



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

### **Agenda**

**Friday 5 November 2021**

10am – 12noon

Join Zoom Meeting

<https://us02web.zoom.us/j/88096051919>

Meeting ID: 880 9605 1919 Passcode: 814130

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

Stephen Rufus – Chair

#### **2. Minutes of the committee meeting held 4 June 2021**

The Legatus Group CEO provided a report with the agenda which included the minutes of the meeting 4 June 2021 to the Legatus Group who noted the report. Minutes are Attachment A

#### **3. Membership**

Glen Christie and Anne Hammond have advised they have left their respective positions. Anne Hammond advised that Muriel Scholz the Yorke Peninsula Council's new Caravan Parks Coordinator can represent the council in the interim.

Recommendation that the Legatus Group CEO calls for expression of interest to fill vacancies and invites a Legatus Group Board member to also consider being a member.

Note current memberships apart from Stephen Rufus are until 8 May 2022.

#### **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**

The Legatus Group on behalf of member Councils; Barunga West, Copper Coast and Yorke Peninsula contracted Travability to expand on key recommendations outlined in the 2021 Accessible Tourism Experiences Yorke Peninsula - Working towards Disability Access and Inclusion for the Tourism Sector report.

The purpose was the “Design of best practice modules re accessibility for Tourism on South Australia’s Yorke Peninsula” and expanding on 3 of the recommendations:

1. Building an inclusive approach to Tourism
2. Universal Design for Inclusive Communities that enable Inclusive Tourism
3. Enablers of Inclusive Tourism

Link to the report being workshopped: <https://indd.adobe.com/view/4ed1d70f-7ef9-48f5-982c-59bd6a7aede4>

The reference group recommended that a workshop is held to discuss the recommendations and way forward which is being held on Monday 15 November 2021. The workshop will include Bill Forrester from Travability and is for all 3 Councils including invites to Elected Members + RDA + SATC and following this it is recommended that a broader workshop is held for the YP Tourism Industry.

Feedback from the workshop will focus on:

- Key Locations
- Opportunities
  - Changing Places/Adult Change Facility
  - Beach Access Ramps
  - Beach Wheelchairs
  - Enhancement of Water-based offerings
  - Open the Door to Nature
  - Moonta Mines/Moonta Tourist Train
- Marketing
- Primary Responsibility / Reference Group
  - Destination Guides
  - Selected Itineraries
  - Business Mentoring
- Infrastructure Improvements
  - Changing Places/Adult Change Rooms
  - Beach Matting
  - Self-Propelled Beach Wheelchairs
  - Inclusive Playground

Note the 2021/2022 Legatus Group Budget does have an allocation to assist with the next stage.

The findings from this project could be replicated across member councils.

**b) Opening the Door to Nature – 10.15am** Lisa Pearson - Group Manager Economy, Tourism & Community District Council of Yankalilla will join the meeting.

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

*The path to accessible National Parks, nature spaces, reserves and trails*

This is a trial project re eTrike and all-terrain wheelchairs and the Legatus Group has partnered to support this project which is being managed by Lisa Pearson from Yankalilla.

This is a moderately scaled intervention providing people living with a disability to participate in and benefit from nature-based recreation with their families, carers and peers. It incorporates amongst other things a free-hire program for eTrike and MT Evo all-terrain wheelchairs offering self-propelled, electric-assist and push options which will include in our region.

The Legatus Group are currently working with 3 Yorke Peninsula Councils on an Accessible Tourism Project and the 3 Councils (Pt Pirie / Mt Remarkable / Northern Areas) on a Remarkable South Flinders Ranges Tourism Research Project which both have relevance.

Trials are being earmarked for:

- The Barossa Trail
- Riesling Trail
- Walk the Yorke / Yorke Peninsula Trail Network
- Southern Flinders Cycling Trails

**c) Storytelling / Podcasts 10.30am** – Kristine Peters will join the meeting

Following the release earlier this year by the Legatus Group of the New Realities “Activating the potential for the creative industries and tourism in regional South Australia” and the Legatus Group Regional Visitor Information Services Forum – Title: “Story Telling integrated with Visitor Information Services” there has been the following progress.

- Approval has been granted to progress with a Storytelling Brighter Futures project which will be offered to communities in the Southern Flinders (Port Pirie Regional Council, District Council of Mount Remarkable and Northern Areas Council) and Flinders (Flinders Ranges Council and District Council of Orroroo Carrieton). The Legatus Group has been working with its member Councils (including Orroroo Carrieton and Flinders Ranges) and project partners to activate community wellbeing and capacity building via interest in digital storytelling as a way of connecting individuals and communities, preserving history, activating new enterprise, and producing content to support tourism development. This presents an opportunity to reinvent Brighter Futures in a format that is less reliant on community teams identifying projects but capitalises on the demand for authentic and engaging digital content to recognise the stories and contributions of locals and boosts their own sense of place whilst adding to the tourism experience.
- Preliminary discussions are being held with Story Towns and Copper Coast Council and this also can align with Disability Inclusion Yorke Peninsula (YP) Tourism and update will be provided at the meeting.

