



Yorke Peninsula Tourism

Annual Report 2021-22



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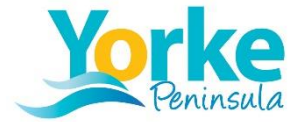




Chairperson's Report

Craig Costello

Chair, Yorke Peninsula Tourism



It has been another big year for tourism on Yorke Peninsula and I would like to start off my annual report by saying a big thank you to Brooke Liebelt who decided to move on from Yorke Peninsula Tourism during this period. Brooke has been a valuable member of the team at YPT and led our organisation for approximately 7.5 years in which time we have seen incredible growth and product development for our region.

Brooke has provided ongoing support to our approximately 400 tourism businesses and guided our industry growth to achieve \$280 Million in visitor expenditure in 2021 placing us well on target to achieve our 2025 goal of \$289 Million. During my time on the Board and as Chair I have enjoyed working with Brooke and would like to take this opportunity to wish Brooke and her family all the very best for the future.

With one chapter closing it has allowed a new chapter to commence with the appointment of Jess Greatwath to the role of Yorke Peninsula Tourism's new Regional Tourism Manager. Jess has been getting off to a great start hitting the ground running to get out and about on the ground to meet our local operators. Jess has come on at a pivotal time in the evolution of tourism in our region and I know we are in very safe hands to guide our organisation and industry through the opportunities, challenges and advancements that we will navigate into the future.

During the past year we have continued with the Covid era challenges and Yorke Peninsula has been one of the South Australian Regions which has thrived during this time. Yorke Peninsula has achieved \$2M visitor nights spent in the region, 35 new tourism signs installed, one in ten jobs in the region are supported by tourism, 1,244 SATC Great State Voucher bookings, 52 regional events and 74% occupancy across the accommodation sector.

While it has been an exceptional period for so many Yorke Peninsula businesses, we do take a moment to give thought to the businesses that have struggled during this time. It has been a challenging few years for many businesses and I would like to take this opportunity to thank them for their grit and determination to hold in through the challenges that they have been faced with.

The 2021/2022 financial year has been another busy year for our organisation with the below activities highlighting some of the achievements which have taken place throughout the year;

- YPT ran a digital campaign with Kids in Adelaide to the end of October 2022 which included two site visits to region, social media posts and e-newsletters
- Assisted operators with Tourism Industry Development Fund applications which resulted in \$492K in funding to 4 projects with a total project value of \$1.643M
- Yorke Peninsula was represented by 11 operators at the SA Tourism Awards Gala Dinner in November 2021
- Completed updates to our regional website www.yorkepeninsula.com.au
- YPT attended the Adelaide Caravan and Camping Show (July 2022) and Melbourne Caravan and Camping Show (April 2022). A big thank you to Nicole Page who sets up and manages our presence at these very successful marketing initiatives
- On the 18th of October 2021 Channel 9 reported the weather from Wallaroo which was excellent exposure for the region
- YPT was successful in obtaining a grant for \$20K through Building Better Regions Fund to undertake a Strategic Action Plan which will be a vital future tool for Yorke Peninsula Tourism

A key milestone over the last 12 months was the development and production of the new look Yorke Peninsula Visitor Guide. This print run of the guide was completely redesigned and written. An enormous amount of work went into its production and I would like to thank Brooke, Nicole and HWR Media for their time, commitment and dedication to making this new guide a reality.

I would like to take this opportunity to extend a big thank you to our funding partners being Yorke Peninsula Council, Copper Coast Council, Barunga West Council and the South Australian Tourism Commission we certainly appreciate their ongoing support.

To the staff of Yorke Peninsula Tourism during this period Brooke Liebelt and Nicole Page. Thank you to you both for your time, dedication, and commitment over the last 12 months. I would like to make a special mention to Nicole for the time she spent stepping up into the role of Acting Regional Tourism Manager it was a pleasure to work through this period with you and the transition our New RTM Jess would not have been as smooth without your leadership. To Jess, I know you joined us after the period of time that this report covers but I wanted to make mention of how grateful myself and the Board are for all that you have achieved in such a short time since your appointment to the RTM role.

