 2023.**
2. **That the Limestone Coast Local Government Association (LCLGA) call for nominations to be the Limestone Coast Local Government Association representative on the South Eastern Water Conservation and Drainage Board.**
3. **If there is more than one nomination for the position an election be undertaken at the Board meeting.**
4. **That the South Eastern Water Conversation and Drainage Board be advised the new Limestone Coast Local Government Association representative on the South Eastern Water Conversation and Drainage Board is ……**

Background

The South Eastern Water Conservation and Drainage Board (SEWCDB) is State Government legislative appointed Board under the South Eastern Water Conversation and Drainage Act 1992. The Limestone Coast Local Government Association (LCLGA) has a legislative position on this Board. The current representative is James Holyman from the Robe District Council.

Discussion

James Holyman has now resigned (6th July 2023) as Chief Executive Officer of the Robe District Council and as such can no longer be the LCLGA representative on the SEWCDB.

The SEWCDB has been in contact with the LCLCA Executive Officer requesting a replacement representative on the SEWCDB as required by legislation.

The representative must be endorsed by the LCLGA Board through a nomination and voting process at a LCLGA Board meeting. The successful nominee is then recommended to the Minister of Climate Environment and Water, with input from the Presiding Member of the SEWCDB.

I have been advised by the Naracoorte Lucindale Council that Mayor Patrick Ross is interested in nominating for this position.

All members can nominate at the Board meeting if they are interested in being the representative to the SEWCDB, if more than nomination is received an election will be held at the meeting.

11. LCLGA REPORTS

11.1 LCLGA President's Report

1. Along with available Mayors and CEOs, a meeting was held on 21 June to review the strategic priorities/EO key capabilities and deliverables to prepare for the recruitment process for a new Executive Officer. Since then recruitment has commenced and applications for the position close at the end of August.

2. Attended a luncheon meeting convened by RDALC to discuss matters of interest with Hon Angas Taylor MP, Shadow Treasurer and Federal Member for Barker, Tony Pasin. Some Members of the LCLGA were also in attendance.

   We talked about the important role small business plays in our economy and the need to build stronger, more resilient communities, particularly in the present economic climate.

   The challenges in adequately staffing business were discussed and we explored the opportunity to have better connections between school students and what careers are available in industry, particularly locally with the timber industry for example, so that we retain our youth.

   Housing availability was discussed at length, and we acknowledged that the challenges in Mount Gambier are different to those in Bordertown and Naracoorte for example. It was noted that current Government Policy is a deterrent to people having rental properties and this exacerbates the shortage of housing availability.

3. Attended a dinner meeting with PIRSA Chief Executive, Mehdi Doroudi and other stakeholders including Trevor Smart and Darryl Whicker from the LCLGA. These are informal gatherings to allow Mehdi to understand our region's challenges and keep him informed. Importantly, Mehdi impressed upon us that we can contact him anytime to discuss matters.

4. Mayor Noll and I attended the SAROC meeting in Adelaide on 20 July. I am happy to answer any questions Members may have in relation to the Agenda but one item debated at length was 5.1 the ESCOSA Fee Structure in which the recommendation proposed by the LGA Secretariat was that SAROC does NOT approve the item of business requested by the District Council of Orroroo Carrieton being included in the agenda for the LGA Annual General Meeting to be held on 26 October 2023.

   However, the SAROC Board voted against that recommendation and approved the following item of business :-

" That the Annual General Meeting requests the Local Government Association Secretariat to advocate to the Essential Services Commission SA for a change to the cost structure being applied to the Strategic Management Plan Advice Scheme, conducted by ESCOSA pursuant to section 122 of the Local Government Act 1999, to an approach that has costs allocated to councils on a

proportional basis consistent with the value assigned to votes of delegates of the LGA at an LGA General Meeting (as set out in clause 17 of the LGA Constitution."

5. The other contentious matter debated was the 2023/24 Annual Business Plan and Budget. Only 12 of the 47 Councils responded to the draft plan and some Members felt we needed to provide another opportunity for them to do so.

   Some Members felt there was too much focus on 'advocacy' not enough on 'outcomes'

   LGA is working on our Terms of Reference, and we need to get them right, but we cannot wait for another six months for our TOR. The Business Plan needs to be approved.

   Ultimately SAROC endorsed the 2023/24 ABP but that we review within three months of the meeting date, the actions of the Plan, noting the separate review process of the LGA Constitution and ancillary documents and enhanced LGA strategic and annual business planning will lead to further improvements to the business planning process for SAROC.

6. Then there was the question on the process of funding of SACCA. Des and I were completely surprised that the LCLGA sends out invoices to regional coastal councils. This matter will be addressed in our meeting on 11 August.

7. I would like to thank Interim EO Colin Byles for the work he has done thus far in keeping the business of the LCLGA moving and for assisting the staff in this transitionary period.

11.2 Executive Officer's Report

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building Sustainable Communities

Budget Impact: Nil

Risk Assessment: Low

Recommendation: Information Report

Executive Summary

Since the last Board meeting in June 2023 the Interim Executive Officer for the Limestone Coast Local Government Association (LCLGA) Colin Byles has commenced in the role full time.

In the time I have been in the role I have the pleasure of working with lot of people which includes Mayors, Elected Members, Chief Executive Officers, staff at the LCLGA and staff at the seven Limestone Coast Councils and external agencies.

The activities I have been involved are.

- June LCLGA Board Meeting
- Meeting with Liz McKinnon Cross Border Commissioner
- Meeting with Jenny Schilling PIRSA
- Teams meeting with SATC Tourism Chairs
- Meet with Ian Hamilton Heritage Advisor
- Zone Emergency Management Induction
- Meeting with David Wheaton RDA Limestone Coast
- Teams meeting with Mayors and CEO's
- Mayors fortnightly Forum
- Regional Roads Priority Classification with Committee and Regional LGA's
- SACCA Executive Officer phone hook up re info for committee meeting
- Forestry Centre of Excellence Committee meeting
- Attend AC Care Fundraising Luncheon
- Met with Regional LGA's Executive Officers
- Met with LGA President, CEO, SAROC Chairs and Regional LGA EO's re SAROC attendance by Regional CEO's
- Setting up The Limestone Coast LGA Executive Officer recruitment process

- CEO's Teams Meeting on the Materials Recovery Facility and Economic Growth Strategy
- Teams Meeting with Office Recreation Sport and Racing re Connect and Active Communities Program
- Discussing Audit and Financial statements with VRM Accounting.
- Advising staff on Reporting to the Board
- Setting up staff meetings with staff to discuss common issues.
- Give direction and leadership to staff on several issues.

11.2.1 Economic Growth Strategy

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building a Stronger Economy

Budget Impact: Nil

Risk Assessment: Low

Executive Summary

The Economic Growth Strategy is a project that has been ongoing since 2022 and is a joint project with Limestone Coast Local Government Association and the Regional Development Australia Limestone Coast.

It was reported at the June 2023 Board meeting that the Strategy Tenders Papers were ready to be released, on further investigation there was some additional comments that needed to be considered to ensure the Tender Brief was still appropriate.

I have been working with the Regional Development Limestone Coast to further investigate these comments and whether the Tender Brief needs to be altered.

It may require the Working Group that was set up to progress the Economic Growth Strategy to reconvene to discuss these further comments.

Unfortunately, this priority project has now stalled, I acknowledge the LCLGA Board wanted to move this project on urgently but I need to be assured all parts of the Tender Brief have been covered.

I will update members as more information comes to hand.

11.2.2 Material Recovery Facility (MRF)

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building a Stronger Economy Communities

Budget Impact: Nil

Risk Assessment: Low

Recommendation: Information only

Executive Summary

As reported in the Executive Officer's report to the June 2023 Board meeting the Regional Materials Recovery Facility (MRF) Governance Discussion Paper was circulated to the Chief Executive Officers (CEO's).

The CEO's met on the 26th June 2023 to discuss the Governance Draft paper and have concerns that the report may have incorrect data re tonnages in the report and whether there should have been more comparisons with operations that already exist in South Australian Councils and was the scope of the project stated in the project brief for the consultants extensive enough.

The CEO's resolved to send the report to their Directors/Managers to validate the tonnages stated in the report and for this group to meet and discuss if the Scope in the brief was appropriate.

The Limestone Coast Local Government Association Executive Officer (LCLGA EO) distributed the Governance Report to the Directors/Managers for their perusal and feedback with several meetings times suggested via Teams to discuss further.

Unfortunately, I have not been able to achieve a consensus on a meeting date and time but will continue work with the Directors/Managers on a suitable date.

As this project a high priority project I will continue to progress the project with urgency.

11.2.3 SOUTH AUSTRALIA COASTAL COUNCILS ALLIANCE

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Colin Byles, LCLGA Interim EO

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building Sustainable Communities

Budget Impact: Nil

Risk Assessment: Nil

Report Recommendation - Information Report

Purpose

Mayor Des Noll, Mayor of the Wattle Range Council has asked me to provide information on the role the Limestone Coast Local Government Association engage in the operations of the South Australia Coastal Councils Alliance.

Background

The South Australia Coastal Councils Alliance is made of 34 Councils, which all have some of their council area on a coastline.

The mission of the South Australia Coastal Council's Alliance is to.

> ***To provide leadership, support, and advocacy for the benefit of all South Australian Coastal Councils and their communities.***

The Coastal Alliance is broken into 4 zones, Southern Region, Metropolitan, Northen Zone and Western Zone.

The Councils in the Limestone Coast Local Government Association that have a coastal aspect,

- District Council of Grant,
- Kingston District Council,
- Robe District Council and
- Wattle Range District Council

are in the Southern Zone along with Councils from the Southern Hills Local Government Association.

The Coastal Alliance was formally launched in October 2019.

Role

The Limestone Coast Local Government Association acts as the administration arm of the South Australia Coastal Council Alliance. There is minimal work in administering this body.

This represents.

- invoice and collect the contributions from Councils in the Alliance.
- Pay any invoices.
- Pay the Executive Officer
- Prepare Financial Reports

This work is identified in the Limestone Coast Local Government Association Business Plan 23-24 on page 24 as what is classified as a Pass Through ie “Money in Money out” with no effect of the financial position of the LCLGA.

There are two other Pass Throughs that are administered by the LCLGA those being Heritage Advisory Services contract, and the Regional Development Australia Limestone Coast subscriptions to Councils.

11.3 Destination Development Report

Committee: Board Meeting

Meeting Date: 11 August 2023

Author: Kate Napper, Destination Development Manager

Authoriser: Colin Byles, Interim Executive Officer

Strategic Reference:
LCLGA Strategic Plan: Building A Stronger Economy
Goal - Value of tourism to the region continues to increase.

Destination Development Strategy 2025 strategic initiatives
Priority Area 1: Marketing
Priority Area 2: Visitor Servicing
Priority Area 3: Events
Priority Area 4: Experience Development
Priority Area 6: Governance + Collaboration
Priority Area 8: Promote the Value of Tourism

Budget Impact: Nil

Risk Assessment: Nil

Report Recommendation: Information Report

Purpose:
The purpose of this report is to provide a project update in accordance with the initiatives and actions set out in the Destination Development Strategy.

General project updates are as follows.

- Destination Development Strategy action plan has been reviewed and 23.24 financial year action plan established. Timeframes have needed to be adjusted by 2 years due to the impacts of COVID interruptions and staff changeover.
- LCTMG meeting held 3rd meeting in July and next meeting scheduled for 16 November in Millicent. Working to update new members and provide background on project strategy and focus areas.
- Regional Tourism Review has progressed – refer Appendix A for update and timeline supplied by South Australian Tourism Commission (SATC). Regional Chairs and Regional Tourism Managers will attend full day workshop on September 1st to explore the models presented before moving to business case modelling.

Updates specific to Strategy initiatives and action plan as follows.

Priority Area 1: Marketing

- Digital Marketing Report (April – June 2023) – refer Appendix B for full report. To summarise

    - Limestone Coast (LC) social media channels continue to show strong engagement and audience growth driving 15.5% of traffic to destination website. 122 posts shared across Facebook and Instagram reaching 317k people (up 9% on previous quarter).

    - Local hashtag (#visitlimestonecoast) used 601 times this quarter (up 10% on last quarter) which brings running total to 6,639 uses since inception in 2020.

    - 4 blogs published on website this quarter driving new website engagement and supporting social media content calendar. Blogs continue are driving 92% of social media activity and Australian Tourism Data Warehouse (ATDW) referrals at this point.

    - LC website engagement is up 40% this quarter with 10,000 unique visits and 19,000+ page views, generated 361 ATDW leads with 163 clicks to book now and 42 redirects to LC Visitor Information Centres. Latest quarter reports from SATC have been supplied including marketing and lead generation from southaustralia.com table. Shared with LCTMG as they are made available.

- Content framework planning underway for 23.24 FY to maintain ‘always on’ digital marketing activities – social media, blogging and electronic direct mail (eDM).

- Continue to work with LC Grape and Wine Council to consolidate marketing efforts on Mixed Dozen wine trail platforms.

- Collaborating with ATDW to prepare for the roll out of their digital transformation. Contacting operators with expired/out of date listings to reactivate ahead of the transformation.

Priority Area 2: Visitor Servicing

- Visitor collateral audit in progress with LCTMG. LC Visitor Guide to remain hero piece of collateral supplemented by 1-2 pieces of collateral per region. Melbourne to Adelaide touring route map to be consistently promoted across regional collateral where possible.

- Investigating data opportunities provided by roll out of new DataSpark platform for Visitor Information Centres.

- Participated in Budj Bim Cultural Landscape Experience with staff from Naracoorte and Tantanoola Caves to explore world-heritage cross collaboration opportunities. Reciprocal familiarisation to be hosted by Naracoorte Caves soon.

Priority Area 3: Events

- Renewed membership with Business Events Adelaide (BEA). Working to refresh Limestone Coast profile and provide product updates to BEA team. Preparing content for a Business Events blog highlighting venues and spaces to host events across the region.

- Beachport Crayfish Festival and Coonawarra Cabernet Celebrations were successful in their application for Regional Events Funding 2024 – LCLGA provided support letters for both applications.

Priority Area 4: Experience Development

- Raising awareness of SATC Experience Nature Tourism Fund Round 2 with direct outreach to eligible operators to drive stronger uptake in this round.

- Activating experience development opportunities with operators through face to face and digital support means. Met with 24 new and established operators during SATC visit to region in July to provide business support while also raising awareness of agritourism, aboriginal and wellness tourism opportunities.

- In conversation with Naracoorte Caves National Park and Riversleigh World Heritage Advisory Committee around event to mark 30th anniversary of world heritage status of the Australian Fossil Mammals Sites next June. Made initial connection with Tourism and Events Queensland to explore options to link Riversleigh and Naracoorte Caves world heritage sites through marketing and interpretation.

- Connected with new LC Food and Agribusiness Cluster CEO to discuss SATC agritourism sector plan opportunities and ways to engage their members with tourism.

Priority Area 6: Governance + Collaboration

- In planning phase for next Tourism Industry Networking event to be held in November.

- Sharing regular update and communication with industry via the Tourism Industry Network Facebook Group. 3-5 posts per week 600 LC members.

- Attended SATC gathering of Regional Tourism Managers on Kangaroo Island.

Priority Area 8: Promote the Value of Tourism

- Working with Localis to build monthly LC regional data report to inform LCTMG and provide insights for operators. July report to be shared once available.

- LCTMG participated in familiarisation at Humpalicious Camel Farm in Robe following July committee meeting. This visit allowed the group to experience one of the few agritourism offerings in the region and understand the growth potential for this market sector.

Appendix A
Regional Tourism Review Update

SOUTH AUSTRALIA REGIONAL TOURISM REVIEW

Update June 2023

BACKGROUND

In early 2023, the South Australian Tourism Commission engaged with consultant Sparrowly Group to conduct an independent review on regional tourism with an aim to identify an optimum structure that will support growth of the visitor economy of South Australia.

SCOPE

To conduct a comprehensive review of South Australia's current regional tourism structure and working relationships and provide a written report outlining recommendations for the sustainability of South Australia's Regional Tourism Structure.

REPORT

The final report was received on 29 May 2023.

TALKING POINTS / COMMUNICATION

The report with a set of recommendations has been provided.

An initial briefing on the report was provided by SATC to the Regional Tourism Organisation Chairs and Regional Managers to share the key take-outs and to outline the next steps.