**d) Cultural / Native Foods Tourism 10.45am** – Li Meng UniSA to join the meeting

The Legatus Group are members of the Northern and Yorke Landscape Boards Aboriginal Engagement Committee, have an MoU with UniSA and include Reconciliation as part of their Business Plan. In 2020 the Legatus Group released a report on Reconciliation. This included a recommendation to institute Reconciliation Awareness and Sharing Culture Sessions, that include the arts and food style projects (e.g., around the campfire indigenous wisdom sessions etc), in ways that are safe for everyone.

Cultural Awareness through food - the Legatus Group are progressing with Li Meng at UniSA to support a Native Foods Cultural Sharing Event/s which will look to invite Legatus Group Councils / RDAs and Local Communities who could be interested in partnering.

Simon Millcock and Li Meng recently met with Lynn Spurring and members of the Nharangga Progress Association (NAPA) on this topic. Simon Millcock has offered to coordinate a meeting between NAPA, all 4 councils, RDAYMN and the Landscape Board to identify any possible Legatus Group support for developing a strategic approach in areas such as (1) Food / Native Foods (2) Cultural Tourism which could include training e.g., the development of a micro-credential cultural tourism course (3) Coastal and Land Management.

**e) National Trust – 11.15am** Allison Russell from National Trust to join the meeting

The National Trust have a series of projects that are occurring in the region and they are looking at areas of collaboration with Councils and include:

- Collingrove Homestead – Angaston - increasing the use and activities including residency – music type focus. This would appear to be more of a Local Council / RDA project but may be something that could link with a broader regional program based around historical homesteads.
- Silver to Sea – Peterborough to Port Pirie – this would be a subregional project and could link with the development of podcasts the Legatus Group are considering via a Brighter Futures (Community Capacity Building project). This could provide some opportunities for collaborations, and I will introduce you to Kristine Peters who is managing this project. We are waiting on confirmation from SA Govt re the project.
- Moonta Mines Heritage Project – This could link nicely with the work we are doing with the 3 Yorke Peninsula based Councils around Tourism Accessibility. We have finalised the report (attached) which includes the Moonta Mines/Moonta Tourist Train the Moonta Mines precinct is a significant part of the Yorke Peninsula's history. Given the topography, most of the precinct is not accessible to people with reduced mobility or those with vision impairments. Major upgrades to the site are planned and this represents a perfect opportunity to consider accessibility in the development of new trails through the site. The Moonta Tourist Railway does not cater for people with reduced mobility and wheelchair users. The train is potentially a perfect way for people with a disability to appreciate the history of the Moonta Mine site. There is potential to add a carriage to the train with an appropriate boarding system. There are several examples of accessible rolling stock being added to narrow gauge trains including one developed by Puffing Billy in Victoria. We are workshopping this report soon with our member councils. There may be opportunities for collaborations with you on this.
- Aboriginal Engagement – The Legatus Group are members of the Northern and Yorke Landscape Boards Aboriginal Engagement Committee and there may be value if you attend their next meeting and presenting on the projects you are undertaking in our region.

Here is a link to the podcasts they have produced with the Clare and Gawler branches:

<https://www.nationaltrust.org.au/our-town-podcast-series/>

**f) Remarkable Southern Flinders Ranges Alliance**

A workshop and tour are being facilitated by the Legatus Group CEO on Thursday 25 Nov 21 with invites for the Alliance Councils Elected Members and Staff plus each council to identify representatives from Tourism / Business Group.

The Alliance (Mt Remarkable / Pt Pirie and Northern Areas) through the Legatus Group commissioned the University of Adelaide to prepare a report on the Strengths, Weaknesses, Opportunities and Threats analysis on how the communities within and around the development of the Remarkable Southern Flinders Ranges National Park precinct can value add and benefit.

The report focused on how to build tourism in the region, both in and of itself but also as a flow on effect from what is the future anticipated additional visitation that will occur because of the park. Results show that the region has a wide range of experiences and attractions that could be further developed, and which offer a diverse range of food, Indigenous, adventure, history and art opportunities. These opportunities exist not only as 'add ons' to the current high profile and already existent mountain bike tourism, but also as discrete experiences.

However, future progression of these opportunities is hampered by a lack of current and future infrastructure and services, such as accommodation. There is little to no integrated marketing of the region, nor is there a regionally focussed brand. Further, partly due to COVID, local momentum is low and businesses at present disinclined to actively build tourism.

Case studies highlighted that many types of tourism packages could be created, with a range of examples from heritage tourism, adventure tourism, nature tourism and trail-based tourism presented as ideas that could provide added value to the Southern Flinders Ranges Tourism region. A range of tools was outlined, which can be used to develop concepts into reality. These tools include the use of phone apps, digital story maps and storytelling.

A working / reference group comprising the Mayors and CEOs of all 3 councils oversaw the research project and they have noted the final report is a valuable report but that it needs to be taken to the next level to expand on the business opportunities that could be generated.