The current Yorke Peninsula Tourism Board have put in a large amount of time as volunteers and are a group of committed individuals who offer different expertise and are all extremely passionate about driving and supporting Tourism on Yorke Peninsula. We are saying farewell to Nicola Adams and Matt Hawson this term and I would like to acknowledge the important part that they have played as valued members of the YPT Board.

I would also like to thank Jo Buchanan as Deputy Chair you are always available for assistance and support, and I appreciate all your time over the last twelve months with the challenges we have faced and overcome.

I am extremely excited about what the next year holds for Yorke Peninsula we have come so far in such a short amount of time and will continue to drive our region and industry forward in the coming year as we move back to more normal times.

Craig Costello

Craig Costello
Chair, Yorke Peninsula Tourism

Special thanks to our Yorke Peninsula Tourism funding partners:

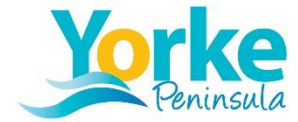


Lifestyle location of choice





Regional Tourism Manager's Report



Jess Greatwich

Manager, Yorke Peninsula Tourism

I'm grateful for the opportunity report on the activities of Yorke Peninsula Tourism for the 2021-2022 Financial Year. The pandemic impacts of previous years haven't entirely abated, presenting both challenges associated with high intrastate visitation, and opportunities that arise from periods of robust economic activity. This interplay between challenge and possibility provides scope for Yorke Peninsula Tourism to chart an ambitious pathway forwards, seeking to mitigate ongoing negative effects of the pandemic while investing strategically and with impact in ways that will enliven our region into the future.

I note the significant contribution made by the staff of Yorke Peninsula Tourism over the previous year. Long standing Regional Tourism Manager Brooke Liebelt carefully stewarded our organisation for almost eight years, investing her time, energy and skills for the benefit of operators, business owners and the broader visitor economy across the Yorke Peninsula. Our sincere thanks go to Brooke for her dedication and commitment.

Following a recruitment process Lucy O'Brien was appointed as Regional Tourism Manager in March 2022. While Lucy's tenure was relatively brief, her support for the Yorke Peninsula continues in her new capacity in Adelaide, and underscores the important role that strong relationships play in our industry. Thank you, Lucy, for your contribution to Yorke Peninsula Tourism.

Throughout this period, our region and our operators were fortunate indeed to benefit from the expertise and dedication of Tourism Co-ordinator Nicole Page, who deserves particular recognition for providing consistency and stability through an extended recruitment phase. Nicole's unrivalled knowledge of the people and places of Yorke Peninsula is a vital asset for our organisation and supports her work in providing assistance, information, connection and context to our operators. Thank you, Nicole, for your unstinting commitment.

The operational work of Yorke Peninsula Tourism is underpinned by the strategic direction and support provided by our Board, and in particular our Chair Craig Costello who has invested substantially in more practical aspects of his role in the past six months. Our Board operates on a purely voluntary basis, committing their time for the benefit of our organisation and industry. I thank you all for your valuable and thoughtful contribution.

As an industry body, Yorke Peninsula Tourism does not have a commercial imperative. Our funding partners invest in our organisation, trusting that we will act as careful stewards of their resources. Our sincere thanks to the Barunga West Council, the Copper Coast Council, the Yorke Peninsula Council and the South Australian Tourism Commission for their ongoing financial support, commitment and confidence.

Further, critical in-kind support is rendered by Regional Development Australia Yorke and Mid-North, the Tourism Industry Council of South Australia, the Australian Tourism Data Warehouse.

With respect to operational matters, the specifics of Yorke Peninsula Tourism's day-to-day activities over the 2021-2022 Financial Year are set out in some detail below.

Of particular importance is the significant investment of \$20,000 in grant funding - provided through the Federal Government's Building Better Regions Fund - to support the development of a Strategic Tourism Action Plan. Yorke Peninsula Tourism contracted Tourism eSchool to deliver this important piece of work, providing an ambitious remit that raises our collective vision. This Plan will guide the work of Yorke Peninsula Tourism into the coming decade and represents a substantial strategic foundation for our organisation.

