



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

### **Agenda**

**Friday 19 February 2021**

2.30pm – 4.00pm

Join Zoom Meeting

<https://us02web.zoom.us/j/87404209991>

Meeting ID: 874 0420 9991

Passcode: 287781

#### **1. Welcome and Apologies**

Legatus Group CEO – membership

#### **2. Presentation: Inclusive and Accessible Tourism Experiences for the Yorke Peninsula.**

Sandra Seymour Ph.D. Candidate from UniSA will discuss the progress of the draft report (attached) which provides a critical analysis of the literature and identifies the opportunities and gaps in the Yorke Peninsula (which can be replicated across other regions) as a destination of choice for people with a disability. Additionally, the report considers ways of involving people with a disability living in the region, contributing to inclusive tourism. Note some members of the Reference Group for this project will join the meeting.

Feedback from Simon Millcock to the draft report is that the report could have at the start:

1. Brief Executive Summary
2. Background the scope of the project
3. List of Recommendations

Plus looking to highlight the key recommendations that include the concise recommendations for the progress of the consultancy for stage 2.

#### **3. Minutes of the committee meeting held 6 November 2020 via Zoom**

The Legatus Group 27 November 2020 meeting received and noted the minutes.

##### **I. Welcome and apologies**

Attendance: Paula Jones (Clare Valley Wine Food and Tourism Centre), Anne Hammond (Yorke Peninsula), Jo Seabrook (Barossa), Liz Heavey (Light), Shirley Dearlove (Peterborough), Jeremy Carn (RDAFN), Simon Millcock & Sarah Cheesmur (Legatus).

Apology: Glen Christie (Port Pirie) & Lynn Spurling (Copper Coast). Due to Glen Christie's apology Simon Millcock Chaired the meeting.

Welcome to Sarah Cheesmur Legatus Group Creatives Facilitator.

## 2. Guest Speaker

Sandra Seymour – UniSA Disability Inclusion Yorke Peninsula Tourism project. Sandra joined the meeting and provided an update on research to date:

- Scoping academic literature
- Literature e.g. Government Documents / Disability Access Plans
- Looked at websites re tourism

Broad themes within the literature

- Inclusive tourism is seen as a human rights issue / underpinned by International National and State legislation
- Domestic value of overnight accessible tourism in Australia is estimated at \$8 billion
- People with a disability travel at the same rate as people without disability and typically 90% of differences of ability are invisible
- 4.4% of people use wheelchair – 4% of people with a vision impairment use braille
- This is no longer viewed as a niche tourist market

Sandra is designing a survey and will be meeting with people in the region. The meeting provided feedback on areas they were aware of and noted that the research whilst focussed on the Yorke Peninsula will have relevance across the broader region.

## 3. Minutes of the committee meeting held 14 August 2020

The meeting endorsed the minutes as a true and accurate record of the meeting.

## 4. Check in

General discussion held and following key points were discussed:

- Strong rebound across the region with significant increased numbers of visitors and workloads for VIS.
- Started see the Qld and NSW visitors and need to be ready for increased numbers when Vic boarder opens.
- Some of the businesses traditionally closing mid Dec in the hotter regions looking to extending their dates for closure.
- Some VIS used the down time to review their services in the councils and develop / expand on product e.g. Drovers Way & Kidman Experience.
- Those businesses who have focussed on international are rethinking and this is especially relevant to tour operators.
- Move towards more pet friendly as people travelling inter and intra state.
- Staffing is issue from a number of businesses with the reduced backpackers impacting.
- Need to ensure level of fatigue and support for both VIS paid and volunteer staff.

## 5. Budget 2020/2021- Projects

The meeting noted the report by Simon Millcock and discussed:

- Regional VIS Forum – include focus for volunteers, better use of digital for volunteers in how to make things easier for them, better way to capture information from those who

visit and structure for resourcing / technology that is useful for volunteers. The forum could be used as a way to test recommendations from the VIS report.

- Noted: Meeting for one half day off the back of the state conference get-together
- TICSA – Have a working group including for networking on sharing information and looking at May 2021. Sarah Cheesmur to action and follow up to ascertain date.
- Foundation Barossa have an App for Volunteering and be worthwhile Bridget Johns making contact.
- Creative Industries Cultural Tourism Research Project – (Lynn Spurling meeting with them hence apology) and Advisory Committee workshop with the researchers to be held on
- Port Wakefield “A sense of departure and arrival” No update provided

#### 6. Other Business

The meeting noted that a workshop is being held with Flinders Ranges Council on their Native Food Trail project for Quorn in December.

The meeting thanked Paula Jones for her support to the committee and also the tourism industry in the region as she moves onto a new project.

#### 7. Close and date of next meeting

The meeting was closed at 3.37pm and date for next meeting to be confirmed.

For noting.

#### 4. Check in.

General round table discussion on issues being faced.

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

**For discussion and feedback.**

Project updates:

- a) **Disability Inclusion Yorke Peninsula (YP) Tourism** item 2
- b) **Creative Industries Cultural Tourism Research Project: Title New Realities**  
“Activating AR & VR potential for the creative industries and tourism in the Legatus Region”

The attached draft report is being finalised by Heather Robinson in time for the Legatus Group meeting on 5 March 2021. Drawing on a qualitative desk-top research approach, this report presents recent international research examining the potential of engaging new technologies to apply Augmented, Virtual and Mixed Reality (AR/VR/MR) visitor experiences across the Legatus Group of councils. The research identifies key factors that are essential to the successful and ongoing implementation of AR/VR/MR visitor experiences, namely the importance of:

- involving local voices and perspectives to develop community acceptance and ownership, as well as an authentic experience for visitors,

- using reliable and easily accessible platforms and local creative industries practitioners to design, develop deliver these experiences, to ensure ongoing maintenance, responsive troubleshooting, and employment opportunities,
- building on existing tourism projects and community partnerships to capitalise on previous investment, reinvigorating the regions to attract previous visitors and encouraging overnight stays,
- thematic tourism opportunities to draw people with a range of interests into and across the regions and encouraging them to extend their stays, and
- maximising a mix of technologies to support and complement each other to deliver a complete end-to-end user experience that incorporates a marketing 'try before you buy' approach and leads through to a booking, purchasing, planning and repeat visitation.

