Legatus Group
Tourism Visitor Information Services Report

Situation analysis

This analysis is a companion document to the Tourism Visitor Information Services Project Report.

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Barossa tourism region

Regional Tourism Organisation

Tourism Barossa Inc. (TBI) is the Regional Tourism Organisation (RTO) and two of the region's local councils (The Barossa Council and Light Regional Council) and SATC provide funding support. The Town of Gawler is included in the Barossa tourism region; however, does not financially contribute to TBI. TBI is a member- based organisation with membership revenue contributing significantly to its annual funding.

TBI employs a small team of part-time staff (2FTE) whose activities include (directly relevant to VIS):
- managing tourism content on www.barossa.com
- managing an active Social Media presence under 'My Barossa'
- producing the Barossa Touring Map, Barossa Regional Visitor Guide and Barossa Retail Guide.

Barossa Regional partners

Local Government: The Barossa Council, Light Regional Council, Town of Gawler*

*Town of Gawler is not a Legatus member council and therefore has not been included in this project; it is however, included in the Barossa Tourism Region. It is therefore suggested that it be included in consideration of VIS delivery for the region.

Industry / development organisations: TBI, Regional Development Australia Barossa Gawler Light Adelaide Plains, Barossa Grape and Wine Association, Barossa Food.

Gap analysis (comparison current to potential VIS delivery)

In addition to the recommendations and information provided in our main report, we have also developed a gap analysis / review of specific opportunities and challenges for the Barossa tourism region based on the regional information provided and our best practice research findings.

Face-to-face delivery

VICs

There are two accredited VICs in the Legatus member council areas of the Barossa tourism region – one located in Tanunda and one in Kapunda; both owned and operated by Local Government. Whilst the Gawler VIC (https://www.barossa.com/visit/visitor-information-centres/gawler-visitor-information-centre) is part of the Barossa tourism region, as it sits outside the Legatus region, it has not been included as part of this project.

Barossa VIC

Barossa VIC is currently undergoing a significant upgrade that will improve the visitor experience (integration of technology, appeal of information (visual stimulation and interactivity), education, storytelling), provide increased opportunity for artisan product retail sales (regional wine, food, arts and crafts) and flexibility of service delivery.

Parking

Whilst the carpark behind the centre has ample capacity, it is mainly unsealed and does not meet accreditation standards (level surface and line marking to designate disabled, bus and caravan parking).

Role of the VIC

In addition to its core functions as a VIC, the Barossa VIC plays a broader regional role in areas such as attendance at regional promotional and trade events, content contribution to the regional website and regional social media channels. Compared to other centres in the Legatus region, the Barossa VIC has a

relatively high staffing level (5FTE), supported by a strong cohort of volunteers. It is suggested that in future regional VIS discussions the following considerations be made:

- formalising and potential extension of the regional role of this VIC (e.g. could include a regional VIS delivery oversight role, mentoring of other VIC (Kapunda, Gawler) staff and volunteers)
- potential extension of existing resources to provide additional VIS delivery outside the VIC (roving ambassadors, pop-ups).

Kapunda VIC

Collocation with council services

The VIC is co-located with council customer services, with staff undertaking both roles. Whilst there are financial benefits of co-location (sharing of space and savings in salaries and wages), there is also the significant challenge in the requirement for staff to be skilled and knowledgeable in the areas of library, council customer services and visitor services. Challenges also present with competition for floor space for displays, flexibility of layout (different customer service requirements) and technology to support both services.

The site is also home to the Sidney Kidman exhibition and Taste of the Region display; attractions that the Light Regional Council is keen to expand and promote. It is suggested that future modifications to the site consider the potential benefits of 'reimagining' the visitor experience both in terms of visitor information delivery and these attractions.

Additionally, the VIC does not engage volunteers. It is suggested that opportunities to engage volunteers to enhance the visitor experience be considered. Staff training needs have been identified in areas such as sales, marketing, online bookings and use of digital technology. The requirement (per accreditation guidelines) for 7-day delivery is currently inhibiting the ability to provide this training. The engagement of volunteers to assist in VIS delivery may assist in addressing this challenge.

VIOs

There are currently three VIOs in the Legatus member council areas of the Barossa tourism region; all located in The Barossa Council region (Angaston, Nuriootpa and Williamstown) and all operated by commercial businesses. It is understood that potential future VIO sites have been identified for The Barossa Council region to be operated by council library branches at Mt Pleasant and Lyndoch.

There are currently no VIOs operating in the Light Regional Council area; however, it is understood that there is potential for a site at Freeling and for an unmanned site at Marananga (Seppeltsfield Rd).

The Barossa VIC has oversight of the VIOs in its region. This could be extended to take a regional approach to VIO delivery (subject to agreement between funding stakeholders) to share resources, provide VIO support and improve consistency and flexibility of VIS delivery.

Other face-to-face delivery options

Pop-up / mobile delivery

The Barossa VIC provides pop-up VIS (concierge stand) at Barossa promotional events interstate and at key regional events.

There is potential to extend the capacity of pop-up / mobile services by collaborating regionally to develop a regional VIS model where assets created can be shared e.g. securing of a mobile kiosk / stand / vehicle reflecting regional branding. Potential collaboration with neighbouring tourism regions to combine investment (e.g. in a van that could be shared with interchangeable marketing collateral) could also be considered.

Roving ambassadors

As part of future regional VIS discussion, consider potential opportunities to increase visitor length of stay and spend using roving ambassadors to engage with visitors e.g. at regional events and during peak periods.

Digital

Websites and social media

Regional website and social media

The tourism region brand is Barossa with sub-regional brands reflecting townships and key attractions. The regional website is Barossa.com which is currently undergoing a significant upgrade, and which will provide improved VIS delivery (including the addition of live webchat capability). Content management is shared between the Barossa food, wine and tourism industry associations and with the Barossa VIC.

Similarly, social media communication supporting the Barossa brand is also shared between the Barossa food, wine and tourism industry associations and with the Barossa VIC.

Sub-regional websites and social media

Light Regional Council is currently developing its own website lightsouthaustralia.com and social media program to drive separate brand recognition for the council region with promotional goals including but extending beyond tourism visitation. It is suggested that, as part of future regional VIS discussions, the roles and linkages between regional and sub-regional websites (such as lightsouthaustralia.com) and social media communication be considered to ensure that information and promotion is centred on the visitor and supports increased length of stay and spend in the region.

Physical

An audit of physical VIS (signage, wayfinding, information bays etc.) has not been undertaken; however, it is noted that both councils are currently undertaking reviews.

The Barossa Council is working with township groups to develop potential concepts for town entry signage.

Light Regional Council is undertaking a tourism signage audit; considering current condition and recommendations for improvement.

The SA Regional Visitor Strategy notes as an action of the Barossa tourism region (in relation to visitor infrastructure) to improve visitor wayfaring including signage and improve directional signage.

A gap noted during consultation on this project is in relation to main highway signage and key turnoffs to Barossa townships; with the suggestion that reference to the Barossa region be added to directional signs to connect townships to the region.

A detailed audit of VIS delivery for the Barossa tourism region is provided as Appendix 1.

Key contacts

- Cathy Wills, Regional Tourism Manager, Tourism Barossa Inc.
- Jo Seabrook: Manager Tourism Services, The Barossa Council
- Liz Heavey: Tourism Development Manager, Light Regional Council
- Pepper Mickan: Library Services Manager, Light Regional Council
- Lynette Ancell, Senior Visitor Information Centre Officer, Gawler Visitor Information Centre, Town of Gawler

Clare Valley tourism region

Regional Tourism Organisation

The Clare Valley tourism region takes in the council areas of Clare and Gilbert Valleys Council, the Regional Council of Goyder and parts of both the Adelaide Plains Council and Wakefield Regional Council.

There is no separate RTO for the region. Regional Development Australia Yorke and Mid North (RDAYMN) coordinates industry-based tourism initiatives for the region on behalf of the above four councils. With a small amount of funding support from SATC, it employs a part-time regional tourism manager (0.6FTE).

Regional partners

Local Government: Clare and Gilbert Valleys Council, Regional Council of Goyder (whilst Adelaide Plains Council and Wakefield Regional Council are part of the Clare Valley tourism region, they are not significant partners in tourism VIS delivery).

