

Yorke PENINSULA

Regional Strategic Tourism Plan 2011-2014



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1.0 Introduction

1.1 EXECUTIVE SUMMARY

The Regional Strategic Tourism Plan for Yorke Peninsula sets a course for the region's tourism industry to increase visitor expenditure in the region by 3.5% each year to 2013/2014 and increase the return to the regional economy from this expenditure by 10%.

The Plan contains strategies to increase visitor numbers and increase visitor spending in the region by continually improving service standards in the industry, upgrading and expanding tourism experiences, improving infrastructure, optimising marketing and promotional opportunities, identifying and targeting high yielding visitors and encouraging visitors to stay longer.

A greater return to the regional economy will be achieved by encouraging local businesses and the wider community to get more involved in the tourism industry.

Yorke Peninsula is already a strong performer in attracting intrastate overnight visitors. The Plan looks to continue to grow this market segment.

Moving forward, Yorke Peninsula will expand under-represented markets such as interstate visitors by appealing to the high yielding target market (couples aged 30 - 50 with or without children) originating from interstate capital cities.

Yorke Peninsula is also positioning itself as an option for a home base and/or recreational location for fly in and fly out employees from key industry sectors such as mining and large scale 'drop in' visitors like cruise ship passengers.

While focusing on overnight and longer stay visitors, the Plan sees emerging opportunities for capturing a larger day tripper market made up in part, from people moving to live in nearby areas as a result of population growth under the 30 year Plan for Greater Adelaide.

1.2 VISION

By 2020, Yorke Peninsula will be recognised by intrastate and interstate visitors as the state's most attractive overnight and longer stay coastal destination outside of the Adelaide metropolitan area.

“ By 2020, Yorke Peninsula will be recognised by intrastate and interstate visitors as the state's most attractive overnight and longer stay coastal destination outside of the Adelaide metropolitan area. ”

1.3 GROWTH TARGETS

Target 1 - increase in visitor expenditure

Between 2011 and 2014, Yorke Peninsula will grow visitor expenditure at a rate greater than or equal to 3.5% per annum.

This target is in line with the forecast for South Australian tourism visitor expenditure growth based on the Tourism Forecasting Council's national forecasts and SA trend. Reaching this target would result in the gross visitor expenditure rising from \$166m in 2009/2010 to about \$191m by 2013/2014.

Target 2 - increase in return to the regional economy

By 2014, Yorke Peninsula will have grown the return from visitor expenditure to the regional economy by at least 10%.

In 2009/2010, the gross visitor expenditure of \$166m returned \$77m to the Gross Regional Product (GRP) of Yorke Peninsula. This represents a ratio of GRP to gross visitor expenditure of about 46%.

To achieve the above target, the ratio will need to grow to about 50% in 2013/2014.

As a comparison, the ratio of GRP to gross visitor expenditure for the Lower Eyre Peninsula region was about 44% in 2009/2010 (source: EconSearch).

“ In 2009/2010, the gross visitor expenditure of \$166m returned \$77m to the Gross Regional Product (GRP) of Yorke Peninsula. This represents a ratio of GRP to gross visitor expenditure of about 46%. ”

1.4 KEY PERFORMANCE INDICATORS

Key Performance Indicators for the Plan are the:

1. Number of day visitors to the region
2. Number of overnight and extended stay visitors to the region
3. Average length of stay of overnight and extended stay visitors
4. Per day / per visitor expenditure rates
5. Return from visitor expenditure to the Gross Regional Product (GRP)
6. Number of full time equivalent (FTE) employees in the region's tourism industry.

A simple scorecard tracking performance against these six KPIs will be produced as part of the annual reporting process. (see 6.0 Tools for Measuring Success, page 20)

Other indicators that may be related to the success of the Plan are likely to be kept by other stakeholders. These include:

1. Levels of new investment in the region's tourism experiences
2. Levels of investment in general infrastructure that impact on the tourism sector.

To learn more about the Plan and its design. (see 7.0 About the Plan, page 21)



2.0 Strategic Plan

The Plan has a focus on three key areas and 10 strategies.

The key focus areas are:

Industry Development, which focuses on industry skills, innovation and continual improvement and optimising the return of industry growth to the region's economy.

Infrastructure and product development, which focuses on the range of tourism experiences available, the relationship of these experiences to key market segments and the availability of 'fit for purpose' infrastructure.

Destination marketing, which focuses on understanding, describing and promoting Yorke Peninsula tourism experiences to a range of markets with a special emphasis on identifying and optimising high yielding target markets.

“ Continually improve tourism industry performance and profitability through the application of up to date, relevant and accredited training.”

The 10 Strategies are:

INDUSTRY DEVELOPMENT	1	Continually improve tourism industry performance and profitability through the application of up to date, relevant and accredited training.
	2	Optimise opportunities and minimise risks for the region's tourism industry arising from new state and local government policy and planning initiatives.
	3	Encourage wide participation of the region's business and broader community in the tourism industry in order to optimise the return to the regional economy from visitor expenditure.
	4	Recognise the range of tourism leadership groups in the region and work towards building a cohesive, region wide approach through effective networking.
INFRASTRUCTURE & PRODUCT DEVELOPMENT	5	Enhance and continually improve existing tourism experiences and support the development of new tourism experiences, particularly iconic or key experiences.
	6	Develop new and innovative tourism experiences.
	7	Build relationships between the region's tourism industry and those agencies at Commonwealth, State and Local Government level with a role in supporting tourism.
	8	Develop the role of Visitor Information Centres (VICs) as sustainable businesses integral to supporting the region's tourism industry and recognise and support the contingent of volunteers who work in VICs and elsewhere in the industry.
DESTINATION MARKETING	9	Clearly understand and accurately describe the region's tourism industry.
	10	Get the most successful marketing messages to the most appropriate markets using the most effective media.

3.0 Implementation Plan

3.1 INDUSTRY DEVELOPMENT

STRATEGY 1

Continually improve tourism industry performance and profitability through the application of up to date, relevant and accredited training.

