

**Legatus Group** **Visitor Information Services Advisory Committee**

**Agenda**

**Friday 8 May 2020**

2.00pm – 3.30pm

Join Zoom Meeting

[https://zoom.us/j/95745906462](https://zoom.us/j/95745906462?pwd=OCtzRmhVa3Z4WHFQZmJKUGF4aXhTZz09)

Meeting ID: 957 4590 6462

Password: 939705

1. **Welcome and apologies**
2. **Introduction Terms of Reference and Appointment of Chair**

The Legatus Group VISAC has been approved by the Legatus Group Board and consists of:

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| --- | --- |
| Paula Jones  Centre Manager | Clare Valley Wine Food and Tourism Centre |
| Glen Christie  Tourism and Events Manager | Port Pirie Regional Council |
| Anne Hammond  Manager Business & Public Relations | Yorke Peninsula Council |
| Lynn Spurling Library & Tourism Coordinator | Copper Coast Council |
| Jo Seabrook  Manager Tourism Services | The Barossa Council |
| Liz Healy  Tourism Development Manager | Light Regional Council |
| Shirley Dearlove  Team Leader – VIC | Peterborough Council |
| Jeremy Carn  Economic Development Manager - Tourism | RDA Far North |

There is a vacancy for 1 x member Council CEO and this matter will be discussed at the CEOs meeting Friday 8 May 2020. The Chair shall be appointed by and from within the committee. All other advisory committees have with a Board member of CEO as their chair as they attend the board meetings and can provide the reports to the board.

**Appointment of Chair - TBC**

The primary function of the Legatus Group VISAC is to provide guidance to the Legatus Group CEO, the board and councils whilst also overseeing recommended actions from the 2019 Legatus Group Regional VIS report which can be found at: <https://legatus.sa.gov.au/regional-strategic-voice/> with an emphasis on:

1. Training for volunteers and paid staff including training requirements specific to the region and development of an agreed training program.
2. Advice re SA Tourism approach to VIS of the region/s.
3. Resourcing for a Project Officer and development of scope of work required based on what actions cannot be undertaken within current resourcing.
4. Annual forum / conference as part of a broader communication plan which would include as a key message what the VIS need from community and business and the reasons why.
5. Develop volunteer attraction and retention program for VIS.
6. VIS data capture including identifying gaps in current data and advice on any research projects via MoUs that the Legatus Group have with Universities and an example being the lack of knowledge about the growth and recording of Air BnB and smaller councils and businesses not being covered.
7. Review VIS visitor experiences and this could be via PhD Intern project.
8. Identifying grant programs and cross regional projects.

**Committee Support**

Executive Support is provided by the Legatus Group CEO. The committee may seek representation or advice from other industry or group specialist on an adhoc basis as required.

**Delegated Authority**

None. This committee will operate in an advisory capacity only, under direction from the Legatus Group Board.

1. **Impacts of COVID-19**

General discussion how is it impacting on individuals both employees and volunteers and the ways forward.

The Legatus Group CEO has made contact with the 4 Regional Tourism Organisations advising them of the formation of the VISAC and also made contact with Miranda Lang SATC.

Kristine Peters has provided a Tourism Recovery Literature Review and has offered to provide a webinar.



The Limestone Coast LGA have developed a Tourism COVID-19 Recovery Plan of which a copy will be provided.

The Regional LGA Executive Officers discussed this issue and the need to start to think about regions being welcoming to having people back after some communities impacted by people travelling from Adelaide and shopping for groceries. The initial targets will be intrastate, interstate and then possibly NZ but sometime off before international.

1. **Budget 2020/2021- Projects**

The Legatus Group draft business plan and budget is currently out for consultation with councils’ incudes to implement actions from the 2019 Visitor Information Services Report a primary function of the VISAC. Relevant budget allocations are:

* Regional VIS Coordination an allocation for $30,000 per year for 2 years
* Creative Industries Cultural Tourism Research Project $25,000 (refer item 5)
* Regional Visitor Information Services Forum $2,000
* Regional Community Volunteer Coordinator $40,000 per year for 2 years

The approach is to seek to gain further funding partners and seek to access increased resources from State and Federal programs.

1. **Grants**

The Department of Environment and Water have announced $5m for the Southern Flinders Ranges National Park: to upgrade visitor facilities, including hiking, cycling and horse-riding trails, and develop an international mountain bike destination at Mt Remarkable. Information is due to be released on the Nature-Based Tourism Co-investment Fund ($5 million).

PIRSA’s Regional Growth Fund 2020-21 Competitive Pool Application closes on Monday 11 May and the Legatus Group CEO has been in discussions with PIRSA, RDAs and Flinders University to develop a Regional Creative Industries Cultural Tourism Initiative which will look to pilot an augmented / virtual reality trail that will provide a new way to market locations based around thematic tourism. An update will be provided at the meeting.

1. **Local Government Tourism, Hospitality and Retail Award**

For discussion on impacts of Council’s Visitor Centre Employees being covered by this award.

1. **Other Business**
2. **Close and date of next meeting**