Industry / development organisations: Regional Development Australia Yorke and Mid North, Clare Valley Wine and Grape Association, Clare Valley Cuisine, Visual and Performing Arts (Mid North), and Clare Valley Business and Tourism Association

Gap analysis (current to potential comparison)

Face-to-face delivery

VICs

There are currently two accredited VICs – one located in Clare (operated by an industry organisation) and one in Burra (operated by Regional Council of Goyder).

Clare Valley Wine Food & Tourism Centre (CVWFTC)

Location

The location of the Clare VIC has relatively recently been debated with the outcome being a return to its current location (following previous relocation to be co-located with the library in the main street). It is suggested that the pros and cons of the current location in relation to best practice (outlined below), be considered as part of future regional VIS delivery discussions (e.g. potential to fill any resultant VIS gaps with use of roving ambassadors and pop-up information booth in high foot traffic areas, at peak times, at festivals and events etc. across the tourism region).

Pros	Cons
• It is an attraction in its own right – regional wine and food offering in an attractive setting (recently won VIC of the year) • Provides retail and consumer engagement opportunities for regional food, wine and arts sectors • Ample parking • Proximity to tourism accommodation • Co-location with wine industry body	• Out of town – not providing benefit to main street retail, cafes etc. - not in high foot traffic area • Not at a gateway to the Clare Valley tourism region from either direction • Visibility issues – set back off the road and may be challenging to see at first glance

Role of the VIC

In addition to its core functions as a VIC, the CVWFTC plays a broader regional role in areas such as attendance at regional promotional and trade events and content contribution to the regional website. Compared to other centres in the Legatus region, the CVWFTC has relatively a high staffing level (5.5FTE), supported by a strong cohort of volunteers. It is suggested that in future regional VIS discussions the following considerations be made:

- formalising and potential extension of the regional role of this VIC (e.g. could include a regional VIS delivery oversight role, mentoring of Burra VIC staff and volunteers)
- potential extension of existing resources to provide additional VIS delivery outside the VIC (roving ambassadors, pop-ups).

Burra & Goyder Visitor Information Centre

The Regional Council of Goyder (RCOG) has secured grant funding to construct a new building linking the Burra Town Hall and the Burra Regional Art Gallery to be named the Burra Cultural Centre. VIC services will be relocated to the new building and complemented with a retail shop with administration of the Town Hall, Art Gallery and Visitor Centre consolidated. The gallery is a drawcard and the new centre will be in a strong location in terms of proximity to the main street, high foot traffic, access to parking, amenities etc. It is anticipated that the Burra Cultural Centre will also become an attraction.

Revenue and customer service relating to Heritage Passport product sales and provision of tours are key aspects of current VIC operations. It is suggested that RCOG consider staffing roles in new model that consider revenue-generating potential. It is also noted that the VIC currently has limited volunteer capacity and suggested that volunteer recruitment and potential for sharing of volunteers with co-located gallery and town hall also be considered.

VIOs

There are currently seven VIOs, located in Eudunda, Terowie, Auburn, Riverton, Robertstown, Mount Bryan and Hallett; operated by community groups or the private sector and with a base level of support provided by respective councils.

Other face-to-face delivery options

Pop-up /mobile delivery

The CVWFTC provides pop-up VIS at trade events (stand used at Caravan & Camping Show). There is potential to extend the capacity of pop-up / mobile services by collaborating regionally to develop a regional VIS model where assets created can be shared e.g. securing of a mobile kiosk / stand / vehicle reflecting regional branding. Potential collaboration with neighbouring tourism regions to combine investment (e.g. in a van that could be shared with interchangeable marketing collateral) could also be considered.

Roving ambassadors

As part of future regional VIS discussion, consider potential opportunities to increase visitor length of stay and spend using roving ambassadors to engage with visitors e.g. at regional events and during peak periods.

Digital

Websites and social media

Regional website and social media

The tourism region brand is Clare Valley with sub-regional brands reflecting townships and key attractions. The regional website is clarevalley.com.au (recently upgraded) and content management is undertaken by CVWFTC. Social media communication supporting the Clare Valley brand is undertaken by RDAYMN.

Sub-regional websites and social media

Visit Burra is the predominant sub-regional brand with website visitburra.com (also recently upgraded) and supporting social media. It is understood that Clare Valley Wine Inc. also plan to build an adjunct wine related website. It is suggested that, as part of future regional VIS discussions, the roles and linkages between regional and sub-regional websites (such as visitburra.com) and social media communication be considered to ensure that information and promotion is centred on the visitor and supports increased length of stay and spend in the region.

Physical

An audit of physical VIS (signage, wayfinding, information bays etc.) has not been undertaken. It understood there are no current signage reviews being undertaken in the region.

A detailed audit of VIS delivery for the Clare tourism region is provided as Appendix 2.

Key contacts

- Paula Jones, Centre Manager, Clare Valley Wine Food & Tourism Centre (CVWFTC)

- Pat Kent, Tourism, Arts & Heritage Development Manager, Regional Council of Goyder (RCOG)

- Miriam Ward, Regional Tourism Manager, Regional Development Australia Yorke & Mid North (RDAYMN)

- Dr Helen McDonald, CEO, Clare & Gilbert Valleys Council

Southern Flinders Ranges tourism (sub)region

Regional Tourism Organisation

The Southern Flinders Ranges (SFR) is not recognised as a South Australian Tourism region in its own right; with the area being part of the Flinders Ranges & Outback (FRO) tourism region. The SFR Local Government partners continue to jointly pursue recognition as a separate tourism region (with the South Australian Tourism Commission (SATC)) and creation of an SFR tourism entity. Consultation with the region indicates that a lack of critical mass of tourism products and experiences continues to impede recognition as a separate tourism region.

Whilst SFR shares many tourism commonalties with the broader Flinders and Outback areas, there are also many differences in tourism products and experiences (SFR strong focus on food and wine) and in terms of target visitor markets. The vast geographic size of the area and the tyranny of distance between townships also makes collaboration as one tourism region challenging.

The Regional Development Australia (RDA) boundaries split the SFR area with the RDAYMN boundary including the SFR councils and RDA Far North (RDAFN) boundary including the northern Flinders and Outback areas. RDAs auspice the key tourism resources for the region with a small amount of funding assistance from SATC and from a small number of councils. RDAYMN employs a part-time Communications / Tourism Officer (Southern Flinders Ranges) equivalent to 0.2FTE and RDAFN employs a full-time Project Officer Tourism (Flinders Ranges & Outback).

Flinders Ranges and Outback South Australia Tourism (FROSAT) is the RTO for the tourism region. FROSAT is governed by a volunteer Board who work with the RDA tourism staff to deliver tourism regional plans and initiatives (within available resource limits).

SFR Regional partners

Local Government: Flinders Ranges Council, District Council of Mount Remarkable, District Council of Ororoo Carrieton, District Council of Peterborough, Northern Areas Council and Port Pirie Regional Council

Economic development organisations: RDAFN and RDAYMN

Industry development organisations: FROSAT, Flinders Ranges Tourism Operator Association, Southern Flinders Tourism and Tastes, Peterborough Tourism

Gap analysis (comparison current to potential VIS delivery)

Face-to-face delivery

VICs

There are currently four accredited VICs located in Port Pirie, Peterborough, Hawker and Quorn (Flinders Ranges). All are co-located with attractions or businesses and/or are in main streets / close to CBD areas. Port Pirie, Flinders Ranges and Peterborough VICs are all owned and operated by Local Government, whilst the Hawker VIC is privately owned and operated.

Peterborough & Flinders Ranges

Governance

The Peterborough VIC is operated by the Peterborough Tourism Management Committee and Flinders Ranges VIC is currently overseen by the Flinders Ranges Visitor Information Centre Management Committee; both s41 Committees of the Councils. Should the region moved towards an SFR regional VIS model (including centralised / regional management of VICs and VIOs), the opportunity exists to convert these S41

committees to advisory committees and reduce the governance and administration burden as a s41(Local Government requirements) on each of the councils.

Port Pirie

Operational review

Port Pirie Regional Council previously engaged V1 Tourism to undertake a review of the VIC. It is noted that the confidential recommendations are still being considered by Council.

