

Yorke Peninsula Tourism Strategic Action Plan Towards 2030 Implementation Plan



This Implementation Plan has been prepared by Tourism eSchool in November 2022 on behalf of Yorke Peninsula Tourism.



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Disclaimer

The information contained in this report is intended only to guide and inform strategic investment, and it is expected that all recommendations should be analysed, and appropriate due diligence undertaken prior to making any investment decisions.

During our preparation of the document, recommendations have been made based on assumptions, methodology and information provided by many sources through the consultation process (See Acknowledgements). Whilst every effort was made to report on the most accurate data and information available, Tourism eSchool accept no responsibility or liability for any changes in operation/regional circumstance, errors, omissions, or resultant consequences including any loss or damage arising from reliance on the information contained in this report.

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High Value Visitor Journey Maps

The following Journey Maps highlight travelling behaviors and motivations, experience preferences, planning, booking and visitor servicing touchpoints and specific messaging for **High Value Leisure Visitors**. These insights provide essential guidance for stakeholders implementing Actions within *Priority Area 1: Experience Development* and *Priority Area 2: Storytelling*.

	High Yield Leisure Visitor Personas		
	BABY BOOMER COUPLES	FAMILIES	YOUNGER COUPLES/FRIEND GROUPS
Broad Description	Locals, domestic older couples, 50-70y/o, semi-retired or retired. Higher end “Grey Nomads” who are willing to get out and about in a region.	Locals, domestic family market, travelling with school aged children in school holidays and sometimes on extended Australian road trips.	Intrastate and Interstate (and potential for international as more international product is developed), 25-45y/o, university educated, travel as couples or with a group of friends.
Where they live	Southern + Eastern Australian States. Cities and Regional areas.	Southern + Eastern Australian States – Cities and Regional areas. Also includes longer touring “Aussie Road Trip” family segments.	Urban Dwellers – Adelaide, Melbourne, Sydney and International. Regional – SA, VIC.
Travelling Party	<ul style="list-style-type: none"> • Their partner. • Sometimes another couple/group of couples. • Sometimes with pet dog. • Sometimes with their extended family of their kids and grandkids. 	<ul style="list-style-type: none"> • Immediate family. • Extended family (grandparents + family groups). • Sometimes with other families. • Sometimes with pet dog. 	<ul style="list-style-type: none"> • Their partner (and pet dog if they have one!). • Group of mates. • Couple of couples.
Interests	Soft Adventures + Special Interests. Natural attractions, food, wine, art, new places, history. Road trip adventures. Specific Events.	Active family adventures – anything water related, or land based and friendly attractions (nature/historic/cultural) and good local food and dining. Road trip adventures.	Nature-based Adventures – surf/cycling/hiking, keeping fit, good food and wine (not pretentious!).
When do they travel + how long do they stay?	<ul style="list-style-type: none"> • Few days away for midweek break, or part of a longer self-drive holiday. • Summer Holiday break (eg. 5 – 7 days) if travelling with extended family. • Part of a longer tour (2-6 month multi-destination journey). 	<ul style="list-style-type: none"> • Summer Holiday break (eg. 5 – 7 days). • School Holiday/Easter Breaks – Takes several short leisure trips per year including weekend getaways. • Shorter stays (eg. long weekend) or longer 3-7 days during school holidays, based in 1 – 2 locations. • Part of a longer tour (2-6 month multi-destination journey with kids) – (minority of travellers). 	<ul style="list-style-type: none"> • Takes several short leisure trips per year including weekend getaways. • Longer 1-2 week interstate or overseas throughout the year as their annual leave accrues, of which YP is part of a longer SA trip.
Primary Motivations	<ul style="list-style-type: none"> • <i>Mental Health</i> – recharge, digital detox, disconnect from ‘real life’/routine. 		

