



Yorke Peninsula Tourism

**Business Plan
2017 - 2018**



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Executive Summary

Yorke Peninsula Tourism (YPT) is the key organisation assigned the responsibility of communicating the benefits of visiting the region to achieve increased visitation. In 2017 - 2018 YPT will continue to work closely with key stakeholders and lead agencies, in particular the Copper Coast Council, Yorke Peninsula Council, South Australian Tourism Commission (SATC), District Council of Barunga West, Regional Development Australia - Yorke & Mid North (RDAYMN), South Australian Tourism Industry Council (SATIC), Department of Environment, Water and Natural Resources (DEWNR), Department of Primary Industries and Regions South Australia (PIRSA) and industry to further develop and market the region.

YPT's goal is to integrate the region's diverse mix of coast, culture, heritage, unspoilt nature and rural communities, to develop the destination and increase visitation and yield.

YPT will maintain a close relationship with the SATC to encourage investment and product development in the region. YPT will strive to get the most out of every opportunity, to strengthen partnerships and maximise cooperative activities.

The intrastate market accounts for nearly 90% of the total domestic visitors to Yorke Peninsula, and therefore is the key sustaining market for the region. It also demonstrates the huge potential for growth in the other markets, particularly the interstate market.

Most visitors are unaware of regional tourism boundaries, and YPT will work towards strengthening links with neighbouring regions.

YPT will continue to promote industry networking and development to ensure greater awareness of and participation in broader activities; maintain and further develop the Yorke Peninsula Tourism website, more products bookable online, ensuring continued support from local government stakeholders and industry.

YPT will maintain its Australian Tourism Accreditation and strive to continue to be an effective regional tourism organisation.

This Business Plan aims to ensure the region maximises opportunities and the strategies are aligned with the Yorke Peninsula Destination Action Plan (DAP) and the South Australian Tourism Plan.

Introduction

Yorke Peninsula Tourism (YPT) was incorporated in July 2000 and is a not-for-profit, non-membership based organisation.

YPT has one full time staff person: Brooke Liebelt, Yorke Peninsula Tourism Manager and one part time staff person: Nicole Page, Yorke Peninsula Tourism Coordinator.

YPT's staff are governed and directed by the Yorke Peninsula Tourism committee. Committee members are appointed for a 2-year term based on skill set, industry experience and expertise, and the organisation's needs and requirements at the time of appointment.

The YPT committee comprises representatives of local government, tourism industry, and individuals with marketing and business skills, knowledge of the tourism industry and a strategic planning focus from throughout the region.

The YPT Committee currently comprises:

<ul style="list-style-type: none">• Jo Buchanan (Chair)• Terry Boyce (Deputy Chair)• Alan Rushbrook• Lynn Spurling• Stephen Goldsworthy• Matthew Hawson	<ul style="list-style-type: none">• Bronwyn Scholes• Helen Easter-Smith• Mark Haydon• Rosemary Cock• Craig Costello
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YPT is responsible for developing and implementing an annual business plan for the region to identify and implement cost effective strategies to increase the profile of the Yorke Peninsula tourism region and increase visitation, spend and length of stay.

Focus areas of YPT consist of the following key objectives in line with the *South Australian Tourism Plan 2020* and the current *Destination Action Plan* are to:

- Increase the profile of Yorke Peninsula as a holiday destination
- Provide and promote cooperative opportunities and maximise industry participation
- Identify regional opportunities to fill state product gaps and increase industry's ability to promote and sell Yorke Peninsula
- Encourage new investment
- Build and foster relationships and partnerships with industry and key stakeholders

The Yorke Peninsula tourism region covers the total areas of the Copper Coast Council, Yorke Peninsula Council and the District Council of Barunga West, as well as parts of Wakefield Regional Council and Adelaide Plains Council.

The Copper Coast Council and Yorke Peninsula Council provide an annual contribution of funds to Yorke Peninsula Tourism along with the South Australian Tourism Commission, and have been supporting the

organisation since 2000. The District Council of Barunga West are also providing an annual contribution of funds to YPT this financial year.

Adelaide Plains Council and Wakefield Regional Council do not currently contribute any funding and therefore YPT's delivery of service focuses predominantly on the Copper Coast Council, Yorke Peninsula Council and District Council of Barunga West areas. YPT is funded to act as the 'local contact' to the SATC for the wider region.