VIOs

There are currently 8 VIOs in the SFR sub-region located in Crystal Brook, Jamestown, Wirrabara, Laura, Melrose, Wilmington, Orroroo and Gladstone; mainly staffed by volunteers. Different types of organisations operate the VIOs including Local Government (Orroroo), community groups (Crystal Brook, Jamestown, Wirrabara, Laura, Wilmington, Gladstone) and private sector (Melrose Caravan Park).

Other face-to-face delivery options

Pop-up /mobile delivery

The region collaborates to provide VIS at trade events (stand used at Caravan & Camping Show). There is potential to extend the capacity of pop-up / mobile services by collaborating regionally to develop a regional VIS model where assets created can be shared e.g. securing of a mobile kiosk / stand / vehicle reflecting regional branding. Potential collaboration with neighbouring tourism regions to combine investment (e.g. in a van that could be shared with interchangeable marketing collateral) could also be considered.

Roving ambassadors

As part of future regional VIS discussion, consider potential opportunities to increase visitor length of stay and spend using roving ambassadors to engage with visitors e.g. at regional events and during peak periods.

Digital

Regional and sub-regional websites and social media

The tourism region brand is Flinders & Outback with sub-regional brands 'Southern Flinders', 'Flinders Ranges' and 'Outback'. The regional website https://flindersandoutback.com.au/ reflects the three regional brands and links to the separate sub-regional websites (SFR https://www.southernflindersranges.com.au/). RDAYMN and FROSAT currently share responsibility for updating the website.

The sub-regional website www.flindersranges.com defaults to http://www.frc.sa.gov.au/tourism which is the website for the Flinders Ranges VIC. It is noted (for regional consideration) that this may create visitor confusion when doing a general search on 'Flinders Ranges'.

Social media promotion is structured in line with the region and sub-region branding for the Flinders & Outback region. Social media communication supporting the SFR brand is undertaken by RDAYMN.

Physical

A separate audit of physical VIS (signage, wayfinding, information bays etc.) has not been undertaken. It is understood there are no current or recent reviews for the region.

A detailed audit of VIS delivery for the Southern Flinders tourism (sub)region is provided as Appendix 3.

Key contacts

- Carly Archer, Communications / Tourism Officer (Southern Flinders Ranges) Regional Development Australia Yorke and Mid North

- Project Officer Tourism (Flinders Ranges & Outback) Regional Development Australia Far North (currently vacant)

- Glen Christie, Manager – Tourism & Events, Port Pirie Regional Council

- Jillian Wilson, Coordinator, Flinders Ranges Visitor Information Centre, Flinders Ranges Council

- Janet Teague, Hawker Visitor Information Centre

- Ann Frick, Manager of Corporate & Community Services, District Council of Orroroo Carrieton

- Shirley Dearlove, Team Leader/Supervisor, Steamtown Heritage Rail Centre / Peterborough Visitor Information Centre

- Rhonda Pech, Laura Information Centre

- Ebony Rodda, Community Engagement Officer, District Council of Mount Remarkable

Yorke Peninsula tourism region

Regional Tourism Organisation

Yorke Peninsula Tourism (YPT) is the RTO with Copper Coast Council, Yorke Peninsula Council and District Council of Barunga West and SATC providing funding support.

Adelaide Plains Council and Wakefield Regional Council both sit across two tourism regions: Yorke Peninsula (YP) and Clare Valley. These Councils do not currently contribute funding to YPT, therefore YPT's delivery of service focuses predominantly on the Copper Coast, Yorke Peninsula and Barunga West Council areas.

YPT engages a part-time Tourism Manager and Tourism Coordinator with a combined FTE of 1.1.

YP Regional partners

Local Government: Copper Coast Council, Yorke Peninsula Council and District Council of Barunga West

Industry / development organisations: Yorke Peninsula Tourism (YPT), RDAYMN

Gap analysis (comparison current to potential VIS delivery)

Regional VIS delivery

Of note, YP is already operating, to a reasonable degree, under a regional VIS model with strong collaboration amongst YPT and Copper Coast Council, Yorke Peninsula Council and District Council of Barunga West. However, there is currently no formal model in place and there may be further improvements to be made in terms of efficiencies, support for Visitor Information Providers (VIPs) and improvements to the visitor experience. Creating a truly regional model in terms of planning, funding and allocation of resources would also provide an opportunity to engage with both Adelaide Plains and Wakefield councils around potential addition of VIOs in key locations in those areas.

Face-to-face delivery

VIC

Location

There is one VIC in the region, Copper Coast VIC, located in Kadina, owned and managed by Copper Coast Council. The VIC is located off the main street and can be challenging for visitors to find as it is not located in a prominent position. Although co-located with other services (Farm Shed Museum, play centre and mini golf), the VIC is not in a high foot traffic area. Copper Coast Council is aware of these challenges and aims to address them in future delivery planning.

Booking services

Copper Coast Council is currently developing a consumer facing website (as distinct from its Local Government website) to be delivered in time to facilitate hosting cruise ship visitors beginning December 2019 / January 2020. The new website will address areas such as booking commissions (the VIC is currently only receiving 4% commission) and booking of tourism products and experiences (will be a 10% commission).

VIOs

There are currently 12 VIOs, strategically located across the region in Ardrossan, Coobowie, Corny Point, Edithburgh, Minlaton, Innes National Park, Maitland, Port Broughton, Port Victoria Kiosk, Port Vincent, Yorketown and Stansbury.

Different models are in place in terms of the type of organisations operating VIOs including community groups, progress associations and the private sector. Some VIOs are operated with a combination of staff and volunteers, others are unmanned (i.e. hard copy information only). VIO support from Yorke Peninsula Council in some cases includes the leasing of council-owned caravan parks to local progress associations that then use surplus funds to support VIS delivery.

The region may want to consider future inclusion of VIOs connecting the region to the northern gateway to the Adelaide International Bird Sanctuary at Point Parham. The YPT Strategic Plan also notes potential consideration of Mallala and Two Wells as entry points to the region.

VIOs in each area are managed by the Council in that area. There is the potential to regionalise management of VIS and bring the VIC and oversight of all VIOs under one umbrella, with the aim of creating financial efficiencies and improving consistency and flexibility of VIS delivery.

Other face-to-face delivery options

Pop-up /mobile delivery

The Copper Coast Council will establish a seasonal 'pop-up' VIC at the Railway Station in Wallaroo to support visitation by cruise ships beginning December 2019 / January 2020.

There is potential to create shared pop-up / mobile service capacity e.g. securing of a mobile kiosk / stand / vehicle reflecting regional branding.

Roving ambassadors

As part of future regional VIS discussion, consider potential opportunities to increase visitor length of stay and spend using roving ambassadors to engage with visitors, e.g. at regional events and during peak periods.

Digital

Regional and sub-regional websites and social media

The tourism region brand is Yorke Peninsula with sub-regional brands for townships and attractions e.g. Visit Copper Coast. The regional website is https://yorkepeninsula.com.au/ and YPT owns the domain name.

There are currently a range of sub-regional brand websites managed by various organisations. For example, Yorke Peninsula Council promotes 'Visit Yorke Peninsula' and has its own website https://www.visityorkepeninsula.com.au/. It is noted (for regional consideration) that this may create consumer confusion for visitors when doing a general search on 'Yorke Peninsula'.

Copper Coast Council is currently developing a consumer facing Copper Coast website www.visitcoppercoast that will be supported with social media including Instagram and rebranding of its existing Facebook page (due for completion mid 2019).

Social media promotion is structured in line with the region and sub-region branding for the Yorke Peninsula region. Regional website content management and regional brand social media communication is undertaken by YPT.

Physical

A separate audit of physical VIS (signage, wayfinding, information bays etc.) has not been undertaken. Yorke Peninsula Council is undertaking a signage audit (standards and consistency).

A detailed audit of VIS delivery for the Yorke Peninsula tourism region is provided as Appendix 4.

