



Annual Report

Yorke Peninsula Tourism

Annual General Meeting
21 September 2023



SPECIAL THANKS TO OUR YORKE PENINSULA TOURISM FUNDING PARTNERS:



Chair's Report



Craig Costello
Chair

It's hard to believe that another year has passed already but it has been an extremely busy and productive year for Yorke Peninsula Tourism with many great achievements. On top of the end to a successful year vital planning has been completed that will ensure that the following 12 months are off to a great start and see our organisation play a vital role in ensuring the strength and continued growth of the tourism industry and Yorke Peninsula visitor economy over the next twelve-month period.

We have continued to enjoy solid continuous growth within the Yorke Peninsula Tourism Industry with our region celebrating the highest ever visitor expenditure of \$354 Million which is 22% over our 2025 Regional Visitor Strategy target of \$289M. This result is one that we must all be incredibly proud of achieving.

As we have now moved out of the Covid era and life is getting back to normal businesses and the economy have been faced with new challenges including high inflation and twelve interest rate increases. This shock to the economy has seen visitation over the off season return to more pre-Covid levels which is something we should all not be alarmed about as it was always going to occur. We need to be aware of the shift and as an organisation do all we can to reduce and minimise the impact on business and visitors to our region. This will include lobbying at state level to ensure Yorke Peninsula receives benefit from the sport and events sectors as well as marketing focus to continue to drive visitation and expenditure.

Key features showing the strength and growth of Yorke Peninsula over the last year are as listed below;

- 702,000 visitor day trips to Yorke Peninsula
- 602,000 overnight Visitors
- 1.9M Visitor nights spent in region
- ATDW leads via southaustralia.com at 91,891 leads
- 1,900 direct & 700 indirect jobs in the tourism industry
- 500 Tourism businesses in our region

The 2022/2023 financial year has been another busy year for Yorke Peninsula Tourism with the below activities highlighting some of the achievements which have taken place throughout the year;

- YPT facilitated a photo collateral shoot throughout the region to increase our available image library to market Yorke Peninsula
- Completion and the commencement of the implementation of the Yorke Peninsula Strategic Action Plan
- Completed a Product Development program with ten local businesses to increase bookable product/experiences in region
- Yorke Peninsula was represented by five operators at the SA Tourism Awards Gala Dinner in November 2022
- Commenced vital work on an upgrade to our regional website www.yorkepeninsula.com.au
- YPT attended the Adelaide Caravan and Camping Show (July 2023) and Melbourne Caravan and Camping Show (April 2023). A big thank you to Nicole Page who sets up and manages our presence at these very successful marketing initiative
- Provided assistance and extensive feedback for the State based Regional Review. The Regional Review is a vital piece of work being currently undertaken which will shape how Regional Tourism Organisations operate into the future. The primary aim is to deliver an outcome that will ensure additional time and resources can be focused on real positive change and outcomes for tourism and their operators.

A key milestone over the last 12 months was the development and production of the new look Yorke Peninsula Visitor Guide which was released at a very successful industry event at Barley Stacks winery. This event provided exposure for Yorke Peninsula Tourism as well as an incredibly valuable networking opportunity for operators. An enormous amount of work went into its production, and I would like to thank Jess, Nicole and HWR Media for their time, commitment, and dedication to making this 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 Jess Greatwich and Nicole Page. Thank you to you both for your time, dedication, and commitment over the last 12 months. I believe we have had one of our most successful years which I know will continue to gain momentum into the 2023/24 year.

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 Stephen Goldsworthy at this years AGM and I would like to acknowledge the important part that Stephen has played with 10 years of dedication to the Board. Stephen you will be missed but we thank you for your time and efforts and I think all would agree that your legacy for Yorke Peninsula will be Walk the Yorke which will be enjoyed by many over the years to come and is a true icon for Yorke Peninsula.

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 and advice over the last twelve months.

I look forward to the next year ahead with the busy summer season now approaching and the new web site set to be released during the next term. Our Towards 2030 Strategic Plan will continue to provide vital guidance as we work towards achieving our goals in product development, storytelling and strengthening our relationships with our stakeholders.

