



District Council of
Mount Remarkable

STRATEGIC TOURISM PLAN

2022-2027





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A Remarkable Experience...

A Remarkable Experience...

ACKNOWLEDGEMENT OF COUNTRY

The District Council of Mount Remarkable acknowledges the traditional landowners of the district, the Nukunu People. The ongoing contribution of First Nations people to the area plays a fundamental role in shaping the region into the future.

EXECUTIVE SUMMARY

The District Council of Mount Remarkable (DCMR) is poised for change and ready to embrace and activate the current opportunities for growth in the South Australian Visitor Economy.

Consumer demand for nature-based tourism experiences, combined with the impacts of COVID-19 have resulted in an increase in domestic tourism. These trends, in addition to the current Government investment in cycling and hiking trails in the region, will create the ultimate opportunity for tourism and in turn, significant economic growth. The time to act is now. Collaboration between stakeholders is vital in order to leverage the pending opportunity.

The current landscape includes multiple state government agencies, several regional organisations plus 30 different community groups operating within the DCMR who have an interest in the tourism sector.

Over the past 5 years there has been a considerable amount of work invested from a range of stakeholders at state and regional level looking at the tourism opportunity. This has resulted in many workshops and the development of numerous plans. It is now time to consolidate and capitalise!

The key to this Tourism Strategy is not to reinvent the wheel but to develop partnerships to leverage the work of key industry stakeholders. It is vital to draw together the ideas and visions of the past and build on them in a way that will capitalise on the tourism opportunity that is evident today and into the future.

The process of developing this plan has uncovered opportunities and enabled us to identify a series of 'Game Changers' for the region. These initiatives are exciting and aspirational but are part of the 'long game'.

First, there is a significant amount of groundwork required to create a strong foundation from which to realise these growth opportunities.

Through extensive consultation and research, we have arrived at three strategic priorities that will guide the growth of tourism for the Council region.

INVEST - both financially and also in mindset in the development of the tourism sector.

COLLABORATE - once a commitment has been achieved, next comes the task of gathering and aligning of stakeholders, businesses, groups, and individuals to encourage them to work towards a common set of goals.

PROMOTE – as a result of investment and collaboration, the opportunity to effectively promote what is on offer for the visitor becomes more achievable.

From this framework, we have developed a range of objectives with a related action plan to be executed over the next 5-year period.

This work has created 15 strategies with 45 actions in total. Below are the top six actions that will deliver the greatest impact:

- 1. Employ a Tourism Officer and allocate resources to support**
- 2. Undertake a signage audit**
- 3. Develop an Investment Prospectus for the Council District**
- 4. Promote more effectively – Marketing Plan**
- 5. Invest in a Regional Tourism Organisation**
- 6. Activate and invest in visitor servicing**

The required budget for implementation of this plan is estimated at \$275,000 in year one and will reduce incrementally over the next 5 years. The budget has been developed around the above 6 priority actions.

This document has been informed through desktop research, 2 regional visits, 2 council workshops, 18 one on one interviews and 46 survey responses (Refer Appendix 1).

The practical solutions provided in this document will deliver on a range of objectives within the Mt Remarkable Community Plan – 2022 – 2032 and have been referenced accordingly (DCMR CP and relevant strategy number).

INTRODUCTION

Why tourism?

Governments at all levels are now talking 'Visitor Economy' as opposed to tourism. It is now recognised that the impact of tourism has a much broader effect than just direct expenditure with traditional tourism businesses.

The visitor economy encompasses the contribution tourism makes to employment, investment, infrastructure development, exports, provision of temporary labour and social vibrancy.

The visitor economy includes all visitors that travel outside their usual home to take part in activities including leisure, business, events, employment, education or to visit friends and relatives. These visitors, which include international, interstate, intrastate and day trip visitors, provide benefits to the economy through the direct contributions of their tourism activities, as well as the indirect contributions via the value chain.

Regional tourism is critical to South Australia's visitor economy. It generates 17,200 direct and 7,000 indirect regional tourism jobs and \$3.6 billion in visitor expenditure. The current South Australian Regional Visitor Strategy states that by 2025, regional visitor spend has the potential to grow to 4 billion dollars.

Tourism is a growing economic opportunity that encourages investment, new business growth and diversification of existing industries. A vibrant visitor economy also unlocks the opportunity for population growth, as there are also strong overlaps between a place being highly liveable and great to visit.

Tourism can help to secure long term sustainability and relevance for regional communities.

What the visitor wants

Visitors are seeking adventure, authentic and meaningful experiences that they can share with friends and family and activities that connect them to local places - all within an easy distance of Adelaide.

Natural disasters and COVID-19 have caused consumers to seek real time reliable information and assurance about what is open and safe.

Visitors continue to depend on digital content to inspire, plan and book their trips.

They are seeking quality and experiential accommodation in remarkable natural environments.

Health has become a significant priority in recent years and in turn visitors, are seeking wellness and active tourism experiences as part of their holiday offering.

SOURCE - RVS 2025

PLANNING FRAMEWORK



PURPOSE AND ROLE

Purpose of the Strategic Tourism Plan

The District Council of Mount Remarkable have commissioned the preparation of a formal tourism strategy to review the status of tourism activity and development in the council region and to identify the most effective ways that Council could support and progress the tourism industry during the next five years.

The objective of the strategic directions identified in the plan are to encourage demand for the Council's regional visitor experiences and services and improve the quality and range in order to generate higher visitor satisfaction and repeat visitation.



