



# REGIONAL COUNCIL OF GOYDER

# **GOYDER TOURISM STRATEGIC PLAN**

## 2017

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## EXECUTIVE SUMMARY

Our key aim is to grow visitation in the Goyder and any other regions that may benefit, by developing a quality visitor experience, promoting the destination and continually improving as an industry, both individually and collaboratively.

The focus of the Strategic Plan is to achieve our goal of a tourism industry that is growing, competitive against other regions, contemporary, exciting and professional, and is improving existing and creating new products, events and experiences.

Our strategy is based on delivering significant impact through **6** strategic priorities (referenced pg. 6):

- 1. Market Research And Stakeholder Engagement**
- 2. Building Our Tourism Assets And Product**
- 3. Infrastructure**
- 4. Deliver the Clare Valley Tourism Brand To Everyone**
- 5. Promotion of the Region: Burra As The Hero**
- 6. Connections**

Through these priorities, we have identified **13** high priority activities for action, which include:

- 1. Creating opportunities to feed future direction**, where we can determine the unique tourism product offerings that can be taken to the market
- 2. Regular up skilling and professional development**
- 3. Passport product enhancement**
- 4. Facilitating events that will complement our tourism brand**
- 5. Development of an arts policy, with a focus on incorporating contemporary arts into heritage sites and public places**
- 6. Nature based tourism**
- 7. Development and implementation of a tourism signage strategy**
- 8. Free public Wi-Fi**
- 9. Consistent branding and story telling**
- 10. Implementation of a digital marketing strategy**
- 11. Initiatives to address seasonality**
- 12. Promotion of the Region (Burra as the Hero)**
- 13. Strengthening the Clare-Burra connection**

Through the six overarching strategic priority areas, our strategy articulates actions we will take to stimulate tourism in the region, as well as guide our actions in collaboration with the tourism industry as a whole.

The Regional Council of Goyder is committed to this Goyder Tourism Strategic Plan, and we look forward to working with our partners to implement the initiatives identified.

## FUTURE DIRECTION STRENGTHS + AREAS OF CONCERN

STRENGTHS + OPPORTUNITIES	WEAKNESSES + AREAS OF CONCERN
<ol style="list-style-type: none"> <li>1. Goyder Council website <a href="http://www.goyder.sa.gov.au">www.goyder.sa.gov.au</a></li> <li>2. Linking with Clare Valley website <a href="http://www.clarevalley.com.au">www.clarevalley.com.au</a></li> <li>3. Nature based assets</li> <li>4. Photo locations</li> <li>5. Touring trails</li> <li>6. Heritage</li> <li>7. Quality produce</li> <li>8. Power of social media and referrals</li> <li>9. Mobile device applications</li> <li>10. Strengthen relationships across regions</li> <li>11. Tourism networking – use of cross promotion</li> <li>12. Strengthening/value-add touring trails, events, heritage</li> <li>13. Relationships with clubs – cycling, motor, arts, etc</li> <li>14. Tourism training for business operators</li> <li>15. Proximity to Adelaide / Clare</li> </ol>	<ol style="list-style-type: none"> <li>1. Goyder tourism website <a href="http://www.visitburra.com">www.visitburra.com</a> difficult to navigate and not optimised for mobile</li> <li>2. Business perception and awareness of the benefits of tourism</li> <li>3. Low visitor numbers</li> <li>4. Signage – highways and towns</li> <li>5. Opening hours of operators</li> <li>6. No modern B&amp;B accommodation</li> <li>7. Coordination of events</li> <li>8. Lack of packaged activities</li> <li>9. Funding</li> <li>10. Apathy and complacency</li> <li>11. Declining population</li> <li>12. Industry not keeping up with changing consumer behaviour to digital</li> <li>13. Quality of customer service provided by operators</li> <li>14. Lack of suitable daytime / overnight stopover parking for caravans &amp; RV's</li> </ol>

## TARGET MARKET

The 2016 Celsius Research - Clare Valley and Burra Tourism Project 2016 (see Appendix 3) shows that we can break the target market into four distinct segments with clear preferences, 'the explorer', 'the artsy', 'the active', and 'the indulgent'.

