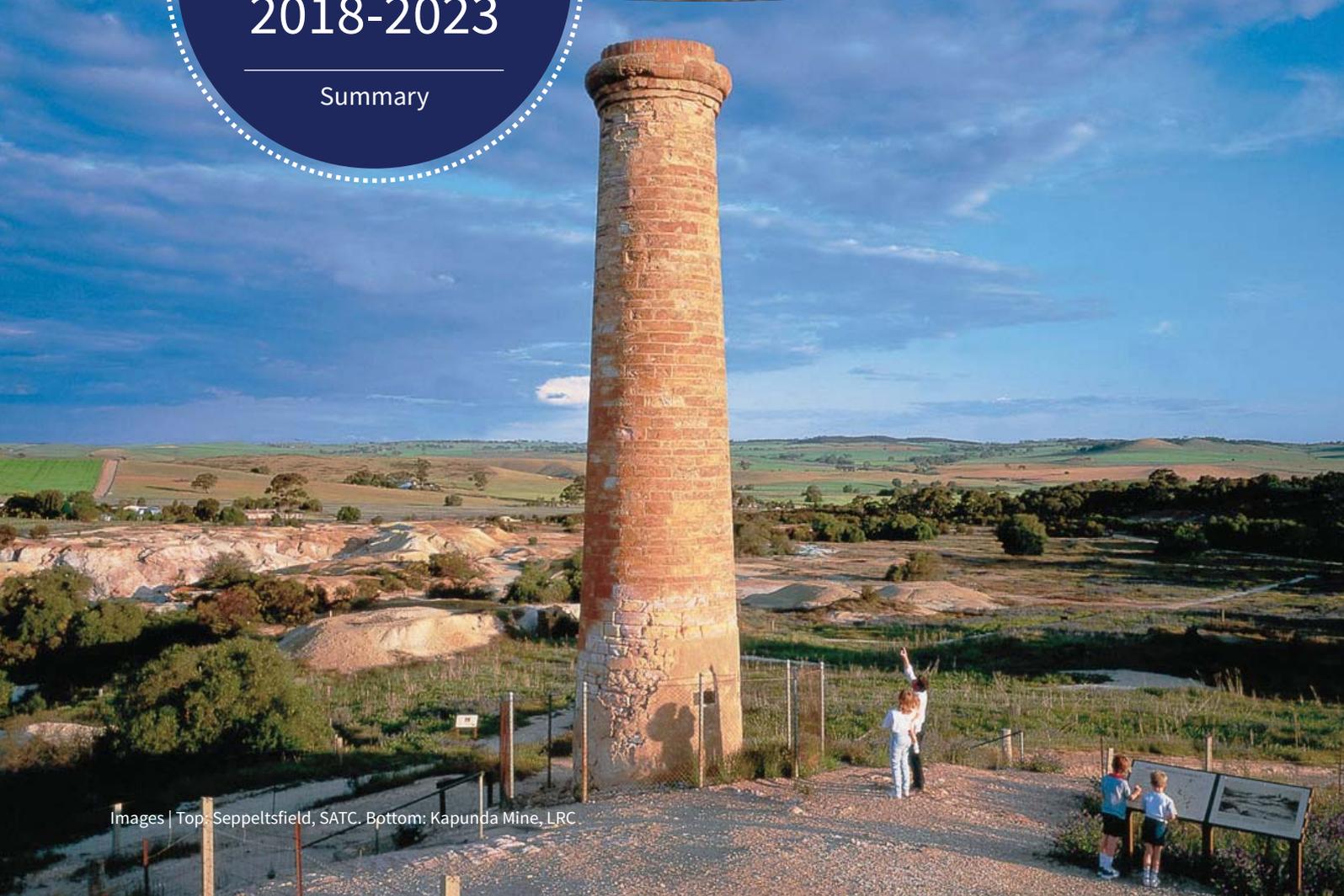




LIGHT  
REGIONAL  
COUNCIL

Light Regional Council  
**Tourism Plan**  
**2018-2023**

Summary





Pindarie Wines, SATC/Sven Kovac

## Welcome by the Mayor

Tourism is an increasingly important economic driver sustaining businesses and jobs, as well as supporting and adding to the vibrancy of our communities. In 2015/2016 visitors spent \$29.8m in the region, which added \$14.3m to the local economy, as well supporting the employment of 179 people.

