



Message from Yorke Peninsula Tourism Manager – Brooke Liebelt

Yorke Peninsula Tourism successfully held its first tourism conference in Wallaroo last week with approximately 70 industry representatives learning about all things tourism! I would like to say a BIG THANK YOU to Coopers Alehouse Wallaroo, Yorke Peninsula Country Times and the South Australian Tourism Industry Council for supporting the conference, and to all our presenters from the SA Tourism Commission, Yorke Peninsula Council and DEWNR for making the program a relevant and enjoyable one! A key take-out of the conference was that information is “king” so if you do have any new news please let us know so we can share it with our key tourism contacts.

Today, YPT held its Annual General Meeting at Ardrossan and welcomed its 2016/17 Yorke Peninsula Tourism committee. We welcome new committee members Lynn Spurling (District Council of the Copper Coast), Matthew Hawson (Coopers Alehouse Wallaroo) and Craig Costello (Wallaroo Marina Apartments); re-elected members Jo Buchanan, Rosemary Cock, Stephen Goldsworthy and Mark Haydon; who join the continuing committee Terry Boyce, Bronwyn Scholes, Alan Rushbrook and Helly Easter-Smith.

A big thank you to Greg O'Connor who retired from the committee this year. Greg has been a very valuable member of the committee and we wish him all the best.

Advertising sales for the official 2017 Yorke Peninsula Visitor Guide have been extended until Friday 30th September, so it's not too late to get your booking forms in. Please don't hesitate to contact us if you would like to advertise in this key publication.

With the October long weekend (I can't believe it!) coming up fast please ensure you have ample stocks of the Yorke Peninsula Fishing Guide and Yorke Peninsula Visitor Guide. If you need more Fishing Guides, please let me know and we will arrange delivery, and if you need more Visitor Guides, please follow the ordering guidelines further below in this newsletter.

Nicole and I have been busy working with the SA Tourism Commission's digital team to create a digital advertising strategy for www.yorkepeninsula.com.au so please watch this space as we will be providing a website advertising opportunity for you all very soon.

As always, if you would like to know more about how you can work with Yorke Peninsula Tourism please don't hesitate to contact us on 8821 2663.

Best regards, Brooke

Online Tip for September – update your FREE Australian Tourism Data Warehouse (ATDW) listing

Launched in 2016, the new ATDW-Online platform, and if you haven't already done so since its launch, all users with content on the Australian Tourism Data Warehouse (ATDW) are asked to log in and update their listing.

Please go to <https://oauth.atdw-online.com.au/login>, enter your email address to have a new password generated and emailed to you, once you have received it click on the link and create your new password. Once in your listing you should be able to see all live and expired product.

ATDW-Online is very intuitive, and each section will show you whether you have completed it correctly by displaying a green tick, or adding a green border to the panel, in addition to showing the word 'saved'.

There are also some helpful notes at <http://tourism.sa.com/industry/atdw-online.aspx> about ATDW-Online, plus tips along the way as you enter the information for your listing.

Some of the features of ATDW-Online include:

- National standardisation of information (eg only one listing required for products which fall across two states)
- Clean, uncluttered page designs which are simple to navigate
- Intuitive user-friendly platform
- Faster response times and instant updates
- Instant password resets
- Allows for multiple users, linked to one account
- Accepts Vimeo as well as YouTube videos
- Mobile compatible – manage your listing from your smartphone or tablet
- Analytics Dashboard with access to comprehensive statistics & graphs. Over time this data will allow you to view your listing performance across the distributor network
- Image uploading tool allowing you to add and crop photos straight from your smart phone to your listing.



One of the important changes to listings is with images.

Existing images /photos which do not currently meet the new minimum size requirement will remain and continue to work...when you access your ATDW-Online listing for the first time, if the stored images do not meet the requirements, the system will require at least one compliant image to be uploaded before the listing can be submitted. Images need to be:

- Minimum dimension criteria: 2048 x 1536 pixels (most phones & digital cameras easily take this size image as standard)
- At least 1 image needs to meet the new criteria (maximum 10 images)
- File size: The size of the file does not matter, but cannot be bigger than 10MB
- Landscape only (portrait images no longer accepted)
- No logos or text on images accepted
- File type (.jpg & .png)

If you have any questions regarding the ATDW or listing, please don't hesitate to contact the SATC's Online Services at onlineservices@sa.gov.au.

Yorke Peninsula Business Plan 2016/17

The 2016/17 Yorke Peninsula Business Plan was adopted by the committee at today's AGM. This Plan outlines the activities and actions to be undertaken during the next 12 months

Please download the [2016/17 Yorke Peninsula Tourism Business Plan](#), and if you have any questions, please contact Brooke at rmm@yorkepeninsula.com.au.

Eastern Spencer Gulf aquaculture zone consultation

Public consultation for the Easter Spencer Gulf aquaculture zones near Wallaroo is now being undertaken by PIRSA. Two public meeting will be held on Yorke Peninsula with represteatives from PIRSA answering questions and listening to the community about the zone policy:

- Wallaroo Sailing Club - **Wednesday 28th September 2016, 5:30-7 pm**
- Minlaton Town Hall - **Thursday 29th September 2016, 5:30-7 pm**

Further details of the meeting, the zone policy & consultation documents, and feedback forms can be found at www.pir.sa.gov.au/easternspencerulf.