Links to SA Tourism Plan:
Strategy 10, Strategy 13

ACTION 1

Provide opportunities for the region's tourism industry to gain industry accredited qualifications and continually improve standards of service delivery.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 1</p> <p>Facilitate training and support for tourism operators wishing to gain industry accreditation, rating or certification in tourism products or services.</p> <p>Acknowledge and promote the role of the National Tourism Accreditation Framework (NTAF) as a key vehicle for driving improvement in the quality of tourism product. Particularly but not exclusively, support tourism operators seeking training and recognition under programs accredited through NTAF and providing the TQUAL (Australian Tourism Quality Assured) mark.</p> <p>SA Tourism Industry Council (SATC) is an accredited provider of the Australia Tourism Accreditation Program (ATAP) under the NTAF. Identify opportunities to work with SATC and other accredited organisations to assist tourism operators in the region to gain accreditation, certification and rating credentials under relevant tourism programs.</p> <p>EXAMPLES</p> <p><i>Programs accredited by NTAF include the ATAP and Ecotourism Australia Limited programs.</i></p> <p><i>Certification is also available through accredited organisations in ecotourism, climate action and cultural programs such as Respecting Our Culture (ROC).</i></p>	YPT SATC SATC	1	30 June 2012	SATIC
MEASURES FOR ACTION 1	OUTPUTS/ OUTCOMES SOUGHT			
1 Number of YP tourism operators training in order to gain accreditation or certification.	<p>An increase in the number of Yorke Peninsula tourism operators who are accredited in programs recognised under the NTAF.</p> <p>An increase in the number of Yorke Peninsula tourism operators who are certified under other recognised tourism industry programs.</p>			

ACTION 2

Facilitate general business training to assist tourism operators to become more efficient, productive and profitable.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 2</p> <p>Develop functionality, skills, knowledge and understanding in the development of online bookable products, including online promotion and social media opportunities, in recognition of the preference of the high yielding target market for using online search and booking services.</p> <p>EXAMPLES</p> <p>1. <i>Australian Tourism Data Warehouse (ATDW) and national booking platform Tourism Exchange Australia (TXA).</i></p> <p>2. <i>Other online booking services such as commercial booking agencies and government supported services such as www.southaustralia.com</i></p>	YPT SATC SATC RDA YMN RDA B	1	30 June 2012	SATIC YPT

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 3</p> <p>Encourage tourism operators to participate in industry skills programs run by groups such as Regional Development Australia (RDA), Enterprise Connect, SATIC and other economic/tourism development organisations aimed at improving business performance (sustainability), quality of service and productivity.</p> <p>EXAMPLES</p> <p><i>Topics may include but are not limited to:</i></p> <ol style="list-style-type: none"> 1. Meeting customer expectations including customer service, handling customer enquiries, alternative booking arrangements (like 1800 phone numbers) and continual improvement. 2. Web design, internet applications and online marketing and bookability. 3. Workforce development, finding and retaining skilled staff. 	YPT SATIC RDA YMN RDA B Enterprise Connect	2	30 June 2013	RDA SATIC
MEASURES FOR ACTION 2	OUTPUTS/ OUTCOMES SOUGHT			
1 Number of YP tourism experiences that offer online bookable products.	Increase in the number of Yorke Peninsula tourism operators that offer online bookable products.			
2 Levels of training in business related disciplines in the regional tourism industry.	Increase in the number of tourism industry operators participating in training, support and mentoring programs provided by support agencies.			

STRATEGY 2

Optimise opportunities and minimise risks for the region's tourism industry arising from new state and local government policy and planning initiatives.

Links to SA Tourism Plan: Strategy 5

ACTION 3

Engage with the agencies responsible for tourism related new and emerging policy and planning initiatives in order to inform policy making and planning decisions and to optimise benefits of policy, management plans and guidelines for the region's tourism industry.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 4</p> <p>Provide input into the development and implementation of key policy and planning initiatives with the potential to impact on the Yorke Peninsula tourism industry. Input should be provided at the following two stages of policy and planning development:</p> <p>Stage 1: Inform policy making and planning initiatives</p> <p>Support the development of relevant policy, management plans and guidelines by providing access to accurate, reliable and current tourism industry data and information. Provide a conduit through which policy makers and planners can reach tourism operators to gain insight into the impacts of their decisions.</p> <p>Take particular note of any potentially uneven impacts on the region based on location. For example, encourage a comparison of impacts on east coast communities compared with west coast communities. Such a comparison would have regard for the potential for visitors to change their preferences (eg move preferences from one location to another but still within the region) which may have the effect of masking impacts on local communities if only region wide data was considered.</p> <p>Stage 2: Optimise the benefits of policy, management plans and guidelines for the region's tourism industry</p> <p>Once new policy and planning initiatives emerge, work with agencies, tourism operators and other stakeholders to:</p> <ol style="list-style-type: none"> 1. Identify and optimise new opportunities for the region's tourism industry. 2. Identify and manage risks. 3. Identify and address any unforeseen consequences particularly where they may relate to uneven sharing of any burden or costs. 	YPT RDA YMN RDA B SATC SATIC DENR Councils CLGA Local tourism bodies	1	30 June 2012	SATC YPT Councils

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>EXAMPLES</p> <p>Key policy and planning initiatives which may impact on the region's tourism industry include but are not limited to:</p> <ol style="list-style-type: none"> 1. Marine Parks, Management Plans and Sanctuary Zones 2. Northern and Yorke Regional Natural Resource Management Plan 3. People in Parks Strategy as a visitor strategy for SA National Parks and Reserves. The People in Parks Strategy includes programs such as a Master Plan for Innes National Park 4. Yorke Peninsula Regional Land Use Framework 5. Council Planning Policies such as responses to climate change, threats to agricultural land and other issues. <p><i>Note: this list will be added to during the life of the Plan.</i></p>				
<p>TASK 5</p> <p>Use communications strategies to ensure that accurate, timely information is placed in the market place to avoid potential Yorke Peninsula tourism brand damage caused by visitor misconceptions about the negative impact of any new policy.</p> <p>Seek to encourage the coordination of the communications effort of various stakeholders responsible for new policy in order to maximise effect.</p>	YPT RDA YMN RDA B DENR Councils	1	30 June 2012	YPT
<p>TASK 6</p> <p>Encourage region-wide tourism development policy and guidelines to increase certainty for investors in tourism experiences.</p> <p>EXAMPLES</p> <p><i>Look to policy and guidelines produced under the Better Development Plans (BDP) project promoted by (SA) Department of Planning and Local Government (DPLG) to provide consistency across Council districts.</i></p>	YPT RDA YMN RDA B DENR Councils CLGA	3	30 June 2014	Councils
MEASURES FOR ACTION 3	OUTPUTS/ OUTCOMES SOUGHT			
1 Impact of key policy and planning initiatives on the number of new and existing tourism experiences offered.	No loss of tourism businesses or tourism investment in the region as a result of key policy and planning decisions.			