This Tourism Plan has been developed under extensive consultation with the local tourism industry, and all levels of government. The five Priority Action Areas identified in this Plan reflect the collective view as to where we must focus to achieve our identified potential.

Our Region is home to some truly exceptional tourism experiences. Our landscapes are quintessentially South Australian, featuring a patchwork of rolling hills which seamlessly merge our agricultural and viticultural sectors.

Within those landscapes we share our world class wine experiences through some of our State's most accomplished wine brands, including Seppeltsfield and Hentley Farm. These hero experiences are supported by numerous award winning wine brands, cellar doors and boutique accommodation providers.

We're also home to some of our State's most treasured historical assets, which live on through our built and natural experiences, including the historic Kapunda Mine, and the legacies left from our region's mining and pastoral pioneers, Charles Bagot and Sir Sidney Kidman.

Our region is the birthplace to some of South Australia's most significant agriculture heritage and assets, and was home to the McLeod's Daughters TV series, which still actively attracts visitors from around the globe.

Whilst we already have a strong tourism offering, the opportunities to bolster our visitor economy through

marketing and development initiatives are significant, and exciting.

Our Elected Members strongly endorse the Light Regional Council Tourism Plan 2018-2023 and encourage all our partners to support the strategic vision that it sets. We look forward to working with the tourism industry and local communities to achieve the opportunities outlined in this Plan.

Mayor of Council, Bill O'Brien



## Our Visitor Economy, at a Glance

Tourism is already an important driver of the South Australian visitor economy.

In the year to March 2018, 6.4 million overnight visitors spent \$6.7b in South Australia across 17,000 tourism businesses, directly employing 36,000 South Australians.

The State's regions account for 44% of tourism expenditure, underlining the importance of tourism to the State's regional economies and specifically employment at a local level.

Light Regional Council elected members and staff have recognised the significance of the visitor economy as an increasingly sustainable economic

driver for the local community, and as such, we want to play an active role in developing and growing this industry to ensure a bright future for those who live and work in our region.

The visitor economy is everyone's business.

The money spent by visitors when in our region filters down to all parts of the community and is felt much more widely than just the traditional accommodation provider or attraction. The visitor economy creates jobs and supports local services including supermarkets, cafes, hotels, retail, restaurants and service stations. But the multiplier effect sees the local visitor spend flow through to most local businesses, including main street shops, trades people, and even professional services.



### Industry Specific Tourism Product

- Accommodation
- Attractions
- Events
- Tours
- Visitor Centres
- Food and Beverage

### 2nd Degree Tourism Product/Services

- Professional Services
- Repairs and Maintenance
- Insurance
- Licenses
- Tax, Rates, Charges
- Wages, Salaries

### 3rd Degree Tourism Product/Services

- Primary Producers
- Chemist
- Supermarkets
- Cleaners, Laundries
- Real Estate Agents
- Gardeners
- Plumbers, Electrician, Builders
- Mechanics
- Newsagents
- Petrol Stations

# The Value of Tourism

It's important to recognise the value of tourism, and its potential as a sustainable economic driver to help support the businesses and enhance job opportunities in our Region, in addition to adding to the social vibrancy of our local communities.

The visitor economy is already supporting community growth, injecting \$29.8m of sales into the region, which

*Reference source: EconomyID, RDA Barossa, Light Regional Council*

added \$14.3m to the visitor economy in Light Regional Council.

A key role as Council is to identify and activate opportunities that will help grow our visitor economy, which will attract new investment and jobs, and contribute to the attractiveness of our region as a great place to live, work and play.



**\$14.3M**

(2015/2016 FY)

Total Hospitality and Tourism value for Light Regional Council

 <b>Jobs</b>	Number of people directly and indirectly employed in tourism in the <i>Light Regional Council Region</i>	179
 <b>Businesses</b>	Number of tourism related businesses in the <i>Barossa Tourism Region</i>	363
 <b>Visits</b>	Total number of visitors (Domestic + International) in the <i>Barossa Tourism Region</i>	245,000
 <b>Nights</b>	Total nights (Domestic + International visitors) in the <i>Barossa Tourism Region</i>	91,000
 <b>ALOS</b>	Average length of stay (Domestic and International combined) in the <i>Barossa Tourism Region</i>	3.7
 <b>Visitors Served</b>	Total number of visitors serviced at the Kapunda Visitor Information Centre	9,414 (2016/2017 FY)

*Reference source for above Stats : LRC Tourism Industry Situation Analysis May 2018*



Segway Sensations SA, Seppeltsfield Wines, SATC

## Priority Areas + Key Opportunities

For our Region to grow its visitor economy, a focus must be on capitalising on opportunities that sit within the five Priority Action Areas of:



### 1. Driving Demand

There's no shortage of exceptional visitor experiences in our region, however many potential visitors don't know about them. Therefore, a key focus in this Plan will be to inspire more people to visit, stay longer, and disperse throughout the region, and ultimately spend more money.