Australian Regional Tourism Convention – 25th to 27th October, Roma, Queensland

The [full program](#) for the annual Australian Regional Tourism Convention has recently been finalised, with a fantastic line up of speakers. Combined with a progressive and passionate host destination and a great networking program; for anyone working in regional tourism, this event should not be missed!

Bookings are now open for the 2016 Australian Regional Tourism Convention, register at <http://bit.ly/ARTNRego>.

Scams or suspicious offers

We'd like to take this opportunity to remind operators about tourism scams or suspicious offers that do the rounds of the tourism industry.

We have been advised of advertising offers where people are unsure whether the publication is genuine or not. There have also been cases of business receiving invoices showing an advertisement with a publication, with a request for payment for a publication they had never advertised in.

If you are unfamiliar with a publication or don't recall placing a booking, ask for a copy of your signed booking authority and for a copy of the publication before proceeding with any payment or confirmation of advertising. Do your homework and if you are unsure, **don't** proceed.

Tips to protect yourself:

- Avoid dealing with an unfamiliar company, especially if you can't check on their background or record.
- Be wary about insufficient details.
- Learn to be blunt; practise saying 'NO!'
- Don't divulge personal information to strangers.
- Ask for written materials on any offers.
- Take your time making a decision; don't be rushed because the offer is only available for a day or two.
- Never give out your bank account or credit card information.
- Carefully review letters or emails that look official or urgent – if you feel uneasy don't respond to them.
- Pay close attention to the fine print.
- Do not respond to offers you do not fully understand.
- Ask yourself 'Does this offer sound too good to be true?'
- Keep written records, including quotes, warranty offers, receipts etc.
- Walk away from a deal if you feel like you are being pressured.

Please visit www.sa.gov.au/topics/citizens-and-your-rights/consumer-rights/scams for more information, or to report a scam.

The Australian Competition & Consumer Commission's (ACCC) ScamWatch website, <http://www.scamwatch.gov.au/>



scamwatch.gov.au
1300 795 995

AUSTRALASIAN
CONSUMER FRAUD
TASKFORCE
AN INITIATIVE OF THE STATE, TERRITORY AND
AUSTRALIAN AND NEW ZEALAND GOVERNMENTS

Are you a knitter? Help support Kadina's Loud Shirt Day event!

After successfully yarn-bombing the train in Kadina's town square in 2015, the Loud Shirt Day fundraiser is once again encouraging everyone to get their knitting needles out to support their 2016 event. The Kadina square will be transformed into an Enchanted Forest, with a fun day held on Sunday 15th October.

If you're a knitter and would like to help out, please contact Luke Halls on 0409 670 169.

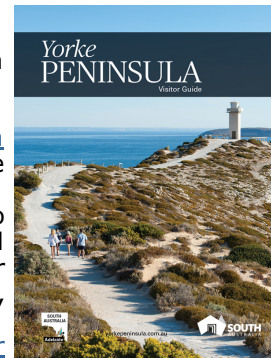
Moonta Antiques Fair – no event in 2016

Just an update to let everyone that the Moonta Antiques Fair isn't being held in 2016. It was cancelled earlier this year and advertising was removed from any known websites online, however there may still be some sites that have the event listed incorrectly. If you have any visitors or guests asking about the event, please let them know.

2016 Yorke Peninsula Visitor Guide – available to [order](#)

Get your copies of the 2016 Yorke Peninsula Visitor Guide...you can order them by:

1. **Email or phone** - Email Shaliza.Ferragamo@tourism.sa.com or phone 8463 4558 with your street delivery address and she will order stock for you.
2. **Online** - Order direct from Staples by logging into <https://netxpress.biz/> and start placing your order. Email printpromo-cs@staples.com.au for log-in details, or for further assistance contact Sam Gill samantha.gill@staples.com.au, phone 08 8243 8042.
3. **In person** - Collect stock from a [Yorke Peninsula Visitor Information Centre](#) (best to call ahead first)



Yorke Peninsula logo



We encourage everyone to use the Yorke Peninsula logo wherever you can.... on your website, Facebook page, brochures, publications, Yorke Peninsula produce & craft, advertising and marketing, uniforms, signage, menus...and the list goes on.

The only thing we ask is that you complete the logo request form which is a very simple process and get approval from Yorke Peninsula Tourism, prior to using it and adhere to the brand guidelines.

If you would like to use the Yorke Peninsula logo, please download the [Yorke Peninsula Brand Guidelines](#), complete the [logo request form](#) and submit it to Yorke Peninsula Tourism!

Note: If you already have access to the logo and would like a version with South Australia underneath, please email us for the files.

[forward to a friend](#)

Our mailing address is:
Yorke Peninsula Tourism
PO Box 417
Kadina, South Australia 5554
Australia

[Add us to your address book](#)

Brooke Liebelt: mm@yorkepeninsula.com.au
Nicole Page: admin@yorkepeninsula.com.au
Phone: 08 8821 2663 Fax: 08 8821 4588

MailChimp



[unsubscribe from this list](#) | [update subscription preferences](#)