STRATEGY 3

Encourage wide participation of the region's business and broader community in the tourism industry in order to optimise the return to the regional economy from visitor expenditure.

Links to SA Tourism Plan:
Strategy 7, Strategy 12

ACTION 4

Support the development of local suppliers of products and services for the tourism industry and increase awareness of local procurement opportunities.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 7</p> <p>Work with the RDA YMN and RDA B to map the supply chain for the Yorke Peninsula tourism industry.</p> <p>Identify local procurement opportunities beginning with iconic or key experiences where there is significant scale. Other procurement opportunities may include groups of tourism operators located in close geographical proximity to provide the necessary scale.</p> <p>Emphasise that opportunities may exist on a regional basis and encourage non-coastal townships, including their businesses and the wider community, to develop a niche in the tourism industry supply chain.</p>	YPT RDA YMN RDA B	2	30 June 2014	RDA

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 8</p> <p>As well as general products and services, unique opportunities may exist to promote local food and other produce/wares. Present a business to business 'expo' to showcase local products to tourism operators and encourage innovation.</p>	YPT RDA YMN RDA B Town business Progress Trader groups	2	30 June 2014	RDA
MEASURES FOR ACTION 4	OUTPUTS/ OUTCOMES SOUGHT			
1 Level of local business participation in supplying goods and services to the region's tourism industry.	Increase in the proportion of the value of local products and services provided to the region's tourism industry.			

STRATEGY 4

Recognise the range of tourism leadership groups in the region and work towards building a cohesive, region wide approach through effective networking.

Links to SA Tourism Plan:
Strategy 13

ACTION 5

Support a communications network of community based leadership bodies with an interest in tourism and encourage them to work collaboratively where appropriate.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 9</p> <p>Encourage communications between the region's tourism leadership network made up of bodies including local tourism organisations, business groups, interest groups in areas such as history, heritage, recreation and environment and broader community organisations.</p> <p>EXAMPLES</p> <p><i>Topics for consideration by the communications network may include but are not limited to:</i></p> <ol style="list-style-type: none"> 1. Reviewing marketing and promotions material with a view to standardising aspects where possible and identifying opportunities to cross promote. 2. Establishing mechanisms such as online surveys to provide input into key initiatives such as feedback on new policy development. 3. Sharing data and information related to visitor preferences. 4. Promoting industry programs through local networks, in topics such as training and local procurement. 	YPT local tourism bodies business groups interest groups in areas such as history, heritage, rec / sport & environment broader community groups	2	30 June 2013	YPT
MEASURES FOR ACTION 5	OUTPUTS/ OUTCOMES SOUGHT			
1 Levels of collaboration and cooperation between regional tourism leadership bodies.	The establishment of a regional tourism leadership communication network.			

3.2 INFRASTRUCTURE AND PRODUCT DEVELOPMENT

STRATEGY 5

Enhance and continually improve existing tourism experiences and support the development of new tourism experiences, particularly iconic or key experiences.

Links to SA Tourism Plan:
Strategy 3, Strategy 12

Ensure that 'fit for purpose' facilitating infrastructure is developed and maintained.

ACTION 6

Identify, describe and document the region's existing tourism experiences and identify experiences gaps where opportunities may exist for future investment.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 10</p> <p>Conduct an audit and gap analysis of the region's tourism experiences and develop or collate an updateable inventory.</p> <p>The audit should</p> <ol style="list-style-type: none"> 1. Identify the nature, availability and other significant information related to existing tourism experiences. 2. Identify tourism experiences (product) gaps, particularly iconic or key experiences related to the high yielding target market. <p>EXAMPLES</p> <p><i>Likely data sources include but are not limited to:</i></p> <ol style="list-style-type: none"> 1. Listings on Australian Tourism Data Warehouse (ATDW). 2. Listings in the Yorke Peninsula Visitor Guide. 3. Business listings in business directories and other communications directories. 	YPT local tourism bodies SATC	1	30 June 2012	YPT SATC
MEASURES FOR ACTION 6	OUTPUTS/ OUTCOMES SOUGHT			
1. Extent and quality of information related to the nature and availability of tourism experiences in the region.	Audit completed.			

ACTION 7

Identify, describe and document the current status of infrastructure relevant to the region's tourism industry and identify gaps that may be the subject of future investment. Include a consideration of ownership, availability, 'fit for purpose' and condition.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 11</p> <p>Conduct an audit and gap analysis of tourism infrastructure including a commentary on ownership, availability, 'fit for purpose' and condition.</p> <p>Divide the infrastructure study into two parts:</p> <ol style="list-style-type: none"> 1. General infrastructure: larger scale, public infrastructure with region (and economy) wide implications like roads, airports and essential services, and 2. Specific tourism experience public and private infrastructure: more local infrastructure, closely related to particular experiences like tourist accommodation or attractions. <p>EXAMPLES</p> <p><i>Examples of general infrastructure requirements that build the capacity of the region to support increased visitor numbers include but are not limited to:</i></p> <ol style="list-style-type: none"> 1. Management of traffic entering the region via Port Wakefield, recognising the particular significance of this access point to the Yorke Peninsula tourism industry. 2. Consideration of Mallala and Two Wells as entry points to the region in the specification and scheduling of road works and raising signage. 	YPT SATC RDA YMN RDA B local tourism bodies Councils CLGA	2	30 June 2013	Councils