The **INDULGENT** are defined by their interests in the metropolitan traits of entertainment/nightlife/shopping, food/produce, health and relaxation, and wine experiences.

The **ARTSY** are defined by their strong interest in theatre/opera, cinema, and musical concerts and festivals. Whilst they are also highly engaged in art exhibitions and arts/culture/history/heritage, these are interests they share to an extent with Explorers.

The **EXPLORERS** are strongly defined by their interest in nature and wildlife, photography, and exploring by road. They are also highly engaged in arts, culture, history and heritage, and this includes indigenous culture. Walking hiking and bushwalking also appeals to his group, as well as the final group, the Active.

The **ACTIVE** are, as the name suggests, are differentiated from other groups by their keen interest in being physically active whilst on holiday – this includes adventure activities, cycling, water sports, horse riding and the gym

The older, self-driving Explorers from Australia and New Zealand are well catered for across the region, and the Indulgent is a market better suited to the Clare Valley Wine Region.

We are already a destination for the 'Artsy' when events draw them here.

The Active markets need to be lured – along with their higher disposable incomes – by more adventurous activities and higher end accommodation. We need to build our portfolio of active and epicurean experiences in natural settings to attract this younger, high disposable income segment.

Longer term, the Active segment offers the greatest potential for prestige products.

We also need to become a must stopover for those destined for the Flinders Ranges, and a trip-extension for Barossa Valley visitors.

## POSITION AND PERSONALITY

We will position Burra and Eudunda as the Goyder experience, within the context of the Clare Valley Tourism Region.

We will exploit our strengths in differentiation – our unique and diverse geology and topography has not only gifted us a tapestry of rolling hills, plains and natural beauty, but also an interesting mining heritage, and an amazing variety of farming opportunities.

With the Clare Valley, incorporating our tourism destinations, we can offer visitors a unique and diverse menu of attractions.

What will differentiate Goyder from other ‘edge of the outback’ regions, is the diverse range of gourmet food and wine experiences.

The Clare Valley Tourism Region brand describes the tourism region as ‘**The quintessential Australian experience**’. Those from the Clare Valley tourism region are described as ‘Authentic, Welcoming, Unpretentious, Humble, Laconic’.

Distance has been an obstacle in the past. Distance means you need to stay a while.

### **Relax. Unwind. Soak it up. Breathe it in**

The brand that has been developed by Parallax, and adopted by the Clare Valley Alliance (Appendix 5), is a graphic positioning for the region that can be used on signage, websites, and other communication materials, and over time become a foundation for advertising.

It meets the SATC brand criteria of: Immersive, Vibrant, Boutique, Authentic, Contemporary, in a manner that is ‘up close and personal’.

The brand strategy satisfies the Tourism Australia promise to deliver desirable and memorable experiences, especially natural ‘Dining Rooms’, as part of the Restaurant Australia initiative – ‘People, Produce, Places’.

## OUR PRIORITIES

1. **MARKET RESEARCH AND STAKEHOLDER ENGAGEMENT**, where we capitalise on our location, assets, connections and partners to generate and disseminate market research, and use these findings to facilitate marketing aimed at increasing visitation, improving tourism product, attracting new investment, and lobbying key stakeholders.

2. **BUILDING OUR TOURISM ASSETS AND PRODUCT**. As a key provider, Council should lead by example, ensuring the Burra Passport is a contemporary and engaging experience; and the accommodation offerings of Paxton Square and the Caravan Parks are adequate and contribute to increased demand. Council also has a role in facilitating private sector investment in the upgrading of existing, and development of new tourism product.

3. **INFRASTRUCTURE**. Council's investment in infrastructure has a direct effect on the attractiveness of the region for tourism, and its relationships with community networks via the Community Management Committees can support tourism development through development of human and social capital.

4. **DELIVERING THE CLARE VALLEY TOURISM BRAND TO EVERYONE**. In turn offering visitors a unique and diverse menu of attractions.

5. **BURRA AS THE HERO** experience in the region: An important destination, and a source of referral and tourism development across the region.

6. **CONNECTIONS** within the Goyder region, and with neighbouring and touring route regions: To generate longer stays, and better cross-regional referrals.