#### *Key Opportunities*

- Communicate the right stories by the right storytellers on the right channels to increase engagement, trust and consideration of our region's most profitable visitor groups (Families, Grey Nomads and Higher Spending Couples).
- Work with industry partners to grow our share of niche visitor and interest groups, including Cruise, Agritourism, Cycle Tourism, Sports Tourism and Business Events.
- Let more people know about our council-owned and natural tourism experiences, by implementing marketing plans for priority assets, such as the Kapunda Museum and Kapunda Mine and Heritage Trail.
- Continue to support Barossa Tourism and Regional Development Australia (RDA) to develop, market and advocate for our region.



Tour Down Under, Seppeltsfield, SATC

## 2. Working Better Together

To realise the potential of this Plan, our region needs a strong, collaborative industry, which is empowered by all levels of government, business and industry. Collaboration will help to pool resources and insights and agree on shared priorities. To achieve this, we will actively collaborate with stakeholders to leverage all growth opportunities.

### **Key Opportunities**

- › Coordinate regular industry networking events and communication for businesses supporting our visitor economy.
- › Continued support for Barossa Tourism, RDA Barossa and other identified stakeholders to undertake relevant tourism projects.
- › Open communication and project support for other key industry stakeholders.
- › Initiate and collaborate with partners on key regional projects, such as a regional cycle trail connecting wine regions.

## 3. Supporting What We Have

The most effective and influential marketing for a destination is the experience our visitors have and share with their communities. So, to ensure all visitors have a positive, memorable experience, and share those experiences with family and friends, we are committed to enhancing the visitor experience in the region.

### **Key Opportunities**

- › Improve signage, vehicular parking and amenities.
- › Develop a schedule of priority improvements for Council-owned and managed tourism assets.
- › Support positive and realistic policy for new and existing business expansions in the region.
- › Invest in placemaking assets at key visitor locations, such as Town Squares.
- › Further activate existing visitor experiences, such as Kapunda Museum, Kapunda Mine, the Kidman Story and Cycle Trails.
- › Work with stakeholders to support existing events, identify new event opportunities and grow our Region's presence in relevant major event programs.

A group of people are seated around a long wooden table outdoors, enjoying a meal. The setting is a grassy area with trees in the background. The table is set with various dishes, glasses, and a blue and white checkered cloth. The people are dressed in casual to semi-formal attire, and the atmosphere appears relaxed and social.

Novotel Barossa Valley Resort

## 4. Increasing Recognition of the Value of Tourism

The visitor economy is everyone's business, and actions in this Plan will see Council focussing effort on strengthening the industry from the inside-out and creating more tourism ambassadors for the region.

### *Key Opportunities*

- › Share and report on the implementation and success of this Tourism Plan.
- › Keep residents informed of the many 'Good News Tourism Stories' in the region.
- › Improve the collection of visitor statistics, so we can better report on the value of the visitor economy to key stakeholders.

## 5. Activating an Effective and Sustainable Visitor-Servicing Model

Visitors are increasingly online and social, and in response, we will evolve our visitor servicing to provide them with information when and where they need it, regardless of whether they visit the Kapunda Visitor Information Centre (VIC) or not.

### *Key Opportunities*

- › Resource the implementation of this Tourism Plan to ensure its objectives are achieved.
- › Develop and implement a new business plan to evolve activities of the Kapunda VIC to deliver visitor servicing in person in the VIC, via online channels, and relevant outreach locations.
- › Activate visitor information distribution outside of the VIC, including at information bays, other VIC's, smartphone apps, events and online listings.

## How We Will Measure Success...

We will measure the success of this Plan annually by analysing and reporting on visitor data supplied by Tourism Research Australia, Regional Development Australia Barossa, Gawler, Light and Adelaide Plains Economy ID Profile, statistics from the Kapunda VIC, and desktop and primary research.

The following table outlines the performance measures for this Plan, however it is recognised that new measures many need to be developed as projects are initiated within the Plan.