There are also a number of industry and community groups within the region recognised by YPT as key partners. These include Regional Development Australia - Yorke & Mid North, Tourism & Trader Associations and Town Progress Groups who actively promote improved business practice and promotions within their particular part of Yorke Peninsula.

YPT also liaises closely with the two accredited visitor information centres based at Kadina and Minlaton and the visitor information outlets throughout the region. All of these visitor information providers play an integral role in ensuring visitors to the region are well serviced and YPT is committed to supporting these centres.

YPT will continue to build links with operators to develop new products, get product bookable online and encourage operators throughout the region to cooperatively work together to enhance the tourism experience and grow visitation.

Regional Overview

Yorke Peninsula's tourism industry has grown up around a long tradition of self-drive beach holidays for Adelaide residents and South Australians. The region can fairly claim to be one of 'South Australian's favourite holiday playgrounds'.

The Yorke Peninsula tourism region stretches from Innes National Park and Cape Spencer on the southernmost tip to Port Broughton and Bute in the north, and around Gulf St Vincent's eastern coastline from Port Wakefield to Port Gawler encompassing the Sapphire Coast and the Adelaide International Bird Sanctuary.

With over 700 kilometres of spectacular coastline, dotted with historic jetties (Yorke Peninsula has one of the highest proportion of the state's jetties) mixed with unspoilt nature and a fascinating history, Yorke Peninsula is a key recreational destination for South Australians and a haven for families, anglers, surfers, divers, bushwalkers and campers.

The region is a fisher's paradise offering good catches of whiting, snapper, garfish, salmon, squid and blue swimmer crabs...just to name a few. A higher percentage of visitors to the Yorke Peninsula participate in fishing compared to any other South Australian region. Four of the states 19 Marine Parks are situated along the shores of Yorke Peninsula, and the introduction of the 4-hectare Trial Shellfish Reef just off Rogues Point near Ardrossan will further cement the region's coastal and aqua-marine strengths.

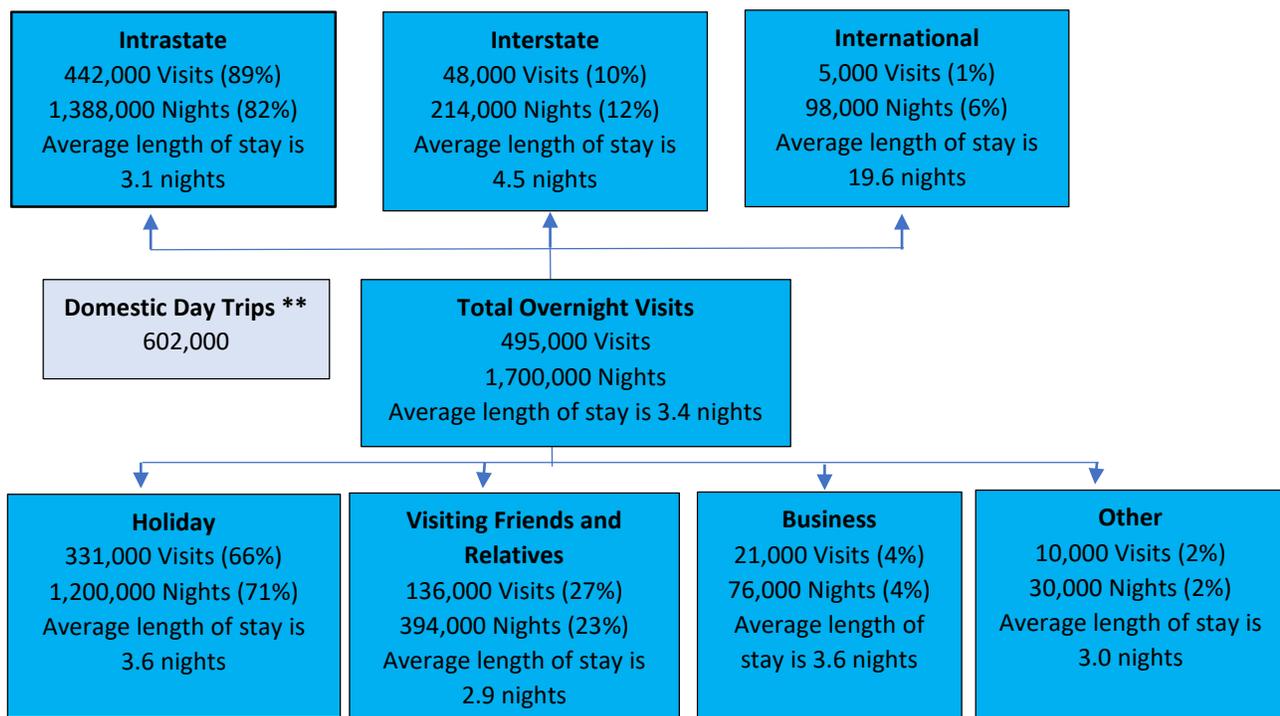
Yorke Peninsula has a rich aboriginal, mining, agriculture and Cornish heritage, on show throughout the region in museums, attractions, tours and events including the biennial Kernewek Lowender – Copper Coast Cornish Festival.