### Council's goal for tourism

"A tourism industry that is:

- growing
- competitive against other regions
- contemporary, exciting and professional, and is
- improving existing and creating new products, events and experiences."



## KEY ACTIVITIES

A number of key activities were identified under each of the seven priorities outlined above. The tables on the following pages show the activities and Council's role.

### 1. MARKET RESEARCH AND STAKEHOLDER ENGAGEMENT

ACTIVITY	RATIONALE	COUNCIL'S ROLE	PRIORITY	WHO?
<b>1.1 Create opportunities to feed future direction</b>	<ul style="list-style-type: none"> <li>• Collaboration with key sectors (Councils, relevant Boards and local business associations, business community across all sectors of industry, emerging entrepreneurs and leaders across all business sectors, arts and cultural sectors, environment and natural resources, Visitor Centres)</li> <li>• This will allow us to determine the unique tourism product offerings that can be taken to the market</li> <li>• We can then create processes where operator skill gaps and strengths of the region are identified</li> </ul>	<ul style="list-style-type: none"> <li>• To work closely with the VIC, business and operators underpinning the tourism sector to determine what the wants and needs of the visitor are – where are the key areas of opportunity that can be leveraged across the region?</li> <li>• To identify the skills and business resources of current operators</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>• Industry Boards/Alliances</li> <li>• Regional Development Australia</li> <li>• VIC Consultancy</li> <li>• Operators across the region</li> <li>• CMCs</li> <li>• Art Galleries</li> <li>• Government agencies and departments</li> <li>• Visitor Centre</li> </ul>
<b>1.2 Undertake targeted market research and customer satisfaction surveys</b>	<ul style="list-style-type: none"> <li>• Engage with research firms such as Mid North Knowledge Partnership, to contribute to a better understanding of tourism, and establish the region as a provider of higher education</li> </ul>	<ul style="list-style-type: none"> <li>• To encourage the continuation of research into tourism (e.g. tourism in the attraction of economic migrants to the region)</li> </ul>	MEDIUM	Council and staff working with: <ul style="list-style-type: none"> <li>• Research firms</li> <li>• Operators across the region</li> <li>• Visitor Centre</li> </ul>

## 2. BUILDING TOURISM ASSETS AND PRODUCT

ACTIVITY	RATIONALE	COUNCIL'S ROLE	PRIORITY	WHO?
<b>2.1 Regular up skilling and professional development</b>	<ul style="list-style-type: none"> <li>Refer 1.1 Have strategies in place to identify key skill gaps and the means to respond to these</li> <li>We know about upcoming opportunities to attend training and professional development workshops in areas such as marketing and distribution (especially digital), public relations (working with the media), customer service, events management and promotion</li> <li>We need to develop strategies to identify unique points of difference amongst operators and work to leverage these</li> </ul>	<ul style="list-style-type: none"> <li>To provide timely information about training and development opportunities in the Clare Valley tourism region (e.g. SATC, SATIC, RDA, council initiatives and other third party providers)</li> <li>Information about training and development opportunities is distributed in a timely manner via the Tourism Industry eNews from Council</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>Industry Boards/Alliances</li> <li>South Australian Tourism Commission</li> <li>South Australian Tourism Industry Council</li> <li>Regional Development Australia</li> <li>Third party providers</li> <li>Visitor Centre</li> </ul>
<b>2.2 Refer Strategy 5.2: Passport Product Enhancement</b>	<ul style="list-style-type: none"> <li>The Passport is nationally recognised, but it needs to be re-imagined as an experience, and incorporate 'non history' elements</li> <li>The Passport is a unique 'experience', but it could incorporate a commercial element, and be purchased across the region</li> <li>Passport could encompass a broader area than the Burra</li> </ul>	<ul style="list-style-type: none"> <li>To work with the National Trust to ensure that the new Passport is a key element of the Goyder tourism marketing strategy</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>National Trust</li> <li>Operators across the region</li> <li>Visitor Centre</li> </ul>