The review investigated opportunities for increased strategic and operational alignment between and across regional tourism organisations, industry stakeholders, and state and local government, as well as opportunities in resourcing, management, marketing, product development and industry capability building. It outlined five possible business models, with a recommendation that the preferred options be explored further.

It is critical that a robust process is in place to workshop, analyse se and consider the recommendations, including strategic alignment, change management and resourcing requirements.

A timeline of key activities has been developed to enable further consultation and analysis.

SATC will undertake further consultation with the RTOs (Chairs and Managers), to determine what option(s) best aligns to the agency's broader strategic activities, including an optimal model to support regional tourism. Additional engagement will allow for more extensive discussions to determine which models to take forward for further consideration, including preparing a business and financial case for possible future structures.

The SATC will communicate directly with the RTOs advising of status and progress of the process.

For more information, or other queries contact Miranda Lang or Jenny Turner.

REVIEW: NEXT STEPS

Step 1: STRATEGY	Step 2: ENGAGEMENT	Step 3: BUSINESS CASE	Step 4: CONFIRM MODEL	Step 5: ADAPT CHANGE
SATC undertakes Brand development	Engage with the Regional Chairs & Manager for workshop to unpack proposed 'models'	Prepare business case / feasibility study	Present to Minister / CE and secure funding (if required)	Manage change effective 1 July 2024
Timeline: Ongoing thru to 2024	**Timeline:** Sept - Nov 2023	**Timeline:** Dec 2023 - Jan 2024	**Timeline:** March 2024	**Timeline:** July - Dec 2024

Appendix B
Limestone Coast Digital Marketing Report April-June 2023

Visit Limestone Coast

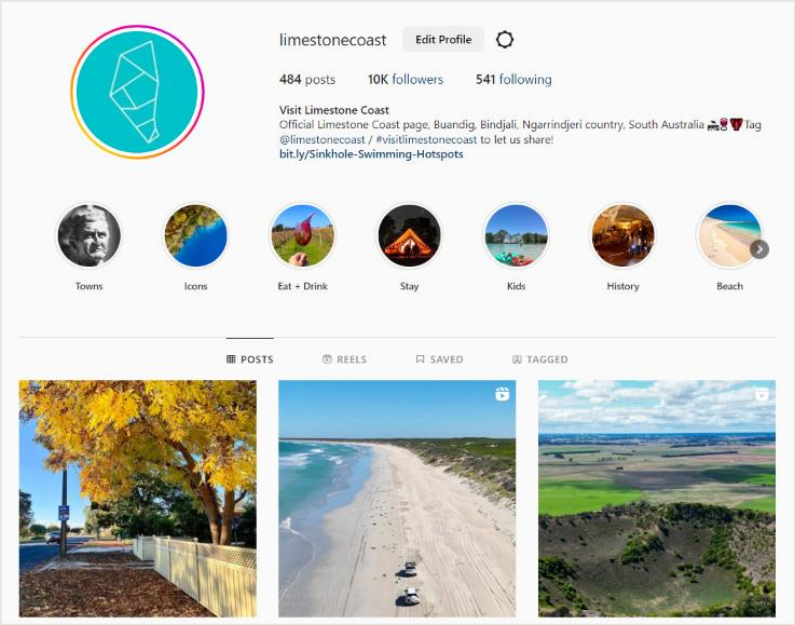
Digital Marketing Report

April – June 2023

Social Media

Summary

- An extremely positive quarter for Limestone Coast Instagram and Facebook channels with solid performance (including some record performance) across most key metrics of post reach, community engagement, amplification, advocacy and community growth metrics.
- April - June activity across the two accounts saw **122 posts** shared organically (non-paid) which **reached 317,871 people (almost 9% higher than the previous quarter).**
- A number of Limestone Coast Social Media posts were picked up and reshared by amplifier accounts, such as SATC and SA Media Channels. Whilst these re-posts didn't always tag back to the Limestone Coast social media accounts, the **re-shared post were seen by a massive potential audience of over 8.2 million people** (based on their collective community size and reach per post).
- Average engagement on posts by reach (people taking an action on the posts when they saw them) were well above industry average. **Instagram was a whopping 8.13%** (industry benchmark is 4.35%) and **Facebook was 7.01%** (industry benchmark is 0.45%).
- Community size grew by a huge **14.71%** on **Instagram to 11,441** and **4.17% on Facebook to 5,448.** The account officially hit the **10,000 followers mark on Instagram** on 2nd April, which is a significant milestone, particularly in light of the time taken to do so (ie. in just over 2 years of operation).



- **Reach was well up on the previous period (+8.29%)**, and overall engagement remains extremely strong, reflecting a high level of community interest and relevance.

- It is important to note that **SATC's Facebook page is no longer tagging regional Facebook pages** after shifting their focus purely to driving web-traffic to southaustralia.com (their rationale is to minimise the number of clickable options for readers of their posts, thus ensuring traffic is totally directed to southaustralia.com). This severely limits any SA region's ability to extract social referral traffic from their page, and thus limits regions' ability to grow their own pages. The issue was raised by all regions mid 2022 with SATC, however they have indicated there will be no change to current practice. This is unfortunate given we believe they still have a responsibility to support regions in growing consumer awareness and advocacy.
- Having said this, **the Limestone Coast still had the 4th highest number of posts on the SATC's Instagram channel (@southaustralia) this Financial Year - as compared to all other SA regions**. This continues to demonstrate the massive overall shift in positive promotion for the region over the last couple of years by SATC, having moved from almost nothing. It also continues to demonstrate the importance of consistently sourcing and sharing strong, powerful visuals that align to SATC's brand.
- The hashtag **#visitlimestonecoast** has been promoted since November 2020 as a way to unify and collect social media stories across the Region and it has been used a total of **6,639 times since commencement**, with a total of **601 individual uses this quarter (almost 100 up on the previous quarter)**.
- **On Facebook, fanbase is mostly women aged 25 – 54** living in Adelaide, Mount Gambier, Melbourne, Millicent, Naracoorte and Sydney.
- **On Instagram, fanbase is mostly women aged 25 – 44** living in Adelaide, Melbourne, Sydney, Mount Gambier, Brisbane and Perth.
- **The top performing posts, across both platforms for reach and engagement were similar** on each platform, with a couple of notable variations.
- **On Facebook, the top performers were:** Autumn at Leg of Mutton Lake, Little Blue Lake, Autumn at the Crater Lakes Precinct, Lacepede Seafood (focus on Southern Rock Lobster season), new Street Art in Millicent, Rainbow at The Blue Lake/Warwar, Ghost Mushroom Lane, Beachport Easter Market Day.
- **On Instagram the top performers were:** Aurora Australia over the Cape Dombey Obelisk, Little Blue Lake, Valley Lake/Ketla Malpi, Engelbrecht Cave, Autumn at Leg of Mutton Lake and Ghost Mushroom Lane.

Key Insights

- Posts continued to feature visually impactful content and stories that supported key messaging in order to 1) plant seeds for future travel and 2) drive bookings and 3) drive dispersal
- **Regional Focus:** Posts are shared of key experiences and businesses across the 7 council Regions, in key theme areas of events, outdoor and nature, national parks, food and wine, coastal, accommodation, arts, heritage and culture.
- **Seasonal Weather**: Responsive, weather-driven content also remained important, with the need to stay adaptable and flexible to current conditions a constant focus.
- **Autumn Focus:** seasonal changes in flora (autumn leaves), walks and hikes, al-fresco dining, the last of the longer days and warm weather, food and drink, accommodation and dining with a view, as well as spectacular drives, hikes, road trips, beaches and coastline, water-based experiences, national and conservation parks, nature, camping, road trips, wineries and cellar doors, events and family activities (promotion around school holidays and Easter Long Weekend, the end of vintage in wine regions.
- **Winter Focus:** misty mornings, cloudy and stormy days, red wine and fireplaces, hearty food, country drives, outdoor adventures, camping, glamping and campfires, bush walks and hikes, sinkhole diving, caves, rugged coastal walks, forests and ghost mushrooms, fishing etc.

- **Events coverage:** Penola Coonawarra Arts Festival, Beachport Easter Market Day, Tasting Australia, AFL Gather Round Roadtrip Festivities, Health, Harmony & Happiness Festival, Ghost Mushroom Lane, Coonawarra Cellar Dwellers, Coonawarra winery food and wine events (eg. Pizza Vino + Tunes at Raidis Estate), School Holiday Activities, among others.
- **Blog Coverage**: strategically timed blog articles from the Limestone Coast website were shared on the Facebook newsfeed, e.g. How to Do Winter in the Limestone Coast, A Coffee Lover's Guide to the Limestone Coast, Ultimate Seafood Experiences in the Limestone Coast, Escape to Luxury on the Limestone Coast, Nurture, Nourish and Restore Your Soul in the Limestone Coast (Wellness focus), A Slice of Italy in the Limestone Coast, Best Playgrounds in the Limestone Coast, Fishing in the Limestone Coast, Pet Friendly Holidays in the Limestone Coast, Sinkhole and Swimming Hotspots of the Limestone Coast, Creative Corners of the Limestone Coast, Ultimate 4WD Guide to the Limestone Coast, Ultimate Limestone Coast Golf Trip.
- **Amplification**: Content from the Visit Limestone Coast social channels was shared by a huge number of major influencers and local media channels. These included South Australia (SATC), Glam Adelaide, South Aussie With Cosi, Play & Go Adelaide, and the Premier of South Australia (Peter Malinauskas MP). Whilst they occasionally didn't tag the Limestone Coast social media accounts, the coverage of the region to new audiences is in excess of 8.2 million people (when looking at their combined community sizes).
- **There were some exceptional results on both channels**, indicating that the content is very much resonating with our core audience and that community sentiment is increasingly positive.
- **On Facebook, engagement was again up on the last quarter**, was again up on the previous quarter, making this period the 3rd highest quarterly engagement figure of all time.
- **On Instagram, engagement was well up on the last quarter**, making this period the highest quarterly engagement figures since September 2021.
- **On Facebook, reach was significantly up on the previous quarter** - in fact, this quarter showed the highest reach since records began. This bucks the overall downward trend in organic reach that many other brands are seeing on the network.
- **On Instagram, reach was very slightly down** on the previous quarter – which is consistent with trends seen by other destinations/brands on the platform, given the recent algorithm changes.
- **On Facebook, fanbase increased by 14.5% in the 2022-23 Financial Year –** and with 4.17% growth recorded this quarter it was **not only the strongest quarter of growth for the year, but the highest since Oct-Dec 2021.** This is again quite remarkable, given the current challenges faced by brands in growing organically on the network.
- **On Instagram, followers have grown by over 42% in the 2022-23 Financial Year** - and with 7.24% growth recorded this quarter it was again **not only the strongest quarter of growth this FY, but the highest since Oct-Dec 2021.** Once again, a phenomenal achievement in the context of recent algorithm changes.
- **The reduction in social media investment since late 2021** means we are still serving up half the original level of content, which impacts most key statistics on both Facebook and Instagram – as well as our ability to feature all council areas each month (due to having a more limited content schedule). Given the more limited window to reach people, we must ensure that the strongest possible content is being posted in order to generate maximum reach and cut-through with the limited budget available.
- **The Facebook and Instagram algorithms continue to shift in favour of video content (particularly Reels**), and are currently skewed towards **rewarding original content that hasn't been shared previously**. Sourcing original footage from other creators (and making something new) takes significantly more time, as opposed to simple image/video optimisation. There has been an overall drop in organic reach and engagement for most brands over the last year as accounts adapt to these changes, as well as more paid ads cluttering the landscape. This means an investment in **social media resources (time and budget)** remains critical to achieving results.

- **Post level summary of council by council posts** can be viewed on the social media channels of Facebook and Instagram.

Metric	# Posts	Reach	Community Size	Community Growth	Average Engagement Rate on Reach per Post
	How many posts shared on the channel the quarter (excludes Stories)	*Total number of people who saw a post over the quarter*	*How many people are following the Account at the quarter end.*	*% growth in followers since the previous quarter.*	*Of the people who saw a post, what % engaged with it (shared, reacted, saved it)*
Instagram	40	141,370 people	11,441	14.71%	8.02%
Facebook	82	176,501 people	5,448	4.17%	8.13%

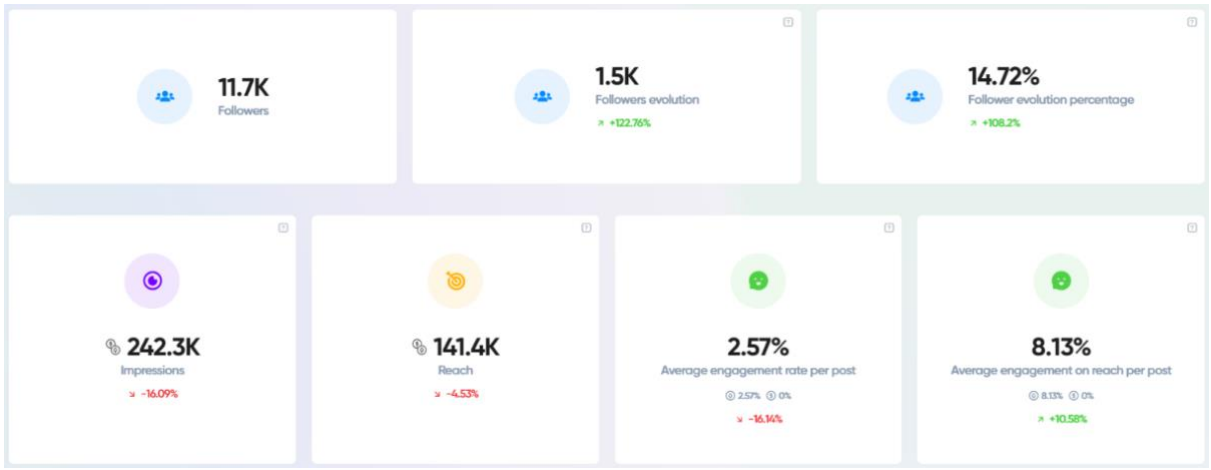
#visitlimestonecoast	Running Total: 6,639 uses	Almost 10% increase since the last quarter
Key Themes for the Quarter	**Events** – Penola Coonawarra Arts Festival, Beachport Easter Market Day, Tasting Australia, AFL Gather Round Roadtrip Festivities, Health, Harmony & Happiness Festival, Ghost Mushroom Lane, Coonawarra Cellar Dwellers, Coonawarra winery food and wine events (eg. Pizza Vino + Tunes at Raidis Estate), School Holiday Activities, among others. **Pushing website blogs and articles** – How to Do Winter in the Limestone Coast, A Coffee Lover's Guide to the Limestone Coast, Ultimate Seafood Experiences in the Limestone Coast, Escape to Luxury on the Limestone Coast, Nurture, Nourish and Restore Your Soul in the Limestone Coast (Wellness focus), A Slice of Italy in the Limestone Coast, Best Playgrounds in the Limestone Coast, Fishing in the Limestone Coast, Pet Friendly Holidays in the Limestone Coast, Sinkhole and Swimming Hotspots of the Limestone Coast, Creative Corners of the Limestone Coast, Ultimate 4WD Guide to the Limestone Coast, Ultimate Limestone Coast Golf Trip. **Autumn seasonal content** – seasonal changes in flora (autumn leaves), walks and hikes, al-fresco dining, the last of the longer days and warm weather, food and drink, accommodation and dining with a view, as well as spectacular drives, hikes, road trips, beaches and coastline, water-based experiences, national and conservation parks, nature, camping, road trips, wineries and cellar doors, events and family activities (promotion around school holidays and Easter Long Weekend, the end of vintage in wine regions. **Winter seasonal content** – misty mornings, cloudy and stormy days, red wine and fireplaces, hearty food, country drives, outdoor adventures, camping, glamping and campfires, bush walks and hikes, sinkhole diving, caves, rugged coastal walks, forests and ghost mushrooms, fishing etc.	