Yorke Peninsula offers a wide range of tourist accommodation, including caravan parks and camping grounds, holiday homes, bed and breakfast, farm stay, hotels, motels, villas and apartments. Traditional holiday housing was budget, often self-constructed shack accommodation. However, Yorke Peninsula’s holiday housing has moved steadily up market on the back of the sea change, with hundreds of holiday homes upgraded every year, and new high value homes constructed.

Yorke Peninsula Market Summary 2016

In 2016, over 1 million people visited the region. 495,000 overnight visitors to the Yorke Peninsula Tourism Region that stayed 1,700,000 nights and there were 602,000 domestic day trips.

The average length of stay for total overnight visitors to the region is 3.4 nights.



Source National Visitor Survey and International Visitor Survey, December 2014 – December 2016. Figures are for visitors 15 years and over and children are not included.

* International visitor results are from the Year Ending December 16.

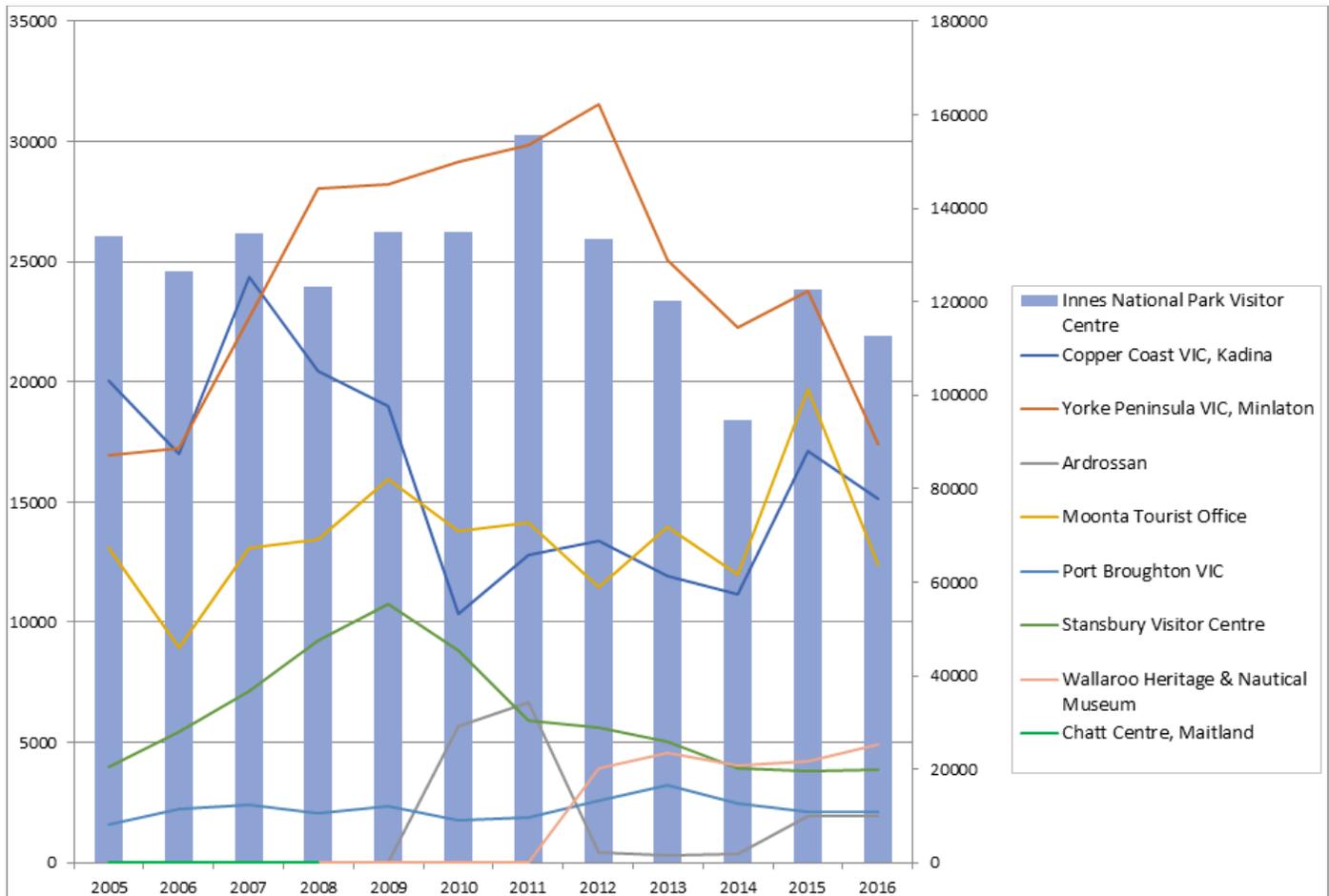
**Day Trips are defined as trips involving a round trip distance of at least 50 km and being away from home for at least 4 hours, but not overnight – this means that day trippers are generally local residents or residents of adjoining regions and for most regions are predominantly intrastate visitors. Day visits by domestic and international visitors that visit the region while on an overnight stay in another region are additional to the figure above.