	township (e.g. Sir Hubert Wilkins cottage)				
<b>2.3</b>	Refer Strategy 5.3: <b>Review how well current Council-owned tourism accommodation address visitor demand, and investigate opportunities for overflow accommodation</b>	<ul style="list-style-type: none"> <li>• There is a lack of high-end accommodation across the Mid North, and this type of accommodation is particularly appealing to cashed-up weekenders from Adelaide</li> <li>• Council to work with CMCs to facilitate development of accommodation opportunities at Council-owned facilities (e.g. recreation grounds, community land) in smaller towns</li> <li>• Work with the Burra Show to facilitate caravan parking overflow</li> </ul>	<ul style="list-style-type: none"> <li>• As the largest tourism provider in the region, Council has a leadership role in the development of better accommodation facilities, through the upgrading of selected Council-owned assets, through lease arrangements with CMCs, and by requiring Paxton and Caravan Park operators to become strategic tourism operators</li> </ul>	MEDIUM	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>• CMCs</li> <li>• Grounds committees such as Burra Show Committee</li> </ul>
<b>2.4</b>	<b>Upgrade signage, roads and other infrastructure to enable the region to capitalise on the four key trails</b> (Heysen, Mawson, Dares Hill, Lavender)	<ul style="list-style-type: none"> <li>• Promotion of the region as an access point for these trails</li> <li>• Goyder benefits from State funding of the development and maintenance of these trails, and we need to ensure the region sees these flow on benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Council's role ranges from funder (of supporting infrastructure), to facilitator (of marketing and new product development) and lobbyist (for new trails through this region)</li> </ul>	MEDIUM	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>• 'Friends Of' trail groups</li> <li>• Industry Boards/Alliances</li> <li>• Regional Development Australia</li> <li>• Government agencies and departments</li> </ul>
<b>2.5</b>	<b>Facilitate the development of events that will complement our tourism brand</b>	<ul style="list-style-type: none"> <li>• Build greater opportunity and partnerships amongst relevant businesses through events</li> <li>• Focus on attracting events across the region that fit with our target audience – events with a focus</li> </ul>	<ul style="list-style-type: none"> <li>• Develop the Goyder Calendar of Events</li> <li>• Council should have an 'enabling' approach that gives the message "how can we help?"</li> </ul>	HIGH	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>• South Australian Tourism Commission</li> <li>• Industry Boards/Alliances</li> <li>• Community events groups</li> </ul>

	on active and epicurean experiences in natural settings	<ul style="list-style-type: none"> <li>We should be promoting the importance of events that are 'fresh' and we should be attracting/assisting to establish new events</li> </ul>		<ul style="list-style-type: none"> <li>CMCs</li> </ul>
<b>2.6 Develop an arts policy, with a focus on incorporating contemporary arts into heritage sites and public places</b>	<ul style="list-style-type: none"> <li>There are iconic heritage buildings across our region that could be used to promote our emerging arts culture</li> </ul>	<ul style="list-style-type: none"> <li>Council can provide guiding principles to drive public art and the use of art in heritage sites across the Council region</li> <li>We can create and facilitate a variety of opportunities for differing use of buildings, using ephemeral, temporary and permanent public art practices</li> </ul>	HIGH	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>Art galleries</li> <li>National Trust</li> <li>Country Arts SA</li> </ul>
<b>2.7 Nature based tourism</b>	<ul style="list-style-type: none"> <li>We have assets in our Parks, and the opportunities for more developed tourism facilities. These could be linked in with hiking and cycling trails and the potential for 'Glamping'</li> </ul>	<ul style="list-style-type: none"> <li>To work with government agencies, RDA and SATC on the possibility of opening Parks for more developed tourism facilities</li> </ul>	HIGH	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>South Australian Tourism Commission</li> <li>Regional Development Australia</li> <li>Industry Boards/Alliances</li> <li>DEWNR</li> </ul>
<b>2.8 Encourage development of tourist experiences and accommodation in the more remote parts of the Council to provide more breadth in the regional experience</b>	<ul style="list-style-type: none"> <li>Capitalise on our 'edge of the outback' location, and our proximity to Adelaide, to ensure tourist development occurs across the Goyder region</li> <li>There is an opportunity for 'Glamping' style accommodation here</li> </ul>	<ul style="list-style-type: none"> <li>Support local involvement with the Farm Stay's / Station Stays, and epicurean experiences, by promoting and encouraging participation, and offering a higher end experience.</li> </ul>	MEDIUM	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>Operators across the region</li> <li>South Australian Tourism Commission</li> <li>Industry Boards/Alliances</li> <li>CMCs</li> </ul>