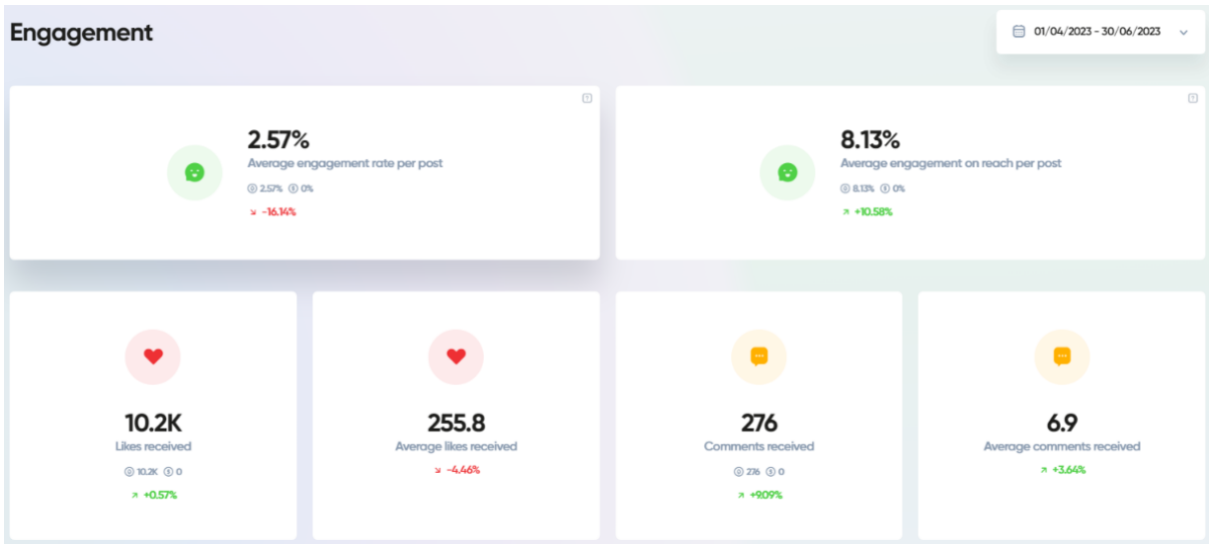
Social Media Amplification Coverage

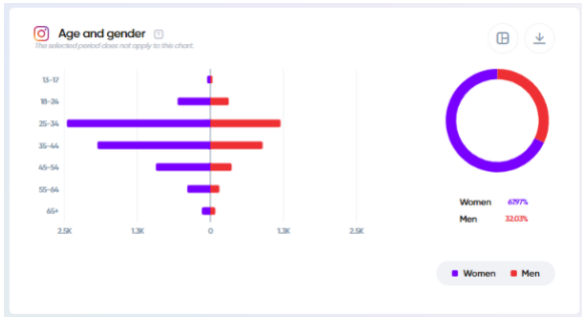
Organisation	Channel	Community Size / Potential Reach	Post	Likes / Reactions / Views	Comments	Shares
SATC	IG	615,378	Tantanoola Caves	8,916	67	N/A
SATC	IG	615,378	Leg of Mutton Lake	11,154	131	N/A
SATC	IG	615,378	Ewens Ponds CP	3,227	29	N/A
SATC	IG	615,378	Naracoorte Caves NP	2,359	35	N/A
SATC	FB	1,400,000	Naracoorte Caves NP	957	106	166
SATC	FB	1,400,000	Leg of Mutton Lake	15,002	936	1,200
SATC	FB	1,400,000	Ewens Ponds CP	20,000	607	1,200
Glam Adelaide	IG	120,302	Mount Schank	N/A	N/A	N/A
Glam Adelaide	IG	120,302	Leg of Mutton Lake	N/A	N/A	N/A
Glam Adelaide	IG	120,302	Cockatoo Lake	N/A	N/A	N/A
Glam Adelaide	IG	120,302	Autumn in Coonawarra	N/A	N/A	N/A
Glam Adelaide	IG	120,302	Little Blue Lake	N/A	N/A	N/A
Glam Adelaide	IG	120,302	Naracoorte Caves NP	N/A	N/A	N/A
Glam Adelaide	IG	120,302	Engelbrecht Cave	N/A	N/A	N/A
Play + Go Adelaide	IG	27,566	Mount Schank (Reel)	N/A	N/A	N/A
Play + Go Adelaide	IG	27,566	Leg of Mutton Lake	37	0	N/A
Play + Go Adelaide	IG	27,566	New Millicent Street Art	54	2	N/A
Play + Go Adelaide	IG	27,566	Cave Garden/Thugi	N/A	N/A	N/A
Play + Go Adelaide	IG	27,566	Ghost Mushroom Lane	48	0	N/A
Play + Go Adelaide	IG	27,566	Naracoorte Caves NP	70	3	N/A
South Aussie With Cosi	FB	226,000	Leg of Mutton Lake	431	66	18
South Aussie With Cosi	FB	226,000	Port MacDonnell	830	46	18
South Aussie With Cosi	FB	226,000	Kilsby Sinkhole	437	45	9
Peter Malinauskas	IG	30,104	Leg of Mutton Lake	1,411	32	N/A
Total		**8,256,824**				

Instagram

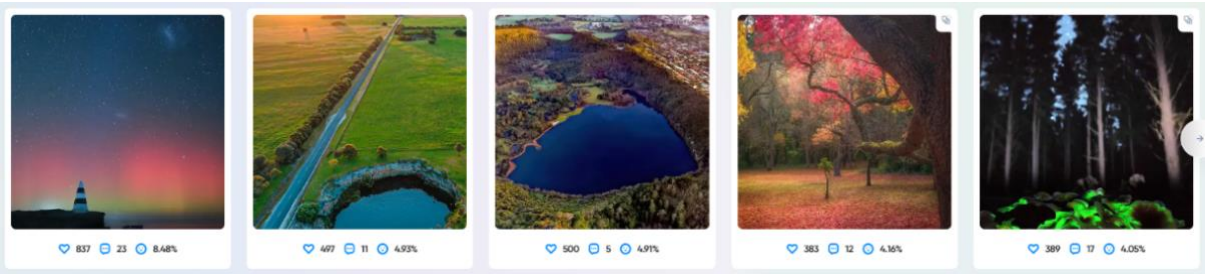
April-June 2023 Overview



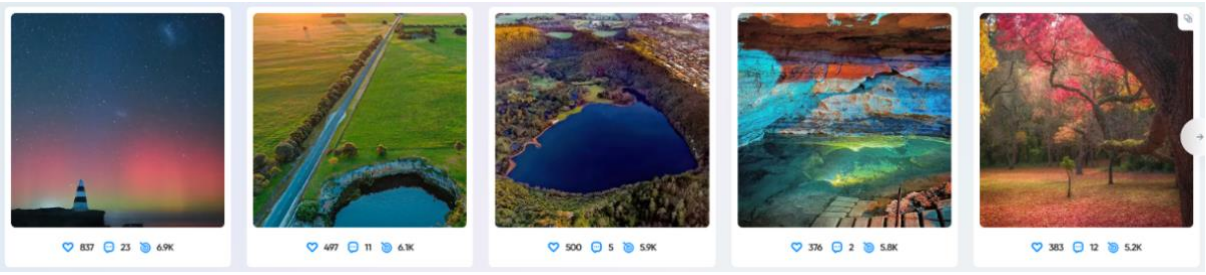




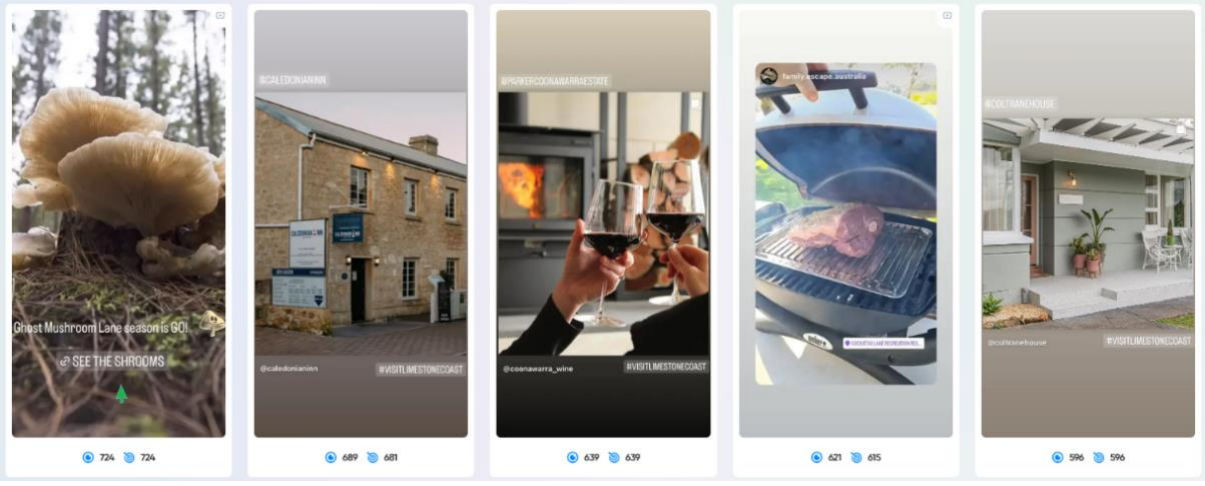
Top 5 Posts – Engagement



Top 5 Posts – Reach

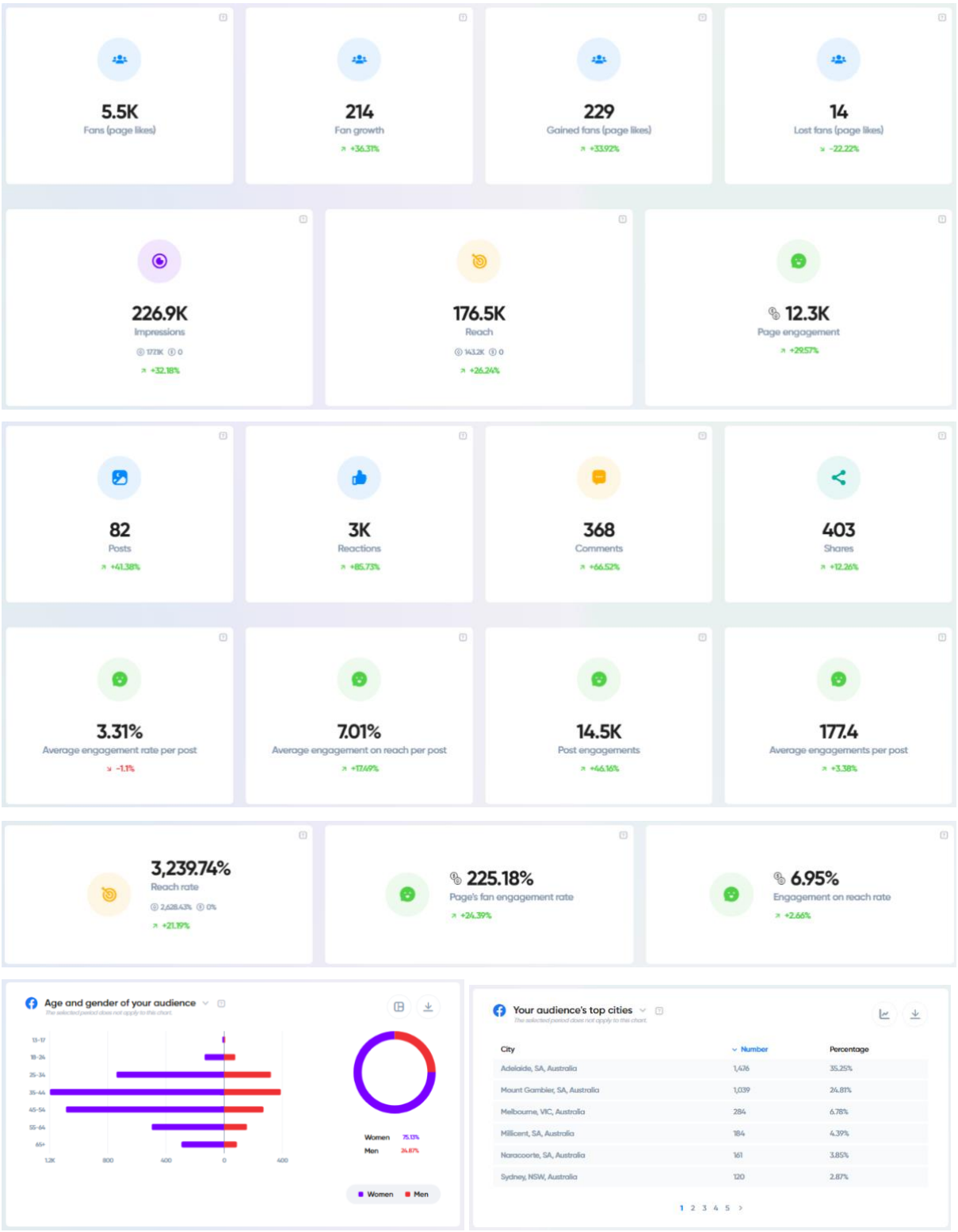


Stories - Top Frames - Impressions

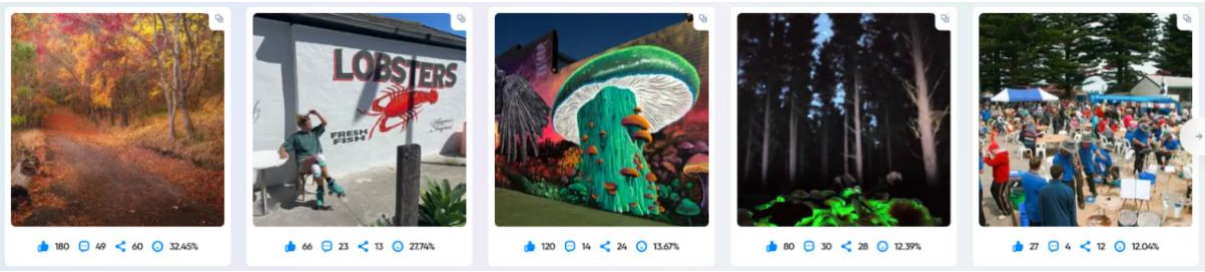


Facebook

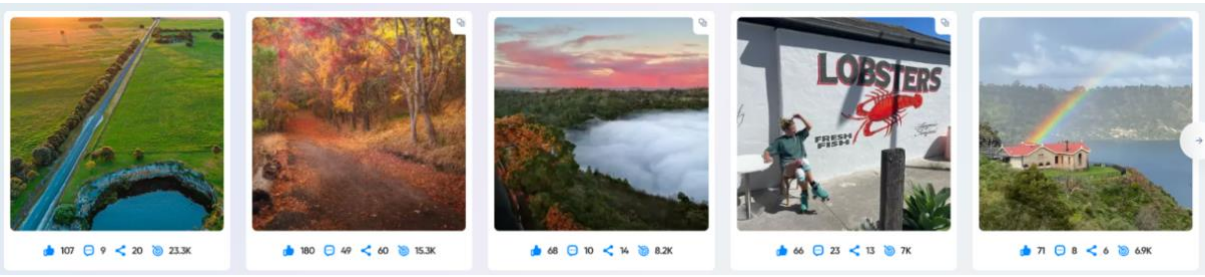
April-June 2023 Overview



Facebook Top 5 Posts – Engagement



Facebook Top 5 Posts – Reach



Forward Planning

July - September 2023

- Continuing our winter focus as we move towards spring, with seasonal content to match visible shifts in the Limestone Coast and experiences on offer for visitors.
- A gentle shift from cold weather, cosy nooks, wine by the fire and cosy accommodation to spring focus with sunnier weather, seasonal changes in flora (eg. canola, spring blossoms and gardens), walks and hikes, al-fresco dining, longer days and better weather, food and drink, accommodation and dining with a view, spectacular drives, as well as beaches and coastline, national parks, nature, camping, road trips and family activities (especially towards Father's Day and October school holidays).
- Promote the destination in line with the planning and booking elements of the travel booking cycle, which work in harmony with dreaming/inspiration - providing visually impactful content with supporting this messaging to drive travel to the region.
- Continue to highlight smaller towns across the Limestone Coast and what to see and do.
- Highlight relevant events such as Coonawarra Cellar Dwellers, Coonawarra Cabernet Celebrations, Millicent A H & P Show, SALA Festival (TBC), Karatta Wines Southern Ocean Art Prize, Coonawarra Golf Day, and others as they arise.
- Support any SATC and Tourism Australia campaigns and/or wider campaign activations through overall messaging.

