



Legatus Group Visitor Information Services Advisory Committee

Agenda

Friday 14 August 2020

1.30pm – 3.00pm

Join Zoom Meeting

<https://us02web.zoom.us/j/83665277936>

Meeting ID: 836 6527 7936

Password: 067346

1. Welcome and apologies

2. Appointment of Chair

The terms of reference for the committee allows it to appoint a Chair.

3. Minutes of the committee meeting held Friday 8 May 2020

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.

Updates:

- The Legatus Group CEO provided a report to the Legatus Group 5 June 2020 meeting which included the minutes of the committee meeting and these minutes were noted
- Tourism recovery webinar held with Kristine Peters
- Port Wakefield Gateway working group formed refer agenda item 5
- Expression of Interest to Finders Uni for PhD Intern re Creative Industries Cultural Tourism Project progressed refer item 6
- Contract for Legatus Group Community Collaborator – including a role with supporting volunteers to commence 7 September

For noting.

4. Impacts of COVID-19

General discussion on issues being faced.

5. Legatus Group 20/21 Business Plan & Budget

For discussion and feedback.

The Legatus Group Special Meeting being held on 14 August 2020 will finalise the 20/21 Business Plan and Budget this includes the following areas of direct interest to VIS:

- a) Support and help implement solutions for members sustainability and assist with community capacity building programs including volunteering programs either regionally or sub-regionally.
- b) Be a proactive partner for monitoring and implementing of other regional plans with RDA Barossa and RDA Far North.
- c) Support initiatives to secure the future sustainability of regional communities, including infrastructure, service provision, population growth and leadership development.
- d) Implement actions for the 2019 Visitor Information Services Report.

The Legatus Group is employing Ms Bridget Johns on a part time contract for 10 months as the Legatus Group Community Collaborator and this will include support re Volunteering.

Other projects being progressed include:

- **Regional VIS Coordination** an allocation of \$30,000 is available and the Legatus Group CEO is meeting with the RDA Yorke and Mid North CEO prior to the meeting discuss opportunities. This role would be assisting with implement actions from the 2019 Visitor Information Services Report, Legatus Group Projects and areas identified by the Legatus Group Visitor Information Services Advisory Committee.
- **Disability Inclusion Yorke Peninsula (YP) Tourism** the Legatus Group and YP Councils have committed \$22,500 and secured funding of \$26,000 via the Local Government Information Linkage and Capacity Building Program. This is for the 3 YP Councils to assist them in positioning the YP as a destination of choice by allowing for a growth in skills for the people involved and raising awareness of accessible travel and ability to stay and enjoy the region. This would include design and knowledge associated with:
 - Local caravan parks, holiday homes and other accommodation providers to give them feedback about how accessible their accommodation is and look to develop things such as a 'Wheelite' awards instead of just the current 4- or 5-star rating. A focus will be to assist operators with the knowledge on accommodating people with a disability and/or their support.
 - People with a disability to be supported to stay in local 'accessible' accommodation and review how easy it was to stay a) by themselves and b) with support.
 - People with a disability would be supported to undertake local tours and include using technology be able to create their own video diary to share with others.
 - Having people with a disability working in the tourism sector volunteering and paid positions as part of the capacity building for council and people w/a disability.
 - Linking the collective recreational (sport and tourism) infrastructure, and the programming of recreational activities and events across the region to ensure they are inclusive and accessible for those with a disability. This would include the promotion of facilities and programs that are currently accessible and using national 'accessibility rating apps' that promote the region with those living with a disability.

To achieve these outcomes a research project is to be conducted that will seek to identify the current level of service and gaps within the YP for the accommodation, information, and events for people with disabilities. This will be undertaken via:

- Desktop analysis of the challenges and opportunities associated with accessibility for the Tourism / Visitor Market on the YP which will be used as the basis for a survey / audit / gap analysis of the current level of accessibility in the Tourism / Visitor Market.
- Field work in the form of interviews with key stakeholders to assist in analysing the level of support for the approach to position the YP as a destination of choice for people with disabilities.

