



Minutes Legatus Group Visitor Information Services Advisory Committee

Friday 8 May 2020 2.00pm

Meeting held by ZOOM

1. Welcome and apologies

Attendance: Paula Jones (Clare Valley Wine Food and Tourism Centre), Glen Christie (Port Pirie), Lynn Spurling (Copper Coast), Jo Seabrook (Barossa), Liz Heavey (Light) and Simon Millcock (Legatus)

Apology: Anne Hammond (Yorke Peninsula) and Jeremy Carn (RDA rep)

Absent: Shirley Dearlove (Peterborough)

Simon Millcock welcomed everyone to the inaugural meeting.

2. Introduction Terms of Reference and Appointment of Chair

The Terms of Reference had been distributed with the agenda and with the application process and all members were comfortable with the conditions. Each member then introduced themselves and their role.

The terms of reference allow for a chair to be appointed from the committee which traditionally is the role of a Council CEO although the current position is vacant. Simon Millcock outlined that the CEOs had held their meeting that day and yet to confirm of who this may be. Simon Millcock chaired the meeting.

3. Impacts of COVID-19

General discussion held and noted on how and where VIS are delivered varies across the region including in libraries, galleries co-shared with other organisations such as National Trust or standalone facilities with some being outsourced.

Staffing issues no significant impact although Clare VIC to use Jobseeker and there were delays. The closure has allowed many to clean up and re develop their displays and start to reconsider their campaigns with some updating their communications and on-line presence. Volunteers and managing volunteers back into their roles will be of interest to those with volunteers.

The committee appreciated the document which was distributed by Kristine Peters on the Tourism Recovery Literature Review and were supportive of the delivery of a webinar to include Kristine.

Key roles will be to find out who was open, educating locals / hosts on safety elements such as cleaning. The need to progress carefully and within guidelines and working with their communities to ensure that are being welcoming / open to visitors. Clarity required on what hospitality need to do.

Note – That afternoon following meeting SA Government announced decisions on easing travel due to COVID-19 and opening of some non-essential businesses and libraries. Information from LGFSG was later distributed. Simon Millcock outlined. Question if the Tourism i sign can be used to mark social distancing as VIC. (Note SATC advised follow the meeting this not possible)

Action – Simon Millcock to develop webinar.

4. Budget 2020/2021- Projects

The Legatus Group draft business plan and budget were discussed with reference to:

- Regional VIS Coordination
- Creative Industries Cultural Tourism Research Project
- Regional Visitor Information Services Forum
- Regional Community Volunteer Coordinator

The committee supported the approach to consider a single platform for communication across the region and noted that Port Pirie Regional Council were working with local High School for Heritage Trails app and interest in knowing more. Suggested there may be value in a specific Legatus Group VIS forum to be aligned to the SA VIC Conference which is being held in May 2021 in the Legatus Group region.

5. Grants

Current discussions around an Augment Reality / Virtual Reality Cultural Tourism project looking to link with Flinders Uni. Initial thoughts were to develop a Regional Growth Fund 2020-21 Competitive Pool Application. The idea has interest from regional design companies and Flinders Uni, RDA and PIRSA have discussed potential locations. Agreed that the project needed further work and this could occur through the Legatus Group 20/21 business plan and budget.

6. Local Government Tourism, Hospitality and Retail Award

Jo Seabrook advised that their staff are on the new award and further discussions occurring. The Legatus Group CEOs had discussed this matter earlier that day and Simon Millcock to identify how many employees were impacted and to gain response from the LGA on how the decision was made without consultation and to draft a response letter.

7. Other Business - New model for VIS

General discussion on the need to consider the new model as outlined in the 2019 Legatus Group VIS report and a need to identify what the SATC interest is and align with the VIC Network and the value in collecting information by VIC's and the role that this data can provide.

Simon Millcock outlined the interest from the Legatus Group CEOs which centred on the need to look at reshaping VIS and to ensure that the RDA and RTOs are included in the discussions. Their meeting also discussed the role at Port Wakefield as a Collaborative Tourism Gateway given the upcoming upgrades and the interconnection that it has with the broader region. This includes linkages to the Northern Expressway. Andrew MacDonald (Wakefield) and David Stevenson (Goyder) to join Simon Millcock in a meeting with SATC and RDA for discussion on Port Wakefield and provide advise back to the VIS Advisory Group.

8. Close and date of next meeting

The meeting was closed at 3.30pm and date for next meeting to be confirmed.