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>3. Upgrading gateway roads such as the Copper Coast Highway as identified in local government Strategic Plans.</p> <p>4. Consideration of the port of Wallaroo and its potential to handle cruise ships and provide opportunities for local tourism operators to develop experiences to cater for this market.</p> <p>5. Upgrading of airports in the region or a selected 'regional airport' to cater for larger jet aircraft and provide an opportunity to encourage a fly in/fly out relationship with key industry sectors such as mining for residential or recreational purposes.</p> <p>6. Increasing access to broadband bandwidth that is capable of supporting the online functionality aspirations under Action 2.</p> <p>7. Upgrading of major public infrastructure that relates to development opportunities such as the provision of potable water and waste water treatment (eg STEDS/ CWMS).</p> <p>Examples of tourism experiences infrastructure that relate specifically to particular tourism experiences include but are not limited to:</p> <p>1. Redeveloping the region's foreshore areas. Examples include but are not limited to improved boat ramp and recreational fishing facilities at various locations.</p> <p>2. Improving tourism signage on Yorke Peninsula.</p> <p>3. Investigating the need for four and five star accommodation options in recognition of high yielding market preferences.</p> <p>4. Encouraging options like accommodation capable of taking bigger groups generally across the region but particularly in Southern Yorke Peninsula, with relevant infrastructure such as larger bus facilities.</p> <p>5. Supporting infrastructure for self contained visitors such as the provision of liquid waste dumping points for the RV market without competing with private commercial facilities such as caravan parks.</p> <p>6. Adding additional integrated facilities to complement 'Walk the Yorke' experiences including extended cycling and walking trails, accommodation options, refreshment and 'value add' experience opportunities such as historical tours. Inter regional connections should also be explored such as the potential to connect 'Walk the Yorke' with the 'Southern Flinders Rail Trail'.</p> <p>7. Building on past achievements and adding further value in order to attract recognition and support earlier investment.</p> <p>8. Supporting new opportunities where there is a demonstrated market in various industries that may include but are not limited to, health and wellbeing including day spas and arts and culture including regional gallery space.</p> <p>9. Upgrading community infrastructure such as local toilets, car parking and lighting for servicing tourist spots like boat ramps.</p>				
<p>TASK 12</p> <p>Work with partners like local Councils, Central Local Government Association (CLGA) and the RDA to place the results of the infrastructure audit and gap analysis into meaningful programs.</p> <p>EXAMPLES</p> <p>1. <i>Review of the State Infrastructure Plan.</i></p> <p>2. <i>Review of the Yorke Peninsula Regional Land Use Framework.</i></p> <p>3. <i>Priorities (and programs) identified by Infrastructure Australia.</i></p> <p>4. <i>Opportunities under the (Commonwealth) Regional Development Australia Fund and (State) Regional Development Infrastructure Fund.</i></p> <p>5. <i>Asset programs of local Councils.</i></p>	<p>YPT SATC RDA YMN RDA B Councils CLGA</p>	2	30 June 2013	Councils
MEASURES FOR ACTION 7	OUTPUTS/ OUTCOMES SOUGHT			
1 Level of understanding of the availability and nature of general and tourism infrastructure in the region.	Audit completed.			
2 The extent to which the region's tourism industry infrastructure is identified in key infrastructure plans and programs.	A proportion of state and commonwealth government infrastructure investment commitment for Yorke Peninsula that is consistent with or greater than the region's contribution to the Gross State Product.			

ACTION 8

Where potential conflict exists between various industries and the wider community in their use of public infrastructure, seek managed and agreed 'joint use' solutions.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 13</p> <p>Through the auspice of Councils, the regional local government association or the RDA, work with peak bodies and other interested parties to develop shared use solutions for key public infrastructure.</p> <p>EXAMPLES</p> <p><i>Work with the SA Freight Council, the SA Road Transport Association and other interested road user bodies and agencies to develop a shared road users management plan for the region that takes into account the Central Local Government Transport Strategy and the Integrated Freight Movement Strategy.</i></p>	YPT RDA YMN RDA B Councils CLGA SA Freight Council and SA Road Transport Assoc Industry bodies such as agriculture and mining	3	30 June 2014	Councils RDA
MEASURES FOR ACTION 8	OUTPUTS/ OUTCOMES SOUGHT			
1 The level of cooperative planning solutions for key regional infrastructure.	Delivery of a Shared Road Users Plan for the region.			

STRATEGY 6

Develop new and innovative tourism experiences.

Links to SA Tourism Plan:
Strategy 1, Strategy 2, Strategy 6, Strategy 7

ACTION 9

Support reinvestment in existing tourism experiences and investment in new ones, particularly iconic or key experiences.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 14</p> <p>From the audits of the region's tourism experiences and supporting infrastructure, identify opportunities to promote the development of new or existing tourism experiences, particularly iconic or key experiences.</p> <p>Provide support for investment attraction programs and work with the SATC Business Development Team to facilitate projects.</p>	YPT SATC DTED RDA YMN RDA B Local tourism bodies Councils	2	30 June 2013	SATC RDA
<p>TASK 15</p> <p>Work with SATC, RDA YMN, RDA B and local tourism bodies to identify barriers to investment in tourism experiences. Work with regional leadership groups to find solutions.</p> <p>EXAMPLES</p> <p><i>The cost of managing various financial and commercial risk for micro to small enterprises.</i></p>	YPT SATC SATC RDA YMN RDA B Councils Local tourism bodies	2	30 June 2013	SATC RDA

MEASURES FOR ACTION 9	OUTPUTS/ OUTCOMES SOUGHT
1 Level of investment in the region's tourism experiences.	A number of new iconic or key tourism experiences with significant investment (over \$1m). Growing investment by sustainable micro to small businesses in the region's tourism industry.

STRATEGY 7

Build relationships between the region's tourism industry and those agencies at Commonwealth, State and Local Government level with a role in supporting tourism.

Links to SA Tourism Plan:
Strategy 3, Strategy 6, Strategy 7

ACTION 10

Facilitate the region's tourism industry to achieve a reasonable share of available grant funding and other industry support.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 16</p> <p>Support tourism operators, local tourism bodies, business groups, interest groups in areas such as history, heritage, recreation and environment and broader community organisations including volunteers to identify and access appropriate grant funding sources.</p> <p>EXAMPLES</p> <p>National programs:</p> <ol style="list-style-type: none"> 1. TQUAL grants. 2. Regional Development (Australia) Fund (Department of Regional Development). <p>State programs:</p> <ol style="list-style-type: none"> 1. Regional Events and Festivals Program Fund (SA Tourism Commission). 2. Food and Beverage Development Fund. 3. Regional Development Infrastructure Fund (Department of Trade and Economic Development). 4. Tourism Development Fund (SA Tourism Commission). 5. Others such as Coastcare Grant Fund, Multicultural Grants Scheme, Recreation and Sport grants etc. <p>Local programs:</p> <ol style="list-style-type: none"> 1. Various community and other grant programs. 	YPT RDA YMN RDA B Local tourism bodies Interest groups	1	30 June 2012	YPT RDA

MEASURES FOR ACTION 10	OUTPUTS/ OUTCOMES SOUGHT
1 Level of grant funding and other support for the region's tourism industry.	A value of successful grant funding applications for the region's tourism industry that is at least proportional to the size of the sector relative to the state.

STRATEGY 8

Develop the role of Visitor Information Centres (VICs) as sustainable businesses integral to supporting the region's tourism industry and recognise and support the contingent of volunteers who work in VICs and elsewhere in the industry.

