Minutes for Limestone Coast Local Government Tourism Management Group, Naracoorte Lucindale Council Chambers, Monday 18th March 2019.

MEETING OPENED 9:35am

Welcome by Chairperson – Andrew MacDonald

1.0 MEMBERS/DEPUTY MEMBERS

1.1 Present

District Council of Grant	Jane Fetherstonhaugh
Naracoorte Lucindale Council	Sally Klose
Kingston District Council	Andrew MacDonald
Tatiara District Council	Anne Champness
Wattle Range Council	Roger Babolka
City of Mount Gambier	Donna Foster
LCLGA	Biddie Shearing

Apology: Roger Sweetman, District Council of Grant

2.0 Previous Minutes from 21st January 2019

Noted and accepted.

3.0 LCLGA Priorities to Grow the Visitor Economy by 2020

3.1 Travel Trade Events & Activity

Limestone Coast will attend Australian Tourism Exchange, Perth from 8th- 12th April. The appointment schedule is still being finalized, but should be around 120 appointments with the focus this year on Inbound Tour Operators and getting more of our regional accommodation and experiences contracted with them, which will lift our regional book-ability.

As a result from attendance at a number of Tourism Australia Trade events, the region has been featured in the Tourism Australia media campaigns in a number of our key inbound markets. And also South Australia campaigns, in South East Asia Markets and UK/Europe.

Enquiry levels have risen from Inbound Tour Operators contacting LCLGA for advice on specialized itineraries and seeking unique or alternative accommodation and experiences.

In addition, the Limestone Coast has hosted or is about to host the following.

Date	Activity
February 2018	SA Weekender South Aussie with Cosi SA Life TV
March 2018	Qantas Magazine In-Daily (Adelaide)

	Postcards with Ron Kandelaars Adelaide Review Caravan & Camping SA
April 2018	i-Fish (TV Program) Tourism Australia pre + post ATE Famil Nine News Live Weather Crosses
May	Expanding Horizons (ITO Famil)

3.2 Events

Applications closed on Friday 15th March 2019.

as part of the funding criteria, applicants were required to seek a Letter of Support from the Tourism Industry Development Manager (a requirement for Local Contact Person Grant Agreement with SATC). Support Letters were provided to the following events.

- Keith Dirt & Diesel
- Bay Escape, Food, Wine & Lifestyle
- Penola Coonawarra Arts Festival
- 2019 Tour of the Great South Coast Road Cycling Classic

Coonawarra Cabernet Celebrations are in a 3-year funding agreement with 2 years remaining.

3.3 Corporate & Business Traveler

The Limestone Coast has secured 19 appointments for Destination SA Trade Show on 28th March, in Adelaide.

The Limestone Coast has submitted an application under the Regional Business Events Fund to host the Sustainable Economic Regional Growth for Regional Australia Conference (SEGRA) in 2020. The application was successful, receiving $70k which will contribute significantly towards the total required to host the conference being $100-120k.
A regional working group has been established should funding application be successful.

3.4 DRAFT Budget FY 2019.2010

The LCLGA Priorities to Grow the Visitor Economy by 2020 – Implementation Plan will begin Year 3 on 1st July 2019.

The DRAFT Budget with considerations on scheduled activities and tasks to achieve our plan was discussed, noting a number of adjustments from previous years, based on discussions with the Tourism Management Group.

It is noted that the contribution from SATC will increase by 2% to $47,988. Plus, the option to access a further $20,000 which will need to be matched as per previous years for consumer-facing activity.

4.0 <u>Information Reports</u>

4.1 Review of Terms of Reference

The group discussed our Terms of Reference and requested the matter remain on the table until a full governance review is conducted by LCLGA for Sub-Committees and their purposes.

4.2 LCLGA Strategic Plan – Review and discussion
The group discussed the tourism components of the Draft LCLGA Strategic Plan. There were a number of suggested amendments.