Website Marketing

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Blogging Strategy Overview

- Monthly blog articles are being planned, written and curated onto Limestone Coast that are aligned the region's High Yield Visitor Personas, and underpin the 'always on' content strategy for www.visitlimestonecoast.com.au website.
- The aim of the articles content is to drive awareness (dreaming stage), intent to travel and length of stay (planning), dispersal and increased spend (in destination) and also advocacy.
- The articles underpin the organic search strategy, social media engagement, quarterly consumer eNews, and are key to engaging and converting users into visitors across all three channels.
- Articles are shared strategically on social media platforms to drive traffic to the website.
- Articles are also shared each quarter in the Consumer direct eNews.

Blog Planning + Creation Process

Blog topics are selected using the following considerations:

- The topic aligns to high yield visitor persona motivations, interests, and challenges both year-round and seasonally.
- The topic provides visitor servicing advice whilst visitors are in the region
- The content encourages dispersal around the Limestone Coast region
- The content will attract interest and referral from social media to www.visitlimestonecoast.com.au
- The content provides information for both mobile and desktop visitors at all stages of travel
- The content is used to build authority in organic search results over time (months and years) to drive increased organic traffic to www.visitlimestone.coast.com

The time it takes to create an engaging blog article requires the full 12 hours currently allowed for. This process includes:

- **Timing Planning:** Planning when to share into the content calendar, based on current content gaps, both year-round and seasonal on www.visitlimestone.coast.com as it relates to the High Yield Visitor Personas.
- **Research:** Once a topic and it's timing has been confirmed, extensive research around the subject matter is undertaken.
- **Copy:** Research is analysed, and the article is written. Visitor Servicing Teams and Local Tourism Businesses are engaged to help with specific information and fact checking where relevant.
- **Photos:** Inspiring and engaging photos are key components of creating engaging blog articles. Finding, curating, sourcing permissions, crediting photographers and optimising for online viewing also takes up a good part of blog creation time.

Reporting

- Traffic and engagement from newly published blog articles (see below) takes time to establish
- As new blog articles are published, their engagement results will be included in the Website Referral and Engagement Report (next section in this report)

Recently Published Blog Articles

Following is an overview of blogs published from April – June 2023. *Note the region has only invested in one blog article for 2023-24 (Business Events).*

Article Intent	**Best Scenic Drives on the Limestone Coast**
Targeted Persona/s	All personas, however mainly Younger and Older Couples.
Goal	Evergreen content covering best scenic drives for high value customers to the Limestone Coast, year-round, with cross-reference to Victoria's Great Ocean Road Providing content that answers the visitor question: what are the most scenic drives that I can easily tackle with a conventional vehicle – short detour, day or half-day – with attractions/highlights of each route.
Stage of Travel	Inspiration, Planning + In Destination (Visitor Servicing)
Article Type	Evergreen (year-round)
Content Focus	Key message: Limestone Coast is home to some of the most amazing and accessible scenic drives, full of breathtaking sights and attractions that are easy to navigate and tackle with a conventional car.

Article Intent	**Escape to Luxury on the Limestone Coast**
Targeted Persona/s	High Yielding Travellers - Young Couples, No Kids and Older Couples, No Kids.
Goal	Evergreen content that provides both practical and motivational information on the Limestone Coast's Luxury Experiences. Providing content that promotes the Limestone Coast as a luxury destination for high-yielding travelers, with a focus on accommodation.
Stage of Travel	Inspiration, Planning + In Destination (Visitor Servicing)
Article Type	Evergreen (year-round)
Content Focus	Key message: The Limestone Coast can offer luxury experiences for the high-yielding traveller to indulge in.

Article Intent	**Pizza Perfection: Get a Slice of Italy in the Limestone Coast**
Targeted Persona/s	All Personas – including information for younger/friend groups as well as family friendly venues.
Goal	Evergreen content that provides both practical and motivational information on where to find wood-fired pizza and feel-good laidback vibes across the Limestone Coast.
Stage of Travel	Inspiration, Planning + In Destination (Visitor Servicing)

Article Type	Evergreen (year-round)
Content Focus	Key message: With overseas travel now firmly back on the cards, it may be tempting to jet off to Italy, however you can experience a slice of Italy right here on the Limestone Coast.

Article Intent	**Ultimate Seafood Experiences in the Limestone Coast**
Targeted Persona/s	All Personas – Seafood Lovers
Goal	Evergreen content that provides both practical and motivational information on the best seafood experiences and produce on the Limestone Coast.
Stage of Travel	Inspiration, Planning + In Destination (Visitor Servicing)
Article Type	Evergreen (year-round)
Content Focus	Key message: the Limestone Coast is "the" place to visit for the best and freshest seafood – a handy hit-list for travellers.

Future Blog Articles

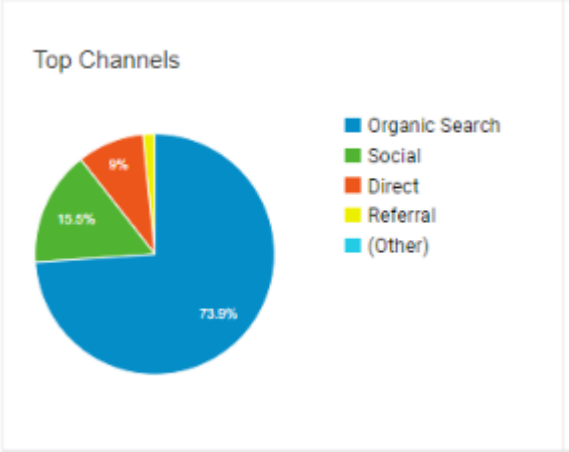
The following article has been planned for and will be developed by the end of October.

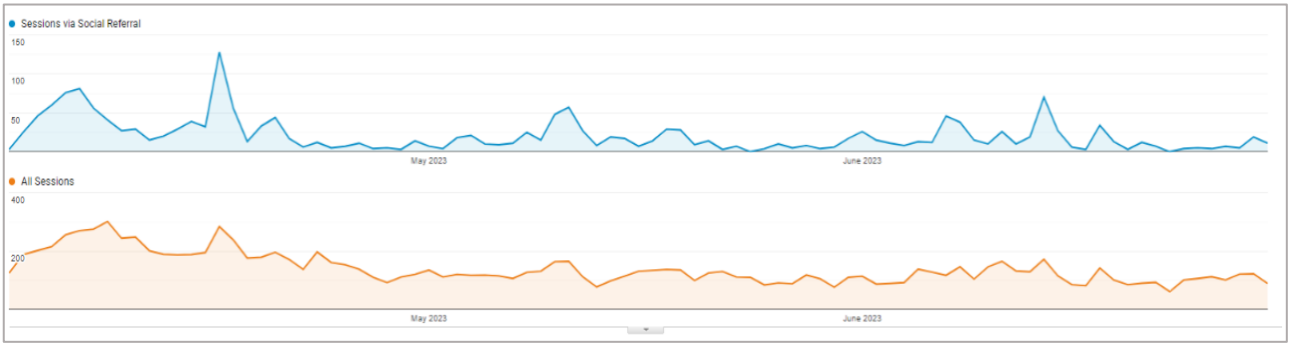
Article Intent	**Business Events in the Limestone Coast**
Targeted Persona/s	Business Events Planners (not leisure segments)
Goal	Evergreen content content that can be found (via search) and referenced by people looking to hold Business Events in the Limestone Coast.
Stage of Travel	Non-consumer travel focus. Business Events Planners looking to hold an industry event somewhere different, outside of a big city that is easy to get to and offers lots of things for delegates, while also being great spot to stay on and explore before/after. Their business event needs are based around one central town, without too much driving. Ideally walking distance for delegates to conference venue and/or easy to transfer by bus. Event Planners are looking for a destination with great dinner/networking options, and also possible pre/post activities.
Article Type	Evergreen (year-round)
Content Focus	Key message: the Limestone Coast offers a wide variety of options for Business Events Planners, from venue selection through to pre and post touring.

Website Referrals + Engagement Report

From April – June 2023, the blogging and social media activity resulted in the following website referrals and engagement outcomes.

- **Around 15.5% of traffic to the website was driven by social media (well up on the previous quarter)** – with **organic search still strong at around 73% for the quarter** (slightly down on the previous quarter), reinforcing the website's growth in search engine visibility and discovery.
- This continues to demonstrate that the social and content/SEO strategies are continuing to work in synergy, and again underscores the importance of using both tactics/channels in the overall marketing mix.
- **Total Facebook Referrals (sessions) were well up on the previous quarter –** 1,724 in total. Instagram traffic also increased significantly with a total of 139 referrals.
- **Around 92% of social media traffic at this point is being generated by Blog Articles and ATDW referral traffic from Facebook**. While Instagram Stories (along with the new allowance for five bio links on the profile page) do present opportunities to generate further web traffic, they are extremely time-consuming - thus further investment would be required to drive more traffic from the platform.





Overall, the Blog content continues to perform exceptionally well from an engagement perspective:

- All blog articles are averaging around 4 minutes time spent on site (from all sources).

- The content that attracted the most views on site was the *'Fishing in the Limestone Coast'* blog, which also received an incredible average of 7:09 min time spent on page per visit via Google.

- This was followed by the *'Limestone Coast Wine Regions'* blog which also attracted a significant number of views and around 5:14 min per visit via Google.

- Other pages generating top views, in order (along with time spent on site) were:
    - *'Best Beaches in the Limestone Coast'* (3:37 minutes avg. via Google)
    - '*Pet Friendly Holidays in the Limestone Coast*' (7:08 minutes avg. via Google)
    - *'Sinkhole and Swimming Hotspots of the Limestone Coast'* (3:36 minutes avg. via Google)
    - '*The Ultimate 4WD Guide to the Limestone Coast*' (5:39 minutes avg. via Google)
    - '*Ultimate Seafood Experiences in the Limestone Coast*' (3:09 minutes avg. via Google)
    - *'Ultimate Limestone Coast Roadtrip'* (3:12 minutes avg. via Google)
    - *'Best Short Walks in the Limestone Coast*' (7:40 minutes avg. via Google)
    - *'Best Bakeries in the Limestone Coast'* (3:44 minutes avg. via Google)
    - *'Craft Beer and Spirits in the Limestone Coast*' (3:27 minutes avg. via Google)
    - *'Devouring the Limestone Coast*' (5:00 minutes avg. via Google)
    - *'How to Do Winter in the Limestone Coast*' (4:10 minutes avg. via Google)
    - *'Coffee Lovers Guide to the Limestone Coast' (*3:18 minutes avg. via Google)
    - *'Roadtrips for Young Families in the Limestone Coast*' (4:15 minutes avg. via Google)
    - *'Pizza Perfection: A Slice of Italy the Limestone Coast' (*1:32 minutes avg. via Google)
    - *'Best Playground in the Limestone Coast'* (1:56 minutes avg. via Google)
    - *'Nurture, Nourish & Restore Your Soul in the Limestone Coast'* (3:12 minutes avg. via Google)
    - *'On Tour with your Teens/Tweens'* (2:55 minutes avg. via Google)
    - *'Escape to Luxury on the Limestone Coast'* (1:33 minutes avg. via Google)
    - *'Winter School Holiday Ideas in the Limestone Coast*' (3:25 minutes avg. via Google)
    - *'Limestone Coast's Best Lunch Spots With a View'* (4:53 minutes avg. via Google)
    - *'Creative Corners of the Limestone Coast*' (1:34 minutes avg. via Google)
    - *'A Shopper's Guide to the Limestone Coast*' (2:16 minutes avg. via Google)
    - *'Best Scenic Drives on the Limestone Coast*' (3:58 minutes avg. via Google)
    - *'Your Ultimate Limestone Coast Golf Trip*' (14:29 minutes avg. via Google)

- This continues to be a good reflection of the value of 'how to' content in consumer travel planning, and the importance of sharing seasonal, topical, and trending content when consumers are actively seeking it out.

- An overview of the pages to which the most social media referral and organic search traffic was delivered to the website from April to June 2023 is detailed in the chart below. It shows the substantial increase in search engine visibility for key pieces of the content (and the website overall), that caters to targeted personas.

- It is interesting to note that both social media leads and Google leads delivered a roughly equal share of qualified website visitors with high engagement – in terms of time spent on the page.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	19,222 % of Total: 100.00% (19,222)	16,898 % of Total: 100.00% (16,898)	00:02:47 Avg for View: 00:02:47 (0.00%)	12,668 % of Total: 100.00% (12,668)	68.99% Avg for View: 68.99% (0.00%)	65.90% Avg for View: 65.90% (0.00%)
1. /	1,171 (6.09%)	1,001 (5.92%)	00:01:21	928 (7.33%)	48.18%	50.30%
2. /townships/port-macdonnell/	913 (4.75%)	814 (4.82%)	00:02:53	720 (5.68%)	71.65%	71.08%
3. /blog/fishing-in-the-limestone-coast/	785 (4.08%)	717 (4.24%)	00:07:09	595 (4.70%)	83.58%	84.08%
4. /blog/limestone-coast-wine-regions/	647 (3.37%)	579 (3.43%)	00:05:14	559 (4.41%)	74.07%	80.99%
5. /faq/where-are-the-best-fishing-spots-in-robe/	548 (2.85%)	481 (2.85%)	00:01:38	468 (3.69%)	64.10%	65.33%
6. /blog/best-beaches-in-the-limestone-coast/	532 (2.77%)	475 (2.81%)	00:03:37	410 (3.24%)	77.24%	74.25%
7. /blog/pet-friendly-holidays-in-the-limestone-coast/	502 (2.61%)	462 (2.73%)	00:07:08	419 (3.31%)	72.92%	80.08%
8. /townships/keith/	499 (2.60%)	453 (2.68%)	00:02:53	406 (3.20%)	67.48%	72.14%
9. /townships/robe/	474 (2.47%)	431 (2.55%)	00:02:53	252 (1.99%)	69.35%	63.71%
10. /blog/sinkhole-and-swimming-hotspots-of-the-limestone-coast/	455 (2.37%)	403 (2.38%)	00:03:36	336 (2.65%)	75.67%	67.91%
11. /townships/kingston-se/	445 (2.32%)	394 (2.33%)	00:03:11	300 (2.37%)	71.00%	66.52%
12. /townships/bordertown/	435 (2.26%)	393 (2.33%)	00:05:09	343 (2.71%)	66.76%	72.41%
13. /blog/ultimate-4wd-guide-to-limestone-coast/	402 (2.09%)	366 (2.17%)	00:05:39	302 (2.38%)	82.30%	80.10%
14. /townships/penola/	373 (1.94%)	324 (1.92%)	00:02:10	263 (2.08%)	65.15%	62.47%
15. /blog/ultimate-seafood-experiences-in-the-limestone-coast/	368 (1.91%)	288 (1.70%)	00:03:09	232 (1.83%)	67.67%	63.59%
16. /blog/ultimate-limestone-coast-roadtrip/	337 (1.75%)	285 (1.69%)	00:03:12	69 (0.54%)	77.61%	54.90%
17. /townships/mount-gambier/	320 (1.66%)	281 (1.66%)	00:02:35	170 (1.34%)	84.80%	66.25%
18. /blog/best-short-walks-in-the-limestone-coast/	308 (1.60%)	269 (1.59%)	00:07:40	205 (1.62%)	60.87%	75.00%
19. /townships/millicent/	307 (1.60%)	263 (1.56%)	00:03:15	189 (1.49%)	66.67%	59.61%
20. /blog/best-bakeries-in-the-limestone-coast/	298 (1.55%)	264 (1.56%)	00:03:44	229 (1.81%)	66.81%	76.51%
21. /explore/events/	291 (1.51%)	250 (1.48%)	00:01:29	52 (0.41%)	49.02%	38.14%
22. /townships/beachport/	284 (1.48%)	235 (1.39%)	00:02:55	122 (0.96%)	63.93%	48.59%
23. /blog/craft-beer-and-spirits-in-the-limestone-coast/	274 (1.43%)	222 (1.31%)	00:03:27	209 (1.65%)	67.94%	66.79%
24. /itineraries/	272 (1.42%)	221 (1.31%)	00:01:04	23 (0.18%)	47.62%	24.26%
25. /blog/devouring-the-limestone-coast/	249 (1.30%)	223 (1.32%)	00:05:00	156 (1.23%)	60.65%	67.07%

Facebook **Link-based** posts continue to be solid drivers of traffic to the site, further reflecting the need for fresh new blog content to be written on an ongoing basis. Strong **Image-led** posts that link to highly relevant pages continue to perform well, so it's important to maintain a balance between the two (too many link posts may impact social media engagement).