Links to SA Tourism Plan:
Strategy 12

ACTION 11

Help build the sustainability of the region's Visitor Information Centres (VIC). Particularly recognise the significance of volunteers to the region's tourism industry and support the development of this important resource.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 17</p> <p>Work with SATC to support VICs to become more sustainable through an approach that will:</p> <ol style="list-style-type: none"> 1. Further develop business models aimed at building commercial capability in the region's two accredited VICs. 2. Build and maintain a common information network comprising the two accredited VICs and the many local information outlets that provide services for visitors in local communities. 3. Facilitate appropriate partnership arrangements between VICs and other stakeholders from the public/private sector. An example may be to utilise a VIC as an events management hub with shared services available to Councils. 4. Identify and adopt new and appropriate technology particularly aimed at enhancing the online booking capability of VICs. 5. Encourage the recognition and recruitment of volunteers who support tourism infrastructure such as the two accredited VICs, other visitor information outlets including the Volunteer Resource Centre at Moonta as well as a range of community facilities that add to the tourism experience. 6. Identify and deliver appropriate training for staff and volunteers. 7. Assist staff and volunteers to become a focal point for story telling to enrich regional tourism experiences. 	VICs SATC SATIC YPT RDA YMN RDA B Councils	1	30 June 2012	SATC YPT
MEASURES FOR ACTION 11	OUTPUTS/ OUTCOMES SOUGHT			
1 Level of financial sustainability in the VICs.	A reducing financial commitment to VICs from local Councils.			
2 The number and effectiveness of volunteers participating in the region's tourism industry.	An increase in the number of trained volunteers in tourism industry roles.			

3.3 DESTINATION MARKETING

STRATEGY 9

Clearly understand and accurately describe the region's tourism industry and effectively communicate into defined markets using consistent messages.

Links to SA Tourism Plan: 1, Strategy 2, Strategy 5, Strategy 8, Strategy 10

ACTION 12

Maintain a Regional Tourism Committee (or similar) and through this group, continue to manage and implement an annual Business Plan.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 18</p> <p>Maintain a dedicated Regional Tourism Committee or other similar body.</p>	YPT Councils	1	30 June 2012	YPT
<p>TASK 19</p> <p>Review and revise the region's annual Business Plan (for tourism) to reflect the following two parts:</p>		1	30 June 2012	
<p>Part 1: Marketing and promotional opportunities provided by the South Australia Tourism Commission (SATC) Regional Tourism Growth Plan and described in the Business Plan.</p> <p>EXAMPLES</p> <ol style="list-style-type: none"> 1. Pooled marketing. 2. Linkages to state-wide themes such as the Coastal Theme and Journeys Theme. 3. The development of Visitor Guides. 	SATC			Part 1 – SATC YPT

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>Part 2: Local marketing and promotional opportunities not considered part of the pooled marketing effort.</p> <p>EXAMPLES</p> <ol style="list-style-type: none"> Continually developing and managing the regional brand. Coordinating cooperative media and publicity opportunities for regional tourism operators. Encouraging local involvement in regional industry development such as supporting bundled product development and subsequent marketing and promotion. Liaising with local media. Assisting other stakeholders including local government, regional leadership bodies and the VICs with local events and other programs. Identifying and assisting access to funding and other support for the region through programs such as the SATC Marketing Fund. 				Part 2 – YPT
MEASURES FOR ACTION 12	OUTPUTS/ OUTCOMES SOUGHT			
1 Level of access to a body with responsibility for promoting the region's tourism industry.	Tourism Committee confirmed.			
2 Currency of the region's annual Business Plan (for tourism).	Business Plan reviewed annually.			

ACTION 13

Review the Yorke Peninsula brand.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 20</p> <p>Liaise with SATC to review the Yorke Peninsula brand in order to confirm its effectiveness and to provide a benchmark for the continual development and management of the brand under the new arrangements delivered through the SATC Regional Tourism Growth Plan 2011.</p> <p>Seek specialist brand development input from SATC. Ensure that the brand is consistent with the directions of the SATC Regional Tourism Growth Plan 2011 and the region's annual Business Plan in order to optimise the benefits of state-wide programs managed by SATC such as pooled marketing.</p> <p>Align the brand development with any consumer appeal testing that may be undertaken by SATC related to Yorke Peninsula tourism experiences.</p>	YPT SATC RDA YMN RDA B Councils Local tourism bodies	1	30 June 20	YPT SATC
MEASURES FOR ACTION 13	OUTPUTS/ OUTCOMES SOUGHT			
1 Relevance and currency of the Yorke Peninsula tourism brand.	YP Brand reviewed.			

ACTION 14

Support the development of the Yorke Peninsula Visitor Guide.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 21</p> <p>Recognise the Yorke Peninsula Visitor Guide as a key promotions tool and ensure that a local representative sits on the regional advisory committee to be established by SATC to oversee the Visitor Guide development.</p> <p>Ensure that there is also a locally based person responsible for validating local content for the Yorke Peninsula Visitor Guide and the new Experience Guides. This person should assist with information flow from SATC to the region and conduct other related activities such as providing a focal point for the network of industry leadership bodies to encourage consistency and efficiencies as they develop their own marketing and promotion material and local guides.</p> <p>Measure benefits to tourism operators of supporting the Visitor Guide while working with SATC to reduce the net cost of advertising for tourism operators.</p>	YPT SATC Local tourism bodies	1	30 June 2012	SATC YPT

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
Support relevant sections of the Experience Guides, in particular those related to the Coastal Theme and the Journeys Theme linked to major arteries. Investigate how a focus on Food Experiences may be relevant for Yorke Peninsula.				
MEASURES FOR ACTION 14	OUTPUTS/ OUTCOMES SOUGHT			
1 Cost and effectiveness of Yorke Peninsula Visitor Guide.	Yorke Peninsula Visitor Guide delivered with measurable benefits to tourism operators at less net cost. (benchmarked against 2011 Visitor Guide costs)			

STRATEGY 10

Get the most successful marketing messages to the most appropriate markets through the most effective media.

Links to SA Tourism Plan:
Strategy 1, Strategy 2, Strategy 6,
Strategy 12

ACTION 15

Develop, deliver and measure the effectiveness of targeted, consumer focused destination marketing and promotion that leverages off state priorities and continues to build on unique, regional experiences.

