



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

### **Agenda**

**Friday 6 November 2020**

2.00pm – 3.30pm

Join Zoom Meeting

<https://us02web.zoom.us/j/84327989462>

Meeting ID: 843 2798 9462

Passcode: 413332

#### **1. Welcome by Chair Glen Christie and Apologies**

1.1 Welcome – Introduction Sarah Cheesmur Legatus Group Creatives Facilitator

1.2 Apologies -

#### **2. Minutes of the committee meeting held Friday 14 August 2020 via 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- Majority of brochures / printed material out of date and the need to be able to provide real time opening hours.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.

Updates:

- The Legatus Group CEO provided a report to the Legatus Group 4 Sept 2020 meeting which included the minutes of the committee meeting and these minutes were noted

**For noting.**

#### 3. Guest speaker

**Sandra Seymour UniSA** - Disability Inclusion Yorke Peninsula (YP) Tourism

#### 4. Check in.

General round table discussion on issues being faced.

#### 5. Legatus Group 20/21 Business Plan & Budget

**For discussion and feedback.**

The Legatus Group Special Meeting of 14 August 2020 finalised 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.

Ms Bridget Johns has commenced on a part time contract till June 2021 as the Legatus Group Community Collaborator and this will include support re Volunteering. Assisting in progressing and coordinating volunteering opportunities along with the ongoing development, implementation, and monitoring of the actions from the following specific areas: (1) Wellbeing / Community Resilience (2) Volunteering including Youth Volunteering Projects (3) Reconciliation Action Awareness Program (4) Community Development Training (5) Brighter Futures Programs [community@legatus.sa.gov.au](mailto:community@legatus.sa.gov.au)

Ms Sarah Cheesmur has commenced on a part time contract till June 2021 as the Regional Creatives Facilitator. Assist with progressing recommendations identified in the Legatus Group's 2019 Visitor Information Services, 2019 Digital Maturity and the 2020 Creative Industries Reports. This will include the ongoing development, implementation and monitoring of their actions including the following specific areas: (1) Creative Industries Cultural Tourism Research Project (2) SA Creative Industries Conference (3) IT Data Gathering and Digital Research Project (4) Visitor Information Services Forum (5) Smarter Region Cooperative Research Centre and (5) Disability Inclusion Yorke Peninsula (YP) Tourism Project. [creative@legatus.sa.gov.au](mailto:creative@legatus.sa.gov.au)

Project updates:

- **Disability Inclusion Yorke Peninsula (YP) Tourism** Sandra Seymour UniSA has commenced as the researcher through the APR.Intern Program – project to be completed by Feb 2021. Reference Group from the 3 YP Councils, YP Tourism and RDA Yorke Mid North formed. Sandra will join the meeting to provide information of her progress. The final report will include key recommendations that will allow a consultant to develop and design the best practice modules based on the gaps identified and to deliver a series of training programs and information sharing and the technical support for design including material for online marketing. The expected outcomes from this project include a concise report with recommendations for the progress of the consultancy.
  
- **Creative Industries Cultural Tourism Research Project** Dr Heather Robinson from Flinders University has commenced via a Collaborative Research Agreement between Legatus Group and Flinders Uni with the reference group comprising:
  - Dee Edwards, New Venture Institute, Flinders University
  - Dan Thorsland, Creative Industries, Flinders University
  - Kelly-Anne Saffin, Yorke and Mid North
  - Stu Nankivell, Blue Goanna
  - Kim Mavromatis, Mav Media
  - Giedre Millard, Honeycomb Design
  - Anne Maroney, Barossa Regional Development Association
  - Anthony Fox, Landscape SA

This project is due to be completed by February 2021 and will produce a report that supports the development of thematic tourism in the Northern and Yorke Region of South Australia, identifying 5-6 potential Augmented Reality (AR) / Virtual Reality (VR) experiences across a range of pre-identified locations in the region.

These experiences would be aimed at expanding tourism the regions by taking people on a journey across time, space, industries, nature and peoples.

The development, production and maintenance of these experiences will be aimed at local regional capacity building, education and pathway development for those working in the creative industries

The project aims to determine the lead agency or agencies, locations, entities, types of AR/VR to be used and their associated costs and stakeholders to inform the development of a business case and accompanying funding strategy.

The report would engage a range of stakeholders to:

- Determine the priority locations most suitable according to a set of decision making criteria
- Develop a plan and recommendations for how the next steps of the project might proceed
- Prepare an indication of what the costs of such a project might be
- Develop a list of potential partners for the project
- Highlight other information required to support the next phase – applying for funding.