A few examples of a recent Facebook Link-based posts are highlighted below:

Visit Limestone Coast
Published by Lachlan Swan · 5 April ·
A hot oven, good friends and a little slice of Italy... Take your tastebuds on holiday as we dish up your perfect pizza in the Limestone Coast!
VISITLIMESTONECOAST.COM.AU
Pizza Perfection: Get a Slice of Italy in the Limestone Coast
Wood-fired pizzas and Mediterranean vibes... Take your tastebuds o...

Visit Limestone Coast
Published by Lachlan Swan · 6 April ·
Official: we're a seafood mecca. From crayfish to crabs, squid to salmon and everything else in between, here's our guide to landing a seafood feast to remember!
VISITLIMESTONECOAST.COM.AU
Ultimate Seafood Experiences in the Limestone Coast
Fresh from the Southern Ocean, it's a seafood feast in the Limeston...

Visit Limestone Coast
Published by Lachlan Swan · 6 April ·
Ah sweet caffeine... Can't go without it, right? Fill your cup at the Limestone Coast's best local coffee stops this long weekend!
VISITLIMESTONECOAST.COM.AU
Hit me up! A Coffee Lover's Guide to the Limestone Coast
When keeping caffeinated is just part of the adventure... The Limest...

Visit Limestone Coast
Published by Lachlan Swan · 31 May ·
Let's face it. We all need a little pampering from time to time... As the mercury drops and we crave those creature comforts, it's time to cosy up in some of our most luxurious stays this winter!
VISITLIMESTONECOAST.COM.AU
Escape to Luxury on the Limestone Coast
Keen to treat yourself to a little luxury? Here's a handy list of Limest...

Visit Limestone Coast
Published by Lachlan Swan · 7 June ·
Brrrrrr! Chilly, isn't it? Good news: we're basically made for winter, and if you're seeking a cosy getaway (maybe even a little romance?), the Limestone Coast will warm your heart and ignite your soul!
VISITLIMESTONECOAST.COM.AU
How to do Winter in the Limestone Coast
We're basically made for winter down here, if you're looking for a s...

Visit Limestone Coast
Published by Lachlan Swan · 29 June at 17:30 ·
You're almost ready to swing through that 'kiss and drop' lane for the last time, and a Winter School Holiday road trip is GO. Here's our Top 10 ways to spend it...
VISITLIMESTONECOAST.COM.AU
Top 10 Winter School Holiday Ideas in the Limestone Coast
Keen to get out and explore with the family during Winter? Then he...

Email Marketing

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Overview

A quarterly consumer direct email newsletter was launched for the region in mid-2022 using Mailchimp. It has had a small investment of time (6 hours per quarter) which has allowed for the development and sending of 6 quarterly enews.

Demand driving goals of the eNews has been:

- Capture customer details from visitors to www.visitlimestonecoast.com to keep them updated with the latest blog articles and events.
- Drive referral traffic to www.visitlimestonecoast.com blog articles
- Encourage organic community growth of the region's Facebook and Instagram channels
- Promote the services of the region's Visitor Centres

The content strategy has been:

- Sharing of 3 of the most recent and/or relevant blog articles for the time of the year
- List of hero events, with links back to events ATDW listings on www.visitlimestonecoast.com, and encouraging visitors to explore the "What's on" Page of the website.
- Showcase 9 of the most recent Instagram images with information in their location and link to their creators.
- An ongoing link to the Limestone Coast's Visitor Centers for personalised, local advice.

Database growth strategy

- A passive/organic strategy has been the approach for growing the Consumer Database
- This has been achieved by promoting the eNews sign up form on www.visitlimestonecoast.com, on the Facebook page profile and through occasional promotion as part as blog link posts on Facebook.
- Discussions are in the process about adding an eNew sign up link on the Instagram account bio URL.
- Paid advertising of eNews sign-ups on social media has not been recommended, as it can negatively impact the high-quality organic traffic the channels are seeing.

Insights

An overview of the 6 eNews is found below, summarising their top-level engagement metrics.

Edition (Click URL to view content)	Recipients	Open Rate	Click Through Rate	Most Engaged Content
Winter 2023 >	416	35.9%	6.8%	10 Winter School Holiday Ideas
Autumn 2023 >	415	37.5%	9.4%	Best Bakeries in Limestone Coast
Summer 2023 >	298	43.1%	8.5%	Your Guide to Craft Beers and Spirits on the Limestone Coast.
Spring 2022>	291	47.3%	6.1%	Stone and Dust Music Festival
Winter 2022>	285	37.4%	6.6%	Nurture, nourish and restore your soul in the Limestone Coast
Autumn 2022>	250	41.8%	6.5%	On Tour with your Tweens and Teens

2023/2024 eNew Strategy Potential

Due to limits of budget and time, and changes in Regional Tourism staff over the last 12 months, the eNews Strategy has had only a small focus and investment in the region's digital marketing activities. With the limited time and budget, the small investment is performing well, with above-average engagement on eNews, and the steady organic grow of the database. However limited time or investment has been undertaken to review or optimise engagement.

As the Region looks towards new budget planning for 23/24, and with fresh eyes from the new Regional Tourism team, increased investment in eNews activities through additional resources would allow the following:

- Increased frequency of eNews from 4 per year, to potentially monthly or bi-monthly. This would allow increased direct promotion of the many events across the region.
- Analytics 360 Integration with Google Analytics to track website referrals in more detail
- Specific audience targeting emails, segmenting audiences based on their location/interests
- Campaign testing/split testing – time of day/week/content type

11.4 Connected & Active Communities and Regional Sports Academy

Committee: Board Meeting

Meeting Date: 11th August 2023

Author: Tony Elletson, Connected and Active Communities Officer

Authoriser: Colin Byles, LCLGA Interim EO

Strategic Reference: LCLGA Strategic Plan – Building Sustainable Communities

Budget Impact: Nil

Risk Assessment: Not Required

Report Recommendation: Information Report

Purpose: – Connected and Active Communities

To partner with community to establish and foster relationships that grow localised capacity to build and deliver impactful physical activity initiatives.

Purpose – Sports Academy

To identify regional talent

To educate and develop youth in the region.

To provide pathways to State and National representation

To develop the skills of regional coaches

Connected and Active Communities

The Connected and Active Communities (CAC) is in the very early phase of its existence.

The program aims to partner with community to establish and foster relationships that grow localised capacity to build and deliver impactful physical activity initiatives.

The program will look to provide opportunities for those in our community with barriers to participation and maintain support to our clubs' organisations and associations to ensure sustainability.

The CAC officer and LCLGA EO will continue to work with Councils to fully develop an Action Plan that will provide all 7 council areas with programs and outcomes that fit the needs of the people and community across the entire Limestone Coast.

Projects may be piloted in one council area and potentially rolled out in other areas where they will be of benefit. There is also potential for cross council programs with various sporting associations.

SPORTS ACADEMY

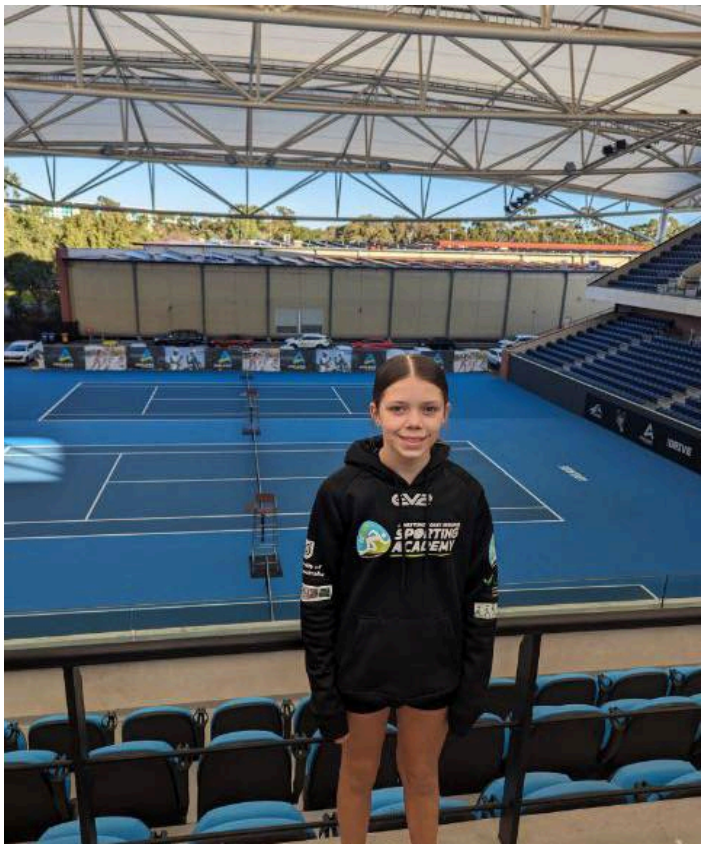
The Academy has its first full-time staff member. Adrian Maywald commenced with the Academy on the 24th of July. Adrian has a strong background in Sport and Education and will look to continue the growth and success of the program.

The athletes recently worked with Academy High Performance Director Tony Checker in the last school holidays. Tony provides our athletes with the vital Strength and Conditioning programs and guidance, that plays such a big part in their development.

Our Tennis program athletes had the opportunity to travel to Adelaide to complete a camp at Memorial Drive. Athletes were coached by Tennis Australia coaches, including Grand Slam winning former player Sandon Stolle.

The athletes were taken on a tour of the newly revamped Stadium and played matches against high ranking juniors from Adelaide.

Our Academy athletes are doing amazing things in their chosen sport. The LCLGA encourages members to look at the Academies Facebook page to see some of these outstanding achievements. https://www.facebook.com/LCRSA



12. LCLGA SUB-COMMITTEE MINUTES

12.1 Tourism Management Group

12.1.1 LCLGA Tourism Management Group Group Minutes - Thursday 13 July 2023

12.1.2 LCLGA Tourism Management Group Action Sheet

Limestone Coast Local Government Association

Limestone Coast Tourism Management Group (LCTMG)

Minutes from Meeting
Thursday 13th July 2023, 10:00am
Robe Council Chambers

1.0 Meeting Open 10.05am

Present

City of Mount Gambier	Biddie Shearing (online)
Naracoorte Lucindale Council	
Wattle Range Council	Caroline Hill
Robe District Council	Camille Lehmann
Kingston District Council	Natalie Morris
District Council of Grant	Rebecca Perkin
Tatiara District Council	Kelly Hutchinson
LCLGA	Kate Napper Emma Herring

Apologies:

Nat Morris (Kingston), Emma Clay (Wattle Range), Josie Collins (Naracoorte Lucindale), Colin Byles (LCLGA)

2.0 Previous Minutes and Table of Actions

No changes to minutes required.

3.0 LCLGA Priorities to Grow the Visitor Economy (Kate Napper)

3.1 Destination Tourism and Marketing Plan (DMP)

Workplan Focus Areas 23.24 Financial Year (FY)

- Action plan for 23.24FY circulated to group ahead of meeting.
- Action timeframes adjusted due to COVID interruptions and staff changeover.
- Kate summarised plan and budget allocations over 23.24 financial year while referencing the 8 priority areas as follows:

Marketing

- Digital storytelling (social media and community management) support to continue, contracted through Tourism Collective and webcare with Woof Media.
- Blogging, website content updates and Electronic Direct Mail (eDM) strategy will move in house due to budget constraints.
- Seasonal campaigns action 1.11 – still in market with billboard campaign in Coleraine and Nhill to Jan 2024.
- Consolidation of Mixed Dozen Wine Trail Platform marketing ongoing. Investigating if platform can be leveraged from a cross border perspective with wider visitation focus.

- A cross-border memorandum of understanding (MOU) formalised with Great Ocean Road Regional Tourism (GORRT) this week.

Visitor Servicing

- Kate spoke to the visitor collateral plan action and collateral audit priority
- Continued investment in Limestone Coast Visitor Guide as primary publication
- Discussion around 'Stay Another Day' publication and value for region. Review needed on how region is represented and distribution expectations by LGAs.
- Biddie advised Mount Gambier has consolidated collateral. Launched Mount Gambier Guide (approx. 60,000 units) and fold-out map. Distribution plan includes greater SA and Western Vic next week.
- Discussed action 2.4 and review of visitor servicing activities against visitor personas

ACTION: LCLGA to circulate visitor personas to inform visitor servicing activities review

Events

- Continued investment in Business Events Adelaide (BEA) membership to leverage opportunities for local venues such as Wulanda.
- Limestone Coast profile is active on BEA website but updates required.
- Business Events blog planned for Limestone Coast website to connect to BEA profile.

Experience Development

- Kate spoke to role of advocating and supporting emerging and existing experiences in conjunction with SA Tourism Commission (SATC).
- Biddie advised Guide of Mount Gambier program no longer active as referenced in action 4.16.

Governance and Collaboration

- Continued investment in Localis to maintain regional data dashboard in accordance with action 6.3. Monthly report is being prepared.
- Discussed the need to agree on regional dataset. Review value of subscription again in 6 months and consider open market tender if required.
- Caroline spoke to introduction of DataSpark with Visitor Information Centres (VIC) uploading data back dated to 2019. Not available to Visitor Information Outlets.
- Camille spoke to re-investment in Spend Map transaction data for 23.24F.
- Kate spoke to action 6.11 and event attendance to maintain a connection with industry stakeholders including Tourism Australia and SATC.
- Continued investment in industry networking events. Planning for next events in November and post-Summer 2024.
  Considering other business to business collaboration event opportunities to increase networking in region.

ACTION: LCLGA to share example of Localis monthly report and suggested regional data priorities for group review.

ACTION: Caroline to share DataSpark dashboard example with LCLGA.

Industry Capability

- Continued membership with Tourism Industry Council South Australia (TiCSA), RTO level.

- Discussion of TiCSA memberships across region and opportunity to consolidation. Robe has 2 memberships – council and VIC. City of Mount Gambier consolidated from 3 to 1 - VIC membership only for accreditation. Wattle Range have 6 memberships – 3 VICs but may consolidate with Penola hub model.

ACTION: LCLGA to share a list of active memberships held on behalf of LCTMG.

Promote the Value of Tourism

- Continue to schedule familiarisations as part of LCTMG quarterly meetings.
- Reminder to drive engagement of local hashtag #visitlimestonecoast with industry, residents and operators. Tourism checklist circulation continues to support.

3.2 Mixed Dozen Wine Trails Project

- Discussed as part of agenda item 3.1 Marketing

3.3 SATC Update

Destination Development visit in July

- SATC Product Development team in region week commencing 17 July to next week, visiting operators. Kate will circulate an itinerary from SATC. Kate and Emma will accompany them around the region - important to show a united front and maintain connection with operators.
- Looking at established tourism products only for this trip. May be another visit at the end of the year with a focus on new business.

Regional Tourism Review

- Kate updated the group. The review is progressing. Kate received an update in June which was circulated by SATC to LC Tourism Managers. SATC have received 5 recommended funding models from consulting firm, Sparrowly Group for assessment.
- Next steps - workshop on September 1 where Regional Tourism Managers (RTMs) and chairs from Regional Tourism Group will be in attendance.

Agritourism Sector Plan 2025

- Sector plan now available. Review of operators conducted with strong growth in LC. Raise awareness of opportunities where possible along with wellness and aboriginal tourism sector plans.

ACTION: LCLGA to circulate sector plan and list of operators for information.

3.4 Grant Opportunities

Experience Nature Tourism Fund (ENTF) Round 2

- Applications open 31 July. Alignment with National Park or Reserve.
- Operator outreach underway to drive uptake and support applicants.
- Emma has shared information through the industry Facebook group. Councils can also circulate in their communications.

DRAFT

- LC underrepresented in round 1 - only 2 out of 18 successful applications in the state.

Growing Regions Program

- Expressions of interest close 1 August.

ACTION: LCTMG to share ENTF information in their council communications

4.0 Other Business - Nil

5.0 Optional – Individual Council Tourism Initiative and News

Rebecca Perkin (Grant DC)

- Holdfast Limestone Coast Art Project – seaweed/art. Exhibition will take place at the Port Macdonnell Community Complex in August.
- Gourmetmakers app – trails map focused on food and wine - have approached Grant DC.
- Attended Office of Small and Family Business which was launched in conjunction with Resilient Ready Program. Businesses can join the free program. Tool kit released soon.

ACTION: Rebecca to circulate Resilient Ready Program Tool Kit to LCTMG

Kelly Hutchinson (Tatiara DC)

- National carting champs to be held in Bordertown in October- expecting approx. 2,000 visitors. Most camping, all other accommodation booked. Council to hold a street party.
- Keen to re-engage other VIC in region more regularly

ACTION: LCLGA to reinstate regular LC visitor servicing network meetings.