In general terms, Yorke Peninsula Tourism's output has traditionally focussed on operator capability development such as ATDW workshops and partnering with TicSA to present ServiceIQ programs and marketing the region in partnership with third party bodies such as SATC, Tourism Australia and private media organisations. The consistency and stability of this approach, and a decade of steady albeit modest growth, has delivered Yorke Peninsula Tourism to the comfortable position we occupy today. We are in a unique position to now turn our focus to the future, with a committed Board, strong financial position, a new Regional Tourism Manager, support from our funding stakeholders and the boundless opportunity offered by our region.

The 2022-2023 Financial Year represents a watershed moment for our organisation, and I look forward to anticipation to working with our Board, funding stakeholders, State and Federal Government, our regional tourism operators and our broader community to realise bold ambitions for our visitor economy.

A handwritten signature in blue ink, appearing to read 'Jess Greatwich', with a large, stylized flourish at the end.

Jess Greatwich
Yorke Peninsula Tourism Manager

Yorke Peninsula Tourism Activities 2021 - 2022

SOUTH AUSTRALIAN TOURISM AWARDS

8 finalists in the 2022 SA Tourism Awards, with 5 medal results:

- Redwing Farm – Gold/Winner
- Tarnasey Farm – Bronze
- Bayside Glamping – Bronze
- Ardrossan Caravan Park – Bronze
- Ardrossan Information Centre - Bronze

During August 2021, a marketing strategy to promote winners and medallists from the 2021 Yorke Peninsula Tourism Awards took place, including social media showcase of each business on Facebook, Instagram and IG stories.

CONSUMER SHOWS

Yorke Peninsula Tourism attended the Melbourne Caravan & Camping Show in April 2022, and was one of only three South Australian stands.



The new 2022 Yorke Peninsula Visitor Guide was launched at the show, with a social media campaign to Melbourne & Adelaide audiences. This resulted in a high demand for the new guide, and a very high level of awareness of the region & genuine enquiry and plans to travel within 3-6 months.

The Adelaide Caravan & Camping Show was postponed from its usual timeslot of February and was held in late July 2022.

COVID-19 SUPPORT

- Supplied operators & businesses with a continuous flow of information from SATC and SA Health.
- Circulated funding & support opportunities to assist businesses in bouncing back.
- Worked 1-1 with businesses and events to ensure COVID compliance.

YORKE PENINSULA VISITOR GUIDE & MAP

70,000 copies of the 2022 YP Visitor Guide were produced and launched at the Melbourne Caravan & Camping Show in April, with a social media campaign to Melbourne & Adelaide audiences.

The guide underwent an overhaul of design & content, in line with consumer needs and the information they want in a destination guide for the trip planning stage. The guide has been very well received by stakeholders, industry and consumers.

The Yorke Peninsula A3 Map was revised with the regional map on one side, and on the reverse 2 itineraries covering coast & inland, with highlights of Yorke Peninsula and contact details for the visitor information provider network.

MEDIA COVERAGE

Yorke Peninsula has appeared in numerous editorials in domestic and international travel and lifestyle publications, national press and radio as well as state and national television. Media coverage included but not limited to:

- ABC North & West SA
- ABC Radio Adelaide
- Art Lovers Australia
- 5AA
- 5CS
- Escape.com.au
- Glam Adelaide
- Kids In Adelaide
- SA Life Magazine
- Southern Cross GTS/BKN News
- South Aussie with Cosi
- Sunday Herald Sun Melbourne
- Sunday Mail Adelaide
- Sunday Mail Brisbane
- Sunday Star Times
- Sunday Telegraph Sydney
- Sunday Times Perth
- The Advertiser
- The Australian
- The Weekender Australian
- Weekend Gold Coast Bulletin
- Yorke Peninsula Country Times; monthly column plus regular coverage and editorial

DIGITAL DEVELOPMENT

Ongoing work with industry to increase online booking and social media capability.

Increased the level of product bookable online and registered on the ATDW.

