

# Yorke Peninsula Destination Action Plan as updated August 2013

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## ***DESTINATION ACTION PLAN 2012-2015***

***SATC and Yorke Peninsula Tourism with the involvement of the District Councils of the Copper Coast, Yorke Peninsula, Barunga West and Mallala, Wakefield Regional Council and RDA Yorke and Mid North***

***Agreed to on 20 August 2012***

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# Yorke Peninsula

## The Destination Action Plan Process

### Background

The South Australian Tourism Commission is focused on delivering long-term growth for South Australia's tourism industry. While state and regional strategies exist, the SATC has developed Destination Action Plans (DAPs) to focus and prioritise the projects to achieve the goals set out in these strategies. DAPs are simple, focused, consumer-led action plans for each region that prioritise resources from SATC units and those of regional stakeholders.

Whilst linked to the South Australian Strategic Plan 2020 \$8 billion tourism potential target, DAPs are focused primarily on projects that can be delivered in the next 3 years.

Destination Action Plans are driven by SATC, and developed in consultation with regional stakeholders who have direct financial and/or regulatory influence over whether the projects in the plan can be completed: Regional Tourism Organisations (representing the tourism industry), local government and Regional Development Australia.

By agreeing to the DAP, each stakeholder agrees to prioritise its resources and activities to support the completion of the projects contained in the DAPs. The stakeholder group will meet every six months to track progress on the action list. The DAP is a living document - as actions are achieved, new actions that focus on the next step of growth will be added.

### Regional Summary

#### Situational Analysis Overview

Over the last 10 years, tourism to Yorke Peninsula has decreased, with total visitation down 7.4%, in line with the national and state trends over the same period (*Source: Tourism Research Australia, 2011*). Over 90% of tourism expenditure in Yorke Peninsula is made up of intrastate overnight and day trips.

Future Growth – tourism expenditure in Yorke Peninsula is projected to grow by 33% by December 2020. By focusing on key strategic areas, the Yorke Peninsula has the potential to contribute to the 2020 SA Strategic Plan goal by potentially growing 60% over that period into an industry worth \$292 million to the region. (*Source: BDA Marketing Planning from TRA/NVS/IVS/Access Economics, 2011*)

#### Key Insights

- Consumer testing shows Yorke Peninsula's holiday experiences appeal due to their seaside focus, but they don't have a particular unique drawcard when consumers are considering multiple coastal destinations.
- The coastal areas are natural assets to the region, but there are many choices that are sometimes closer for the Adelaide market.
- Yorke Peninsula needs to establish a unique point of difference to other coastal SA destinations to start attracting the interstate market.
- The challenge is to diversify the mix of visitors to attract more out-of-state visitors to the region, by influencing supply and demand forces.
- Yorke Peninsula has the 2<sup>nd</sup> lowest Revenue per Available Room (RevPAR) in the state, driven by both weak occupancy and low average room rate. This points to the need to upgrade existing room stock in order to drive market expectations and yields.

#### Strategic Focus

Yorke Peninsula has the opportunity to compete against other coastal destinations in the state and the country to attract visitors from intrastate and interstate. It must focus on developing a unique offering aligned to a singular position it can own in the market. In doing this, the Yorke Peninsula will then truly leverage its coastal beauty and proximity to Adelaide.

#### Key Documents Referenced:

- Yorke Peninsula Regional Strategic Tourism Plan 2011-2014

Note Timeframes:

Immediate (Under 2 years)

Medium term (2-5 years)

Long term (5+ years)

| Item | Experiences                                                                                                                                                                                                                                         | DAP Rank 1 | Commencement | Responsible Organisation                                                                                                                                                                 | Status                                                                                                                                                         | Comment                                                                                                                                                                                                                                                                                                                                                                                           |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Develop 1 commercial tour or attraction per year for the next 3 years in the following themes: <ul style="list-style-type: none"> <li>Coastal and seafood/fishing</li> <li>Innes National Park</li> <li>Heritage</li> <li>Trails/cycling</li> </ul> |            | Immediate    | YPT to develop concepts; SATC: Experience Development/Strategy Team: test concepts and case manage priority projects that deliver in this area                                           | YPT working with Heading Bush on new Southern YP Tour in conjunction with SATC. YPT have liaised with DEWNR on Innes National Park re commercial opportunities | Experience Development team supporting YPT in assessing new project suitability for New Product Support Program.<br><br>SATC can assist with investment attraction. Links between fishing experiences (charters etc) and seafood experiences (under the Eat Local campaign, for instance) are worth strengthening. RDA Yorke Mid North will work with operators to build Eat Local in the region. |
|      |                                                                                                                                                                                                                                                     |            |              | Copper Coast, Yorke Peninsula, Barunga West, Mallala and Wakefield Councils: create a positive policy environment for projects that deliver on these targets once projects get proposed. |                                                                                                                                                                | DC Yorke Peninsula has recommitted to the Walk the Yorke Trail                                                                                                                                                                                                                                                                                                                                    |
| 2    | Build partnerships between operators/                                                                                                                                                                                                               |            | Medium       | YPT to lead in consultation with SATC                                                                                                                                                    | Discussions pending.                                                                                                                                           | YPT will hold workshops focused on getting operators to work together more closely<br>Further work is needed on developing ways and means to achieve this target. Licence fees/insurance for fishing charters/hire and seasonal closures of marine parks are an impediment to build packaged product. RDAYMN will address this.                                                                   |