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 22</p> <p>Work with SATC on state-wide, centralised (pooled) marketing initiatives in order to optimise returns for Yorke Peninsula.</p> <p>Encourage and support SATC to highlight Yorke Peninsula in pooled marketing campaigns.</p> <p>Seek data from SATC on the effectiveness of pooled marketing campaigns and support this valuable feedback through local data and information collection initiatives.</p> <p>EXAMPLES</p> <ol style="list-style-type: none"> 1. Coastal Theme. 2. Journeys (on Major Routes) – eg Perth to Adelaide. 	YPT SATC RDA YMN RDA B Councils	1	30 June 2012	SATC YPT
<p>TASK 23</p> <p>Develop and deliver smaller scale, separately funded, regional and local marketing and promotions programs that leverage off state-wide programs.</p> <p>Through the Yorke Peninsula Tourism Committee, identify opportunities to develop regional and local initiatives using partnership arrangements with other stakeholders such as Local Government and grant funding providers to assist with resourcing.</p> <p>EXAMPLES</p> <ol style="list-style-type: none"> 1. Developing experiences revolving around short term visits/stops promoted as 'on the way' programs at entry points to Yorke Peninsula. 2. Scoping the 'drive based' sub-markets such as Winnebago tourists and other RV market segments. 3. Further developing regional experiences themes such as 'Walk the Yorke' to complement drive based experiences. 4. Identifying opportunities for 'drop in' visitation from the high yielding target market through accessing the cruise ship market or visitors on fly in / fly out recreational leave from industries such as defence forces and mining. 	YPT SATC RDA YMN RDA B Councils	2	30 June 2013	YPT

TASK DESCRIPTION	PARTNERS	PRIORITY	START BY	POSSIBLE LEAD
<p>TASK 24</p> <p>Work with SATC to further develop the region's successful events program.</p> <p>Through the Yorke Peninsula Tourism Committee and utilising regional tourism leadership groups where appropriate, identify and develop new experiences that link to major events to encourage visitors to stay longer, spread their stay wider and spend more in the region.</p> <p>EXAMPLES</p> <ol style="list-style-type: none"> 'Come and try' type experiences (eg sailing) linked to major events featuring the coast like boat regattas, seaside festivals and fishing competitions. 'Come share their stories' type experiences (eg heritage tours) linked to major events featuring other unique characteristics like regional cultural festivals and markets. 	YPT SATC RDA YMN RDA B Councils	1	30 June 2012	YPT Councils
<p>TASK 25</p> <p>Work with tourism operators and distributors (including travel agents) to identify opportunities to develop new experiences through innovative means.</p> <p>Consider packaged/bundled tourism experiences as an innovative and cost effective way to expand the tourism product range.</p> <p>EXAMPLES</p> <ol style="list-style-type: none"> Coupling sunset cruises with accommodation and dining. Combining fishing charters with fish filleting and chef led cooking classes. <p>Identify and explore opportunities for groups of tourist operators in similar categories to consider bundling/packaging products.</p> <p>EXAMPLES</p> <ol style="list-style-type: none"> Farm stay and pastoral experiences. Themed trails in food, arts and culture or other sectors. <p>Assist with skills development, technology acquisition and infrastructure access to facilitate packaged/bundled products with special emphasis on encouraging spontaneous and real time tourism booking services (eg online and onsite) for these experiences.</p>	YPT SATC tourism operators tourism distribution network	2	30 June 2013	YPT
MEASURES FOR ACTION 15	OUTPUTS/ OUTCOMES SOUGHT			
1 Extent to which Yorke Peninsula is featured in SATC pooled marketing programs.	Representation of Yorke Peninsula in pooled marketing campaigns at least proportional to the size of the sector relative to the state.			
2 The number of new packaged/bundled products that are available online and bookable in real time.	Increase in the number of bundled products that are developed and available as bookable online.			



4.0 Marketing the Region

4.1 BRAND YORKE PENINSULA: A COASTAL GETAWAY

If you're looking for sun, sea and sand, it's hard to go past Yorke Peninsula. Stunning beaches and friendly coastal towns beckon, while inland are historic mining villages and spectacular national parks.

Blessed by nature and embraced by sea, Yorke Peninsula is a world apart. Here are magnificent beaches and jagged shorelines, friendly locals and rich farmland. If you love seafood, you can stroll the shallows for blue swimmer crabs, dive for crayfish and scallops, or drop a line for King George Whiting. It also boasts some of Australia's greatest surfing beaches and is strewn with shipwrecks for divers. Back on dry land you can explore mining towns and national parks.

You'll be warmed by the welcome and invigorated by your stay.

4.2 KEY THEMES

The Yorke Peninsula brand is based on the following key themes:

- a. Coast and beaches
- b. Culture and history
- c. National Parks, conservation and heritage
- d. Events
- e. Townships and farms

4.3 HIGH YIELDING TARGET MARKET

It is recognised and understood that Yorke Peninsula's tourism market is wide and diverse. It includes day trippers of all ages, young families visiting friends and relatives, mature couples with or without children on beachside holidays, seniors on extended caravan journeys and many other sub-markets.

By focusing on a particular market segment that represents high yielding and often demanding consumers, tourism operators can benchmark their experiences at a level that is likely to satisfy the wider market.

The high yielding target market for Yorke Peninsula tourism industry is 30–50 year old couples with or without children. From research conducted by the SATC, this market consists of experience seekers who generally have done a lot of travelling locally, nationally and internationally and are now less impressed by sightseeing and more interested in new and dynamic experiences.

They typically like to be active, attend arts festivals and cultural events and get to know first hand, the historical and cultural stories of the region. They also like to shop, eat out and sample local products.

By appealing to this high yielding market, tourism operators have a chance to optimise their return on investment while at the same time increase likely success in other market segments.

One way that tourism operators may respond is by introducing online bookable products that match the preferred method of 'experience shopping' for the high yielding market. This initiative would also enable easy search, clear identification and differentiation of products for all markets.