Caroline Hill (Wattle Range DC)

- Working on Rail Trail signage
- Moving to a Hub and Spoke model with VICs with Penola hub
- Working to reinvigorate Marketing Plan.
- Upcoming Events: Geltwood Festival, Pines Enduro, YMCA Skate Park competitions.
- Looking into Dark Sky Experiences – an area in Wattle Range where this exists

Camille Lehmann (Robe DC)

- 2023 Karatta Wines Southern Ocean Art Prize rescheduled to 3 November. Entries now open.
- Beer Festival scheduled for 28 October.

Biddie Shearing (City of Mount Gambier)

N/A

6.0 Meeting Closed 12.20pm.
Next meeting scheduled for: Thursday 16 November 2023, Millicent (Venue TBC).

DRAFT

DATE OF MEETING	ITEM No.	TITLE	ACTION	OFFICER	DUE	STATUS REPORT DATE – 01/08/23	EST DATE OF COMPLETION
30 JAN 2023	3.6	**Trail Audit Insights**	Biddie to share trail audit insights from Mount Gambier City Council for consideration against LC Rail Trails Masterplan review.	Biddie Shearing	December 2023	Council process is still underway and work to date has not been officially endorsed by Council yet.	December 2023
28 MAR 2023	3.1	**Collateral Audit**	Communications – Audit of current collateral including LC Visitor Guide and Stay Another Day publication	LCLGA and councils	July 2023	LC Visitor Guide will be reviewed as production commences in Nov/Dec.	November 2023
28 MAR 2023	3.1	**Website Analytics Update**	Share monthly analytics from Website developer WOOF with TMG	Emma Herring	Ongoing	March report shared. Will continue monthly.	Complete
28 MAR 2023	3.2	**Localis Subscription**	Kate to circulate Localis renewal offer with subscription inclusions. Members to advise their intent.	Kate Napper	May 2023	Complete	Complete
28 MAR 2023	3.4	**Destination Australia Event Summary**	Share with the TMG a summary of key tourism trends and opportunities from the Destination Australia event.	Kate Napper	May 2023	Link emailed: https://www.tourismtribe.com/destination-australia-trends-and-opportunities-for-tourism-operators-2023/	Complete
13 JUL 2023	3.1	**Visitor Personas**	Circulate visitor personas to LCTMG to inform visitor servicing activities	Kate Napper	August 2023		August 2023
13 JUL 2023	3.1	**Localis report and regional data priorities**	Share example of Localis monthly report and suggested regional data priorities for group review.	Kate Napper	August 2023		August 2023

13 JUL 2023	3.1	**Dataspark**	Caroline to share DataSpark dashboard with Kate Napper.	Caroline Hill	August 2023		Complete
13 JUL 2023	3.1	**List of active memberships**	LCLGA to share list of active membership held	Emma Herring	August 2023		August 2023
13 JUL 2023	3.3	**Agritourism sector plan**	Circulate agritourism sector plan and list of operators that align	Kate Napper	August 2023		August 2023
13 JUL 2023	3.4	Experience Nature Tourism Fund Round 2	LCTMG members to circulate fund information	All members	August 2023		13 September 2023
13 JUL 2023	5.0	Resilient Ready Tool Kit	Rebecca to circulate Resilient Ready Program Tool Kit with TMG.	Rebecca Perkins	August 2023		August 2023
13 JUL 2023	5.0	LC Visitor Information Centre networking opportunities	LCLGA to reinstate regular visitor servicing network meetings (LCVSN)	Kate Napper	September 2023	Schedule first meeting before December 2023 and set up quarterly.	September 2023

13. OUTSIDE ORGANISATIONS

13.1 Department for Primary Industries and Regions, South Australia

Report provided by Ms. Jennifer Schilling.

13.2 Heritage Advisory Service

No report provided by Mr Ian Hamilton from Arcuate Architecture.

13.3 Regional Development Association Limestone Coast

Report provided by Mr David Wheaton, CEO of RDALC.

13.4 Local Government Association & SAROC

LGASA Board and SAROC draft minutes from recent meetings can be found at the Local Government Association of South Australia's website at:

https://www.lga.sa.gov.au/about-lga/lga-meetings/committees.

Topical Report provided by the LGASA.

13.5 South Australian Coastal Care Alliance

No report provided by Mr Adam Gray, CEO of SACCA.

13.6 University of South Australia

No report provided by Mr Ian McKay, Regional Director of UniSA.

PIRSA Update

Biosecurity Bill consultation commenced.

A new Biosecurity Bill has been prepared that will consolidate a number of existing Acts including plant health, livestock, the dog fence, management of stray stock and relevant provision of fisheries legislation.

The Proposed Bill will:

- Provide South Australian a modern, flexible, and responsive biosecurity framework.
- Support protection from pest and diseased that threaten our economy, terrestrial and aquatic environments or may affect public amenities, communities, and infrastructure.
- Bring consistency to the management of biosecurity across industries, by incorporating a number of biosecurity related Acts.
- Promote shared responsibility for biosecurity amongst government, industry, and community.

Arrangements for the management of weeds and vertebrate pests will remain unchanged. The Biosecurity Bill is not proposed to replace provisions related to these in the *Landscape South Australia Act 2019*, nor will it replace the *Phylloxera and Grape Industry Act 1995*. Diseases in humans would continue to be regulated through the *South Australian Public Health Act 2011*.

The consultation on the Bill commenced on 1 August 2023 and concludes 26 September 2023. Public online seminars will be conducted on **21 August 5:30-7pm** and **25 August 11:30-1pm,** online seminar registration and written submissions can be made via the YourSAy website.

New Bushfire detection technology

Fire tower upgrades across the Limestone Coast are progressing in readiness for the 2023/2024 fire season; a tender process has recently been finalised and company *Pano AI* announced for the roll out of a full camera-based fire detection system.

The transition to the bushfire detection and monitoring system will result in an Australian first, fully integrated active bushfire detection platform using satellite technology, ultra-HD 360-degree panoramic cameras and Artificial Intelligence aimed at improving early detection of fires.

Business case: truck washing and effluent facilities

Livestock SA will be provided with $150,000 to conduct a business case into the feasibility of a state-wide network of truck washing and effluent facilities to support biosecurity efforts to protect SA's Livestock Industry.

The project is part of the preparedness activities in South Australia against the increased risk of emergency animal diseases such as foot and mouth disease (FMD), lumpy skin disease (LSD) and African swine fever (ASF).

The target for the completion of the business case analysis is 31 May 2024.

Southern Rock Lobster (SRL) Fishing season extended.

Greater flexibility for fishers to catch fish and meet market demands will be enabled by a 1 September 2023 commencement to the fishing season in the Southern Region.

Premier Malinauskas will also lead a business delegation to China in September 2023, where he will advocate for an easing of trade restrictions impacting the export of the States live rock lobster.

Varroa mite- update of honeybee movements restrictions.

Varroa mites (*Varroa jacobsoni* and *V. destructor*) are the most serious pest affecting honeybees worldwide. The mites are tiny reddish brown external parasites of honeybees.

Restrictions were updated on 19 July 2023 for bees and bee products entering South Australia. The restriction affects movements from NSW, Victoria and Queensland, or any state or territory within which the varroa mite has been detected.

Trees on Farms Initiative

Additional information, for farmers and landowners who may be consider exploring farm forestry, is available as a result of five recently completed research projects. The reports are now available from the PIRSA website.

The topics covered by the research included plantation models, forestry-based carbon farming, planning, and tax considerations. The research was initiated to help landowners make decisions on plantation establishment and carbon farming opportunities.

TAFE Regional fund

- A new Regional Skills Development Fund will enable TAFE SA to offer more courses in regional and rural South Australia.
- The fund will allow for course to run with a minimum of five enrolled students (rather than the twelve currently required), resulting in more students having access to more courses across South Australia. The courses will target priority areas where we need to get skilled people for jobs.

End

RDALC REPORT TO LCLGA

MAY - JUNE 2023

ABOUT US

Regional Development Australia Limestone Coast (RDALC) has evolved into the area's key regional development agency, focusing on the success and growth of businesses in the Limestone Coast. We do this by supporting and mentoring businesses in a way that maximises opportunities, reduces costs, and builds economic resilience.

RDALC provides a free one-on-one business support service for business owners. We help with starting and operating a business, including business plan development and review, licensing and registration, recruitment (including connection to job seekers and accessing the skilled migration program), and information on (and referral to) State and Australian Government programs and grants. We also assist with developing marketing and communications strategies, and help operators further their online presence.

RDALC also provides tailored support for businesses and organisations across our region that are seeking private investment as well as funding through grants. We provide economic impact analysis reports for applications, assist with the development of Information Memorandums and Investment Prospectus and assist with framing grant applications.

SMALL BUSINESS SUPPORT

From 1 May to 30 June 2023, **72** businesses/ organisations accessed RDALC's small business support services. A further **41** businesses/ organisations were supported in their applications for investment (grants and funding). This includes **9** not-for-profit organisations, **9** local councils, and **9** State Government agencies/bodies.

THE BIG PICTURE

In the 2022/23 financial year, RDALC provided support to a total of **454** businesses/organisations.

Regional Development Australia
LIMESTONE COAST

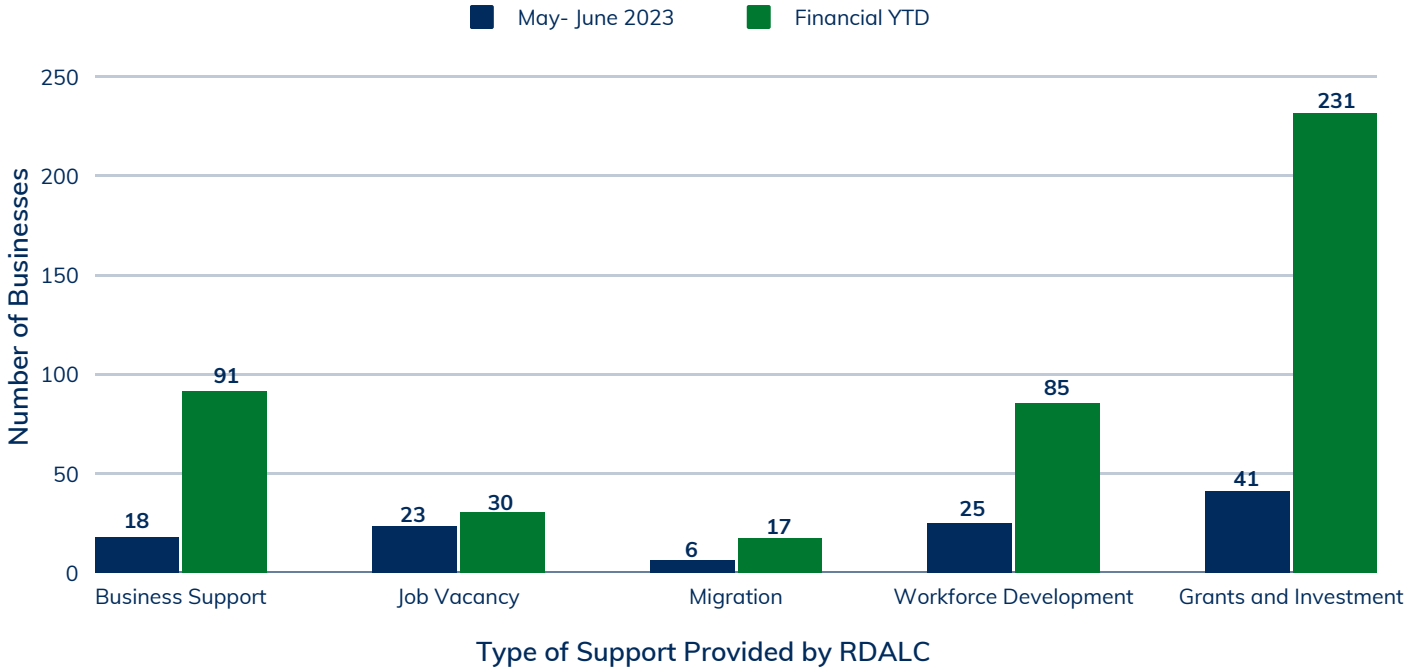
EFFECTIVE MENTORING WORKSHOP

In June, RDALC hosted an Effective Mentoring Workshop for the Existing Leaders Network at Brands Laira in Coonawarra. We welcomed people from across the region to the workshop and networking event, to build on leadership strengths and learn what it takes to be an effective mentor. Brooke Wilson Counselling and Coaching designed and facilitated the workshop.

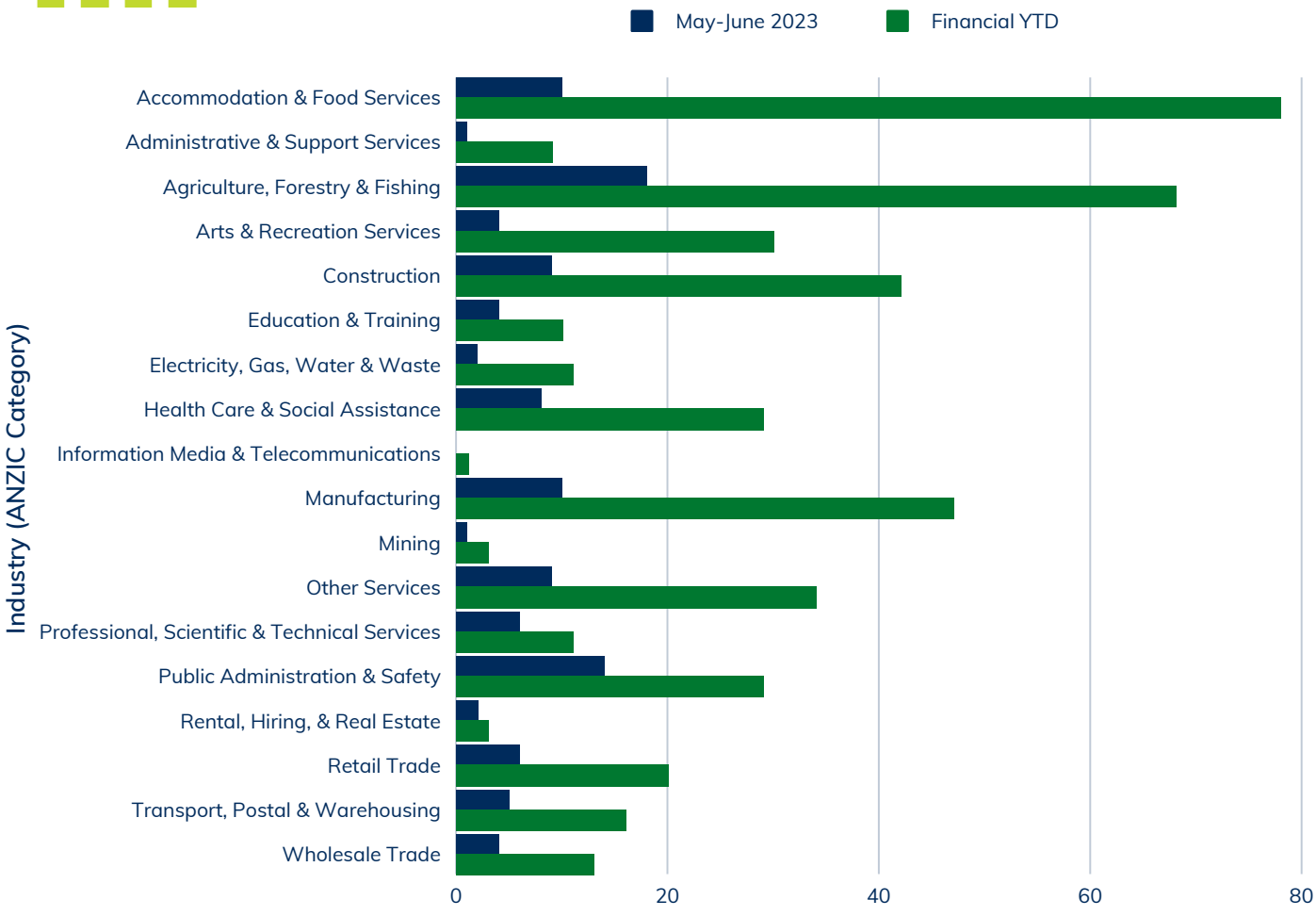
A highlight of the event was the Q&A session with three local leaders and mentors – Liz McKinnon, James McGregor and Kelly Borlase, who generously shared their insights and experience with the group.