Key contacts

- Lynn Spurling, Library & Tourism Coordinator, Copper Coast Libraries Copper Coast Council
- Wendy Storey, Visitor Information Support Officer, Yorke Peninsula Council
- Anne Hammond, Manager Business & Public Relations, Yorke Peninsula Council
- Deb Clark, Tourism Manager, Yorke Peninsula Tourism
- Andrew Cole, CEO Barunga West

Appendix 1: VIS Audit detail – Barossa tourism region

Face-to-face

Visitor Information Centres

Barossa Visitor Centre (Tanunda)

Location:	Services:	Commercial products & services:
- 66-68 Murray St Tanunda - Co-located with The Barossa Council Public Library Branch Tanunda - Located within same building as Barossa Grape & Wine Association (BGWA) & Tourism Barossa Inc (TBI) - Located in heart of Tanunda main street, next to public toilets and Cycle Hub; within short distance of cafes and retail offering	- Face-to-face visitor contact - Phone and email visitor contact - My Barossa Social media – visitor contact - Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps) - Own printed factsheet series	Booking services: - Accommodation (12% commission) - Tourism products and experiences (12% commission) - Local or regional events (6% commission) Retail: Region-specific items (Barossa Made) plus Barossa branded merchandise; Barossa Food Pantry Events: Markets, festival events

Digital facilities on site:	Facilities:	Staff & volunteers:
- Free Wi-Fi - Touchscreen interactive information for direct customer access - large format touchscreen locked to Barossa.com (currently not able to print) - Screen (for presentation of film, digital media, interpretive information) - screen is medium size	- Parking: Carpark does not meet accreditation standards. Needs to be sealed and formalised with lines to include parking for disabled, bus and caravans - Toilets are adjacent in building next door - Seating both internal and external - Mobile displays and information - Interpretive displays & information – Barossa Wine Library / Display - Challenges with current layout – congestion, visibility (locally)	Staffing: - 8 staff, 5 FTE Volunteers: - 20 volunteers - 2760 volunteer hours p.a. - Systems include Volunteer Position Description, 'Mutual review' & Volunteer Supervisor Review

Funding:	Industry support:	Updating visitor information and staff/volunteer knowledge:
Local Government: • The Barossa Council $580,000 Industry: • Tourism businesses within Barossa tourism region but outside The Barossa Council area pay $100p.a. participation fee - approx. $4000p.a. total (40 businesses). E.g. Businesses in Light Regional Council and Gawler Council area Governance / ownership: Owned and managed by Council	• Attendance at trade shows: Barossa Be-Consumed events (organised by BGWA) – Melbourne and Sydney • Venue for tourism-related events/functions • Networking opportunities for tourism operators • Familiarisation tours / training	• 6 weekly famils • communication book • email communication • quarterly volunteer / staff training nights 6 weekly team meetings

Planned initiatives:	Data capture:	Performance measurement & reporting:

• Upgrade funded by Council with support from International Wine Tourism Project $135k
• Looking to evolve to 'more than just an information centre'
• Will feature Barossa Makers table (rotating maker in residence), Barossa Wine Library and potential for Friday night wine bar pop-up
• Film & media assets will include a large screen with video footage (utilise content from BGWA, SATC, TBI, Barons of Barossa); plus, smaller screens for advertising of bookable products
• Concierge desk x2, booking desks x2
	• Revenue:
	  o Bookeasy online sales transactions
	  o Merchandise Sales / Food sales
	  o Cycle Hub: Bike hire
	• Ratings: Customer Satisfaction:
	• Enquiries:
	  o No. of Visitors
	  o No. of Visitor Enquiries
		• TripAdvisor rating
		• 6 monthly VICN surveys
		• Quarterly report to Council

Kapunda Visitor Information Centre

Location:	Services:	Commercial products & services:
• 53 Main St Kapunda • Co-located with library service, Kidman Exhibition and Taste of Region display • Located in centre of town and opposite newly created town square	• Face-to-face visitor contact • Phone and email visitor contact • Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps) • Phone charging • Printing of personal / travel documents • Regular e-newsletter to tourism industry	Booking services: • Accommodation (4% commission for bookings made through BookEasy as an associate member) • Tourism products and experiences (no commission) • Local or regional events (no commission) Retail: Souvenirs, maps, Australiana books Tours: Staff provide guided tours of Kapunda Heritage Trail

Digital facilities on site:	Facilities:	Staff & volunteers:
• Free Wi-Fi • Computers & internet access	• Parking: On street carparking or 3min walk to dedicated carpark • Reception desk, seating, toilets, lift access • Interpretive displays & information – 'Taste of the Region' display located in basement of building (interactive maps, movies, information) • Kidman Exhibition (collection of photographic prints, artwork, memorabilia & 16mm film documenting pastoralist's life) located on first floor of building	Staffing: • Approx. 2 FTE • Training provided: dealing with difficult customers, first aid, systems, tour guide • Training needed: selling to customers, marketing, online bookings, digital resources. Volunteers: • No volunteers

Funding:	Planned initiatives:	Updating visitor information and staff / volunteer knowledge:
Local Government: Light Regional Council (estimated cost) $245,043. [Staffing $225,043; operational (e.g. souvenirs, advertising, uniforms, printing) $20,000 (excludes property expenses - depreciation, electricity, water, cleaning - Council owned building - costs not currently allocated to VIC)]	• Kidman Exhibition: future provision for screening of original 16mm film • An app that provides information on trails within Light Region • 'Taste of the Region' - interactive touch screen technology to provide more interactivity to exhibition • Review of in-house flyers; new Kapunda tear off map	• Regular staff notices • Emails between staff • Feedback via Tourism Development Manager from TBI

Data:	Performance measurement & reporting:	Governance / ownership:
• Number of visitors • Location of origin • Length of stay	• TripAdvisor rating • 6 monthly VICN surveys • Customers feedback forms • Annual Report for Council	Owned and managed by Council

Visitor Information Outlets

Locations:	Services:	VIO Support:
Current VIOs: • Barossa Valley Cheese Co. Angaston • Barossa Valley Tourist Park Nuriootpa • Baker Street Bakery, Williamstown Potential VIOs: • Mt Pleasant (potentially at Library branch) • Lyndoch (potentially at Library branch) • Freeling • Marananga (Seppeltsfield Road - unmanned)	Localised information service only	• VIOs are overseen by The Barossa Council (Tourism Services department) - guiding documents (VIO policy, process and checklist) outline governance model and support provided • All VIOs are invited to any networking functions • VIOs need to be a member of TBI and therefore invited to TBI networking & training opportunities • VIOs receive Barossa VIC industry news fortnightly and pick up key regional brochure stocks • Generally, operate autonomously. Barossa VIC does a check 1-2 times a year • Resource limitations are a barrier to working more closely with VIOs

Other

Pop-up information services:	Roving Ambassadors:	Other organisations providing VIS in region:
• Barossa VIC: Used at times (events etc.) • Kapunda VIC: In the past, staff have delivered pop-up VIS stalls at the Kapunda Show and Kapunda Farm Fair, plus football game	Barossa VIC: Used at times (events etc.)	• Getaways SA (Reservation Services) • Many local businesses provide informal VIS e.g. many have brochure areas, supply visitor guides, supply maps, provide recommendations etc.

Digital

Websites:	Social media:
• Regional: https://www.barossa.com/ • Sub-regional: www.lightsouthaustralia.com (due to be launched soon)	• Regional: Facebook Mybarossa • Sub-regional: Light South Australia social media coming soon

Physical

Light Regional Council (LRC) Tourism Plan 2018-2023 Situational Analysis reference:

Tourism signage:

- Interpretive signs – deliver interpretation of key visitor assets in locations, such as Kapunda Mine Site (shared responsibility – LRC and community groups)

- Tourism signs (brown signs) – directs visitors to specific tourism businesses (LRC responsibility)

- Tourism trail signs – e.g. Kapunda Heritage Trail (LRC responsibility)

- Wayfinding signs – e.g. to public toilets, RV dump points, points of interest (lookouts) etc. (LRC responsibility)

- Sturt Highway town signs – signs provide a list of tourism experiences at each exit (Department of Planning, Transport & Infrastructure responsibility)
- Information bays - provide a welcome point to sub-regions of LRC, provide some local historical interpretation and deliver offline visitor servicing to people travelling around the region. Locations include Kapunda 'Map the Miner' Information Bay, Kapunda Town Square, Seppeltsfield Rd Marananga. Potential for additional Information Bay at corner of Gerald Roberts Road and Seppeltsfield Road, Seppeltsfield and potential for addition of VIS supporting infrastructure at Seppeltsfield Mausoleum (seating, visitor information and interpretation).