Note: Totals by purpose of visit may sum to more than overall total as visitors may visit the region more than once, but for different purposes, on the one trip. ‘Other’ includes employment, education, health related, passing through and not stated or not asked.

Regional Visitation Data

Regional Visitor Information Providers

The following chart shows visitation figures from the regions two accredited visitor information centres located in Minlaton and Kadina and visitor information outlets in Moonta, Port Broughton, Wallaroo, Ardrossan, Stansbury, Maitland and Innes National Park.



Notes:

- Yorke Peninsula Visitor Centre, Minlaton changed data collection methods in August 2016. Previous method was via a traffic counter compared to the current method which takes into account staff interaction with the visitor.

Region Specific Tourism Issues

Product Development

There is currently minimal packaged/bundled product in Yorke Peninsula and limited product in wholesale programs.

Australian Tourism Data Warehouse (ATDW)

There are limited registered operators on the ATDW that is also used by the SATC as its database. Although it is free to register for distribution across multiple distribution channels, many operators and events don't register.

Product Bookable Online

There is limited accommodation and tourism product bookable online in real time. Many accommodation operators are reluctant to register for online bookings as they like to 'screen' bookings and are concerned about loss of control. Commissions are also another barrier.

New Investment

There is a need to upgrade some of the existing accommodation stock from 3 star and below to four star and above. Investment into some of the regions boat ramps is needed to improve facilities. (eg Port Hughes, Marion Bay, Ardrossan....)

Measuring Tourism Industry Performance

It is difficult to track market reactions to campaigns; yield; accurate visitation within the region, as market research is based on sample surveys that are subject to sampling variability.

Signage and Roads

Directional and interpretive tourist signage is inadequate and some road conditions are very poor for touring.

Transport

Limited public transport and no car hire facilities within the region.

Funding

Limited funding available to undertake marketing, infrastructure & destination development.

Trading Hours and Services

Some towns offer limited trading hours across all sectors that aren't conducive to holiday makers. i.e. don't offer dining after 8pm; many fuel outlets close early; don't open 7 days etc.

Regional Dispersal

Low cost carriers offering cheap airfares have made city to city and overseas holidays more affordable, which impacts on regional dispersal and touring holidays.

Aquaculture Impacts

Due to lack of understanding on Marine Parks and spatial snapper/King George Whiting closures and PIRSA's reviews on recreational fishing rules and regulations, it is perceived that it will be harder to fish on Yorke Peninsula and that people will choose a less complicated fishing destination, one that isn't affected by Marine Parks and closures.

