



Minutes Legatus Group Visitor Information Services Advisory Committee

Friday 14 August 2020 1.30pm 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), Shirley Dearlove (Peterborough), Jeremy Carn (RDAFN), Simon Millcock (Legatus) and Miranda Lang (SATC)

Apology: Anne Hammond (Yorke Peninsula)

2. Appointment of Chair

Simon Millcock outlined there had yet to be a take up by one of the Legatus Group CEOs for the Advisory Committee. The meeting invited Glenn Christie to Chair and he accepted the role.

3. Introduction

Miranda Lang Manager Infrastructure & Investments SATC provided a brief introduction of her role which includes working closely with the Regional Tourism Organisations and as a support to the regions and assisting with alliances. Miranda was invited to stay for the meeting and provide input as the meeting progressed.

4. Minutes of the committee meeting held 8 May 2020

The meeting endorsed the minutes as a true and accurate record of the meeting and noted the update provide by Simon Millcock. The meeting agreed there had been good value in the Tourism Recovery Webinar held by Kristine Peters.

5. Impacts of COVID-19

General discussion held and following key points were discussed:

- Inconsistency across the region with some areas exceeding their usual winter numbers and others still in decline. Good to see South Australian's are getting our and about. Barossa – good level of day trippers, Clare – seeing increased overnight stays, Yorke Peninsula very busy school holidays and use of the wide open spaces, Peterborough – Flinders impacted still due to drought and lack of interstate especially RV travellers.
- Some businesses yet to open or restricted in their hours and ability to trade.
- Majority of brochures / printed material out of date and the need to be able to provide real time opening hours. ATDW not as effective as info being undertaken by the local VICs.
- Community groups and others not willing to develop or progress events and festivals.
- Impacts on volunteers continue with a need for local people to embrace although the fear of not knowing what next week brings, anxiety and mental health for communities to support tourism.
- Forward bookings are a concern and the northern drought affected communities heavily hit due to being closed during summer and then COVID-19 closures.

Miranda outlined the great support from the sector along with Governments focus on:

- Border restrictions.
- Social distancing – food and drinks at gatherings.
- COVID safe and management plans.

- Information distribution flow is appropriate (meeting noted the numbers of organisations sending information out and clarification delays occur following announcements).
- There is a COVID training program which is a free service.
- Noted VICs taking names good for contact tracing.

Ideas included:

- Holiday for Christmas in SA.
- Campaign to encourage South Australians to take their annual leave.

The meeting noted the importance local VICs play in knowing what is happening locally and that a focus of campaigns should encourage visitors to make contact with the local VIC to get up to date information.

6. Budget 2020/2021- Projects

The meeting noted the report by Simon Millcock on the Legatus Group business plan and budget which were approved that day with reference to:

- Regional VIS Coordination – in discussions with the RDA's
- Disability Inclusion YP Tourism Project - about to commence and working group established
- Creative Industries Cultural Tourism Research Project – about to commence and advisory committee will assist as reference group including to identify the locations and themes for augmented / virtual reality projects
- Regional Visitor Information Services Forum – still to be progressed
- Regional Community Collaborator – part time position Bridget Johns about to commence and will include focus on volunteering

Liz Heavey to follow up on Volunteering and the Wellbeing Community Development projects.

7. Port Wakefield “A sense of departure and arrival”

Andrew MacDonald CEO of Wakefield Regional Council was an apology and the discussion paper for the project was provided with the agenda. General comments were that it is important that this project can link to the broader region and align with interactive maps and it has the ability to connect back into projects. Identify the deliverables and process for taking it to the next step. Comments from Miranda:

- Like that Council is taking the lead
- Focus now is on drive routes so timing is good if focus on the drive market (drive within a drive) – the road trip .
- Conceptually sees the project as a positive not yet discussed any further than today's meeting
- The focus on experience needs to be beefed up if looking at making this a destination interactive experience.
- Broader regional touring routes focus.
- Alignment with the SATC Strategy needs to priority – will provide some timelines and look to continue discussions.

8. Local Government Tourism, Hospitality and Retail Award

Jo Seabrook provided an update on progress.

9. Other Business

Nil

10. Close and date of next meeting

The meeting was closed at 3.00pm and date for next meeting to be confirmed.