It has been a privilege to Chair our organisation for the last twelve months and thank you to all for your support and contribution to the Tourism Industry it is a vital lifeblood for the Yorke Peninsula economy.

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



Tourism Manager's Report



Jess Greatwich
Regional Tourism
Manager

It is my pleasure to submit this report on the activities of Yorke Peninsula Tourism over the 2022/2023 Financial Year.

Yorke Peninsula's visitor economy continued its record-breaking growth over the past twelve months. Figures released in May 2023 show that the region surpassed its 2025 targets by over \$65 million dollars. These extraordinary results reflect broader trends in intrastate visitation towards the tail-end of the Covid pandemic, while inflationary pressures began to have an impact on household spending and discretionary interstate and international travel.

It is, however, essential to provide greater context to these figures, and speak to the need for Yorke Peninsula Tourism – and our industry more broadly – to adopt a mindset of custodianship towards our region. Comparatively low yield per person per night, combined with historically high visitation numbers mean that Yorke Peninsula is at risk of suffering the impacts of over-visitation. To address this proactively, it is essential that Yorke Peninsula Tourism work effectively with all stakeholders to increase yield per visitor, drive dispersal through the region and invest in the sophistication and resilience of our industry. The plan to achieve these outcomes is clearly set out in the Towards 2030 Strategic Tourism Action Plan, launched in April 2023 and designed as a clear, concise roadmap for the tourism sector in our region.

With three clear strategic priorities - Product Development, Storytelling and Stewardship - the Towards 2030 Strategic Plan represents the most substantial strategic framework developed for our region in over a decade. Set out below in greater detail are the highlights of Yorke Peninsula Tourism's work over the past 12 months, which provide operational insight into the steps being taken to achieve these priorities. This work is supported by our volunteer board, led by Chair Craig Costello and Vice Chair Jo Buchannan, who freely contribute their time and expertise and provide strategic oversight for the work of our staff. In addition, Nicole Page continues in her role as Tourism Co-ordinator, where her extensive industry experience and deep knowledge of the region provide enormous and ongoing benefit to the tourism sector on Yorke Peninsula.

Working within a robust strategic framework has enabled Yorke Peninsula Tourism to maximise both our staffing and financial resources, creating strong results for our region.

Key highlights of this work within the 2022/2023 Financial Year are set out below, in alignment with this strategic framework.

1. Product Development.

- Yorke Peninsula Tourism invested over \$32,000 in the most comprehensive product development program in our region's history, yielding extraordinary results including nine new tourism experiences, three brand new websites, three refreshed websites, eight existing products refreshed, eight new booking integrations, new distribution partnerships established, bespoke marketing plans developed, and more;
- We worked closely with over a dozen small and emerging tourism operators to provide support and scaffolding so they can bring their tourism business concepts to life;
- Liaised with Yorke Peninsula Council to support the review of, and strategic planning for, the Walk the Yorke trail;
- Liaised with the Department of Environment and Water (DEW) and park management around the development of tourism experiences encompassing Dhillba Guuranda-Innes National Park and Marna Banggara;
- Provided substantial and ongoing support to the Point Pearce Aboriginal Corporation arising from the Wardang Island Tourism Master Plan;
- Proactively reached out to existing tourism businesses to support the development and diversification of tourism experiences ie developing an brewery production tour, paired with a tasting.
- Partnered with TicSA and local government to delivery training and capability support to operators around issues such as business fundamentals, marketing, ATDW, staff management etc;
- Engage with all local councils around infrastructure and asset development for the tourism sector; Supported a wide range of event managers with diverse support such as marketing and communications, resilience training, strategic planning;
- Liaised closely with SATC to support and advocate for the return of cruise-ships to Wallaroo and smaller expedition vessels across the region.