“ If you're looking for sun, sea and sand, it's hard to go past Yorke Peninsula. Stunning beaches and friendly coastal towns beckon, while inland are historic mining villages and spectacular national parks. ”



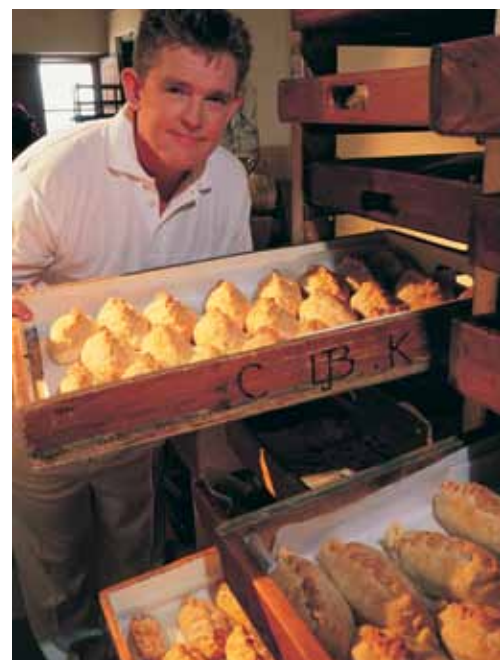
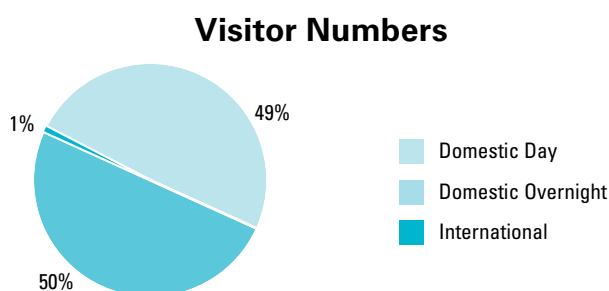
5.0 Economic Performance

The following information is provided by EconSearch Pty Ltd (2011) using data sourced from Tourism Research Australia (www.tra.australia.com).

5.1 VISITOR NUMBERS

The total number of visitors to the Yorke Peninsula region in 2009-2010 was 883,000 visitors made up of:

- 436,000 domestic day trippers
- 443,000 domestic overnight visitors
- 4,000 international visitors



5.2 VALUE OF TOURISM TO THE REGIONAL ECONOMY

Total tourism expenditure in the Yorke Peninsula region in 2009-2010 was approximately \$166 million made up of:

- \$33 million from domestic day trippers
- \$132 million from domestic overnight visitors and
- a small amount (not published) from international visitors.

The \$166m of visitor expenditure in the Yorke Peninsula region in 2009-2010 generated the following regional economic and demographic activity:

- approximately \$77 million in Gross Regional Product (GRP)
- approximately 1,100 total jobs (ie full-time and part-time)
- approximately 900 full time equivalent (FTE) jobs
- a total population impact of 1,539 persons which is made up of people working in the tourism industry, their families and those who service these families such as education providers, retailers etc.

As a proportion of the region's totals, this represents:

- 6.2% of the total GRP for the region of \$1,239 million
- 7.7% of the total jobs in the region of 14,231 jobs
- 6.9% of the total full time equivalent jobs for the region of 13,506 FTE
- 3.6% of the 2009-2010 regional population total of 42,991 persons

In comparison, grains represents 10.9% of GRP, health and community services represent 5.9% of GRP and retail trade represent 5.2% of GRP.

Retail trade represents 15.4% of jobs, grains represent 15.0% of jobs and health and community services represent 12.0% of jobs.

“ Total tourism expenditure in the Yorke Peninsula region in 2009-2010 was approximately \$166 million. ”



5.3 MARKET SEGMENTS

Total tourism expenditure in the Yorke Peninsula region in 2009-2010 was approximately \$166 million.

	Tourism Expenditure		Total Visitors		Expenditure per Visitor	Expenditure per Visitor per day
	\$m	%	\$m	%	\$	\$
Domestic Day	33	20	436	49	76	76
Domestic Overnight	132	80	443	50	297	95
International	np	–	4	1	np	np

Source: Tourism Research Australia (www.tra.australia.com).
np: Not published

Domestic day trippers to the Yorke Peninsula region make up 49% of visitor numbers and approximately 20% of the total visitor expenditure. Domestic day trippers spend an average of \$76 per person per day trip.

Domestic overnight visitors make up 50% of visitor numbers and approximately 80% of total visitor expenditure. Domestic overnight visitors spend an average of \$95 per day over an average stay of about 3 days for a total per person spend of \$297 per trip.

International visitor data is based on a very small sample size and is therefore unreliable.

5.4 IMPACT OF EXTERNAL FACTORS ON TOURISM

The tourism industry in South Australia is dependent on the growth and development of the State's economy, of the National economy and the economic activity of overseas countries. These economic climates will in turn influence tourism growth in the Yorke Peninsula region.

External factors that may potentially impact on tourism in the region include:

- currency exchange rates
- money markets (availability of money) and interest rates
- commodity prices affecting the price of fuel and other basic consumables
- global economic conditions

“ The tourism industry is dependent on the growth and development of the State's economy, of the National economy and the economic activity of overseas countries. ”

6.0 Tools For Measuring Success

The Regional Strategic Tourism Plan for Yorke Peninsula cannot be managed if it cannot be measured.

In the Implementation Plan, particular measures and outputs/outcomes have been identified for each Action. However, overall the Plan is designed to deliver an increase in visitor expenditure and an increase in the proportion of this expenditure that is returned to the regional economy.

Six Key Performance Indicators (KPIs) have been chosen to measure progress against these economic measures. These are:

1. Number of day visitors to the region
2. Number of overnight and extended stay visitors to the region
3. Average length of stay of overnight and extended stay visitors
4. Per day / per visitor expenditure rates
5. Return from visitor expenditure to the Gross Regional Product (GRP)
6. Number of full time equivalent (FTE) employees in the region's tourism industry

Data from Tourism Research Australia / National Visitor Survey (TRA / NVS) will be routinely collected and analysed in order to determine progress made against the targets and to inform future projects.

To improve currency and confirm accuracy, other local tools such as visitor surveys and head counts will be developed to add value to the TRA / NVS data. Examples include:

1. VIC visitor numbers and point of origin data
2. Data available from some facilities such as Innes National Park gate counters
3. Data collected at events such as the Yorke Peninsula Saltwater Classic and Kernewek Lowender Copper Coast Cornish Festival
4. Other applications of data collection and tracking tools currently managed by Councils

To manage the Plan and inform future projects it is proposed to:

1. Produce an annual scorecard of performance based on the six Key Performance Indicators
2. Feed reliable data from the scorecard into economic, social and environmental impact modelling in order to calculate (at least) visitor expenditure and return to the regional economy and the impact on employment.



OTHER INITIATIVES

The data and information collected will provide other opportunities including:

1. The potential to establish links with Universities or other institutions to provide assistance with the gathering and processing of data.
2. A consideration of the impact of externalities such as increases in fuel prices on visitor numbers and visitor profile. Subsequent consideration will be given to potential relationships between externalities and their impacts on types of tourist experiences (product) such as cheaper/self contained products, and visitor attitudes to travelling to destinations that may be seen as 'local' or 'remote'.
3. Further research into topics such as the impact of the 30 year Plan for Greater Adelaide on day visitation given the proposed population growth in nearby Council districts such as Light, Mallala, Gawler and Barossa and the potential for these residents to add to a growing 'local' market for regional tourism.