High Yield Leisure Visitor Personas			
	BABY BOOMER COUPLES	FAMILIES	YOUNGER COUPLES/FRIEND GROUPS
	<ul style="list-style-type: none"> • <i>Feel transformed</i> – personal growth and challenge, accomplishment and achievement, gratitude, and mindfulness. • <i>Expanded worldview</i> – broadened perspective, cultural understanding. • <i>Nature and Discovery</i> - Enjoy wide open spaces and fresh air. • <i>Learn and experience something new</i> – environmental, cultural, historical. • <i>Fun and Thrills</i> – Feel alive, partake in fitness or exercise. • <i>Experience something unique</i> – Unexpected experience, going somewhere others don't go, create a new meaningful personal story. • <i>Connection</i> – Bond with friends and family, meet new people. 		
Secondary Travel Motivations	<ul style="list-style-type: none"> • Invited to stay at family and/or friends shack on YP, or they may be shack owners themselves. • Long weekend getaway. • Visiting Friends and Relatives (VFR). • Attending events – wedding or family event. • Touring around Australia. • Voluntourism/citizen science projects in their interest areas. • Visiting on a Cruise shore excursion. 	<ul style="list-style-type: none"> • Looking for a destination that can keep pre-school, primary and tween/teens happy!! • Been invited to stay at family and/or friends shack on YP, or they may have their own shack. • Kids participant in sporting championships. • Escape the dreaded school routine! • Enjoy time away with other like-minded families, or by visiting friends and relatives (VFR). • May be showing interstate and interstate family visitors the region. • Touring around Australia with their kids. 	<ul style="list-style-type: none"> • Been invited to stay at family and/or friends shack on YP. • Long weekend getaway with friends. • Attending an event – wedding or family event.