### 3. INFRASTRUCTURE

ACTIVITY	RATIONALE	COUNCIL'S ROLE	PRIORITY	WHO?
<b>3.1 Develop and implement a signage strategy</b>	<ul style="list-style-type: none"> <li>• Council has in draft stage, a comprehensive signage policy</li> <li>• A signage audit was completed by CMCs in 2012</li> <li>• This data should be used in collaboration with CMCs to develop a signage strategy and prioritise implementation of tourism signage, including town entrance signage as part of the Clare Valley Tourism Region brand rollout</li> </ul>	<ul style="list-style-type: none"> <li>• A collaborative strategic approach with CMCs and other stakeholders is required to roll out this plan</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>• CMCs</li> <li>• Industry Boards/Alliances</li> </ul>
<b>3.2 Free public Wi-Fi</b>	<ul style="list-style-type: none"> <li>• Visitors are increasingly choosing destinations with free public Wi-Fi over those that don't. The Goyder region doesn't exist if it can't be posted on social media at the time of the visit</li> </ul>	<ul style="list-style-type: none"> <li>• Telstra will provide free public wifi if sufficient homes/businesses sign up - Council can facilitate this process</li> <li>• Tourism providers should be encouraged to provide Wi-Fi</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>• Regional Development Australia</li> <li>• CMCs</li> </ul>

## 4. DELIVERING THE CLARE VALLEY TOURISM BRAND

ACTIVITY	RATIONALE	COUNCIL'S ROLE	PRIORITY	WHO?
<b>4.1 Consistent branding and story telling</b>	<ul style="list-style-type: none"> <li>Clare Valley Tourism Region brand and key messages are reinforced through extensive use by operators and relevant third parties (operators, business and industry associations, Councils, etc)</li> </ul>	<ul style="list-style-type: none"> <li>Council's key role is leadership in the development of a brand that will be a key tool in attracting visitors to the region</li> <li>Encourage the tourism industry and associations to use regional branding and key messages, and the benefits of being part of a wider brand</li> <li>Brand guidelines, logo and key messages are available to industry and promoted through communication channels</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>Industry Boards/Alliances</li> <li>South Australian Tourism Commission</li> <li>Regional Development Australia</li> <li>CMCs</li> <li>Operators across the region</li> </ul>
<b>4.2 Implement a digital marketing strategy</b>	<ul style="list-style-type: none"> <li>To have a coordinated and strong presence in the online space</li> </ul>	<ul style="list-style-type: none"> <li>To drive the development of the destination website, Visit Burra, and flow on to online mediums</li> </ul>	HIGH	Council and staff working with <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>Industry Boards/Alliances</li> <li>South Australian Tourism Commission</li> </ul>
<b>4.3 Famils</b>	<ul style="list-style-type: none"> <li>Initiate to undertake an ongoing series of famils for influencers (e.g. social media, hotel concierge, VIC staff and volunteers) to build relationships across the tourism sector</li> <li>We can't expect influencers to</li> </ul>	<ul style="list-style-type: none"> <li>Work collaboratively to target, fund and organise famils and marketing/training events that get the attention of influencers in our key markets</li> </ul>	MEDIUM	Council and staff working with: <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>South Australian Tourism Commission</li> <li>Operators across the region</li> </ul>