Guiding documents

The Barossa Council:	Light Regional Council:	Tourism region:
- Tourism Services Barossa Visitor Centre Business Development Plan (not publicly available) - The Barossa Council Community Plan	- Light Regional Council Tourism Plan 2018-2023 and Situational Analysis - VIC will be developing a new business plan in the future	- Tourism Barossa – Strategic Plan 2018-20 - Tourism Barossa International Export Plan 2017-19 - SA Regional Visitor Strategy

Challenges & opportunities

Challenges:

Commercialisation / revenue:	Funding & resources:	Volunteers:
Reduced accommodation bookings income – pressure from Airbnb, booking.com, Expedia etc. (nationally)	- Staff resourcing – always under resourced – issue nationally - Kapunda VIC - skill sets of existing staff - staff are trained in providing visitor, library and council customer services - means any staff member can serve any customer, but level of expertise is not necessarily there. With centre required to be open 7 days a week due to accreditation requirements, makes it difficult to schedule in necessary training	- Co-ordination, training etc. - How to attract younger skilled volunteers who are IT savvy - Sales skills (convert enquiry to a sale)

Digital delivery:	Face to face delivery:	Collaboration:
- How are we ensuring we provide a good service digitally (not just face to face/telephone etc.)? - Integration of technology - provide engaging, relevant and consistent information across all platforms (online face-to-face, phone, social)	Less brochures being produced - will VICs have collateral in future to give out whilst consumers still value it?	VIC networking across the state needs improvement

Opportunities:

Commercialisation / revenue:	Collaboration:	Digital delivery:
• Tourism Barossa event ticketing service – could this be a service provided by Barossa VIC as consumer facing body? • Weddings, events, conference bookings • Food Barossa shop	• Better networking / communication for VICs, VIOs and RTO (led by RTO) • Greater inclusiveness of Barossa VIC by TBI / BGWA particularly in relation to Barossa.com • Reference to VICs as call to action on SATC campaigns	• Need to embrace digital more – still helping visitors but via different means of communication Online web chat functionality on website (Barossa VIC looking to introduce – resourcing to be determined) • Barossa.com – more mobile friendly particularly booking functionality • Development and introduction of digital technologies provides the opportunity to increase visitor services, without needing too much additional physical space • Touchscreen resources in centre – in-store itinerary building – print or download to phone

Face to face delivery:	Staff / volunteers:	Funding & resources:
• Improved staffing skill sets particularly around upselling and cross promotion of region • More visual content in centre – aspirational / motivational imagery with tactical messaging – to complement customer service • Better external signage	• Relationship with school / TAFE as source of younger volunteers • IT skills training	• Barossa VIC funded by the Barossa Council – should there be funding from other Councils which would then provide a full service to the entire Barossa region?

Appendix 2: VIS Audit detail – Clare Valley tourism region

Face-to-face

Visitor Information Centres

Clare Valley Wine Food and Tourism Centre (CVWFTC)

Location:	Services:	Commercial products & services:

• Corner Horrocks Highway & Spring Gully Rd Clare
• Co-located with Clare Valley Wine
• 3km south of Clare township; next to Discovery Caravan Park
	• Face-to-face visitor contact
	• Phone and email visitor contact
	• Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps)
	• Happy Hour on Friday Nights for locals and visitors
	• Manages clarevalley.com.au
	• Interpretive displays and information – various banners etc. including wetlands etc.
		Booking services:
		• Accommodation (10-12% commission); online platform (V3 Launchpad)
		• Tourism products and experiences (10% commission)
		• Local or regional events (commission variable – some have a set amount e.g. $2 per ticket and some are at 10%.)
		Retail:
		Sales of local produce, food, art, wine, local produced postcards etc. – on commission
		Events:
		    • Market every weekend – 'Meet the maker'
		    • Xmas shopping night
		    • Clare 'community thank you' night

Digital facilities on site:	Facilities:	Staff & volunteers:
• Free Wi-Fi • 3 video screens running promotion of centre services and local product videos • Touchscreen computer for visitors to be repurposed. Currently overlooked in favour of asking questions of staff and volunteers. Program now outdated. May use terminal as extra computer for guest access. Little need - most people have own tablet or phone and use free Wi-Fi. May use terminal for staff and volunteers rather than public access.	• Many car spaces, plus long vehicle parking • Café seating, bar seating • Front information counter • Toilets	Staffing: 6 staff, 5.5 FTE Volunteers: • 30 volunteers • 2000 volunteer hours p.a. Training: Training required as part of VIC accreditation – 20 hours per person, includes staff meetings, famils, info sessions etc.

Funding:	Industry support:	Updating visitor information and staff / volunteer knowledge:
Local Government: • Clare & Gilbert Valleys Council $200,000 p.a. (funding agreement until Feb 2025) • Funds used to pay commercial rent on Council-owned building, electricity costs and pays some wages Industry: • Clare Valley Business & Tourism Association (CVBTA) – famils and puts $500 towards Centre attending Caravan & Camping Show (jointly with Regional Council of Goyder) • Clare Valley Wine & Grape Association (CVWGA) puts $800 towards Caravan & Camping Show and provides wine tasting at this event • CVWFTC – funds joint stand at Caravan & Camping Show – cost up to $3500 – has a marketing budget of $10,000 annually Governance / ownership: • Centre is managed by a volunteer committee, the Clare Valley Hutt Project Inc • Works with CVBTA, CVWGA, Clare Valley Cuisine (CVC) and VAPAA (Visual and Performing Arts Assoc.) – reps sit on Clare Valley Hutt Project Inc	• Venue for tourism related events / functions • Networking opportunities for tourism operators	Weekly newsletter to volunteers, regular staff and volunteer meetings

Data capture:	Performance measurement & reporting:
• Collection of visitor stats in line with requirements of accreditation • Booking stats for direct bookings through Centre and clarevalley.com.au	• Customer Feedback • Repeat visitation – e.g. Friday Night Drinks • Visitor numbers through Centre • Reports are provided to Board of management (bimonthly) and monthly to Council. KPI's are addressed

Burra & Goyder Visitor Information Centre

Location:	Services:	Commercial products & services:
• Market Square, Burra • Main street, near businesses, amenities including toilets, cafes, gallery	• Face-to-face visitor contact • Phone and email visitor contact • Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps) • Heritage Passport product • Mine site / heritage tours • Networking opportunities for tourism operators • Interpretive displays and information • A3 back and front tear off sheet available at concierge desk of Goyder Region and Tourist Sites	Booking services: • Tourism products and experiences (level of commission not stated) • Local or regional events (no commission) Retail: Books, local produce, souvenirs; art on display and for sale

Digital facilities on site:	Facilities:	Staff & volunteers:
• Free Wi-Fi • Interactive tourism kiosks (specialised computer terminal) – 2 touchscreen computers	• Car parking out front, buses further up the street approx. 100m • Concierge desk	Staffing: 2 FTE Volunteers: 2; approx. 400 volunteer hours p.a. Training provided: Volunteer management

Funding:	Planned initiatives:	Updating visitor information and staff/volunteer knowledge:
Local Government: Regional Council of Goyder: $154,482 (based on year ended Mar 2019)	• Heritage Strategic Plan actions • Burra Cultural Centre development (relocation of VIC)	Training, managed by Tourism, Arts & Heritage Development Manager

Data:	Performance measurement & reporting:	Governance / ownership:
• Total visitors; age group, length of stay, origin • Passport product sales (number and value) • Social media interaction – VIC Facebook views + exposure for Goyder on Clare Valley Facebook page • Website (Visit Burra) hits – no. of page views & duration of time on website	RCOG Tourism, Arts & Heritage Development Manager reports to Council monthly on VIC	Owned and managed by Council

