



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

### **Agenda**

**Friday 4 June 2021**

10.30am – 12noon

Join Zoom Meeting

<https://us02web.zoom.us/j/89065459725>

Meeting ID: 890 6545 9725

Passcode: 334607

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

Stephen Rufus – Chair

#### **2. Minutes of the committee meeting held 19 February 2021 via Zoom**

The Legatus Group CEO provided a report with the agenda which included the minutes of the meeting on 19 February 2021. The Legatus Group noted the report and appointed Stephen Rufus as the Chair of the Committee for a 2-year term.

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 Drovers 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.

For noting.

### 3. Check in.

General round table discussion on issues being faced.

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

**For discussion and feedback.**

Project updates:

#### a) **Disability Inclusion Yorke Peninsula (YP) Tourism**

This project is being overseen by a reference group from the 3 Yorke Peninsula based Councils and they have received and approved the Inclusive and Accessible Tourism Experiences for the Yorke Peninsula research report (Attachment A). Stage 2 has commenced with the contracting of Travability for the design of best practice modules re accessibility for Tourism on South Australia's Yorke Peninsula. The inception meeting was held with the reference group to finalise the scope of the project. The summary report along with some suggested dates for the workshop and forums is due in the first week of June.

#### b) **Opening the Door to Nature**

The Legatus Group have partnered with Yankalilla Council and Mitcham Council on a successful Linkages and Capacity Building – Social and Community Participation grant.

Yankalilla Council are the lead for the Opening the Door to Nature project which is a moderately scaled intervention to be delivered across South Australia. The program will deploy all-terrain wheelchairs (self-propelled, electric-assist and push) to three locations across metropolitan, inner regional and distant regional. The range of focus areas will cover a broad diversity of terrain, host communities, level of engagement, transport options and trails, parks

and recreation experiences. This diversity will ensure that learnings and the resource kit developed for users and host organisations is transferable to Council's Australia-wide.

- c) **New Realities** “Activating the potential for the creative industries and tourism in regional South Australia.”

The report by Heather Robinson is now available on the Legatus Group website:

<https://legatus.sa.gov.au/wp-content/uploads/2021/05/New-Realities-Final.pdf>

Heather presented at both the Legatus Group Storytelling workshop for Visitor Information Services and at the SA Regional Creative Industries Conference. The report has also been provided to Adam Stanford Senior Manager, Strategy and Insights South Australian Tourism Commission who are currently developing the SA Arts and Cultural Tourism Strategy.

Discussions have commenced with regards the next steps following a meeting with Heather and Christopher Dalton Manager Engagement and Marketing State Library to discuss the opportunities around further activating AR & VR for the creative industries and tourism in the Legatus Region. This follows earlier meetings this year with Jenny Parsons from the SA Museum.

The Legatus Group draft business plan and budget for 21/22 has identified continued support for the regional tourism and the creative industries.

This has included interest in expanding The Legatus Group and Flinders Uni collaborations in this space over the past 18 months and to start to scope out / build a framework for expanding the identified projects. This could include securing writers for possible residencies who can help in capturing and telling the stories. This would include involving Regional Tourism and Regional Development Australia Organisations, The New Venture Institute and Industry to help identify the initial projects.

The idea is that when the project is at that right stage it could then allow engagement with *Collab* the joint venture between the SA Museum, the History Trust of South Australia, the State Library and Art Gallery who support innovation, new knowledge and entrepreneurship across Adelaide's cultural precinct and showcases their digital expertise to the world. This would help position the Legatus Group region to partner with Arts and Cultural Tourism across the State.

Conversations have continued with Allison Russell Director, Silver to Sea Way National Trust of South Australia who attend the SA Regional Creative Industries Conference and was able to make some useful connections for Silver to Sea Way.

Allison will join the meeting at 11.15am

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

The workshop was held on Thursday 6 May and attracted 26 participants. Presenters were Heather Robinson Flinders University (presentation attachment B) and Jarrod Pickford (notes attachment C) and Simone Dowding from Story Towns. Bridget Johns facilitated the workshop and this provided an opportunity for those attending to contribute their thoughts and ideas. Bridget will provide an update at the meeting.

Simone and Jarrod then met later that day with a local company re opportunities and with Miriam Ward Tourism Development Manager (Southern Flinders Ranges & Clare Valley).

On the Friday Simone and Jarrod met with Glenys Barnes at Moonta Tourist Centre, Moonta Mines and Margie Gainsford Ardrossan Progress Association and YP Tourism Marketing Manager Brooke Liebelt.

There was genuine interest re the Story Towns Podcasts for the region and further discussions have been held. This could look at a possible trial project associated with accessibility aligned with the YP current Disability Inclusion project.

Conversations are also progressing re using a community capacity building program to support a group of community members who are keen on telling local stories to be upskilled in what their local story telling projects could look like. This may then assist via local council's contributions to go towards paying for Story Towns to develop a few podcast episodes. This links with the opportunities through item c of this agenda (New Realities).

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

The collaborative research project is close to being completed with Adelaide University finalising its survey and interviews. A draft report is due soon for the Reference Group to consider before a final report is due by the end of June.

Melissa Nursey-Bray from Adelaide University has been invited to attend the meeting for a brief update.

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

7-8 June Clare Mainstreet SA Conference

<https://www.mainstreetsa.com.au/conference/mainstreet-sa-conference-2020>

### **5. Legatus Group Strategic Plan and 21/22 Business Plan**

The Legatus Group will be meeting on 11 June to consider its 21/22 Business Plan which includes support for expanding on some of the items progressed during this year:

- Visitor Information Services Forum
- Tourism Accessibility / Mixed Reality
- Remarkable Southern Flinders Tourism

### **6. Other Business**

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