RDALC have formed the Existing Leaders Network as part of Limestone Coast Leaders, our leadership development program. The Network's purpose is to provide current leaders and Leadership Program Alumni with an opportunity to connect and continue to build their skills.

TYPE OF SUPPORT PROVIDED

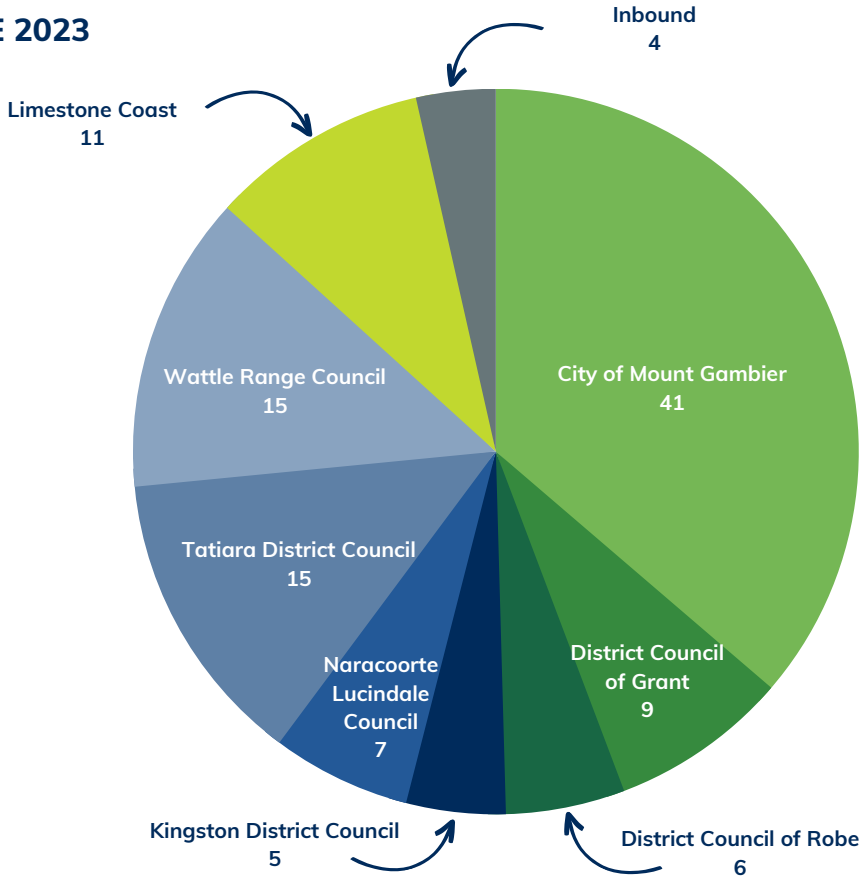


INDUSTRY RECEIVING RDALC SUPPORT

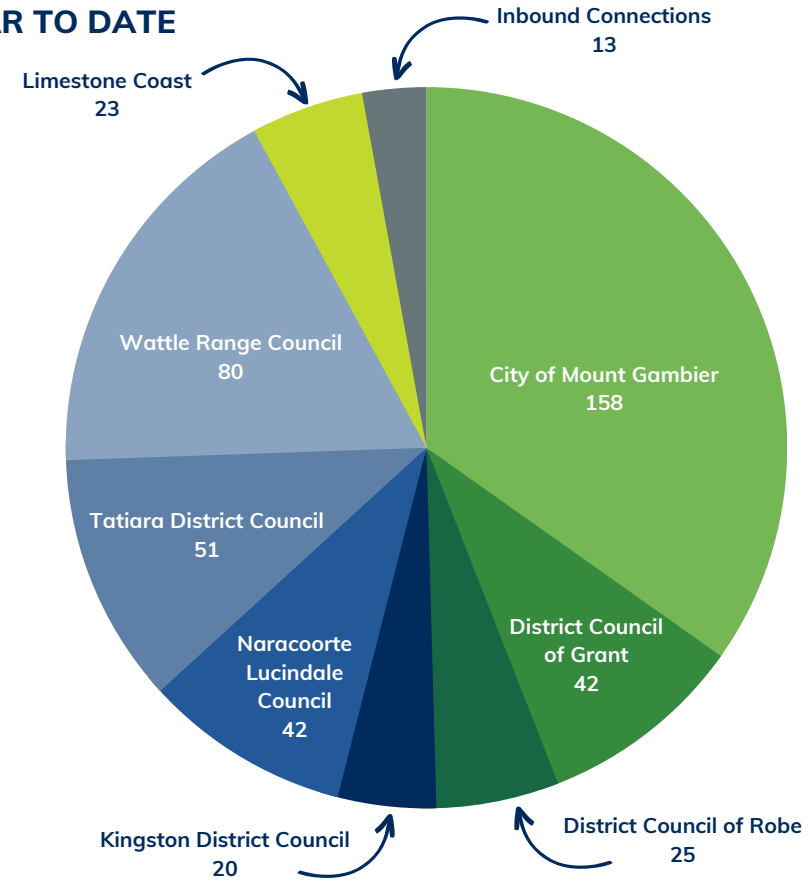


LOCATION OF BUSINESS RECEIVING SUPPORT

MAY - JUNE 2023



FINANCIAL YEAR TO DATE



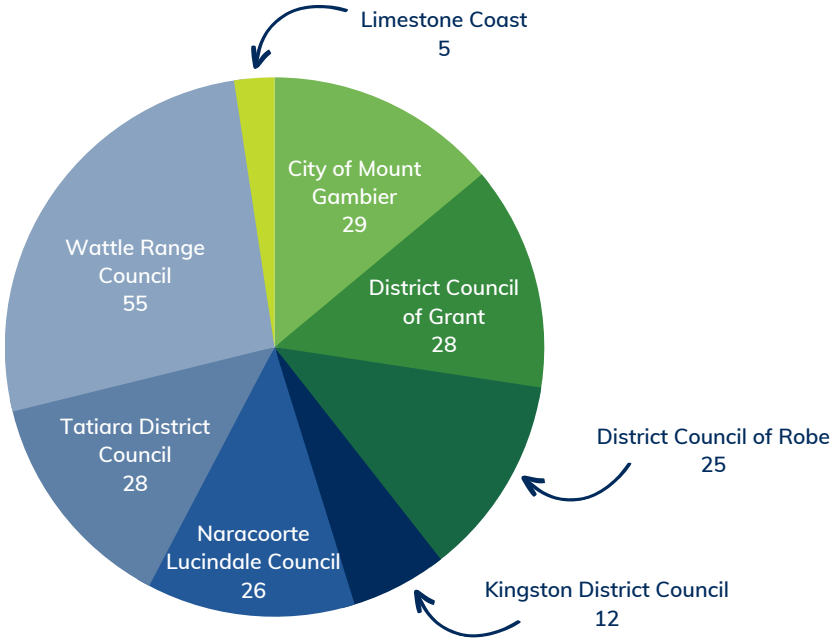
*The inbound connections figure represents businesses that are not located in the Limestone Coast, but are either looking to expand into our region, or are collaborating on a project with a Limestone Coast business.

Regional Development Australia Limestone Coast

INVESTMENT PIPELINE SUMMARY

30 JUNE 2023

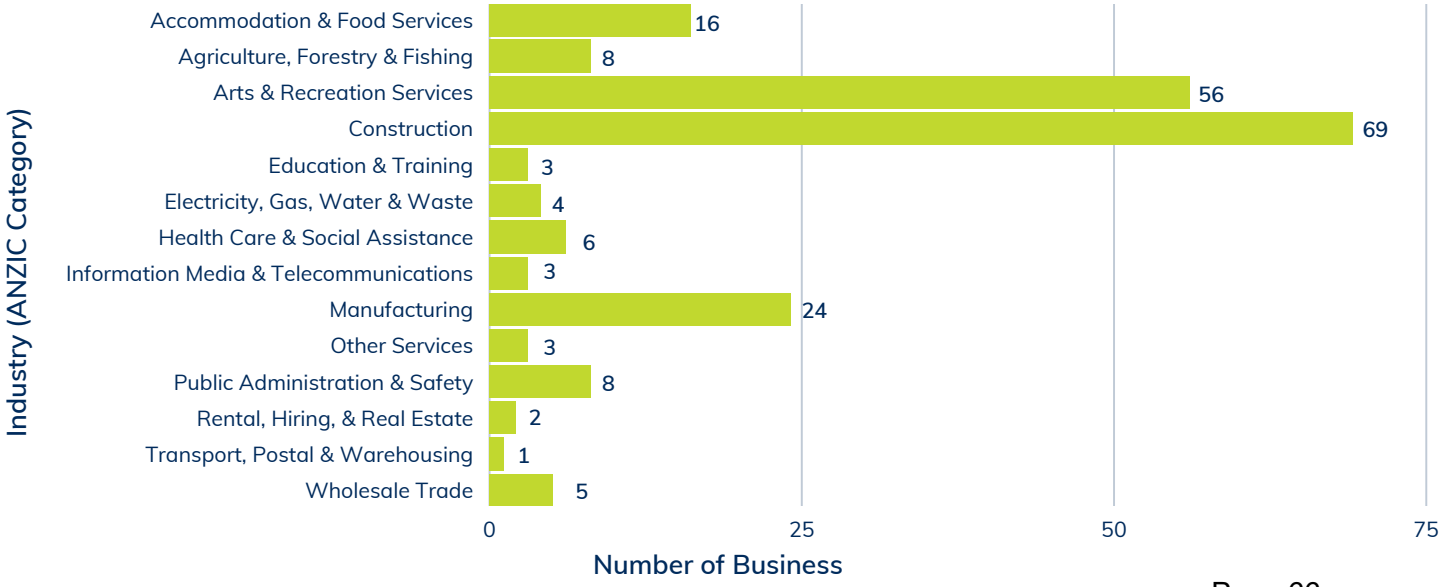
NO. OF PROJECTS BY LOCATION



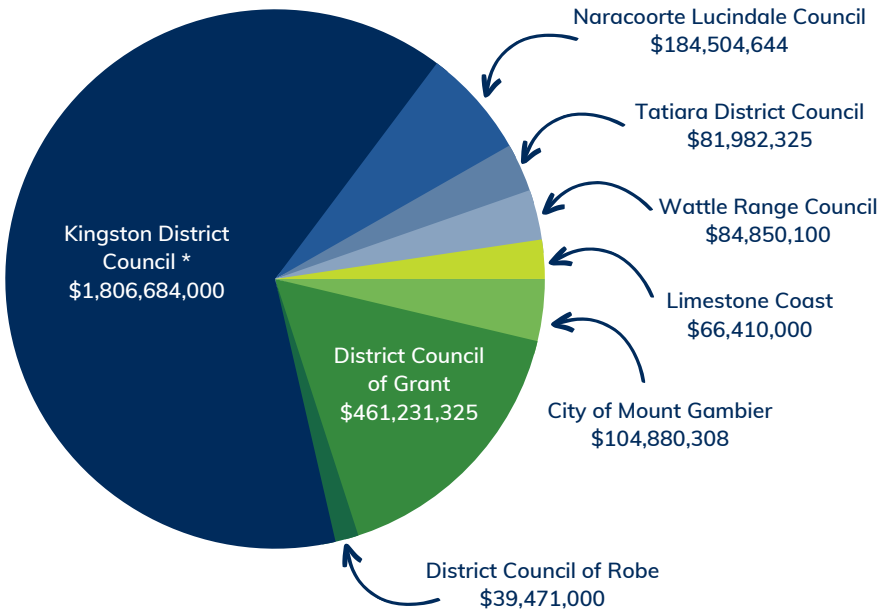
$2.83 BILLION INVESTMENT

208 PROJECTS

PROJECTS BY INDUSTRY

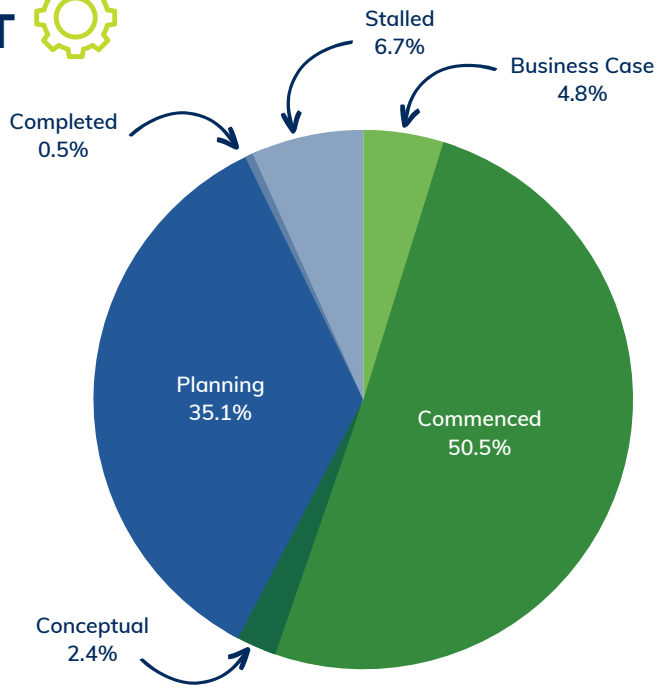


CAPEX BY LOCATION



**The proposed offshore windfarm ($1.75B) impacts the Kingston District Council figure.*

STAGE OF DEVELOPMENT



**Most projects come to the attention of RDALC once they have passed the conceptual stage and are removed after being reported as completed.*

This document is confidential and is for internal use only. It may not be reproduced without permission. The Investment Pipeline report tracks regional investment that RDALC is aware of. It is intended to give a snapshot and is not an exhaustive list. The reporting changed this quarter to capture barriers to projects. The projects listed here are the property of Councils, businesses, or organisations. Some have the involvement or support of RDALC.

LGA Topical Report

July – August 2023

Purpose	This LGA Topical Report provides an information update on LGA activities and is current as of July 2023.

Sector wide updates:

- EPA Waste Reform
- Review of the Food Act Memorandum of Understanding
- Upcoming Reviews
- CWMS
- Planning
- Local Government Reforms
- 2023 Model Financial Statements
- Asset Management Information Papers
- Annual Letter to Members of SA Parliament re: Council Rates Notices
- Coastal Adaptation
- Libraries

LGA sector wide updates

EPA Waste Reform

The SA Waste Levy Rates for 2023-24 have been released with solid waste for Metropolitan Adelaide increasing to $156 per tonne and non-metropolitan to $78 per tonne.

Container Deposit Scheme Legislation

The EPA commenced a review of SA's Container Deposit Scheme (CDS) in 2019. The LGA has actively contributed to this review process through consultation with members to inform its input through the EPA's CDS Taskforce and through formal submissions.[1]

The outcomes of this review are anticipated to be progressed by the EPA in two phases, being:

Phase 1 Changes: *(changes to the SA scheme not related to national alignment)*

- Objectives of the CDS
- Scheme approvals and container markings
- Container return rates
    - Ease of container return
    - Payment of refund
- Governance arrangements

Phase 2 (changes to the SA scheme related to national alignment)

- Containers included in the CDS (ie. expansion to include glass wine, spirit and cordial bottles)
- Container return rates
    - Deposit value and refund amount

The LGA is awaiting further guidance from State Government regarding timing/Bill drafting.

There is no indication that the QLD government's decision to expand their CDS to include glass wine and spirit bottles by November 2023[2], will impact the State Government's national alignment approach.

Local Nuisance and Litter Control Act Reform

The LGA response to the proposed amendments to the LNLC Act acknowledges that cost recovery is an important element of any regulatory function performed by government.

The LGA continues to advocate to State Government that cost shifting or increased responsibility should not be placed on local government without commensurate ongoing financial and other support from the State Government.

The LGA's 2023 response to the EPA gives support to the following proposed amendments that will benefit councils:

- Mechanisms that enable councils to more effectively manage and respond to shopping trolley litter within the community.
- Cost recovery for cleaning up hazardous/illegally dumped litter.
- Tighter regulations around the appropriate installation of air conditioning units.