This research proposes that local councils take an active leadership role in the design, development and delivery of these AR/VR/MR projects. Local Councils are ideally placed to ensure the ongoing success of these projects, with facilitation and coordination support by the Legatus Group.

#### **Recommendation:**

**That the Legatus Group Visitor Information Services Advisory Group recommends the Legatus Group receives and publishes the report and considers the recommended actions in the Legatus Group Strategic and Business Plans.**

#### **c) Regional Visitor Information Services Forum – Title: STORY TELLING INTERGRATED WITH VISITOR INFORMATION SERVICES**

Following on from item 5 (b) a workshop is being developed to be held on Thursday 6 May 2020 (0900 – 1300) venue to be confirmed but likely to be Clare which will be a flow on from the SA VIC Conference.

Storytowns <https://storytowns.com.au/> will help in the facilitation of the workshop with Bridget Johns the Legatus Group Community Collaborator (we are looking to include the value of volunteering and their needs). As such VIS volunteers would be encouraged to also attend.

Simone Dowding and Jarrod Pickford from Storytowns Podcast Tours who are providing opportunity to showcase regional and rural towns and promote local businesses will outline their current work and will help facilitate the workshop.

Heather Robison will attend and provide a presentation on the New Realities Report.

The flier and registrations are due by the end of February and there will be no cost associated with the workshop. It will help in developing the Legatus Group Strategic and Business Plans. The Legatus Group Project Visitor Information Services (VIS) model is based on a regional visitor-centric that blends the focus on tourism regions rather than local government boundaries.

The workshop is designed for those in the region who have direct interest in being responsive to visitor needs, providing the information people want, when and how they want it including face-to-face services and integrate technology to operate alongside digital delivery.

#### **d) Pt Wakefield “A sense of departure and arrival” Update to be provided by Wakefield Regional Council.**

## **e) Remarkable Southern Flinders Ranges Alliance**

### **i. Research Project**

A collaborative research project has commenced with Adelaide University that will contribute to the new and iconic Tourism project for South Australia by supporting the Remarkable South Flinders Ranges Local Government Alliance to progress opportunities for a collective approach in areas of influence that the councils can provide to the broader Remarkable South Flinders Ranges project.

The Alliance partners are:

- Port Pirie Regional Council
- District Council of Mount Remarkable
- Northern Areas Council

The formation of the Alliance is to add value, identify areas of local government responsibility and ensure they do not duplicate with other work being undertaken. There is interest in gaining an understanding of the impacts of this project to Business Expansion and Attraction, Community Awareness, Workforce issues and impacts to Councils / Community.

The Remarkable South Flinders Ranges project includes:

- Developing an international mountain bike destination at Mt Remarkable National Park.
- Upgrading park trails for hiking, cycling and horse-riding, including a new iconic multi-day hike.
- Upgrading and expanding campgrounds, particularly to cater for caravans.
- Upgrading facilities, including creating a new visitor centre.

The Alliance are looking to identify ways they can add value / support via research to inform and assist the Alliance on the following:

- Collectively work on influencing their communities to compliment and extract greater benefit from the new national park in areas such as but no limited to Business Support and Readiness, Signage and Information Services.
- Support expanded strategic views for progressing further tourism and business opportunities that can be leveraged from Remarkable South Flinders Project.
- Assist through its membership of the Legatus Group and in partnership with other Councils in areas such as: Regions Local Roads, Cultural Tourism, Visitor Information Services, Volunteering, Community Capacity Building Projects and Research.

This project will involve desktop analysis of qualitative and quantitative data, survey design and implementation, case studies, one on one interviews and direct interaction with the reference group.

### **ii. Sister Oregon USA Case Study Webinar**

An invitation is extended (attached) to join this webinar with Caprielle A. Lewis, Director from Economic Development Central Oregon. Sisters is a small town of around 3,400 people in Central Oregon USA which has seen significant growth of their region through the community's vision, local trail organization, and annual trail events.

Caprielle will provide an outline of the first-hand experience via a webinar on 25 February 2021 at 12.30pm Webinar ID: 990 9713 8343 Passcode: 611318.

## f) Forums / Conference in the region supported by Legatus Group

The following 3 conferences over the next 4 months have direct interest for the Tourism Industry:

- 19 March Sustainable Regions through Parks, Recreation, Sport and the Environment, Clare <https://santconference.parksleisure.com.au/learning-and-events/conference-sa-nt/>
- 19 -21 May Port Pirie SA Regional Creative Industries Conference <https://legatus.sa.gov.au/creative-industries-conference/>
- 7-8 June Clare Mainstreet SA Conference <https://www.mainstreetsa.com.au/conference/mainstreet-sa-conference-2020>

## 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.

A recent survey of Legatus Group Mayors, CEOs and Regional partners indicated that of the 17 current projects the following ranking was given:

The current 17 projects being rated against each with the results based on % scored

- 5<sup>th</sup> Visitor Information Services
- 12<sup>th</sup> Creative Industries Cultural Tourism project 48.75%
- 13<sup>th</sup> Inclusive and accessible tourism for the Yorke Peninsula 47.5%

## 7. Other Business

## 8. Close and date of next meeting