Yorke Peninsula's Key Selling Points

- The tourism region has over 700 km of diverse coastline
 - Sandy beaches
 - Rugged cliff tops
 - Islands
 - Clean clear waters
 - Family-friendly
- Region's proximity to Adelaide and other regions
- Fishing/on-water activity
 - Access via beach, jetty, private boat or charter
 - Variety of species
 - Sheltered waters/bays
 - 4-hectare Trial Shellfish Reef
- Boating facilities
 - Pt Vincent/Wallaroo Marinas
 - Protected boat ramps
 - Many new all weather boat ramp facilities
- Diving
 - Unique and diverse marine life
 - Two underwater shipwreck trails
- Historic Jetties
- Innes National Park
 - Aboriginal & European Heritage
 - Birdlife
 - Camping
 - Surfing
 - Native Vegetation
 - Wildlife
 - Bushwalking
 - Heritage Accommodation
 - Diving
- Range of accommodation styles and locations
 - Holiday homes
 - Farm Stay
 - Hotel / Motel / Group Accommodation
 - Luxury self-contained
 - Heritage Accommodation
 - Beach shacks
 - Bed & Breakfast
 - Caravan Parks / Cabins / Pods / OzShacks
 - Villas
 - Camping grounds
- Eco Tourism
 - Southern YP is a key biodiversity area with significant native vegetation and habitats
 - Migratory Birds
 - Wildflowers
 - Geology
 - Adelaide International Bird Sanctuary

- History
 - Indigenous
 - Bush tucker
 - Aboriginal Cultural Tours
 - European
 - Maritime
 - Shipwrecks
 - Lighthouses

- Mining Heritage
 - Moonta Mines State and National Heritage area
 - Inneston and Stenhouse Bay

- Cornish Heritage

- Farming Heritage
 - The Farm Shed Museum and Tourism Centre
 - Origin of the stump-jump plough

- Diverse local produce
 - Seafood, grains, cereals, salt, honey, meats

- Regional Events & Festivals
 - Kernewek Lowender - Copper Coast Cornish Festival
 - Yorke Peninsula Saltwater Classic
 - Paskeville Field Days
 - Yorke Peninsula Art Exhibition
 - Moonta Open Garden & Craft Fair
 - Moonta Antiques and Collectables Fair
 - Barley Stacks Wines' Gourmet Day
 - Berry Bay Surf Jam
 - Regular town markets
 - And many more...

- Climate
 - Mild Mediterranean Climate

- Family Friendly
 - Splash Town Water Park
 - Play Café

- Trails
 - Variety of trails including coastal, nature based and town walks
 - Walk the Yorke

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Proximity to Adelaide • Fishing/Coastal Tourism • A recognisable Peninsula • Climate • Nature • Heritage <ul style="list-style-type: none"> ◊ Copper mining ◊ Jetties ◊ Farming ◊ Maritime ◊ Inneston Township ◊ Aboriginal Heritage • Unpolluted Waters • Bird, Marine & Wildlife • Surfing • Peaceful/Quiet • Affordability • Growing investment in major real estate • Short distance between towns & attractions • Wildflower season • Farming Diversity • Easy to navigate <ul style="list-style-type: none"> ◊ 2 ½ hours top to toe ◊ 30-40 minutes coast to coast • Well known amongst intrastate market • Ability to reconnect with & access authentic wildlife and nature experiences. • Local Government support 	<ul style="list-style-type: none"> • Lack of commissionable product • Limited product bookable online in real time • Product gaps • Signage • Interstate awareness • Trading hours • Limited organised activities • Regional brand awareness • Lack of larger Corporate/Meeting Venues with associated accommodation • Parochialism • Costly and difficult planning/approval processes resulting in a disincentive to invest. • No official Entrance/Gateway to the region (Federation Park underutilised) • Human Resources • Branding of local produce • Volunteer nature of most events/festivals and some attractions • Dated accommodation • Road conditions • Marketing of the region • Customer Service <ul style="list-style-type: none"> ◊ Industry Gaps ◊ Inconsistent delivery and standards. • Seasonality • Apathy & resistance to tourism at a local level • Inadequate telecommunications and connectivity • Yorke Peninsula is a destination not an interstate thoroughfare like other SA regions ie. Eyre Peninsula, Outback.