Currently waiting on the outcome of a possible PhD Intern to undertake this initial research and a working group has been established.

- **Creative Industries Cultural Tourism Research Project** this is being progressed currently via Northern and Yorke SA Creative Industries Cultural Tourism Research Project in possible partnership with Flinders University. With links to the following 3 recent Legatus Group reports:
 - Delivery of Visitor Information Services
 - Creative Industries
 - Digital Maturity

The Legatus Group is also a member of the Yorke and Mid North Alliance and in partnership with the Northern and Yorke Landscape Board and RDA Yorke and Mid North have developed a regional plan which is a collaborative approach to supporting this region. Whilst seeking to work in collaboration with RDA Barossa Light Gawler Adelaide Plains and RDA Far North.

The Legatus Group recognises that there are opportunities for Local Government to help support the move into the new world of digital storytelling and combining this with providing

services to their communities and industries such as tourism. The recent Creative Industries report highlights that due to the size of the region there is activity and businesses in the region but that as it is such a widely spread geography much of it slips below the radar. The first two recommendations from the report are:

- Recommendation 1: Scaffolding and Practitioner Support: Two full-time, permanent positions of Regional Creative Industries Coordinators based in the Barossa Council region and in the Yorke Peninsula region; and an initial projects budget for both.
- Recommendation 2: Awareness and Planning: Increased awareness of the Creative Industries in Council and Regional Development Plans.

The Legatus Group sought to progress a project in 2019 that would provide an opportunity to bring Augmented Reality / Virtual Reality story telling projects to the region which would align with Cultural Tourism. Initial scoping of the project was to seek to gain grant funding for an initial trial project. The application did not proceed as it was agreed there needed to be more rigor in the project brief and business case to be developed to ensure greater success in attracting grant and or corporate resources. The concept was to have:

- A trail pegged with GPS locations that trigger a 'culture moment/s'
- This would be an AR sequence that would be a digital animated character or object that conveys content via motion, sound, and localised text. Object is pegged to the location and can be paused or skipped.
- AR is delivered via a phone/tablet App available in relevant e.g. Apple and Google stores
- Include full body as well as facial motion capture of actors (e.g. ceremonial dance rigged to stylised characters, which could be adapted from illustrations and designs created by local artists)
- This can then be mixed into a VR sequence for use interstate and overseas

People when they visit the region could then take on a fully immersive experience and it adds value to local tourism product and to the local creative industries businesses.

This opens up opportunities for a number Aboriginal Enterprises to be able to expand their knowledge into the tourism and creative industries sector along with linking into the development of World Heritage locations and sites such as the International Bird Sanctuary – which have global appeal and projects like the Rewilding Marna Bangarra – Restore the Yorke project.

The Legatus are seeking to engage a researcher plus academic mentor to produce a report that scopes the development of a series of augmented reality experiences across a range of tourism locations in the Legatus Group region. These would be aimed at taking people on a journey across time, space, industries, and peoples of the region through an initially identified 5 locations. The report would engage with a range of stakeholders to

- Determine the 5 locations
- Determine the process and technology along with the current capabilities are within the region
- Develop a plan on how the project would proceed including issues around copyright and IP
- Prepare an indication of what the costs of such a project might be
- Develop a list of potential partners for the project
- Highlight what other info is needed to support the next phase (which is applying for funding – investment by private enterprise)

The report needs to be completed by February 2021 and as such would be a 5-month project. The project is structured with milestone reports along the way and would be undertaken under the guidance of a reference group which would include relevant stakeholders. The Legatus Group plans to support a part time regional Creative Industries Coordinator and this project would be one of the projects that can provide support to.

The Legatus Group is actively involved as Project Partners with two relevant projects which have relevance to this project, and they are:

- The Hub and Spoke, Metro and Regional Business Accelerator Program will focus on two sectors including Game Developers and Creative Industries - in regional SA with tech and businesses ideas. Entrepreneurship for Creative courses provided ThinkLab Adelaide
- The Smarter Regions CRC proposal with a focus in AI and Machine Learning

There may well be synergies with the work being undertaken by the New Venture Institute and Uni Hub Spencer Gulf.