The following recommendations are contained in the report and will help form the basis of the workshop:

1. Support increased opportunities to build on and expand the current branding for the region
2. Support the development of grant applications for infrastructure and investment in expanding tourism in the region
3. Create momentum and support local tourism operators to consider implementing tourism opportunities based on case study / projects that have been identified to support existing and new regional tourism opportunities around the project
4. Continue with the Remarkable South Flinders Ranges Local Government Alliance Tourism and align councils strategic and business plans to include support
5. Develop a communications strategy to maintain dialogue and support between the Alliance, businesses, Indigenous groups and governments in the region
6. Work with governments and other partners to support an integrated investment strategy and for attracting investment in tourism aligned with the Remarkable Southern Flinders Ranges project

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

There is an allocation of \$2,500 for a Legatus Group Visitor Information Services Forum and feedback sought on topics, timing and location.

#### **6. Other Business**

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

## Attachment A

Unconfirmed Minutes Legatus Group Visitor Information Services Advisory Committee

Friday 4 June 2021 10.30am meeting held by zoom

### 1. Welcome and apologies

Attendance: Chair Stephen Rufus (Peterborough) Liz Heavey (Light), Shirley Dearlove (Peterborough), Jeremy Carn (RDAFN), Lynn Spurling (Copper Coast), Taylor Gray (Yorke Peninsula), Bridget Johns (Barunga West & Legatus) and Simon Millcock (Legatus).

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

Stephen Rufus welcomed everyone to the meeting and the attendees introduced themselves.

### 2. Minutes of committee meeting held 19 February 2021

The meeting noted that the minutes be taken as read and confirmed.

### 3. Check in

Key points discussed:

- Light Regional Council working on new branding with focus on history and agriculture and interested in the opportunities around mixed realities.
- Copper Coast Major Events – challenges re COVID-19 and need for greater support through Events SA and Health – late approvals. Increased experience and able to pass on to others. Moonta Top Tourist Town in SA.
- Lots of activity across the region in the tourism space including trails, arts (silos / tanks), streetscaping.
- Barunga West will have arts culture event coordinator starting soon.
- Roll out of the Brown Signs has been a mishmash but they are now being delivered.
- Grants overload with lots of funding opportunities but the capabilities to apply and resources available to apply and to also deliver (e.g., lack of trades people). Supportive of subregional approaches and offer from Legatus Group to assist.
- Resourcing - Staffing issues including volunteers.
- Supportive of subregional approaches.
- Value in the use of Aussie Travel code

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

- a) Disability Inclusion Yorke Peninsula Tourism: The meeting noted the Legatus Group CEO report. Discussed the value of progressing accessibility and inclusiveness across the broader region.
- b) Opening the Door to Nature: The meeting noted the Legatus Group CEO report.
- c) New Realities: The meeting noted the Legatus Group CEO report and supported continued dialogue with Flinders University and others.

Allison Russell – Director Silver to Sea way National Trust joined the meeting and provided an update on the project which is aligning with the Heritage Rail Trail and their interest in a new

form of Heritage Tourism. Stage 1 funding is for the Port Pirie to Peterborough with Stage 2 through to Broken Hill.

The rail line forms the spine of the storytelling aspects with focus areas being (1) jobs / training (2) growing visitor numbers (3) community wellness (4) community capacity. This will include 3 key assets (1) Railway Station Customs House Pt Pirie (2) Gaol Site Gladstone (3) Roundhouse Peterborough. There are two creative aspects (1) Augmented and Mixed Realities (2) Illuminate along with a strong creatives team.

Community is the core to project and local involvement is paramount and will be a showcase for telling stories differently.

The meeting noted the interest from Allison in how to provide a broader regional approach and in ways to assist with gaining the stories from those locals. This project is seen as a catalyst for the Legatus Group region and will assist with developing a digital story bank.

Noted the need to include accessibility and inclusiveness into the program.

Allison offered to meet individually whilst supportive of having their creative team be part of broader regional workshop session to assist with the collaborative approach.

d) Regional Visitor Information Services Forum: Bridget Johns provided an update to the report provided by the Legatus Group CEO.

Great value in having the forum aligned to the State VIC Conference and good cross section from across the Legatus Group region with some from other regions also attending. Synergies between Silver to Sea Way and keen interest in the Storytowns Podcasts and use of other forms of mixed reality. Current discussions around a community capacity building project that could be tweaked to identify and empower storytelling to assist communities to identify and deliver their own stories.

e) Remarkable Southern Flinders Ranges Alliance

The meeting noted the Legatus Group CEOs report.

#### 5. 2021/2022 Legatus Group Business Plan and Budget

The meeting noted the reports by Simon Millcock re the 21/22 Business Plan and Budget which will be considered by the Legatus Group 11 June 2021.

The meeting supported the approach being taken for (1) Forum (2) Tourism Accessibility / Mixed Realities (3) Remarkable Southern Flinders Ranges Tourism support.

#### 6. Other Business

Destination Management Plans were discussed and need for communities to be aware of the role that tourism has in supporting their economy and the current Remarkable Southern Flinders Ranges research project is a relevant example.

7. Close and date of next meeting - The meeting was closed at 12 noon and date for next meeting to be confirmed.