Opportunities	Threats
<ul style="list-style-type: none"> • Geographic location • Commissionable product • Growth in demand for authentic eco-tourism, including marine parks • Link education programs • New accommodation developments • Cooperative promotions • Proximity to Clare Valley wine region <ul style="list-style-type: none"> ◊ Heritage, Wine, Trails, Cycle Tourism • Events • Expansion of the Home Grown Trail • Ferry Service • Cultural Tourism • Organised activities/events • New Infrastructure • Changing travel patterns • Coast/water based tourism • Potential of Marine Parks for eco-tourism • Walk the Yorke • Arts • Local produce & regional branding • Social Media, user generated content and hashtags • Commercial opportunities within Innes National Park • Islands – Troubridge, Wardang, Althorpe etc • Inneston • Upgrade existing accommodation • Cruise ships to Wallaroo • Online bookable product • Wildflower season • Mining – investment, jobs and population increase • Wind farm - investment, jobs and population increase • New businesses • Moonta Mines State Heritage Area National Listing • Sports Tourism • Chinese visitation (predominately study-related visitors) 	<ul style="list-style-type: none"> • Limited water supply • Lack of support from communities • Jetty closures • Asset management <ul style="list-style-type: none"> ◊ Community buildings ◊ Heritage buildings ◊ Jetties ◊ Boat ramps ◊ Lack of maintenance • Resource Management • Government budget constraints • Perception of Marine Parks • Extended spatial snapper and George Whiting closures and impact on tourism and townships • Changing travel patterns • Weather patterns ie. destructive storms over a long weekend. • Environmental impact if tourism isn't managed sustainably • Reduction of discretionary dollars • Development approval process and red tape • Poor roads • Small business viability • Increased costs to businesses (e.g. power, rubbish, sewage, water etc) • Variation in crab and fish stocks • Over regulation/policies and procedures (eg events) • Loss or reduction in funds to YPT • Lack of funding for infrastructure • Access • South Australia's economic climate

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| <ul style="list-style-type: none"> • Trial Shellfish Reef • Business Development • VFR market • Re-wilding Yorke (NRM/DEWNR) project • Strong network of Visitor providers (VICs/VIPs) | |
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Target Markets

SATC Target Market

The SATC's domestic target market is the High Yield Experience Seeker and Millennials –

This target is essentially:

- Those who spent \$200 per person per night or \$2000+ on their last trip.
- The highest proportion come from VIC, NSW and then QLD.
- In general we know these people have more discretionary income than the general population and like spending it on holidays. Holidays are about intrinsic reward rather than brag factor.
- They may or may not have SA in their consideration set.
- Travellers are broken down in five subsets including: (domestic is predominantly led by lower older and affluent older)
 - Lower Older – Over 35, Below average income, don't travel with children
 - Affluent Older – Over 35, Above average income, don't travel with children
 - Millennials – Under 35, travel as a couple, don't travel with children
 - Affluent + Kids – Above average income, do travel with children
 - Lower + Kids – Below average income, do travel with children
 - Empty Nesters – Older couples, average income, children have left the family home

Yorke Peninsula Target Market

It is recognised and understood that Yorke Peninsula's visitors include day trippers of all ages, families, visiting friends and relatives, mature couples with or without children on beachside holidays, seniors (fondly known as grey-nomads) on extended self-drive journeys and many other sub-markets.

The Yorke Peninsula target market is predominantly led by the intrastate families market, followed by couples which is targeted through SATC's marketing campaigns, particularly the marketing for the Coastal Way Touring Route. The introduction of the Coastal Way Touring Route extends the appeal of the region along with the selection of certain itineraries that have a multi-generational appeal. This includes the subsets of affluent/lower plus kids and the lower older. This target audience is not dominated by a minimum spend per night.

Work, Health and Safety

Under the Work Health and Safety Act 2012, while at work, all workers must take reasonable care for his or her own health and safety; and take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons; and comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with this Act; and co-operate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that

has been notified to workers. This is communicated and adopted by all YPT staff housed within the office at 18 Main Street, MINLATON SA.



Key Strategies 2017 - 2018

Yorke Peninsula Tourism has the following key focus areas to help grow the regions tourism industry: Industry Development, Infrastructure & Product Development and Destination Marketing.

INDUSTRY DEVELOPMENT

Strategy	Partners	Measure/Outcome
1. Promote the benefits of tourism accreditation and certification	SATIC SATC	An increase in the number of tourism operators who are accredited
2. Maintain Yorke Peninsula Tourism's Accreditation	SATIC YPT Committee	Accreditation status maintained Effective risk management and actions in place
3. Ensure consumers can easily research and book Yorke Peninsula product	ATDW TXA Online Operators SATC SATIC VIP's	Increase in the number of YP operators that offer online bookable products. Increase the number of YP operators registered on the ATDW
4. Maintain effective, regular communication with tourism operators	RDA SATC SATIC Operators	Accurate communication database Level of enquiry and feedback Increase in the number of tourism operators participating in training, support and mentoring programs.
5. Effective relevant communication with stakeholders	DCCC YPC Elected Members SATC	Strong relationships and ongoing partnerships with DCCC, YPT & SATC. Increased awareness of the tourism industry, economic benefit to the region and YPT activities. Number of YP DAP actions achieved Resources produced
6. Stimulate local community and regional tourism awareness of the activities of YPT, SATC and other agencies	YPCT SATC PR Operators Media Social Media	Increased flow of information to the broader community
7. Work with SATIC on industry development to encourage excellence in the tourism industry	SATIC Operators SATC Sponsors	Increase in the number of YP SATIC members Increased number of nominees, winners and medallists in both regional and state tourism awards.