|   | Accommodation                                                                                             | DAP Rank 2 | Commencement         | Responsible Organisation                                                                                                                                                                                           | Status                                                                                                                                                                                                                                                                                                                             | Comment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| 3 | Upgrade 100 rooms from 3 star and under to 4 star and higher by 2020                                      |            | Immediate/<br>Medium | SATC Infrastructure Development team and YPT to pursue projects that deliver on this target                                                                                                                        | <p>YPT and SATC worked with the Patio Motel and Restaurant on room upgrades and restaurant renovation. This project gained \$35k TDF funding over 2 years</p> <p>YPT and SATC worked with Wallaroo North Beach Tourist Park on upgrades to 16 units. Supported them with Federal TIRF application that was successful (\$241k)</p> | <p>SATC and YPT working collaboratively with stakeholders in region, delivering tangible results in the accommodation sector.</p> <p>Pipeline opportunities:<br/>SATC and YPT have met with a developer (re high quality). Development progressing and likely to include 60 new, 4 star accommodation villas at North Beach. Further development required to facilitate contact between Developer and SATC's core business units to maximise success of project delivery, promotions and booking channels etc.<br/>There is a need to grow industry maturity re cooperative marketing of the region's accommodation. This would include encouraging agents responsible for letting accommodation to join in marketing efforts.</p> |
|   |                                                                                                           |            |                      | Copper Coast, Yorke Peninsula, Barunga West, Mallala and Wakefield Councils: work towards Development Plans to ensure that there is clarity on where accommodation will be supported (positive policy environment) |                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|   | Distribution/ Industry Capability                                                                         | DAP Rank 3 | Commencement         | Responsible Organisation                                                                                                                                                                                           | Status                                                                                                                                                                                                                                                                                                                             | Comment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 4 | Work with the 2 accredited VICs to increase their business capability and get them from Tier 3 to Tier 2. |            | Immediate/<br>Medium | YPT to lead and assist applications to SATC's SellSA program when appropriate: SATC to deliver via SellSA support as appropriate                                                                                   | YPT worked with the region's two VICs to install Launch Pad and implement online bookings.                                                                                                                                                                                                                                         | SATC will engage VICs more generally rather than via the Sell SA program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

|   |                                                                                                            |                   |                      |                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                               |
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|   |                                                                                                            |                   |                      | SATC to deliver via SellSA support as appropriate                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                               |
| 5 | Additional 65 operators online bookable by June 2015                                                       |                   | Immediate/<br>Medium | YPT to lead                                                                                                                                    | Yorke Peninsula now has over 170 properties (probably more) online bookable either through RMS or TXA. YPT has helped to get Country Getaways Holiday Rentals online bookable. Its website(launched late) late 2012 has over 150 properties bookable online through RMS. YPT is now working with CGHR to start getting more of their properties listed individually on the ATDW and some will become bookable through southaustralia.com. YPT has also worked with several caravan parks to get them online bookable. YPT has run 1 on 1 online training workshop and remain the key point of contact for industry development and online. |                                                                                                                                                                                                                                                                                                               |
|   |                                                                                                            |                   |                      | SATIC to run eTourism training programs in regions; RDA and YPT to liaise                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | There has been a misfit between a range of service providers offering training and industry willingness to take up the offer, often because of costs. This has emerged as a common issue during the DAP review process. SATC will work with SATIC and other providers on seeking how to address the situation |
|   | <b>Events</b>                                                                                              | <b>DAP Rank 4</b> | <b>Commencement</b>  | <b>Responsible Organisation</b>                                                                                                                | <b>Status</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Comment</b>                                                                                                                                                                                                                                                                                                |
| 6 | Target an additional 10 Yorke Peninsula tourism events (currently 13) to be included on ATDW by June 2015. |                   | Immediate            | Tourism Manager: develop target list for integration into ATDW; provide regional operator information on using MyATDW and monitor (SATC, YPT). | As of end FY 12/13 there are 31 Yorke Peninsula events on the ATDW.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Suggest investigating the possibility of involving the VIC into the process of entering events into ATDW. Events are a difficult one to fully monitor as they come and go throughout the year, unlike other ATDW listings.                                                                                    |