High Yield Leisure Visitor Personas			
	BABY BOOMER COUPLES	FAMILIES	YOUNGER COUPLES/FRIEND GROUPS
What do they do on Yorke Peninsula?	<ul style="list-style-type: none"> Major Regional Attractions – Dhillba Guuranda-Innes National Park - national parks, lookouts, lighthouses, scenic drives with beaches to explore, cycling trails, pink lakes. Soft Adventure - Walking (eg. Walk the Yorke), Golf, cycling trails, 4wd trails, fishing, birdwatching, Looking for quality local food and wine, and local seafood experiences. Wineries, Cellar Doors, Breweries, Food Producers, Farmers markets, Agri/Aquatic foodies experiences (eg Oyster Lease tours). Cultural/Art/Historic attractions in each town they visit. – First Nation's Cultural Experiences/ Museums/Historic Walks, Public Art, Exhibitions. Events – Niche interest events such as Golf, Cycling, Food + Wine, Cultural/Arts/Music (Kernewek Lowender). Special Interest event – such as participating in their leisure sport of interest - Hiking/Sailing/Fishing/Classic Cars. 	<ul style="list-style-type: none"> Major Regional Attractions – Dhillba Guuranda - Innes National Park – wildlife spotting, lookouts, lighthouses, scenic drives with beaches to explore, cycling trails, Ethel shipwreck. Active outdoor Family Adventures <ul style="list-style-type: none"> Water based: Crabbing/fishing with kids, boogieboarding/surfing/kayaking/SUP/jet ski/water parks/snorkelling. Hire if they don't have the gear. Land based: Short walking trails, adventure playgrounds, MTB/scooter parks, mini golf, cycling trails. Family friendly wineries, breweries + food producers (eg Cellar Doors, Food outlets) – will search our great bakeries/pubs, especially with water views. Great local food producers (eg Gelateria, Lolly shops). Family friendly Events – Local Markets, Winery Events. Family friendly heritage + cultural attractions + museums – eg Moonta Mines (Train rides), Farm Shed Museum, Lighthouses. Keen for kids to learn more about Indigenous culture. Will search out cool public art if have seen on social media. Mum Activities – retail therapy in the regional town main streets, cool cafes/good coffee. Dad Activities – Fishing charter and or Golf. 	<ul style="list-style-type: none"> Major Regional Attractions – eg. Dhillba Guuranda - Innes National Park, exploring beaches, coastal scenery, surfing. Keen to see the Ethel shipwreck (seen it on IG!). Local Pubs, Breweries/Wineries. Nature based adventure – all beach activities – surf/snorkel/kayak, Walk/Cycle (lookouts/National Park/Conservation Parks). Niche interest recreation activities – Golf/Fishing/Surfing etc. Explore Town/Galleries/Heritage attractions + Retail as part of their winery/food explorations. Events – Niche interest events such as Cycling, Food + Wine, Cultural/Arts/Music.
Where do they stay?	<ul style="list-style-type: none"> Higher end self-contained or hosted accommodation. Higher standard motels. Glamping in nature settings. In Caravan Parks or RV Friendly Campgrounds if travelling with their Caravan and/or extended family. 	<ul style="list-style-type: none"> Beach front/water view family friendly holiday homes, apartments (Airbnb, Stayz, Holiday rentals sites) – want walking distance to water so don't have to lug all the kids beach gear! Family friendly holiday parks – own caravan/camper trailer or Cabins – especially if travelling with extended family. Farm stays. Family or friends YP holiday shack. 	<ul style="list-style-type: none"> Large, self-contained accommodation to cater for group of friends, ideally with water views, and near good dining/beaches. With partner - experiential accommodation – eg. glamping in nature settings or pod style accommodation they've seen on Instagram/SATC. Family or friends YP holiday shack. Their own van (#vanlife).
How do they find travel inspiration? How do they research travel?	<ul style="list-style-type: none"> Word of Mouth – Families + friends, visitors + locals. Also travellers they meet on the road. YP Visitor Guides – Official and Town Level. Google Search. Destination websites + social media channels (SATC, YP, Councils). Tourism Operators - social media/blogs. Wikicamps. 	<ul style="list-style-type: none"> Word of Mouth – Families + friends, visitors + locals they meet on the road. YP Visitor Guides – Official and Town Level. Google Search. Destination websites + social media channels (SATC, YP, Councils). Tourism Operators - social media/blogs. Wikicamps. 	<ul style="list-style-type: none"> Social Media – Instagram, Facebook, TikTok (Friends, SA based destination channels) #vanlife. Adventuring Trip Travel Influencers (eg domestically - Trip In a Van, We are Explorers, - international specific markets). YouTube Videos – Caravan + Camping Brands + Influencers. YP Visitor Guides – Official and Town Level. Word of Mouth – Travellers meeting on the road, local YP residents + tourism businesses.