INFRASTRUCTURE & PRODUCT DEVELOPMENT

Strategy	Partners	Measure/Outcome
1. Identify new investment/development and reinvestment opportunities	SATC RDA YPC DCCC DEWNR PIRSA Developers Operators	Number of potential tourism developments that meet with the SATC and or RDA. Increase in new product, infrastructure and or upgrades Number of opportunities taken to the next level Cruise ship opportunity progresses to the next level. Number of rooms upgraded New or enhanced experiences developed
2. Support tourism operators and local tourism groups to identify and access appropriate grant funding sources	SATC RDA Fed Gov State Gov Developers Operators	Number of YP applications for funding Number of successful applications
3. Support regional producers to help develop and brand regional products	RDAYMN Producers Operators Y3P	Increased networking between producers Increased range and availability of YP Products Better branding and awareness of YP Products
4. Work with the SATC to leverage Yorke Peninsula's Coastal Way touring route	SATC ATDW Operators VIP's	Increased see and do's along the route Increase in number of ATDW listings Increased promotion of the Coastal Way touring route

DESTINATION MARKETING

Strategy	Partners	Measure/Outcome
1. Maintain Yorke Peninsula Tourism as the key regional organisation to understand, and communicate the benefits of visiting the region	LG SATC Committee Members Operators Potential sponsors YPC DCCC	Number of meetings per year Attendance levels Funding increases
2. Work with the SATC to maintain and develop appropriate high quality marketing collateral for the region	SATC Agency YPC DCCC	Quality of YP collateral Accuracy of YP collateral Options explored and longer term plan determined

3. Maintain a dedicated Yorke Peninsula website	Melbourne IT/ Internode Operators TXA SATC Facebook Instagram SATC digital	YP Tourism maintains ownership of the DNS & Domain Name Better linking and SEO Increased online bookings Increased revenue Increased traffic to the site Increased likes Key ranked site for the Yorke Peninsula region
4. To be the leader in social media for regional tourism promotion on Yorke Peninsula and to set a benchmark for its local operators to aspire to.	YP VIC's Operators SATC Visitors Photographers	Increase in social media content for YP Increased media & publicity; sharing; likes Improved tracking Increased posting and sharing New imagery sourced New relationships developed Increase in reviews and use of hashtags Increased posting on T/Advisor & Social Media
5. Effectively communicate with media to maximise exposure and editorial content	Media SATC PR & Famils Media Operators Freelance journalists	Accurate database Media Coverage Achieved Increased editorial and media coverage achieved
6. Ongoing management of the Regional Brand	Operators	Relevance and currency of the Yorke Peninsula Tourism Brand Number of requests to use the brand/logo All requests processed within timelines
7. Work cooperatively with the SATC on marketing and PR	SATC Media Gallery Photographers LG Operators	Level of activity that benefits Yorke Peninsula Level of SATC marketing for Yorke Peninsula Increased visitation to the region New & improved images to promote the region Cooperative marketing fund matched Cooperative marketing implemented Increased publicity for YP

8. Work with Events SA and event organisers to further develop the regions successful events program.	Events SA Event organisers Online ATDW VIPs Media SATC PR Event organisers LGAs Progress Kernewek	Level of funding achieved Key regional events registered on the ATDW Media Coverage Achieved Increase in new events Maintain the event - improvements identified and implemented Event workshops held Number of events that undertook training
9. Support promotion of Yorke Peninsula at relevant consumer shows	Operators LGAs VIP's Caravan Parks SA Parks SATC	Level of volunteer support to help man the stands Increase in caravan parks volunteering and caravan and camping consumer shows. SA is represented at interstate caravan & camping shows
10. Support Industry Publications and advertising	Publications Operators Funding partners	Increase in level of Yorke Peninsula participation Increased awareness of YP