4.3 Draft SA Visitor Economy Sector Plan 2030
The group discussed the draft plan, and agreed to provide collective feedback.
ACTION: Biddie to draft collective feedback, once approved to communicate formally to SATC.

4.4 SA Reg. Tourism Infrastructure
The group discussed the priorities and agreed in principle with the summary document.

4.5 SA Regional Accommodation report
Biddie shared the SATC results from a regional accommodation survey which was conducted in January to gather insight on existing and new accommodation across the 11 regions.

The purpose of the Regional Accommodation Survey -
1. Is to audit existing accommodation operator on the status of their business (rooms standard, occupancy)
2. To identify if the accommodation operator requires renovations/refurbishment of their existing rooms to improve the quality?
3. To measure occupancy in summer and winter and the importance of seasonality.
4. To gather information to will assist in determining whether there is a need for a funding program to assist with the cost.

Key take-outs include;

- *There is a good cross section of accommodation types throughout the regions*
- *85% of survey respondents are on ATDW*
- *31% summer occupancy rate is below 50%*
- *42% winter occupancy rate is below 50%*
- *90% respondents would consider (yes/maybe) applying for available funding for upgrades. That is 264 regional businesses.*
- *75% would renovate existing rooms including paint, carpet, bathrooms*

4.6 LC Regional Map
Donna provided an update on the development of a regional map with localized versions on the flip side.
ACTION: Donna to continue with developing the Regional Map.

4.7 One Road, Great Australian Road Trips
Donna provided an overview of the opportunoity. The group discussed the relevance of individual councils and local tourism groups potentially buying into the program.

ACTION: Donna to seek clarification from One Road, if they have a regional model of funding.

4.8 LC Mixed Dozen

Biddie provided a verbal update on the progress of the project. The research component of the project has been extended due to Uni SA Researchers unable to be in field.
It is anticipated that it will not affect the project timelines. Please see attached survey link, should you wish to distribute to you r networks.
The project has secured additional contributions from City of Mount Gambier ($5k), Glenelg Shire ($2.5k) and the project manager has implemented 42% of the project plan.

5.0 Optional - Individual Council Tourism Initiative and News

Kingston SE

- Council was successful in their application with BBRF, securing $668,500 for development of the main street areas.
- I-Fish program will be filming in the council area late March / early April

Tatiara

- Keith Dirt & Diesel this weekend, hoping for 10,000 pax or more.
- Masters Games is progressing with a recent visit to Port Pirie to learn from their experience. With an action to work on packaging to help with regional dispersal.
- Walkway Gallery has a couple of exhibitions coming up.

City of Mount Gambier

- Guides of Mount Gambier program has graduated their first participants/guides.
- Held a successful Industry Event recently with guest speakers from Kilsby's Sinkhole & Reef to Ridge.
- ARTN is preparing a report on Local Government sector and tourism.
- Sharing the tourism hub link as mentioned in meeting https://regionaltourism.com.au/thetourismhub/

Wattle Range

- Great Victorian Bike Ride, working through logistics for start of the event. There has been a community meeting, which went well.
- Council is embarking on a marketing campaign valued @ $50k
- Working with DPTI in relation to the Coonawarra Siding as an iconic visitor location.
- Working on couple of Dive Spots in conjunction with DEW.
- Walking Trails progressing throughout Mount Burr & Southend.

DC Grant

- Still working through Airport Funding arrangements
- Bay Escape was a success, with huge turnout.

Naracoorte

- Naracoorte is supporting the Great South Coast Bike Race in August with estimated 400 pax.
- Working through some branded wayfinding / signage
- Investigating options to produce a Naracoorte Visitor Guide as part of the Naracoorte Lucindale Business & Tourism Group.

6.0 Next Meeting

The next meeting will is scheduled for Monday 20th March 2019, in Naracoorte.

7.0 MEETING CLOSED – 12:00pm.

The next LC LGA Tourism Management Group Meeting is to Monday 20th May 2019 from 9:30am – 12:00noon in Naracoorte Lucindale Council Chambers.