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| 7 | Review event concepts for Kernewek Lowender over next 3 years              |                   | Medium/ Immediate   | Events SA and YPT to co-lead coordination of reviewing/improving event concept with event manager                                                                                                                                                                      | YPT and SATC met with the executive officer and president of the Kernewek Lowender to discuss the upcoming and future events. YPT used the SATC site at WOMAD to help promote the event and the region. YPT worked closely with the event to assist with marketing. This has resulted in good media coverage | SATC will continue to work with organisers to help them to develop the event further.                                                                                                                                                                                                                                                                                             |
| 8 | Target 3 non-sponsored events for skills training (getting basics right)   |                   | Medium              | SATC: Events SA lead - target 3 events to attend training sessions; YPT workshop which events to target.                                                                                                                                                               |                                                                                                                                                                                                                                                                                                              | An Events and Festivals Industry Workshop to be held in region has been planned for late 2013. Attention will be given to ensuring that events organisers from the Wakefield Regional Council zone (Eisteddfod and Balaklava Cup) are aware of the workshop. Networking and packaging should be part of the content. Accommodation is a problem for tour groups attending events. |
|   | <b>Access</b>                                                              | <b>DAP Rank 5</b> | <b>Commencement</b> | <b>Responsible Organisation</b>                                                                                                                                                                                                                                        | <b>Status</b>                                                                                                                                                                                                                                                                                                | <b>Comment</b>                                                                                                                                                                                                                                                                                                                                                                    |
| 9 | Explore ways to develop cruise ship opportunities for the Yorke Peninsula. |                   | Medium              | SATC Access team to: produce brochure delivering South Australia as a destination and incorporating Yorke Peninsula ; and regularly conduct sales calls with major cruise lines and expedition vessels to highlight the region, especially focusing on niche operators | SATC believes that there is some opportunity to develop benefits for Yorke Peninsula linked to the Sea SA ferry service to and from Eyre Peninsula. A meeting with Sea SA and YPT and Tourism Target Team Eyre Peninsula was held in June 2013.                                                              | Cruise ship opportunities for the region are a long term rather than an immediate opportunity                                                                                                                                                                                                                                                                                     |
|   |                                                                            |                   |                     | YPT: continue seeking and developing possible shore excursion tours / experiences for visiting cruise ships.                                                                                                                                                           | See above                                                                                                                                                                                                                                                                                                    | .                                                                                                                                                                                                                                                                                                                                                                                 |

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| 9a | Lobby for improvements to the road access bottlenecks near Pt Wakefield                                                                                            |                   | Medium              | Regional councils to develop advocacy case and strategy. SATC to support.                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                            | New action                                                                            |
|    | <b>Marketing</b>                                                                                                                                                   | <b>DAP Rank 6</b> | <b>Commencement</b> | <b>Responsible Organisation</b>                                                                                                                                     | <b>Status</b>                                                                                                                                                                                                                                                                                                                                                                              | <b>Comment</b>                                                                        |
| 10 | Incorporate Yorke Peninsula Experiences into the 'Best Backyard' intrastate campaign                                                                               |                   | Immediate           | SATC Regional Marketing Manager to lead                                                                                                                             | Best Backyard campaign specific activity launched November 2012, featuring Outdoor billboard activity and a DPS in SA Weekend.<br><br>Additional supporting activity has included: 2 x In Daily videos, 2 x Advertiser DPS articles, 1 x eDM, South Aussie with Cosi and SA Snapshots (5AA radio).                                                                                         |                                                                                       |
| 11 | Incorporate Yorke Peninsula Experiences into famils and media                                                                                                      |                   | Immediate           | SATC Digital: ensure a range of Yorke Peninsula experiences represented in SATC social media; PR: ensure a range of Yorke Peninsula experiences presented in famils | Famils: during 12/13 FY, YP had one media visit (The Australian.) Publicity results yet to come in from that visit. Bruce Elder, who was here for The Age and visited in the last financial year, 2 articles resulted from that famil and were recorded in this FY. Value of these articles is estimated to be \$106,080.00. YPT provides ongoing social media content to SATC & YP VIC's. | Famils: YPT team and SATC digital and famils teams have worked very closely together. |
| 12 | Finalise the Yorke Peninsula brand strategy and give effect to it by tactically promoting events/ properties/ operators/ initiatives/ that support the proposition |                   | Immediate           | SATC Marketing (strategy and regional): Regional Marketing Manager to lead                                                                                          | Completed.<br><br>Regional photo shoot completed February '13; images align with regional brand<br><br>Brand immersion workshops to take place in coming months.                                                                                                                                                                                                                           | Encouraging regional operators to undertake cooperative marketing is a priority.      |

### Actions Completed

|  | Actions | DAP Rank | Timeframe | Responsible organisation & position | Current Status | Status |
|--|---------|----------|-----------|-------------------------------------|----------------|--------|
|  |         |          |           |                                     |                |        |