Visitor Information Outlets

Locations:	Services:	VIO Support:
Current VIOs: • Eudunda Information Outlet • Terowie Visitor Information Outlet • Cogwebs, Auburn • Riverton Information Outlet (Jules Café) • Robertstown & Point Pass (Robertstown War Memorial Community Centre) • Mount Bryan (Mount Bryan Hotel) • Hallett (Hallett Hall)	• Tourist information • Brochures and maps	• Invitation to VIC managers conference every year • Support for information and invitations to famils etc. – CVWFTC would like to expand this more

Other

Other:	Other organisations providing VIS in region:
• Attendance at trade shows / promotional events • Banners etc. for consumer and trade shows. Also attend major events e.g. masters' games as info booth	• Clare Valley Business & Tourism Association field questions • Some private businesses display brochures and information

Digital

Websites:	Social media:	E-newsletter:
• www.clarevalley.com.au • www.visitburra.com Both Clare & Burra websites recently updated (e.g. linking with ATDW) Clare Valley Wine Inc. plan to build an adjunct wine (industry site) – but have just gone live with a Mandarin translation of part of the clarevalley.com.au related site Updating of clarevalley.com.au is undertaken by CVWFT Daytrippa - free Mobile Guide/App: http://www.daytrippa.com.au/burra http://www.daytrippa.com.au/clare-valley	• Facebook - Burra & Goyder Visitor Information Centre • Facebook & Instagram – Clare Valley [maintained collaboratively between CVWFTC and RDAYMN (lead)] • Facebook & Instagram – Clare Valley Wine, Food & Tourism Centre	RDAYMN produce a monthly newsletter directly to 400 operators and stakeholders 'Clare Valley Tourism e-News' The CVWFTC also send out a newsletter each Wednesday to approx. 500 people

Guiding documents

Clare:	Goyder:	Tourism region:
• CVWFTC Socio Economic Impact Assessment March 2017, Hudson Howell • CVWFTC Strategic / Business / Marketing Plan (currently under review; will include information from (currently being created) Destination Management and Marketing Plan)	• Goyder Tourism Strategic Plan 2017 • Arts Development Strategy 2018-2023 • Burra Heritage Tourism Experience Development Plan • Goyder Master Plan 2018-2023	• Clare Valley Regional Tourism Strategic Plan 2018-19 (developed by CVGC and RCOG and adopted by Clare Valley Alliance) • Clare Valley Tourism and VICs KPPM Strategy 2014 • Clare Valley Wine & Grape Association Strategic Plan 2019+ • SA Regional Visitor Strategy Plans currently being developed: • Destination Management and Marketing Plan • New Tourism Experiences Opportunity Roadmap

Challenges & opportunities

Challenges:

Commercialisation / revenue:	Digital delivery:	Face to face delivery:
Airbnb is a challenge – the centre and many others rely on commission gained from accommodation bookings	Keeping up with changes in technology and the cost associated with this	Encouraging the visitors into Centres – need to be an attraction as well as a VIC

Opportunities:

Collaboration:	Volunteers:
Work more closely with the VIOs to ensure great service and opening hours	Goyder Arts Development Strategy 2018-23 actions include training for volunteers in digital space – could extend to include VIS volunteers

Appendix 3: VIS Audit detail – Southern Flinders Ranges tourism (sub)region

Face-to-face

Visitor Information Centres

Peterborough Visitor Information Centre

Location:	Services:	Commercial products & services:
2 Telford Ave Peterborough - Located on main street, 100m from free RV Park - Co-located with Steamtown Heritage Rail Centre	- Face-to-face visitor contact - Phone and email visitor contact - Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps)	Visitor experiences: - Tours - Nightly sound and light show Booking services: - Accommodation (no commission) - Tourism products and experiences – Willangi Bush Escapes ($2.50 commission) - Local or regional events (no commission) Retail: Local produce, souvenirs, clothing, books

Digital facilities on site:	Facilities:	Staff & volunteers:
- Free Wi-Fi - Computer and printer for visitor use - Digital DVD player in theatrette; projector and player for sound & light show at night	- Parking for cars, caravans, buses & RVs - Reception desk - Chairs and tables - Lounge seats - Theatrette - Boardroom - Toilets - Air conditioning - Kitchen 2 offices	Staffing: 1 full time Team Leader / Customer Service Officer (CSO) Monday to Friday 2 permanent part-time CSOs: - Mon-Fri, 10am-2pm and 7pm -10pm – Est. 1 FTE - Weekends 8.30 am to 5pm and 7pm -10pm - Est. 0.6 FTE - Casuals: Tour guides engaged 9am to 5pm daily – Est. 1 FTE Volunteers: 1 volunteer; 416 hours p.a. Other info: - Inductions given, basic training, tour guiding, customer service officers, sound and lightshow hosts - Recruiting tour guides difficult

Funding:	Industry support:	Updating visitor information and staff/volunteer knowledge:
Local Government: District Council of Peterborough: $170,000	• Provides a venue for tourism-related events/functions • Provides networking opportunities for tourism operators	Team Leader meetings

Governance:	Data capture:	Performance measurement & reporting:
VIC operated by Peterborough Tourism Management Committee (s41 Committee of Council)	• Surveys from SATC • Age, employment status, residential area, travelling status, positives & negatives about their experience in Peterborough	• Comparisons from previous year's data • Requesting feedback from visitors (verbal and written) • SFR group communicate verbally regarding numbers to the region

Port Pirie Visitor Information Centre

Location:	Services:	Commercial products & services:
• 3 Mary Elie St Port Pirie • Close to CBD • Located within Port Pirie Regional Tourism & Arts Centre • Located alongside Port Pirie Regional Gallery / Port Pirie Regional Library / Stateliner Bus Terminal	• Face-to-face visitor contact • Phone and email visitor contact • Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps)	Booking services: Council based events (with recent events at new Sports Precinct, have charged fees for external service provider participation) Retail: Current offering very limited – local produce, basic Aboriginal items, limited clothing; souvenirs relating to local area

Digital facilities on site:	Facilities:	Staff & volunteers:
• Free Wi-Fi • Virtual Reality Shark Cage Diving Experience • TV screens with event advertising	• Car parking is available for 20 vehicles, 4 caravans, and 2 access parks • Desk, seating • Toilets	Staffing: • 2 Full time positions • 6 casual staff; approx. 0.6FTE • Staffing arrangements currently under review Volunteers: 16 Volunteers; 2080 hours p.a.

Funding:	Planned initiatives:	Updating visitor information and staff/volunteer knowledge:
Local Government: Port Pirie Regional Council: $500,000 p.a. (Ave.)	Review of VIC operations recently undertaken (confidential recommendations currently being considered by council)	Professional development through Tourism Industry Council SA and Accredited VIC Network updates

Data:	Performance measurement & reporting:	Industry support:
• Data collection is currently limited to time of day and visitor origin • A comprehensive collection method is currently under review	• Limited collection capacity • Need to encourage repeat visitation in the major VICs and require the VIOs to ask if they have visited others and when, to track days spent in the Region • Report total visitor numbers to SATC and in annual report. Have also reported on active use of 'Shakka the Shark' display and VR Shark Cage dive	• Provides a venue for tourism-related events/functions • Provides networking opportunities for tourism operators

Flinders Ranges Visitor Information Centre

Location:	Services:	Commercial products & services:

• 19 Railway Terrace, Quorn
• Co-located with Pichi Richi Preservation Society Museum and Quorn Railway Station
	• Face-to-face visitor contact
	• Phone and email visitor contact
	• Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps)
	• Ticket sales
	• Photocopying & printing
	• Loco and Depot tours for Pichi Richi Railway (PRR)
	• General advice about PRR services and group bookings
	• Brochure booklet showcasing all films in and around Quorn
	• Brochure attracting businesses to Council region
		Booking services:
		• Accommodation (10% commission for bookings made through BookEasy as an associate member)
		• Tourism products and experiences (10% commission):
		  o Pichi Richi Railway general public ticket sales & group bookings
		  o Pichi Richi Railway workshop tours
		  o 4WD driving
		• Local or regional events – festivals, music events, movies (10% commission)
		Retail:
		Souvenirs, art, local product

Digital facilities on site:	Facilities:	Staff & volunteers:
• Free Wi-Fi • Computer for public access and iPad • DVD playing promoting region and Pichi Richi Railway	• Parking for buses, cars, motor homes, caravans • Seating inside and out • Toilet • Computer desk for public access computer • Banner	**Staffing:** • Permanent part time staffing is variable - average 15 hours per fortnight Approx. 0.2 FTE • Casuals are on call basis – no FTE est. **Volunteers:** 4 volunteers; 240 hours p.a.