- **Regional Visitor Information Services Forum** there is an allocation of \$2,000 due to interest in the Legatus Group VIS coming together for an annual session specifically on issues for the region and that this could involve a training and networking. This may link with the SA VIC's conference which was earmarked for the region.

6. Pt Wakefield “A sense of departure and arrival”

For discussion and feedback.

An initial working group has been formed between the Wakefield Regional Council, Legatus Group, RDA Yorke and Mid North, RDA Far North and Yorke Peninsula Tourism. This project will discover mutually beneficial opportunities that enhance existing tourism experiences and create a new offering which reinforces South Australia's brand across the region.

Port Wakefield is uniquely located north of Adelaide and is typically the official start or end of road trips to the Yorke Peninsula, Eyre Peninsula, Flinders Rangers and beyond. Port Wakefield Road typically carries 8,800 vehicles per day; however, this can increase to around 16,000 during holiday peak periods. Port Wakefield is an essential part of a national and regional tourism link between Adelaide, Port Augusta, Yorke Peninsula, Flinders Rangers, Western Australia and Northern Territory.

Unfortunately, Port Wakefield has a reputation of being run down, untidy and generally unappealing. Sadly, the town does not provide a great first impression of what our State has to offer, particularly for those on a road trip.

The Port Wakefield Overpass and Highway Duplication Project is a joint initiative of the Australian and South Australian Government which will see an investment of \$122.5 million. This project will dramatically change the look and feel of the town with a significant change to the main road configuration, installation of new footpaths and the creation of unique landscape gardens that showcase our State's incredible flora.

Wakefield Regional Council recognises the enormous potential at Port Wakefield and intends to reposition the town as one of the State's most well-known departure and arrival points, but also, as a thriving lifestyle destination.

Council has identified \$250,000 in 2020/21 to progress a masterplan, detailed design and staged cost estimates, which will begin the transformation of Port Wakefield into an attractive and sought after lifestyle destination and importantly, as a major gateway to our State's most amazing destinations.

Wakefield Regional Council would like to partner with nine other northern area councils and the South Australian Tourism Commission, to create a unique and innovative “sense of departure and arrival” for our tourists transiting through Port Wakefield.

The essence of the “a sense of departure and arrival” is:

- to provide departing visitors with an opportunity to rest and contemplate holiday information before setting off on their road trip, and
- to provide returning visitors with an opportunity to rest, reflect and to consider their next holiday before returning to Adelaide.

Information and rest facilities would likely be positioned on the northern side of the town and include:

- Carpark/rest stop
- Visual projections (amazing visual displays)
- Digital and static signage (destinations and things to do)
- Family experiences (playground, toilets, unique and interesting interactive features)
- Interactive promotion of SATC's Tourism Routes including:
 - Coastal Way
 - Seafood Frontier
 - Explorers Way
 - Epicurean Way
- Linkages to the Outback Loop Road Trip and the International Bird Sanctuary

What we need northern councils to do?

- ✓ Partner with Wakefield Regional Council to unlock mutually beneficial opportunities including through the Legatus Group Visitor Information Advisory Committee

What we need SATC to do?

- ✓ Partner with northern area councils to design and develop a unique tourism experience that creates “a sense of departure and arrival” at Port Wakefield and supports SATC's key strategic objectives.

What we need Regional Development Australia (RDA) Yorke and Mid North and RDA Far North to do?

- ✓ Support northern area councils in the development of a unique tourism experience that creates “a sense of departure and arrival” at Port Wakefield and enhances economic opportunities across the region.

What we need the State government to do?

- ✓ Endorse the concept of “a sense of departure and arrival” at Port Wakefield.
- ✓ Support future grant funding applications to co-fund the project, in partnership with nine northern area councils and SATC.

7. Guest speaker

Miranda Lang is the Manager Infrastructure and Investments with the South Australian Tourism Commissions and she will join the meeting and provide feedback on the agenda items and an update on there they are at the Regional Visitor Strategy.

8. Other Business

9. Close and date of next meeting