	refer tourists if they don't know what we've got. On the other hand, if our providers can observe best practice in other regions, they are more likely to increase the quality and range of services			
<b>4.4 Effective traditional marketing</b>	<ul style="list-style-type: none"> <li>The region is marketed with Clare Valley Tourism in traditional print, radio or television media</li> </ul>	<ul style="list-style-type: none"> <li>Work collaboratively with Clare Valley Tourism to maximise marketing opportunities, ensure inclusion of key messages and relevant experiences, and maximise sector involvement (opportunities to leverage)</li> </ul>	MEDIUM	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>Industry Boards/Alliances</li> <li>Operators across the region</li> </ul>
<b>4.5 Cooperative cross-regional marketing</b>	<ul style="list-style-type: none"> <li>Work with our neighbouring regions, particularly to increase visitation</li> </ul>	<ul style="list-style-type: none"> <li>Work with neighbouring RTOs and VICs to identify synergies and cross regional opportunities (e.g. famils for VIC staff in neighbouring regions, campaigns, and development projects)</li> </ul>	MEDIUM	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>Industry Boards/Alliances</li> <li>Regional Development Australia</li> </ul>
<b>4.6 Initiatives to address seasonality</b>	<ul style="list-style-type: none"> <li>The region works collaboratively to increase the number of visitors, particularly in quiet periods, including summer and mid-week</li> </ul>	<ul style="list-style-type: none"> <li>Encourage, support and prioritise events and campaigns (including accommodation packages through third parties) that attract visitors in non-peak periods</li> <li>Develop regional calendar of events</li> </ul>	HIGH	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>Industry Boards/Alliances</li> <li>Regional Development Australia</li> <li>Operators across the region</li> </ul>

## 5. BURRA AS THE HERO EXPERIENCE

ACTIVITY	RATIONALE	COUNCIL'S ROLE	PRIORITY	WHO?
<b>5.1 Promotion of the region: Burra as the Hero</b>	<ul style="list-style-type: none"> <li>Burra is well recognised, unique and accessible. It has adequate accommodation, good food venues, and enough activities to keep people in the region.</li> <li>Its' location at the centre of Goyder makes it a good base for activities in other parts of the region, and for cross-regional touring</li> </ul>	<ul style="list-style-type: none"> <li>Council has business interests in the Visitor Information Centre, Paxton Square Cottages, Burra Caravan Park, and Burra Heritage Passport</li> <li>Council need to show leadership in tourism marketing, product development and investment</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>Industry Boards/Alliances</li> <li>Regional Development Australia</li> <li>CMCs</li> <li>Operators</li> <li>South Australian Tourism Commission</li> </ul>
<b>5.2 Passport Product Enhancement</b>	<ul style="list-style-type: none"> <li>The Passport is the key tourism product, with national recognition, but it presents a 'history' interpretation, rather than an immersive 'experience'</li> </ul>	<ul style="list-style-type: none"> <li>Council has a responsibility to work with the National Trust to ensure that the new Passport includes commercial elements, such as cafes and is a key element of the Goyder region tourism marketing strategy</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>Visitor Centre</li> <li>National Trust</li> <li>Regional Development Australia</li> <li>Operators</li> <li>South Australian Tourism Commission</li> </ul>
<b>5.3 Adequate accommodation for visitor numbers</b>	<ul style="list-style-type: none"> <li>The Burra Caravan Park is often full, and it is not meeting its potential as promoter and leader in the development of new product and accommodation</li> <li>Other towns lack caravan park facilities, which means that</li> </ul>	<ul style="list-style-type: none"> <li>A camping and caravan park strategy is needed, to tie in with an overarching plan for tourist accommodation development and investment potential for the region</li> </ul>	MEDIUM-HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>Caravan and Motor home Industry</li> <li>DEWNR</li> <li>Industry Boards/Alliances</li> </ul>



	<p>visitors often don't stay</p> <ul style="list-style-type: none"> <li>The region lacks high end accommodation, and potential opportunities for growth include high end B&amp;Bs, and 'Glamping' style accommodation</li> </ul>			
<b>5.4 Increased range of quality product</b>	<ul style="list-style-type: none"> <li>There are very few quality tourism activities and experiences in the region. In order to compete effectively with other regions, there needs to be a focus on expanding the range and quality</li> <li>Empty shops in towns should be filled with 'pop-up' businesses, showcasing arts and culture and facilitate the incubation of new ventures</li> </ul>	<ul style="list-style-type: none"> <li>Improving Council owned areas like Burra Creek will assist the private sector (e.g. La Pecora Nera) to accelerate the development of quality product</li> <li>Council's leadership (either directly or through funding of the Visitor Centre) to develop industry clusters to improve services, generate new investment and to encourage 'pop-up' businesses</li> </ul>	MEDIUM-HIGH	<p>Council and staff working with:</p> <ul style="list-style-type: none"> <li>Industry Boards/Alliances</li> <li>Visitor Centre</li> <li>CMCs</li> <li>Regional Development Australia</li> <li>South Australian Tourism Commission</li> </ul>