2. Storytelling

- The primary objective of the 22/23 year was the development of a comprehensive framework to steward an evolution process for the Yorke Peninsula brand. This has involved scoping the project, developing a comprehensive delivery plan, confirming the budget, advocating to all local government organisations for a collaborative funding model, presenting to Councils on numerous occasions and liaising with all relevant stakeholders.
- In addition, we have developed a draft Destination Marketing Plan, revitalised our social media marketing strategy and refined our print and consumer-show spending to align with our strategic plan;
- We delivered a refreshed Visitor Guide, becoming the first region in the state to include an in-language Welcome to Country and co-naming protocol for the Guide;
- The re-build of the Yorke Peninsula Destination website was commenced in the 22/23 Financial year, including a substantial design process to ensure this critical digital asset aligns with our broader strategic planning;
- We continued to proactively engage with operators around their marketing strategies and tools such as social media and ATDW listings;
- We provided substantial support to Barunga west Council in make a submission to the Tiny Tourism Town category of the TicSA Top Tourism Town program. These collective efforts were rewarded with Port Broughton being named the State winner of the category.
- Yorke Peninsula tourism attended key Camping and Caravanning consumer shows in both South Australia and Victoria, with a strong emphasis on responsible consumer behaviours and travel education.
- We scoped and commenced a substantial, region-wide collateral shoot designed to highlight bookable experiences and position Yorke Peninsula as a year-round destination.

3. Stewardship

- Recognising the importance of great relationships across our industry, we developed a stakeholder engagement plan that sets out our interface framework for all local Councils.
- We initiated a monthly WIP meeting for all Councils and RDA as an information-sharing and alignment exercise;
- We presented to all three Councils in our region on numerous occasions on a range of topics including product development, action against the Strategic Plan, the brand evolution project and more;
- We met with, and presented regularly to the South Australian Tourism Commission on new experiences, regional updates, infrastructure development etc;
- We continued to engage with the State Government's Regional Tourism Review providing substantial feedback, data, documentation and input;
- Our fortnightly industry newsletter shared grant funding, training opportunities, tourism sector information and stakeholder updates;
- During the State Government's Country Cabinet we hosted Tourism Minister Zoe Bettison and new SATC CEO Emma Terry across three days, including four industry round-table events, a tour of Dhillba Guuranda-Innes National Park, attendance at Point Pearce community meeting and comprehensive briefings on upcoming tourism developments, experiences and infrastructure.

While these activities give an overview of actions taken against our key strategic priorities, I feel it is important to also highlight the important role that Yorke Peninsula Tourism plays as a conduit and a connector within our industry.

We have, on numerous occasions, had the opportunity to connect small business owners and operators in a way that supports their individual business goals, and the objectives of our region more generally. Examples include tour operators seeking catering assistance, accommodation owners wanting to stock local artisan produce with their breakfast provisions or gift bags. Venues who are introduced to musicians or caterers, tour operators who are now collaborating with inbound tour operators.

We provide advice, support and referrals on an ad hoc basis on matters as diverse as insurance renewals, strategic planning, marketing, product design, event planning, management and marketing, website design, committee administration and much more.

I hope that by providing these examples we demonstrate the breadth of work we undertake to support the tourism sector in our region. With the State Government's review of regional tourism currently underway, it is timely to reflect on the critical role that Regional Tourism Organisations play across our State and the substantial benefit to on-the-ground tourism businesses who have an expert resource at their disposal.

As we look towards the future, I am encouraged by the resilience and ambition of the tourism sector across Yorke Peninsula. Opportunities abound in our region, and I very much look forward to playing a role in realising them for the broader benefit of our community.

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

Jess Greatwich
Regional Tourism Manager
0424 895 309

Financials



Details of association:

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

Financial Year: 2022/2023

Public Officer:

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

Board Members 2022-23

Craig Costello – Chair
Jo Buchanan – Deputy Chair
Cathy Glazbrook
Helly Easter-Smith
Margie Gaisford
Stephen Goldsworthy
Bridget Johns
Anne Minion
Lynn Spurling

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

YP TOURISM MARKETING COMMITTEE INC.

We have conducted an audit of the accounting records of the Association for the period from 1st July 2022 to 30th June 2023. 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
1st September 2023