High Yield Leisure Visitor Personas			
	BABY BOOMER COUPLES	FAMILIES	YOUNGER COUPLES/FRIEND GROUPS
	<ul style="list-style-type: none"> • Relevant National Travel Media - Weekend Australia (national). • Australian Road Trip Travel Influencers (eg. My Itchy Travel Feet, We Are Explorers). • YouTube Videos – Caravan + Camping Brands + Influencers. • SA Visitor Centres – if on the road for a longer SA trip. 	<ul style="list-style-type: none"> • Relevant National Travel Media - Weekend Australia (national). • Australian Road Trip Adventure + Family Travel Influencers (eg. Trip In a Van, We are Explorers, 4 Boys in a Caravan). • YouTube Videos – Caravan + Camping Brands + Influencers. 	<ul style="list-style-type: none"> • Google Search. • Destination websites + social media channels (TA, SATC, YP, Councils).
How do they book travel?	<ul style="list-style-type: none"> • Online direct with business owner via website - will phone or email if they can't make booking online + direct. • May call business if need to clarify something. • May book via regional website if found relevant accommodation available (and couldn't book directly with the business). • May book via SA Visitor Centres if it wasn't easy to book directly with business. 	<ul style="list-style-type: none"> • Direct with the business – via their website/third party booking website, email, phone or website. • May book via regional website if found relevant accommodation available (and couldn't book directly with the business). • May call business if need to clarify something. • May book via SA Visitor Centres if it wasn't easy to book directly with business. 	<ul style="list-style-type: none"> • Direct with the business – via their website/third party booking website, email, phone or website. • Major booking website (booking.com etc). • Expectation of a frictionless online experience and great customer service. • Expects needs to be understood and met. • Immediate response required.
Where do they eat?	<ul style="list-style-type: none"> • Cafes/restaurants that cater for dietary requirements. • Great local pubs. • Finer Dining Restaurants with seafood/water views. • Great local bakeries. • Search out local hidden gems (eg Coffee Barn Gelateria). • Want to try local produce – eg oysters/local crab/whiting/ seafood – dine in or takeaway. 	<ul style="list-style-type: none"> • Need a great coffee each day. Funky cafes. • Great local pubs/restaurants with water views. • Inland pubs with great beer gardens + kids menu. • Local bakeries. • Search out local hidden gems (eg Coffee Barn Gelateria). • Want to try local produce – eg local crab/whiting/ seafood – dine in or takeaway. 	<ul style="list-style-type: none"> • Need a great coffee each day. Funky cafes. • Places that can cater for dietary requirements – may have vegan/gf needs for some people. • Great local pubs/breweries/restaurants with water views. • Local bakeries. • Search out local hidden gems (eg Coffee Barn Gelateria). • Want to try local produce – eg local crab/whiting/ seafood – dine in or takeaway.

High Yield Leisure Visitor Personas			
Responsible and safe visitor messaging	PRE-BOOKING	PRE-TRAVEL	IN-DESTINATION
	<i>What do they need to know to consider before booking?</i>	<i>What do they need once they've decided to travel to YP?</i>	<i>What information do they need whilst they are in the YP?</i>
	<ul style="list-style-type: none"> Accommodation – book rooms, campsites or camping permits ahead of time. There are plenty of food and dining options in region. Restaurants are busy over peak season – book ahead. Tours are busy over peak season – book ahead. Camping on beaches impacts the environment. 	<ul style="list-style-type: none"> Plan your driving time and routes. Don't stock up on food and fuel till you are in the region. Plan your dining out – book ahead. Plan your tours ahead of time – book ahead. Be aware of opening hours for shops, fuel and dining. Visit the YP Travel Advice page for quick links, driving information, bushfire, boat + beach safety information. 	<ul style="list-style-type: none"> Visiting local towns - Shop local. Some country communities' paces can be slower – don't expect all shops to be open on Saturday afternoons/Sundays. Campers - come prepared, take your rubbish, stay in managed campgrounds. Stay on walking trails. Follow safety signage around the coast. Don't feed native animals + birds. Travel slow - explore the lesser-known communities. Visit the YP Travel Advice page for quick links, driving information, bushfire, boat + beach safety information.

Action Plan

The following section outlines the specific actions, projects, partners and role for Yorke Peninsula Tourism to implement the achievement of the **Yorke Peninsula Tourism Strategic Action Plan Towards 2030** Vision, Mission and Priority Area Objectives.

Following are key acronyms for understanding the Action Plan:

ATDW – Australian Tourism Data Warehouse
BEA – Business Events Adelaide (previously ACB – Adelaide Convention Bureau)
BWC – Barunga West Council
CCC – Copper Coast Council
DEW - Department for Environment and Water
DPTI – Department of Transport and Infrastructure
eDM – Email Direct Mail aka Email Communication
MICE – Meetings, Incentives, Conventions, Exhibitions
RDAYMN – Regional Development Australia Yorke and Mid North
RTO – Regional Tourism Organisation
SATC – South Australian Tourism Commission
TA – Tourism Australia
TiCSA – Tourism Industry Council South Australia
VFR – Visiting Friends and Relatives
YP – Yorke Peninsula
YPC – Yorke Peninsula Council
VE – Visitor Economy
VIC – Accredited Visitor Information Centre

Priority Area 1: Experience Development

Advocate for the development of experiences that align with the region's high value visitors and markets, that also support the protection and regeneration of the region's natural and cultural assets.