Funding:	Planned initiatives:	Updating visitor information and staff/volunteer knowledge:
Local Government: Flinders Ranges Council: $350k Governance: Oversight by Flinders Ranges Visitor Information Centre Management Committee (s41 Committee of Flinders Ranges Council)	• Training offered by FROSAT • Flinders Ranges Tourism Operators Association Forums	Regular staff meetings and famil of product in region

Data:	Performance measurement & reporting:	Industry support:
• No. of visitors through door • Phone / fax / email /mail enquiries • Visitor origin breakdown • Duration of stay	• Report to management committee monthly • Written report and statistics given to Council with minutes from management committee and presented for monthly Council meetings	• Provides a venue for tourism-related events/functions • Provides networking opportunities for tourism operators

Hawker Visitor Information Centre

Location:	Services:	Commercial products & services:
• Hawker Motors, corner Wilpena and Cradock Roads • In centre of town, opposite gallery, general store, police station • On main road to Wilpena, Flinders Ranges National Park etc.	• Face-to-face visitor contact • Phone and email visitor contact • Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps) • Provides networking opportunities for tourism operators • Museum showing historical items, geological display and seismograph • Also provides several customer / communication services on behalf of Flinders Ranges Council (non-tourism / visitor related)	**Booking services:** • Agent for National Parks Passes (commission paid) • Accommodation (10-15% commission) • Tourism products and experiences (10-15% commission) • Local or regional events (no commission) **Retail:** Souvenirs, CDs, DVDs, Australiana Books, camping equipment etc.

Digital facilities on site:	Facilities:	Staff & volunteers:
• Free Wi-Fi • Small / medium television and computer screens for presentations	• Large parking area suitable for coaches, caravans, trailers etc. • Counter, seating, tables and benches outside under pergola area, toilets • Signage outside premises, product baskets	Staffing: 3 owner/managers (approx. 2 FTE depending on time of year) Volunteers: Nil

Funding:	Updating visitor information and staff knowledge:

• VIC privately owned and funded (Hawker Motors)
• Flinders Ranges Council support includes:
   o printing and supply of Flinders Ranges Visitor Guide for Quorn, Hawker and Cradock
   o town support with general maintenance and structures for Visitors to the area such as upkeep of the Visitor Information Bay area, Public toilets, shelters and BBQs, playgrounds and Park
   o entrance to the town signs in Hawker and Cradock and Caravan dump point
   o support to Hawker Community Development Board with projects
	• Famils of the area
	• Attending forums, basic workshops
	• Staff training within business
	• Member of Flinders Ranges Tourism Operators Association which has seminars, training sessions
	• Networking with other operators

Visitor Information Outlets

Locations:	Services:	VIO Support:
Current VIOs: • Crystal Brook • Jamestown • Wirrabara • Laura Information Centre • Melrose Caravan Park • Wilmington • Orroroo Carrieton VIO • Southern Flinders Discovery Centre (Gladstone)	• Local knowledge, local brochures, local produce & crafts, souvenirs, SA Visitor guides • VIO give information and sell product - mainly staffed by Volunteers • Some tours	• Per Southern Flinders VIO guidelines, VIOs are to align themselves with nearest Accredited VIC • VIOs expected to attend a bi-monthly Visitor Information Providers meeting and work with other visitor information providers throughout the region [note; SFR Visitor Information Providers Group (SFRVIPG) previously undertook famils, shared services, swapped brochures and information; no longer operating due to lack of RTO resources to coordinate (RTO resourced only 1 day / week). VIC/VIO relationship through SF Tourism & Taste famils] • Support currently limited • VIOs can be members of tourism associations (FROSAT, Southern Flinders Tourism and Taste) which offer training, forums and conferences • RDAYMN can assist VIOs with startup information and guidelines

Data:	Funding & resources:

In line with guidelines, VIOs (some, not all) record number of visitors and report to SFRVIPG bi-monthly	• Laura Information Centre: Northern Areas Council provides ad hoc support for projects
	• Melrose, Wilmington and Wirrabara VIOs: District Council of Mt Remarkable support:
	   ○ Assistance in sharing and collating information
	   ○ In kind support with Southern Flinders Visitor Guide (guide content)
	   ○ $1000 towards printing of Wilmington Tourism brochures
	• District Council of Orroroo Carrieton: Council current budget for tourism net expenses $11,071 (not including staff wages which are incorporated into general expenses for Council).
	• Southern Flinders Discover Centre Gladstone: Northern Areas Council provides a 100% rate rebate (building owned by Gladstone Community Development and Tourism Association) and ad hoc support for other projects
	• Jamestown Visitor Centre: Northern Areas Council provides usage of a room and cost of utilities at the Jamestown Memorial Hall and ad hoc support for projects. Council has also provided support for tourist brochures etc. on an ad hoc basis upon request.

Other

Pop-up information services:	Roving Ambassadors:	Other organisations providing VIS in region:
Flinders Ranges Tourism Operators Association attend Caravan and Camping Shows etc. on members behalf	Not engaged due to extensive area to be covered and aging demographic of volunteers (Port Pirie)	• Peterborough Business Association. • Yongala Progress Association. • Wilmington Progress Association • Jamestown Development Association • Southern Flinders Tourism & Taste Inc. • Local caravan parks, roadhouses, delis, and service stations • Bike Melrose • Hawker Community Development Board

Publications:
- Southern Flinders Visitor Guide – facilitated by Port Pirie Regional Council in partnership with Northern Areas, Mount Remarkable, Peterborough and Orroroo Carrieton
- Flinders Ranges Visitor Guide (Quorn, Hawker, Cradock) published by Flinders Ranges Council, compiled by Managers of Flinders Ranges VIC (Quorn) and Hawker VIC.
- Discover Hawker booklet produced by Promotions Committee of Hawker Community Development Board

Digital

Websites:
 	
Tourism region:
 	
www.flindersrangesandoutback.com.au
 	
Sub-region & townships:
 	
• www.southernflindersranges.com.au
• www.flindersranges.com
• www.visitpeterborough.sa.gov.au
• www.hawkervic.info
• www.discoverhawker.com
• https://gladstonesa.com.au/
 	
Daytrippa - free Mobile Guide/App:
 	
   • http://www.daytrippa.com.au/peterborough-sa
   • http://www.daytrippa.com.au/southern-flinders-produce-trail
   • http://www.daytrippa.com.au/heritage-rail-trail
   • http://www.daytrippa.com.au/port-pirie
	Social media:
	
	Tourism region:
	
	Facebook Flinders Ranges & Outback
	
	Sub-region & townships:
	
	Facebook:
	
	• Visit Port Pirie
	• The Flinders Ranges Council
	• Quorn out and about
	• Peterborough community page
	• Teague's Hawker Motors and Visitor Information Centre

Guiding documents:

Individual Councils:
 	
• DC Peterborough:
   o Steamtown Marketing Plan 2017-2020
   o Steamtown Strategy & Business Plan 2014-2018
   o Strategic Plan 2018-2022
   o Tourism Strategy 2013-2017
• Port Pirie Review of VIC (V1 Tourism) (confidential)
	Tourism region:
	
	• Southern Flinders Ranges (SFR) Tourism & Events Strategy & Action Plan 2017-18 to 2019-20
	• Southern Flinders Ranges Visitor Servicing Review
	• SFR Visitor Information Providers (VIP) Network – Non-accredited Local VIO Guidelines [SFR VIP Group & SFT Tourism Authority)
	• SA Regional Visitor Strategy

Challenges & opportunities

Challenges:

VIS delivery:	Collaboration:	Volunteers:
• Ensuring appropriate and correct / up to date information is available for visitors • Keeping up to date with the market	• SF VIOs struggle to work on a common front as there is nothing or no one linking us together as a group. We are simply single organisations in a region, all working to a similar goal but with no overarching control • Not enough engagement and support locally	Difficulty recruiting volunteers and staff

Funding & resources:

- Cost of operations
- There is a viewpoint that VICs are an unnecessary drain on Council funds, due to seeming lack of return on investment. This is combined with a perception that 'all you need to know can be found on your phone' – which is not the case. What needs to be recognised is the 'Stop. Stay. Spend.' potential that quality VIS provides; a means of quantifying the value of VIS is needed
- Changes in Local Government elected members – may not see tourism as being important to the region – potential impact on funding from our stakeholders

Opportunities:

Face to face delivery:	Funding & resources:	Collaboration:
• Developing an SFR pop-up model that all Councils could access • Updated services, especially in small country towns	• More RTO hours in the region • More support from SATC and government	• It has been identified that there is a need to reform the SFR Visitor Services Network, bringing various VIOs and the two Accredited VICs representatives together, to help with professional development • A set of required standards for formal recognition is required, to ensure a consistent approach to delivery of Visitor Services • Reinstate SFRVIPG regular meetings • Greater support from local businesses e.g. sharing of information, engagement with VICs re bookings for accommodation, product etc.