In May 2022 affiliate with Tourism Exchange Australia (TXA) was ceased, and all ATDW listing content that has a URL in the Bookings field now displays a Book Now button and is online bookable. This has resulted in a significant increase in the amount of product bookable online through the Yorke Peninsula website.

Ongoing work with SATC and TXA to encourage ATDW registered businesses to opt into online bookings. Yorke Peninsula's website now offers 313 products available for booking online with work being done in 22/23 to increase this.

Revised online advertising for Yorke Peninsula businesses, as part of the market package offered. This has resulted in an increase in leads to operator websites since introduced in April 2022.

One on one training for operators to assist with ATDW listings remains a priority.

2021/22 statistics:

- Website visits: 125,568 (86.9% new, 13.1% return)
- Total clicks (through to site) for 21-22 – 181,671
- Total impressions for 21-22 – 5,885,924
- ATDW leads: 50,182
- Instagram hashtag feed views: 87,692
- Advertising leads: 932
- Facebook consumer page: 19,630 likes
- Facebook industry page: 2,554 likes
- Instagram: 15,256 followers

WEBSITE - yorkepeninsula.com.au

The website remains a vital asset for YPT as a medium to communicate with consumers. Significant improvements during 21-22 include:

- Southern Yorke Peninsula Mural Trail
- Bush Camping
- Creative Content Providers
- Yorke Peninsula Salt Lake Trail
- Yorke Peninsula Visitor Guide
- Op Shops, Second-hand & Antique Stores
- Yorke Peninsula Playground Trail
- Electric Vehicle Charging locations
- Enhanced Coastal Way content
- Customised blog content

AUSTRALIAN TOURISM DATA WAREHOUSE

Ongoing work with industry and community groups to increase the number of listings on the ATDW. It is still a vital tool for the tourism industry. We currently have 634 products listed on the ATDW, with 50,182 leads to operators during 21/22.

PUBLIC RELATIONS

- Regular communication with media
- Media Releases
- YPCT Column - Talking Tourism
- Monthly e-newsletter to industry
- Facebook Industry and Consumer pages
- Tourism industry facebook group
- Industry Workshops
- Familiarisation tours and hosting
- Work closely with SATC PR team
- Ensure YP content in SATC newsletters and publications
- Respond to media requests
- PR assistance provided to operators and events
- Assist with SATC marketing campaign activities.

REGIONAL FAMILIARISATIONS

For journalists, industry and trade

- SATC Staff

DESTINATION DEVELOPMENT

Worked with developers and operators on regional projects including but not limited to:

- Ardrossan Visitor Centre
- Ballara Retreat
- Big Heart Adventures
- Camelot Gardens
- Coobowie Caravan Park
- Copper Trails Bike Hire
- Dhibara Sanctuary
- Hedonbar Brewing Company
- Legatus
- Marna Banggara
- Minlaton Caravan Park
- Moonta Bay Caravan Park
- Moonta Bay Cliff House
- Moonta Mines & National Trust
- Moonta Traders
- Neptunes Surf Coaching
- North Beach Kitchen
- Peg's Place Farmstay
- Pickering Cottages

- Port Vincent Oysters
- Port Vincent Water Tower tours
- Potential new experiences and hire product
- Potential new developments
- Redwing Farm
- Seafood On Spencer
- Sunny Hill Distillery
- Tarnasey Farm
- Taste The Yorke
- Walk The Yorke
- Yondah Beach House
- Yorke Peninsula Coastal Walks
- Yorke Peninsula's Saltwater Classic
- Yorkes Emporium

EVENTS

Feast On Foreshore, Yorke Peninsula's Saltwater Classic and Seafood on Spencer applied for Events SA Regional and Festivals Events funding.

Ongoing promotion of the benefits of events having an ATDW listing. YPT also invested in an exportable events PDF during 21-22 so that businesses and visitors could export filtered events to a print-friendly page or for easy trip planning.

Media releases circulated for events including Yorke Peninsula's Saltwater Classic, Seafood on Spencer, Fringe at Ballara, Yorkes Emporium, FLAME Festival, and Adelaide Guitar Festival 'On The Road', Wild Winter Harvest – Barley Stacks Wines/Tasting Australia.