No.	Key Projects + Actions	Partners	Role
1.1	<p>Game Changer Projects</p> <p>Support the optimisation of key game changer projects that are already happening across the region to ensure they align with priorities within the Strategic Plan.</p> <ul style="list-style-type: none"> • Events • Walk the Yorke • Dhilba Guuranda-Innes National Park and Marion Bay • Moonta Mines • Wardang Island • Marna Banggara <p>Key actions:</p> <ul style="list-style-type: none"> • Relationship with project teams +and leads • Education and embedment of visitor economy skills/expertise from the project planning/development phase and from ground up in project build. • Mentoring of relevant staff • YPT at the table to support/deliver relevant actions • Support through visitor storytelling activations when appropriate to do so. 	<p>Game Changer Project teams:</p> <p>Chair</p> <p>Boards</p> <p>Committee</p> <p>Staff</p> <p>Organisations</p>	<p>Education</p> <p>Leadership</p> <p>Mentoring</p>
1.2	<p>New Experience Activations</p> <p>Uncover opportunities to grow existing or address experience gaps in experience themes strengths.</p> <ul style="list-style-type: none"> • Mentoring for identified existing operators on experience development, distribution, and packaging. • Connection to relevant grants <p><i>Nature and Wildlife</i></p> <ul style="list-style-type: none"> • Coastal, aquatic, land-based tours, experiences, and hire (inc. citizen science opportunities). • Environmentally sensitive eco-accommodation (inc. camping) <p><i>Outdoor and Adventure</i></p> <ul style="list-style-type: none"> • Water Activities - Kayaking, Snorkeling/Scuba diving, Surfing – hire/tours/lessons • Land-Based Adventures – walking/cycling – hire/tours/lessons • Fishing – Sustainable fishing activations, Blue Swimmer Crab <p><i>Heritage, Arts and Culture</i></p> <ul style="list-style-type: none"> • Narungga (Nharangga) Cultural Experiences • Heritage Sites and Museums - contemporary immersive digital, storytelling /interpretation/volunteers, support to activate year-round operations. • Events – inclusion in State programs 	<p>Tourism Operators</p> <p>Councils</p> <p>Country Arts SA</p> <p>History SA</p> <p>Narungga Nations Aboriginal Corporation</p> <p>Nharangga Aboriginal Progress Association</p> <p>Capability Building Consultants/Mentors</p>	<p>Education</p> <p>Leadership</p> <p>Mentoring</p>

	<p><i>Food, Wine and Beverages</i></p> <ul style="list-style-type: none"> • Immersive and bookable visitor experiences • Expanded food and beverage offerings • Seafood and local produce in hospitality and accommodation venues and events locally, regionally, and throughout South Australia. 		
1.3	<p>Industry Resilience and Capability Program</p> <p>Connect tourism operators to capability programs and resources to build foundational and long-term resilience.</p> <p><i>Business Foundations</i></p> <ul style="list-style-type: none"> • ATDW, online reputation, digital marketing (websites, social media), distribution, packaging, storytelling, visual assets. <p><i>Business Resilience</i></p> <ul style="list-style-type: none"> • Experience development and innovation, sustainability, customer experience, entrepreneurship, and risk and crisis management. 	<p>TiCSA</p> <p>ATDW</p> <p>SATC</p> <p>RDAYMN</p> <p>Councils</p> <p>Visitor Economy Capability Trainers</p>	<p>Leadership</p> <p>Advocacy</p>
1.4	<p>Visitor and Community Infrastructure</p> <p>High level strategic education and advocacy of visitor economy needs around quality experiences, inclusivity, and accessible, ecological, historic, and cultural preservation expectations.</p> <p>Key infrastructure:</p> <ul style="list-style-type: none"> • Placemaking – YP communities, parks, coastal areas • Parking, bins, toilets • Digital connectivity – wifi, mobile, nbn • Coastal infrastructure – inc. boatramps, jetties, trails, coastal pools • Trails – walking, cycling • Camping, Caravan Parks and Accommodation <p>Key actions:</p> <ul style="list-style-type: none"> • Relationship with infrastructure custodians • Advocacy to address visitor gaps as part of new or existing infrastructure project. • Supportive policy environment • Advocacy for environmental preservation and regeneration and cultural awareness. 	<p>Councils</p> <p>DEW</p> <p>DPTI</p> <p>RDAYMN</p>	<p>Education</p> <p>Advocacy</p>
1.5	<p>Experience Development Advocacy</p> <p>Provide advocacy for issues impacting the delivery of quality experiences through appropriate channels. This may include policy, energy and water resources, environment protection, workforce, housing supply, digital connectivity, and crisis events.</p>	<p>TiCSA</p> <p>RDAYMN</p> <p>SATC</p> <p>State Government Ministers + Departments</p>	<p>Education</p> <p>Advocacy</p>