Appendix 4: VIS Audit detail – Yorke Peninsula tourism region

Face-to-face

VIC

Copper Coast Visitor Information Centre - The Farm Shed Museum & Tourism Centre

Location:	Services:	Commercial products & services:
• 50 Mines Road Kadina • Located with The Farm Shed Museum – National Trust Kadina, Copper Coast Indoor Play Centre, Copper Coast Miniature Railway and mini-golf course • Not located in prominent position. Although co-located with other services, VIC is a destination as it is not located in a prominent place – and is only chanced upon if visitors are travelling specifically from Kadina to Moonta. Otherwise up to visitor to find centre	• Face-to-face visitor contact • Phone and email visitor contact • Displays / distributes tourism publications (printed info, e.g. guides, brochures, maps)	Booking services: • Accommodation (4% commission currently – sourcing alternative provider for new website) • Tourism products and experiences – under development to be in place mid-2019. Need this option on new website to facilitate hosting Cruise Ship visitors beginning December 2019. Will be a 10% commission • Local or regional events (point of sale outlet for local events at a 10% commission) Retail: Extensive range of souvenirs and local produce. Café: Food and drink – limited options

Digital facilities on site:	Facilities:	Staff & volunteers:
• iPad touchscreen computer (with internet connection) and printing • Free Wi-Fi • Large TV screen with slideshow constantly played; also used for other promotional media including film etc.	• Extensive parking including disabled, caravan, RV, Bus • Main reception area • Café seating • Meeting room • Toilets – male, female and disabled • Baby changing facilities • Display furniture that is mobile and used off-site for promotions (as well on site)	Staffing: • 3 staff, 3 FTE: 2 Customer Tourism Services Officers & 1 FTE Tourism & Events Officer • Managed by Library & Tourism Coordinator (no FTE allocation to VIS indicated) Volunteers: • Kadina National Trust provide volunteers to work weekends and public holidays • Approximately 15 volunteers rostered at present time • 1400 volunteer hours p.a. Training: • Staff training is regularly provided through Council, LGA, SATC, YPT and TiCSA • Volunteer training is regularly provided through Council

Funding: Local Government: Copper Coast Council: Estimated net cost $250,000	Industry support: Provides a venue for tourism-related events/functions	Updating visitor information and staff / volunteer knowledge: Regular training and famils programmed

Planned initiatives:	Data capture:	Performance measurement & reporting:
• Development of new Copper Coast Tourism Website – www.visitcoppercoast, Instagram and re-branding of Facebook page - due for completion mid 2019 • Establishment of pop up (seasonal) VIC in Wallaroo for Cruise Ship visits – December 2019 / January 2020 • Review of location of service point as a result of site development plan for National Heritage Listed Moonta Mines	• All visitation data is captured – in person, online enquiries, phone enquiries • Demographics including where they are visiting from, duration of stay and what service was provided • Data is provided to and compiled by YPT for whole region • Surveys completed twice a year as per mandatory requirement for all VICs by SATC	• Statistical – number of visits and enquiries; economic value to region • Anecdotal

VIOs

Locations:	Services:	VIO Support:
Current VIOs: • Ardrossan Museum and Information Outlet • Coobowie TnT Dina Bite • Corny Point Caravan Park • Edithburgh Post Office • Harvest Corner Information and Craft (Minlaton) • Innes National Park • Maitland Information Centre • Port Broughton • Port Victoria Kiosk and Post Office • Port Vincent Visitor Information Outlet • Southern Yorke Peninsula Community Telecentre (Yorketown) • Southern Yorke Peninsula Visitor Centre (Stansbury)	• Face to face information • Either iPad or PC to allow visitors to browse Visit Yorke Peninsula website & obtain online bush camping permits • Hard copy visitor information (e.g. regional guides, YP Council produce information flyers & local business flyers) • Moonta & Wallaroo provide information and a range of souvenirs / gifts etc.	• Access to visitor information including stocking of all information products – leaflets, brochures etc. • Support to volunteers in service delivery with inclusion in training opportunities • Wallaroo & Moonta are supported by the Copper Coast VIC • Yorke Peninsula Council approx. $130,000 direct cost of running visitor information servicing • YP Council actively supports its network of VIOs through regular training, provision of IT, supply of information brochures and commission on bush camping permits bought through their outlet • DC Barunga West has now taken over admin & social media for the VIO from the Progress Association – association now concentrating on running VIO

Staffing / volunteers:	Governance & management:
• Moonta employ a 1 FTE Tourism Manager however VIO staffed by volunteers • Wallaroo completely staffed by volunteers • YP Council area VIOS - mix of paid staff and volunteers	• YP Council has Memorandum of Understanding (MoU) in place with most (not all) VIOs in district. MoU outlines VIOs responsibilities e.g. access to self-serve technology, answering machine, 24-hour access to key information (e.g. locality maps, visitor guides etc.). MoU states that Council will undertake regular reviews of operations via onsite visits, feedback, mystery shoppers etc. First review recently undertaken. • Reference document is Yorke Peninsula Tourism VIO Policy

Other

Pop-up information services:	Other organisations providing VIS in region:
• Copper Coast Council will be establishing a pop-up at Wallaroo specifically for Cruise Ship visits beginning in 2019/20 season • Attendance at trade shows / promotional events:	• Copper Coast: Local businesses primarily caravan parks, accommodation and food • Yorke Peninsula Council area: Caravan Parks and many other retail outlets (e.g. cafes, grocery stores) carry a range of visitor information brochures • Yorke Peninsula Council undertakes direct visitor servicing (emails, phone call, social media requests) during normal business hours

Digital

Websites:	Social media:
• www.visityorkepeninsula.com.au • www.yorkepeninsula.com.au • www.coppercoast.sa.gov.au (soon to be www.visitcoppercoast)	• Yorke Peninsula Facebook • Copper Coast Visitor Information Centre Facebook • Copper Coast Council Facebook • Instagram and visitcoppercoast pages also currently under development

Challenges & opportunities

Challenges:

Collaboration:	Volunteers:
• Local operators not being open during peak times • Many local operators not wanting to work together – parochialism	• Challenges in maintaining volunteer numbers as they retire for age and health reasons; challenges in attracting new volunteers to fill roles vacated • Concerns over skill levels of volunteers who do not always have ability to provide appropriate knowledge and customer service to visitors • Reliance on volunteers to provide a service all year round • Tech savviness of volunteers as visitors move to wanting more online information, dealing with incorrect information online

Opportunities:

Digital delivery:	Funding & resources:	Collaboration:
Increase in digital usage by visitors – ensuring product is accessible through various online channels	More financial support from state government – Local Government is expected to keep reducing costs whilst battling with ever increasing cost pressures. Tourism is critical for long term sustainability of the Peninsula and sometimes can feel like an uphill battle	• Working with YPT and the other Councils in our region to support tourism across the region • Working with other regions

Increasing visitation:

- Cruise ships visiting Wallaroo as of 7th December 2019
- Development of Moonta Mines National Heritage listed site
- Growth of events including:
  - future sustainability of current major festival Kernewek Lowender & YP Field Days
  - continuing to support and attract sporting events
  - continuing to support and attract events (e.g. Tasting Australia etc.)