INDUSTRY PARTNERSHIPS

Partnerships are a vital part of YPT's work and collaboration is key to achieving success. In addition to YPT's key stakeholders below are YPT's industry partners who we collaborated with in 2021/22.

- Caravan & Camping Industry Association of South Australia (CCIASA)
- Events SA
- Department for Environment & Water
- Legatus
- Nharangga Aboriginal Progress Association
- Northern & Yorke Landscapes Board
- RDA Yorke & Mid North
- TicSA Tourism IQ workshops
- Tourism Industry Council of SA
- Visitor Information Provider Network

PROJECTS

A major activity is the Tourism Strategic Plan project, funded through BBRF funding and supported by all stakeholders. Tourism eSchool

are engaged for the plan, and during 21/22 consultation with community, industry & stakeholders took place as well as extensive research.

Marna Banggara officially launched with project partners including Australian Government National Landcare Program; SA Department of Environment and Water; Northern and Yorke Landscape Board; WWF-Australia; FAUNA Research Alliance; Birdlife Australia; Zoos SA; Conservation Volunteers Australia; and a number of supporting partners.

YPT successfully utilised the SATC's cooperative marketing fund to undertake a number of activities which included;

- Enhancements made to Yorke Peninsula website following external independent website audit
- Yorke Peninsula Visitor Guide
- Summer social media activity
- Melbourne Caravan & Camping Show
- Targeted social media to Victorian caravanning market & greater Melbourne residents to leverage interest following Melbourne Caravan & Camping Show (resulting in reach of 95,191; total impressions 137,777)
- Yorke Peninsula A3 tear-off map
- Winter photo shoot to increase seasonal visual assets
- Contribution to social media coaching for YP operators to upskill
- Attending the Adelaide Caravan and Camping Show (held in July 2022 following date changes)

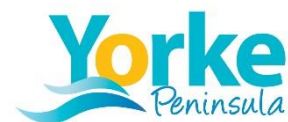
YPT is involved with the Wardang Island Tourism Master Plan, being facilitated by Effectiver.

INDUSTRY TRAINING & WORKSHOPS

Provided ongoing training for operators throughout the region and networking opportunities including but not limited to the below;

- 1-on-1 ATDW training
- Digital Training Program
- Social Media Basics Workshop (Tourism IQ – TicSA)
- Social Media workshops held in all 3 council areas

Financials



Details of association:

Tourism Marketing Committee - Yorke Peninsula Incorporated
Registration Number of Association: A36389
Trading as Yorke Peninsula Tourism

Financial Year:

2021/2022

Public Officer:

Craig Costello
Chair, Yorke Peninsula Tourism
Ph: 0448 212 066
Email: chair@yorkepeninsula.com.au

Financials:

Monger Accounting, Public Accountants
15 Digby Street, Kadina, SA 5554

Auditor:

Peter Whitehead, Audit Manager & Dean Withers, Chartered Accountant
Withers Advisory
15 Fifth Street, Minlaton, SA 5575

The books of the association are located at 18 Main Street, Minlaton, SA 5575

Board Members 2021-2022

Craig Costello – Chair
Jo Buchanan – Deputy Chair
Nicola Adams (to April 2022)
Helly Easter-Smith
Margie Gaisford
Stephen Goldsworthy
Matthew Hawson
Lynn Spurling

YP TOURISM MARKETING COMMITTEE INC.

We have conducted an audit of the accounting records of the Association for the period from 1st July 2021 to 30th June 2022. The Financial Statements are based on the cash system of recording and therefore record the Receipts and Payments for the year. This statement is supported by a reconciliation of the bank accounts.

It was not possible to extend the review of the receipts beyond the amounts as first recorded in the books of the Association.

In our opinion, the receipts and payments as recorded in the Financial Statements are in accordance with supporting documentation presented to us and the bank accounts agree with the reconciliations.

Withers Advisory
Chartered Accountants



Peter Whitehead FCA-Associate
29th August 2022