Priority Area 2: Storytelling

Understand and effectively communicate Yorke Peninsula's brand DNA, and position the region as a year-round travel destination to high value visitors.

No.	Key Projects + Actions	Partners	Role
2.1	<p>Yorke Peninsula Brand Evolution</p> <p>Engage with the broader YP community to understand the DNA of the region – the people, places and feelings associated with living and visiting the region. Through this process, uncover the stories that align with the DNA to drive year-round visitation with high value visitors and niche segments. Outcomes are new positioning statements and visual identity.</p>	<p>Destination Branding Agency</p> <p>All VE stakeholders</p>	Implement
2.2	<p>Yorke Peninsula Brand Activation</p> <p>Relationships and education with all destination brand custodians, Councils, Communities and Industry of the new brand, how it's aligned to high value visitors and year-round visitation, and how they can activate it.</p>	<p>Councils,</p> <p>Communities + Industry</p>	<p>Lead</p> <p>Advocate</p>
2.3	<p>Storytelling and Marketing Framework</p> <p>Activate destination brand stories through the right channels and partnerships to attract leisure visitor personas, markets, segments.</p> <ul style="list-style-type: none"> • Visitor Persona + Journey Mapping – keep updated with experiences/motivations that drive demand and dispersal. • Develop and maintain a Storytelling Map – identifying stories that connect with visitor personas along their travel journey. • Annual Marketing Plan – to guide YPT and partner storytelling activations in alignment with the marketable competitive strengths for the region. • Events Stories - Clarity/centralised/seasonal happenings/up-to-date calendar. 	<p>Councils</p>	Implement
2.4	<p>Owned Storytelling Assets</p> <p>Share Yorke Peninsula stories on YPT managed channels that drive demand to visitor personas and niche markets (including destination website, social media, consumer eDM).</p>	<p>SATC</p> <p>Councils</p> <p>Storytelling Agency</p>	Implement
2.5	<p>Storytelling Partner Relationships</p> <p>Maintain relationships and activate opportunities with key demand driving partners talking to visitor personas and niche markets.</p>	<p>SATC</p> <p>Local business – accommodation/tours</p> <p>Media + Trade</p>	<p>Influence</p> <p>Advocate</p>
2.6	<p>Visitor Collateral</p> <p>Activate regionally focused visitor collateral to drive dispersal and longer stays for visitor personas and niche markets, such as YP Official Visitor Guide, YP Events calendar, Itineraries and Maps. Advocate for unified, regional approach to sub-regional visitor collateral.</p>	<p>Councils</p> <p>Visitor Guide Media Agencies.</p>	<p>Implement</p> <p>Advocate</p>
2.7	<p>Niche Market Visitor Partnerships</p>	<p>SATC</p>	Advocate