## 6. CROSS REGIONAL CONNECTIONS

ACTIVITY	RATIONALE	COUNCIL'S ROLE	PRIORITY	WHO?
<b>6.1 Strategic relationships with our neighbours</b>	<ul style="list-style-type: none"> <li>Maintain relationships with neighbouring Councils, RDA's, RTO's and SATC</li> <li>Support the creation of flow-through travelling routes that secure Goyder as a key stop</li> <li>SATC are actively supporting the development of touring routes, and we need to make sure we're on them</li> </ul>	<ul style="list-style-type: none"> <li>Council need to maintain a high level relationship with key agencies and groups</li> </ul>	MEDIUM-HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>Regional Development Australia</li> <li>South Australian Tourism Commission</li> <li>Visitor Centre</li> <li>Industry Boards/Alliances</li> </ul>
<b>6.2 Clare-Burra connection</b>	<ul style="list-style-type: none"> <li>As outlined in Positioning, the Goyder experience positioned within the context of the Clare Valley Tourism Region</li> <li>Cross promotion of Clare Valley events and offering through marketing channels</li> <li>This in turn offers visitors a unique and diverse menu of attractions</li> </ul>	<ul style="list-style-type: none"> <li>Council has an important role in showing leadership and raising awareness of the benefits of Goyder as part of the Clare Valley Tourism Region</li> </ul>	HIGH	Council and staff working with: <ul style="list-style-type: none"> <li>Industry Boards/Alliances</li> <li>Visitor Centre</li> <li>Regional Development Australia</li> <li>South Australian Tourism Commission</li> <li>CMCs</li> <li>Community events groups</li> </ul>
<b>6.3 Build the tourist potential of our local region by working with CMCs to improve tourist information and support new ventures</b>	<ul style="list-style-type: none"> <li>The CMCs are a 'ready-made' network that just needs to be harnessed</li> </ul>	<ul style="list-style-type: none"> <li>Build a more collaborative partnership with CMCs, and bring them together to develop their tourism capacity</li> </ul>	MEDIUM	Council and staff working with: <ul style="list-style-type: none"> <li>CMCs</li> </ul>

*Electronic version in Synergy is the controlled version.  
Printed copies are considered uncontrolled.  
Before using a printed copy, verify that it is the current version.*

## ALIGNMENT TO THE SOUTH AUSTRALIAN TOURISM PLAN 2020

The South Australian Tourism Plan 2020 fits within the Australia-wide approach of Tourism 2020. The Plan is focussed on achieving the South Australian tourism industry's full potential of \$8.0b of visitor expenditure by 2020, which would generate nearly 10,000 additional direct jobs in the South Australian economy.

This is a plan for the whole tourism industry, from solo operator's right through to major businesses, associations, and all levels of Government.

Five Priority Action Areas to be actioned have been identified and align with the Goyder Tourism Strategic Plan:

**DRIVING DEMAND**  
**WORKING BETTER TOGETHER**  
**SUPPORTING WHAT WE HAVE**

**INCREASING THE RECOGNITION OF THE VALUE OF TOURISM**  
**USING EVENTS TO GROW VISITATION**

## APPENDICES

1. South Australian Tourism Plan 2020
2. Clare Valley Destination Action Plan 2015-2017
3. 2016 Celsius Research - Clare Valley and Burra Tourism Project 2016
4. Clare Valley Branding Brief 2016
5. A Single Brand For Clare Valley – Parallax 2016
6. Clare/Burra Research Project – Action Plan
7. Burra Tourism Concept – Feasibility Study
8. Kiikstart – Key Recommendations – Planning For The Next Stage Of Successful Development And Progress