[1] LGA Submission, *Single-use Plastics and the Container Deposit Scheme* (2019), LGA Submission, *"Improving SA's Recycling Makes Cents Discussion Paper"* (2022).
[2] https://www.qld.gov.au/environment/management/waste/recovery/reduction/container-refund/proposed-expansion

The LGA's response highlights concerns about the introduction of light as an "agent of local nuisance" due to the increase cost and resource burden it will place on councils.

The LGA is awaiting further guidance from State Government regarding timing of next steps. For more information about this consultation process please visit the LGA Website.

Review of the Environment Protection (Waste to Resources) Policy 2010

The EPA has commenced a review of the Policy to modernise the policy and to better enable a more circular economy. The LGA has and will continue to provide input to this review through the EPA's Circular Economy and Waste Reference Group.

The EPA is in the process of finalising a discussion paper which is expected to be released later this year/early next year. The LGA intends to consult with members and provide a sector response to the discussion paper.

Upcoming Reviews

Upcoming State Government reviews or changes to legislation include:

Dog and Cat Management

The State Government conducted a review of dog and cat laws late in 2022 (during council caretaker period) and has foreshadowed changes to the Dog and Cat Management Act. The LGA submission includes recommendations for state wide cat management laws to replace the disjointed council by-law approach. The LGA has asked for at least two months consultation on proposed change to the DCM Act, to enable the LGA and councils to have genuine input.

Landscapes SA Act

he State Government has foreshadowed a review of the Landscapes SA Act in the second half of 2023. The LGA has also asked that enough time is allocated to ensure genuine consultation with councils. Issues include:

- The particular projects supported by regional landscapes boards (RLBs).
- Engagement by RLBs with the councils in their area.
- The role of councils in collecting the Landscapes Levy (which is essentially a State Government property-based tax)
- The ability of councils to recover the costs incurred in collecting the Landscapes Levy.

Biodiversity Act

The State Government is considering whether legislation is required to address biodiversity issues. It is not clear whether a new body would be created or these issues would be managed by an existing agency, such as the RLBs. Of particular interest to the local government sector is how management of biodiversity issues would be funded and the role of council in any new arrangements.

Hydrogen and Renewable Energy Bill

The LGA is engaged in consultation with the Department of Energy and Mines in relation to legislative amendments that would enable council to levy fair council rates on land used for electricity generation. If the proposed HRE Bill is not changed to include these amendments then councils could lose revenue in relation to every new parcel of land used for electricity generation.

CWMS

CWMS Program mid-term review / Funding Deed renewal

The Mid-term Review of the CWMS Funding Deed has been completed, the final draft of the funding deed provided by the Office for Local Government to the LGA on 6 July 2023, this is going through final review to return to the Office for Local Government to enable preparation for execution by The Minister.

CWMS Annual Conference

The Annual CWMS conference was held on Thursday 8 June at the UNISA Seminar Room, the conference was well attended with 80 delegates representing over 20 different councils who operate CWMS systems. The conference was opened by Minister Brock, with speakers including LGA CEO Clinton Jury, CWMS Management Committee Chair Mayor Leon Stephens, the Office of Technical Regulator, 7 Council speakers discussing CWMS their projects. Delegates who responded to the conference survey advised an 84% satisfaction rating with 8% neutral.

Planning

Expert Panel Review into South Australia's Planning System

The Expert Panel presented its report to the State Government, and it is understood that it contains 80+ recommendations that would result in changes to the PDI Act and Regulations and the Planning and Design Code. The Government will be providing its response in the second half of 2023.

Once available, the LGA will carefully consider the response in relation to the LGA Submission - LGA of SA, and consider its advocacy approach to any changes proposed by the State Government and advocacy undertaken by other member organisations.

Development of the six Country Regional Plans

On 13 October 2022, the SPC endorsed 'Proposal to Initiate' documents for the preparation of six Country Regional Plans.

Initial workshops have been held in all regions except for the Murraylands and Riverlands which has been delayed 12 months as a result of the River Murray flooding

State-wide Flood Hazard Code Amendment

This Code Amendment will establish standardised modelling parameters for the identification of flood hazard across the State and update flood hazard policies and mapping within the Code based on new and enhanced flood hazard mapping, it will also introduce a mechanism that will allow for flood mapping in the Code to be update more easily and regularly, where the Minister is satisfied that the proposed changes have met a specific set of criteria.

Consultation is likely to commence in the later part of 2023.

River Murray Flood Resilience Code Amendment

The Minister for Planning has written to River Murray Councils to advise that he has approved a Proposal to Initiate the River Murray Flood Resilience Code Amendment (the Code Amendment) that affects land within their council area.

Following the recent flooding the Code Amendment is aimed at updating the planning rules to support river communities be more resilient to the impacts of future floods.

The Code Amendment seeks to update policies to provide better guidance to river communities on rebuilding in a manner that enhances resilience and environmental compatibility.

Local Government Reforms

30 June 2023 commencement -amendments to section 122 of the Local Government Act 1999

This reform was proclaimed for commencement on 30 June 2023 in the proclamation made on 23 December 2021.

Section 122 provides that councils must develop and adopt plans for the management of its area which are collectively known as the 'strategic management plans'. The suite of strategic management plans must include a long-term financial plan (LTFP) and an Infrastructure and Asset Management Plan (I&AMP) which must both cover a period of at least ten (10) years.

Regulation 5(1)(b)(c) of the *Local Government (Financial Management) Regulations 2011* provides that the LTFP **must**, at a minimum, include certain information presented in a manner consistent with 'Note 16 - Uniform Presentation of Finances' and 'Note 15 - Financial Indicators' from the Model Financial Statements.

Further, regulation 5(2)&(3) requires that the LTFP be accompanied by a 'plain English' statement which sets out:

- the purpose of the long-term financial plan; and
- the basis, including key assumptions, on which it has been prepared; and
- the key conclusions which may be drawn from the estimates, proposals and other information in the plan.

Changes to section 122 expand the level of detail required in the LTFP which will now also need to include a 'funding plan' that:

- outlines the council's approach to funding services and infrastructure of the council; and
- sets out the council's projected total revenue for the period to which the long-term financial plan relates; &
- outlines the intended sources of that total revenue (such as revenue from rates, grants and other fees and charges).

Many councils would have already essentially been meeting these requirements, as they include additional information from their financial statements (such as the Statement of Comprehensive Income or Statement of Financial Position) in the LTFP and not just Note 15 and 16 as required by the regulations.

However, to ensure that the minimum requirements (ie. Note 16) reflect the appropriate level of disclosure, the 2023 Model Financial Statements have proposed additional disaggregation of line items. Previously to compile 'Note 16 - Uniform Presentation of Finances', only the Income and Expense *totals* were brought over from the 'Statement of Comprehensive Income'. It is now proposed that the Income and Expense *line items*, will be brought over to meet the legislative intent of the s122 changes.

Reform related resources

The following reform related resources have been updated or released:

- Annual Report Guideline
- Employee Behavioural Standards—Guideline and Model Standard
- Model Behavioural Support Policy

Strategic Management Plan Advice Scheme (ESCOSA)

In February 2023, the Essential Services Commission of SA (ESCOSA) provided its first tranche of advice to 15 councils. Feedback to the LGA from those councils indicates:

- If councils were able to exercise a choice, no council would have elected to pay for the ESCOSA advice, let alone the $40,000 actually charged by ESCOSA. This is money councils could better spend on delivering services for communities.
- The advice demonstrated a lack of understanding of the local government sector. Councils are not a regulated industry (like power or water), needing a regulator to ensure prices are minimised. Instead, councils engage with ratepayers each year and have conversations about what services are required and what revenue must be raised to pay for those services.
- Councils found little value in the ESCOSA advice. They were disappointed by the limited engagement by ESCOSA and its minimal effort to understand the complexities within which councils operate, especially when compared with councils constructive working relationships with their external Auditors.

Collectively across the four-year cycle of the first iteration of the Scheme, the local government sector will pay approx. $2.7 million[3] for the costs of the ESCOSA SMP Advice Scheme. The irony is that the scheme aimed (in theory) at council accountability to ratepayers will put upward pressure on rates.

Throughout the life of the Scheme to date, the LGA has been persistent in raising member concerns with Local Government Minister Geoff Brock and with ESCOSA. A key achievement from this continuing advocacy has been a reduction in the overall costs attributed to the first cycle of the Scheme. The LGA intends to continue to raise sector concerns regarding scope, scale and value to the sector of the ESCOSA SMP Advice Scheme with the Premier, the Minister and State Cabinet.

Minister Brock has publicly indicated that he will look at the benefit and viability of the scheme in its current form. Earlier this year, he told the State-Local Government Economic Development Forum that just because the current government inherited the ESCOSA SMP Advice Scheme, doesn't mean they have to continue the scheme forever and a day. In his remarks at the LGA OGM in April, Minister Brock also indicated it was his intention to discuss the viability of the Scheme with ESCOSA, having regard to feedback received from councils about the perceived lack of value. The LGA strongly encourages all councils to communicate directly with the Minister for Local Government about concerns with the ESCOSA SMP Advice Scheme.

[3] Calculated based on the confirmed cost of $40,000 to each of the 68 SA councils.

Tranche 2 support

In preparation for the commencement of Tranche 2 of the SMP Advice Scheme, the LGA has established a Community of Practice for those councils scheduled to participate in the Scheme in the 2023-24 financial year. As part of that process ESCOSA will attend a meeting on 17 July to discuss the Scheme with council officers.

A CEO Update was also held on 5 July, which provided CEOs from Tranches 2, 3 and 4 with information about the Scheme, along with an opportunity to hear from CEO's involved in Tranche 1.

2023 Model Financial Statements

The Minister for Local Government approved the Model Financial Statements for 2023 on 26 June 2023. These statements are available alongside a suite of resources to assist councils to maintain financial sustainability.

Under the *Local Government (Financial Management) Regulations 2011* (the Regulations), annual financial statements of councils must be prepared in accordance with the Model Financial Statements.

The LGA greatly appreciates the contribution made by local government finance professionals from several councils and by the South Australian Local Government Auditors' Group on the development of the 2023 edition of the Model Financial Statements.

The **2023 Model Financial Statements** are available on the LGA's member site.

Asset Management Information Papers

The LGA is currently undertaking a project aimed at enhancing asset management capacity and capability in the sector through the provision of a suite of information papers.

Each paper is aimed at assisting local government officers operating in an asset management capacity to satisfy the requirements of the Local Government Act and relevant regulations. The content in each paper is intended to be a guide for councils starting out on their asset management journey to achieve and maintain a core level of maturity as well as assisting those who wish to operate at a more advanced level.

There are thirteen proposed focus areas which will eventually make up the full suite of papers. The first three papers were released in 2022 and another two papers have been released recently.

The following **Asset Management Information Papers** are now available:

Paper No 2. Asset Management System (Framework) - Policy, Strategy and Plan
Paper No 4. Levels of service
Paper No 6. Lifecycle management
Paper No 7. Managing risk and resilience
Paper No 8. Financial projections for Long-term Financial Plans (LTFP)

Please note that the information in the papers relies heavily on IPWEA's background intellectual property and is provided for the exclusive internal use of LGA member councils, they should not be shared with any other party or made public.

Annual Letter to Members of SA Parliament re: Council Rates Notices

Each year the LGA writes to all Members of SA Parliament to explain the timing and process regarding the adoption of Annual Business Plans and Budgets (including the setting of council rates). The letter highlights the public consultation process and encourages community participation.

The letter also aims to dispel the common misconception that rising property values automatically result in more money for councils and includes a copy of the **LGA factsheet** which provides a simplified explanation of how property values are used to calculate rate contributions.

Coastal Adaptation

SA Climate Ready Coasts:

The funding agreement for $3.7M with the Federal Government's Coastal and Estuarine Risk Mitigation Program , announced in November 2022, has now been signed. The LGA began to prepare for this important program as soon as the funding was announced, appointing a program manager, establishing a robust governance structure, and undertaking detailed project planning.

All councils were invited to a webinar on 11 May 2023 and a second will be held soon. This will be promoted through Latest News and all coastal councils are urged to attend to keep up to date with the Program which will be of great benefit to all. The Program's Executive Steering Committee is particularly keen to see representatives from each coastal council so councils are asked to nominate a representative. The program's success will depend on collaboration between all stakeholders, and we encourage coastal councils to participate in this important program.

The LGA has been working closely with the Department for Environment and Water to progress the work proposed as part of each element of the work proposed. The Coast Protection Board has been pleased with the LGA's work to date and has dedicated a one off contribution of an additional $240K towards the program.

As well as DEW and the Coast Protection Board, the LGA is working with SACCA and ACCN. ACCN has nominated Nina Keath, Team Leader Sustainability at the City of Onkaparinga as its expert advisor to the program. SACCA has also been asked to nominate a technical advisor from a regional council, so if you know someone with the interest, capacity and capability to fulfill this role, please email climatereadycoasts@lga.sa.gov.au

The SA Climate Ready Coasts website is nearly launched and will provide detailed background on the program as well as regular updates.

Adelaide Coastal Councils Network (ACCN):

The ACCN now fulfills the role previously undertaken by the Metropolitan Seaside Council Committee, working closely with SACCA (SA Coastal Councils Alliance) to progress metropolitan coastal issues. As well as participating on the Program Management Group for the SA Climate Ready Coasts Program, the ACCN has commenced its strategic planning.

Libraries

Public libraries:

The LGA undertook a successful campaign lobbying the State Government to retain CPI in its funding agreement for public libraries. The collaboration agreement between the Libraries Board and the LGA allocates $20.7m towards funding public libraires but without CPI included int eh funding arrangement, councils stood to lose $16M over the five years of the agreement. The budget has not addressed any additional funding but this will remain a priority for the LGA.

School Community Libraries:

The LGA has participated in a review of funding of School Community Libraries (SCLs). The review is being undertaken by the Libraries Board and the Department for Education as anticipated in the Collaboration Agreement entered into between the LGA and the Libraries Board in March 2022.

The SCL service is a three-way partnership between councils, the Department and the Libraries Board. The Department provides staff and infrastructure, councils provide some funds and the Public Library Services (PLS) (State Government) agency, which supports the Libraries Board, provides access to the One Card network and Wi-Fi, internet and printing services.

The LGA agreed to participate in this review with a view to supporting efforts to build a more sustainable system for SCLs which are important to councils and their communities.

The SCL Funding Review is a confidential project which raised challenges in engaging with councils. However, a SCL Funding Review Reference Group was established to advise on the Options Paper developed by a consultant engaged by the Libraries Board.

The Reference Group comprised:

- Department representatives: Ms Joann Weckert, Education Director, Mr Adrian Maywald, Principal of Lucindale Area School, and Ms Ali Bogle, Principal of Minlaton Area School;
- Library staff from Hawker, Karcultaby, Moonta and Swan Reach SCLs; and
- Council representatives: Ms Bridget Mather, CEO Coorong District Council and Ms Penny Williams, Manager, Community and Economic Development, District Council of Streaky Bay.

Since the funding model was introduced in 2001, the relative funding contribution made by councils has decreased significantly, from 20.4% to 7.8%. This has placed many SCLs in financial stress and is leading to difficult decisions about service levels and opening hours. Schools report that reduced library opening hours is the most effective way of cutting costs and maintaining quality.

Engagement with each SCL on the Options paper will include:

- Council CEO, senior staff responsible for the SCL as well as mayors;
- School principals and staff responsible for managing the SCL; and
- SCL Library staff.

Engagement with councils has not yet commenced as the Minister for Education has not yet approved the funding review process. Online consultation will commence once this approval is provided.

Once the engagement process has concluded, the Project Team will provide the engagement participants and the three funding partners (Libraries Board, Department and LGA Board) with a report on the outcome of the engagement that will inform decision making to determine the funding approach. The LGA Board and SAROC will receive a report on the engagement process undertaken by the Project Team.

14. OTHER BUSINESS

15. CALENDAR KEY DATES & NOTICE OF MEETINGS

Date	Meeting	Location
21st Sep 2023	SAROC and LGA Board of Directors Meeting	LGA House, Adelaide
13th Oct 2023	LCLGA GM	Kingston District Council
08th Dec 2023	LCLGA GM	City of Mount Gambier
09th Feb 2024	LCLGA AGM & GM	Wattle Range Council

16. NEXT MEETING

The next LCLGA General Meeting is scheduled to take place in Kingston District Council on the 13th of October 2023

Acceptances and apologies to admin@lclga.sa.gov.au or Phone 8723 7310.

17. CLOSE MEETING

The anticipated time the meeting will end is 12:30-100pm.