7.0 About The Plan

The *Regional Strategic Tourism Plan 2011–2014* for Yorke Peninsula sets out a clear direction for development of the region's tourism industry over the next 3 years.

The Plan is practical and achievable, focusing on a small number of strategies and actions likely to produce the largest positive impacts for the region's tourism industry.

The Strategic and Action Plan presents 10 Strategies and 15 Actions.

There are 25 Tasks identified in the Implementation Plan to be commenced between 2011 and 2014.

The Plan was developed by a Steering Committee made up of the following key stakeholders:

1. Yorke Peninsula Tourism
2. District Council of the Copper Coast
3. District Council of Yorke Peninsula
4. District Council of Barunga West
5. District Council of Mallala
6. Wakefield Regional Council
7. South Australian Tourism Commission
8. Department of Environment and Natural Resources
9. Regional Development Australia Yorke and Mid North

The Plan is owned and managed by the Tourism Plan sub-committee of Yorke Peninsula Tourism. The membership of this group comprises the stakeholders listed above.

The Plan takes into account important State and Commonwealth level strategic plans including:

1. South Australia's Strategic Plan
2. South Australian Tourism Plan 2009-2014
3. SATC Regional Tourism Growth Plan 2011
4. State Infrastructure Plan (reviewed 2011)
5. Yorke Peninsula Regional Land Use Framework
6. National Long Term Tourism Strategy
7. RDA Yorke and Mid North Regional Roadmap

THE DESIGN OF THE PLANNING FRAMEWORK

The planning framework includes a Strategic Plan and an Implementation Plan. A unique feature of the design is the inclusion of examples against several of the implementation tasks.

1. THE STRATEGIC PLAN

The Strategic Plan includes 10 strategies and 15 actions divided into three sections:

1. Industry development, which focuses on industry skills, innovation and continual improvement and optimising the return of industry growth to the region's economy.
2. Infrastructure and product development, which focuses on the range of tourism experiences available, the relationship of these experiences to key market segments and the availability of 'fit for purpose' infrastructure.
3. Destination marketing, which focuses on understanding, describing and promoting Yorke Peninsula tourism experiences to a range of markets with a special emphasis on identifying and optimising high yielding target markets.

2. THE IMPLEMENTATION PLAN

The Implementation Plan is designed to provide the basis for an annual Business Plan. It includes a consideration of five key aspects:

1. **Task description:** a brief description of specific tasks under each action. These tasks form the basis of project work to be conducted under the Plan.
2. **Partners:** a non-exclusive list of stakeholders who may have sufficient interest in particular tasks to become partners and provide resources or other forms of support.
3. **Priority:** an indication of the significance of each task in meeting the aims of the Plan.
4. **Start by:** a time based measure to identify commencement targets for tasks taking into account priority, current status, necessary lead time and other matters. Note that tasks may continue beyond the commencement milestone with progress reported annually.
5. **Possible lead:** an indication of stakeholder groups who may take a lead in the delivery of tasks based on roles, responsibilities, capabilities and available resources.

3. EXAMPLES

Examples are provided as a continual review mechanism that will allow the Plan to remain current. As issues emerge they can be introduced into the Plan in a timely manner.

Stakeholders and the wider community are therefore continually involved in the Plan through their role in providing intelligence and identifying new and emerging issues and opportunities throughout the life of the Plan.



8.0 Stakeholder and Community Consultation

1. The Regional Strategic Tourism Plan for Yorke Peninsula was developed by a Steering Committee consisting of:
 1. Yorke Peninsula Tourism
 2. District Council of the Copper Coast
 3. District Council of Yorke Peninsula
 4. District Council of Barunga West
 5. District Council of Mallala
 6. Wakefield Regional Council
 7. South Australian Tourism Commission
 8. Department of Environment and Natural Resources
 9. Regional Development Australia Yorke and Mid North
2. The Steering Committee met at approximately 6 week intervals from December 2010 to September 2011. Meetings were typically workshops.
3. A Consultation Draft Plan was publicly released for comment on 30 May 2011. The document was:
 1. Posted on the SATC Corporate website along with a Feedback Form
 2. Circulated to the Steering Group members for posting / cross referencing on their respective websites and promoted through their respective organisations
 3. Circulated to a database of tourism operators and other stakeholders by Yorke Peninsula Tourism
 4. Sent to media representatives along with a media release
4. The following stakeholder and community events were held:
 1. A public forum at Maitland Town Hall on Wednesday 15 June 2011, and
 2. Two tourism operator reference group meetings at Yorketown and Kadina on Thursday 16 June 2011
5. The stakeholder and community events were advertised through the following newspapers:
 1. Yorke Peninsula Country Times
 2. The Plains Producer
6. The events were also promoted through other media including radio.
7. A total of 37 people attended the three events. Comments, issues and recommendations were recorded at each of these events.
8. An additional 18 written feedback forms were received from individuals and groups responding to the call for comment.
9. The Steering Committee considered the feedback from the events and the written comments at a dedicated workshop on 12 July 2011.
10. A draft Plan was prepared and presented to the Steering Committee on 29 August 2011.
11. The Plan was finalised and adopted by the Tourism Plan sub-committee of Yorke Peninsula Tourism on 30 September 2011.





COMMONLY USED ACRONYMS (alphabetical order)

ATAP	Australian Tourism Accreditation Program
ATDW	Australian Tourism Data Warehouse
BDP	Better Development Plans
CLGA	Central Local Government Association
CWMS	Community Wastewater Management Systems
DENR	(SA) Department of Environment and Natural Resources
DPLG	(SA) Department of Planning and Local Government
DTED	(SA) Department of Trade and Economic Development
DTEI	(SA) Department of Transport Energy and Infrastructure
FTE	Full Time Equivalent
GRP	Gross Regional Product
KPI	Key Performance Indicators
NRM	Natural Resource Management
NTAF	National Tourism Accreditation Framework
RDA B	Regional Development Australia Barossa
RDA YMN	Regional Development Australia Yorke and Mid North
ROC	Respecting Our Culture
SATC	South Australian Tourism Commission
SATIC	South Australian Tourism Industry Council
STEDS	Septic Tanks Effluent Disposal Scheme
TQUAL	Tourism Quality
TRA / NVS	Tourism Research Australia / National Visitor Survey
TXA	Tourism Exchange Australia
VIC	Visitor Information Centre
YPT	Yorke Peninsula Tourism



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