



Minutes Legatus Group Visitor Information Services Advisory Committee

Friday 19 February 2021 2.30pm meeting held by zoom

1. Welcome and apologies

Attendance: Liz Heavey (Light), Shirley Dearlove (Peterborough), Lynn Spurling (Copper Coast), Rebecca Uphill (Barossa), Bridget Johns (Barunga West & Legatus), Simon Millcock & Sarah Cheesmur (Legatus).

Apology: Glen Christie (Port Pirie), Jeremy Carn (RDAFN), Anne Hammond (Yorke Peninsula), & Jo Seabrook (Barossa).

2. Welcome

Simon Millcock welcomed everyone to the meeting and advised that Stephen Rufus the CEO District Council of Peterborough has advised he will join the committee and will take on the role as Chair but was an apology for today. To be ratified at the Legatus Group meeting on 5 March.

3. Guest Speaker – Inclusive and Accessible Tourism Experiences for the Yorke Peninsula.

Sandra Seymour attended the meeting (including Cr Vluggen & Sue Moss Copper Coast Council) and provided a report on the research undertaken. The meeting agreed that the work undertaken to date was of great value in expanding awareness and realising opportunities not being explored currently. The meeting noted that the report should not be too academic and that there is value in a brief Executive Summary which explains the scope and research along with the list of recommendations at the start with detailed report following. The meeting noted the leadership being taken by the 3 Yorke Peninsula Councils and that there is value across the broader region.

Not all have had the chance to read the report and feedback will be open till Friday 26 February 2021. Sandra will then finalise the report and it can move into stage 2.

4. Minutes of the committee meeting held 6 November 2020

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

5. Check in

General discussion held and following key points were discussed:

- For the Peterborough area January and February had slowed but numbers were still good for this time of the year. Seeing continued interstate travellers.
- International travel still expected to be a long time off – focus on domestic and drive market will continue.
- South region numbers continued to be strong over Christmas New Year with day trippers and February has continued to be steady.
- Light Council working on Drivers Way and will be workshopping the new destination branding and working on the alliance with the Barossa and report by Lucid Consulting.

- Barossa gearing up for Barossa Festival and majority of visitors are from SA and interest continues to grow for the next few weeks and months.
- Barunga West have been updating their images and working on funding applications including signage.

6. Budget 2020/2021- Projects

The meeting noted the reports by Simon Millcock and discussed:

- a) New Realities Report – Feedback provided to the report which was distributed with the agenda and noted the good value in the cross regional approach. The meeting consensus was that the Legatus Group receives and publishes the report and considers the recommended actions in the Legatus Group Strategic and Business Plans.
- b) Legatus Group Regional Visitor Information Services Forum 6 May – Feedback was that it made sense to hold this event following the State VIC Conference. Agreed on the presenters and Bridget and Sarah to continue to action this.
- c) Port Wakefield “A sense of departure and arrival” No update provided
- d) Remarkable Southern Flinders Ranges Council Alliance – The meeting noted the report and the zoom webinar featuring the case study from Sisters Oregon on 25 Feb.
- e) Forums Conferences – The meeting noted the upcoming tourism related forums and conference.

7. Legatus Group Strategic Plan

The meeting discussed the value of the VIS Advisory Committee and that it should continue. This included the ability to look at broader more strategic approaches and to assist with pre-empting changes and trends. The current projects around use of technology and accessibility re tourism are great examples. This provides an opportunity for the council operational staff to discuss at a regional level and assists in keeping the councils apprised of the role they provide in visitor information services. The networking was very valuable and provided the opportunity to have discussions on similar issues and ways to deal with them.

The meeting discussed the current release of the Youth in Volunteering videos via Goyder, Clare and Gilbert Valleys and Wakefield Councils and the committee supported a project to develop one around volunteering for Visitor Information Services. Bridget Johns to follow up.

8. Other Business

8.1 The new award was discussed with varying challenges across the councils.

8.2 Bridget Johns discussed the recent Community Connection workshop and looking to develop a platform where people can share templates through a trial project being progressed to use Basecamp with 5 councils.

8.3 Simon updated the meeting on a possible funding opportunity associated with the 7 Coastal Councils and the Landscape Board titled Coasting Around Yorke: Sustaining the Future of the Gulf and Yorke Coastal Walk.

9. Close and date of next meeting

The meeting was closed at 3.52pm and date for next meeting to be confirmed.