	Major Metric	Specific Metric	Baseline	2023 Potential	Priority Area
<b>Macro Perspective</b>	<b>Expenditure</b>	Total Hospitality and Tourism value for Light Regional Council	\$14.3M (2015/2016)	\$17M	All Areas
	<b>Expenditure</b>	Tourism Expenditure for the Barossa Tourism Region	\$190M achieved (December 2017)	\$273M by 2020	All Areas
<b>Industry Perspective</b>	<b>Engagement</b>	Individual Action KPIs are met.	Positive Collaboration	Positive Collaboration	All Areas
	<b>Jobs</b>	Number of people directly and indirectly employed in tourism in the <i>Light Regional Council Region</i>	179	192	All Areas
	<b>Businesses</b>	Number of tourism related businesses in the <i>Barossa Tourism Region</i>	363	388	All Areas
<b>Micro Perspective</b>	<b>Visits</b>	Total number of visitors (Domestic + International) in the <i>Barossa Tourism Region</i>	245,000	292,000	All Areas
	<b>Nights</b>	Total nights (Domestic + International visitors) in the <i>Barossa Tourism Region</i>	910,00	1,082,900	All Areas
	<b>ALOS</b>	Average length of stay (Domestic and International combined) in the <i>Barossa Tourism Region</i>	3.7	4.2	All Areas
	<b>Day Trips</b>	Total number of Day Trip visitors to the <i>Barossa Tourism Region</i>	715	851	All Areas
	<b>Visitor Servicing</b>	Total number of visitors serviced at the Kapunda Visitor Information Centre	9,414	TBC, Once digital visitor servicing baseline set	5
<b>Customer Perspective</b>	<b>Customer Sentiment</b>	Improve Customer Sentiment/ Perception of the LRC owned / managed tourism assets	Baseline to be Measured	TBC once baseline is set	All Areas
	<b>Latent Demand</b>	Improve Consideration of Light Regional Council as a Travel Destination	Baseline to be Measured	TBC once baseline is set	All Areas

Reference source for baseline and 2023 Potential available in LRC Tourism Plan 2018-2023

## Acknowledgments

The Light Regional Tourism Plan 2018 - 2023 was developed through extensive consultation with key tourism stakeholders across community, industry, business and government, as follows:

- Online survey of residents, community groups, local government, industry and government staff (November 2017)
- Face-to-face consultation workshops in Kapunda and Seppeltsfield (December 2017)
- Individual meetings with key government and industry stakeholder organisations (December – June 2018)

Stakeholder engagement and development of the Plan was undertaken by Tourism eSchool ([www.tourismeschool.com](http://www.tourismeschool.com)), with guidance from Council's Economic Development Team.

## Contact Details

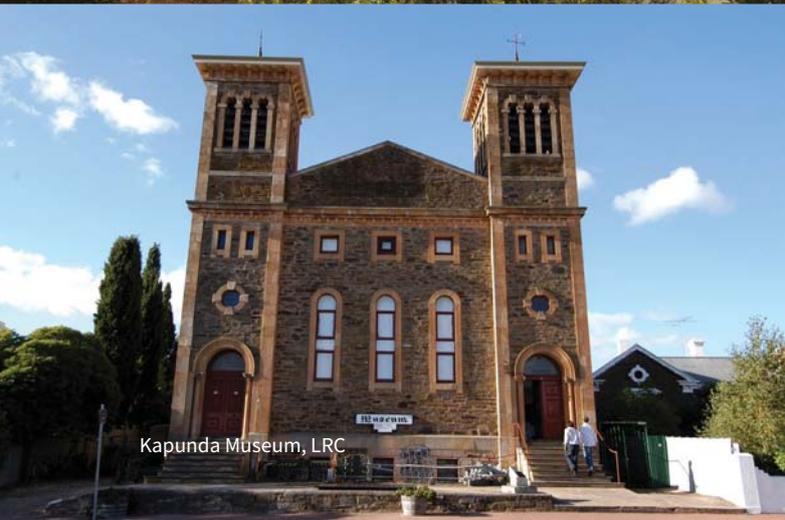
The General Manager, Economic Development at Light Regional Council can be contacted on **+61 8 8525 3200** or [light@light.sa.gov.au](mailto:light@light.sa.gov.au)



Kapunda Mine, LRC



Kapunda Visitor Information Centre, LRC



Kapunda Museum, LRC



Freeling ANZAC Park, LRC