Heather and Dr Tully Barnett from Flinders Uni are in the region on Thursday 5 – Saturday 7 November and will look to liaise with the Legatus Group Visitor Information Services Advisory Committee at a future date when they are little further into the project.

- **Regional Visitor Information Services Forum** for discussion on content / date and location – support from Bridget Johns re Volunteering and Sarah Cheesmur to coordinate.
- **Pt Wakefield “A sense of departure and arrival”** Update to be provided by Wakefield Regional Council.
- **Remarkable Southern Flinders Ranges Alliance** initial discussions have been held between the Mayors and CEOs of the Mt Remarkable, Port Pirie Regional and Northern Areas Councils along with DEW and RDA Yorke Mid North around the opportunities for these three councils to form an alliance based on the development of the Remarkable Southern Project. The formation of the Alliance is to add value, identify areas of local government responsibility and ensure they do not duplicate. They are meeting on 13 November to discuss further progress.

## 6. VIS report – Legatus Group Strategic Plan

### **For discussion and feedback on setting priorities for updated Legatus Group Strategic Plan and 21/22 Business Plan.**

The Legatus Group is currently reviewing its Strategic Plan which has specific items associated with tourism they are:

***Goal Two: Social Infrastructure and Community Services that meet the changing needs of our community.***

**Strategy:** Identify and assist with funding and grants that provide regional and sub-regional opportunities to link community infrastructure for events and infrastructure such as walking, cycling and horse riding trails.

***Goal Three: Support economic development that contributes to sustainable communities.***

#### **Strategies:**

- 1) Provide a safe, well-maintained, regional integrated and cost-effective road network that includes appropriate routes for freight, tourism and community purposes.
- 2) Maintain and develop both locals and visitor amenities that support the growth of regional and sub-regional tourism opportunities including integrated visitor information services.

The 2019 VIS report recommendation is that Legatus member councils and regional tourism partners consider adopting a new VIS delivery model that is regional, visitor-centric and blended. Within the model are clearly defined advocacy and facilitation roles for Legatus that are responsive to the VIS needs of the region as communicated by local and regional tourism industry practitioners and partners.

The new VIS model will focus on tourism regions rather than Local Government boundaries and will support VIS providers to provide visitor-centric and blended information services. Developing the new model will involve a shift in approach by Legatus member Councils in terms of the way their contributions to VIS are used in the region. However, whilst regional in resource-sharing and general focus, these services will be tailored to reflect the unique tourism opportunities and target markets of different localities and tourism experiences within each tourism region.

Development of the Tourism Region VIS model will be an explicit acknowledgement of:

- the importance of VIS to the visitor economy, as well as the importance of the visitor economy to the regional and state economies
- the social benefits of VIS as part of the wider visitor economy, including increased prosperity, opportunities for volunteers, the creation of connected and vibrant communities, and population retention and growth
- the need to create opportunities for continuous improvement in the delivery of VIS, making the most of Local Government investment in the tourism sector, as well as maximising the benefits of existing and new partnerships and collaborations.

There are a series of Actions which include:

<b>Actions: Legatus Group</b>
6.1.1 - Advocate to raise awareness and build consensus among member Councils to support a shift in approach to a tourism-regional rather than a council-specific perspective with regard to VIS delivery.
6.1.2 - Facilitate and auspice the appointment of a Project Officer to develop the Tourism Region VIS model for the Legatus region.
6.1.3 - Work with member Councils and regional partners to maximise synergies with related, complementary project delivery.
6.1.4 - Advocate to relevant governments for urgent and ongoing funding for identified VIS priorities.
6.1.5 - Facilitate the development of a sustainable regional tourism resourcing model.
6.1.6 - Develop an individual tourism region VIS framework.

6.1.7 - Conduct awareness-raising campaigns regarding the economic and social importance of VIS to regional communities. These campaigns should complement and be run in conjunction with the similar awareness campaign being run by Legatus for its member Councils.

6.2.1- Facilitate the development of a framework for the sharing of resources across the tourism regions within the Legatus region.

6.2.2 - Facilitate the development of a staff and volunteer VIS training and development program across the tourism regions within the Legatus region.

6.2.3 - Develop a tourism region volunteer attraction and retention program.

6.2.4 - Facilitate the development of a VIS data capture and sharing framework for use across the tourism regions within the Legatus region.

6.2.5 - Review current individual VIC visitor experience delivery against best practice and implement changes that improve the visitor experience, increase visitor length of stay and spend, and increase return visitation

## **7. Other Business**

## **8. Close and date of next meeting**