No.	Key Projects + Actions	Partners	Role
	Maintain relationships and activate opportunities with partners talking to niche markets of Cruise, MICE and Sports Tourism.	BEA Sports Associations + Clubs	
2.8	YP Community and Holiday House Owner Advocacy Plan Educate communities and holiday house owners on the value of the visitor economy (economic/social/environment) and how they can support the achievement of the collaborative vision (local/invite and host family + friends around). <ul style="list-style-type: none"> • Focus on their support for protection of natural environmental assets. • Outcomes of pride, liveability, being local ambassadors (VFR), supporting local businesses. 	Councils Communities + Industry Holiday House owners + holiday home rental agencies.	Implement

Priority Area 3: Stewardship

A progressive, agile Regional Tourism Organisation who leads a responsible approach to growing a sustainable visitor economy for the Yorke Peninsula.

No.	Key Projects + Actions	Partners	Role
3.1	<p>YPT Governance Optimisation</p> <p>Maintain strong, agile and fit for purpose governance of YPT. Areas of optimisation include Board skills mix, capability building, constitution, organisation values, policies and procedures evolution.</p>	<p>Councils</p> <p>SATC</p> <p>External Consultants</p>	Implement
3.2	<p>YPT Organisation Sustainability</p> <p>Maintain resources and funds for staff to implement this Plan. Focus areas:</p> <ul style="list-style-type: none"> • Funding and resources to deliver this Plan • Strategic Action Plan evolution - Annual Plans, review milestones, update every 3 years. 	<p>Councils</p> <p>SATC</p> <p>External Consultants</p>	Implement
3.3	<p>Plan Measurement Framework</p> <p>Activate new measures for ongoing measurement of this Plan through community, industry and visitor sentiment in the region (activated via projects 3.4, 3.5 and 3.6).</p>	<p>Councils</p> <p>SATC</p>	Implement
3.4	<p>Industry Relationship Plan</p> <p>Provide regular opportunities for tourism industry connection, collaboration and education. Promote via YPT digital and offline channels, in-person events and networking.</p> <p>Outcomes will see the co-creation of emergent solutions aligned to this Plan; advocacy and leadership where solutions fall outside the scope of this Plan (refer section 1.5); and key metric for measuring the community pillar metric of the Plan.</p>	<p>Tourism Operators</p> <p>DEW</p> <p>Narungga Nations Aboriginal Corporation</p>	Implement
3.5	<p>Community Relationship Plan</p> <p>Co-create a schedule of regular opportunities to listen to and engage proactively with communities across the region about tourism, with the aim of fully understanding local place-based challenges, aspirations, and sentiment. Regular in-person opportunities, and potentially a 6-monthly online survey.</p> <p>Outcomes will see the co-creation of emergent solutions aligned to this Plan; advocacy and leadership where solutions fall outside the scope of this Plan (refer section 1.5); and key metric for measuring the community pillar metric of the Plan.</p>	<p>YP Community and Residents</p> <p>Councils' Communication Teams</p> <p>Local Media</p> <p>Association/Community Groups</p>	Implement Advocate

No.	Key Projects + Actions	Partners	Role
3.6	<p>Council Relationship Plan</p> <p>Proactively create opportunities for listening, networking, education, mentoring and collaboration to activate all areas of this Plan with Council Staff - CEO, Executive Staff, Economic Development, Tourism, Visitor Servicing, Events and Elected Members.</p>	Councils	Implement
3.7	<p>SATC Relationship Plan</p> <p>Proactively create opportunities (Via Meetings, in person visits, staff famils, hosting Board meetings etc) for listening, networking, education and collaboration to activate all areas of this Plan with relevant SATC staff (supply and demand), whilst also advocating for major projects, opportunities and challenges with SATC Board and CEO.</p>	SATC	Implement
3.8	<p>Crisis Management Framework</p> <p>Maintain up to date risk management framework to guide communications and key stakeholders to minimise impacts on the industry around future crisis events.</p>	<p>Councils</p> <p>SATC</p>	<p>Lead</p> <p>Advocate</p> <p>Implement</p>