The goals of the plan include:

- Increase the profile of the District Council of Mount Remarkable region as a visitor destination
- Increase year-round visitation
- Generate higher yield (length of stay and expenditure)
- Further develop products and experiences to encourage visitation during the shoulder periods
- Increase employment

Role of the Strategic Tourism Plan

This Tourism Strategy is a resource that will be used by Council, the community, and stakeholders to guide tourism activities for the coming 5 years. It collates much of the work undertaken by Council and the community in identifying future objectives and opportunities to implement new actions aimed at growing tourism.



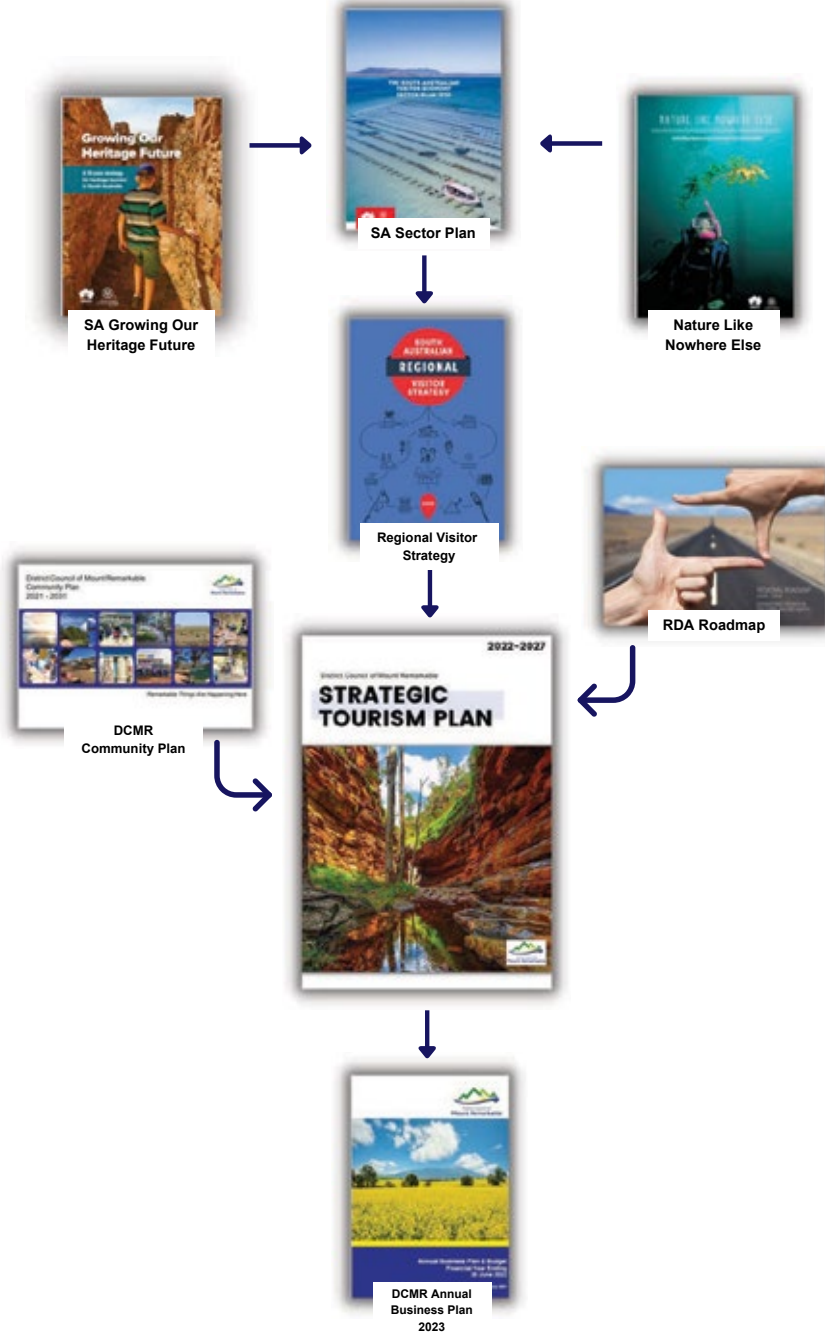
The strategy will provide a framework for Council to plan and prioritise projects and make decisions relating to:

- Facilitating a range of tourism infrastructure projects for the commercial sector
- Infrastructure design, development, and maintenance
- Linkages to strategic regional projects derived from the State's Regional Visitor Strategy and associated marketing and promotion opportunities
- Providing linkages to local stakeholders eg. Department of Environment and Water (DEW)
- Providing assistance to tourism businesses and tourism focused community groups such as industry training and adoption of new technologies
- Allocating funds and assistance towards tourism development and promotion
- Advocating for state and federal government funding for local and regional projects

STRATEGIC ALIGNMENT

This tourism plan is part of the the overall strategic planning process for DCMR.

It is an outcome of the DCMR Community Plan and will feed actions into the DCMR annual business plan over the next 5 years.



There are a range of plans that have been reviewed as part of this process to ensure strategic alignment at a local and state level. The relevant strategies within each plan have been cross-referenced with the actions within this plan and a summary of each provided.

District Council of Mt Remarkable Community Plan 2021 – 2031

The DCMR Community Plan identifies the tourism vision for the region as follows

- A planned and coordinated approach to tourism for the District
- Increase in tourism contribution to the local economy
- The District being recognised as attractive and unique tourist offering
- Maintenance and improvements to Council's tourism infrastructure
- Enact measures to support heritage and history
- Advocating for protection of environment along with retained access

The Regional Development Australia Yorke and Mid North (RDAYMN) Regional Roadmap 2018-2028

This Regional Roadmap is a collaborative approach to supporting the region to be the best it can be, identifying growth factors and levers, existing opportunities and proactively generate new ones.

Tourism is referenced in Regional Focus 4 'Healthy Environments' and contains the following actions:

- Develop and create new and unique opportunities to experience natural environments, for example, physical adventure, artistic, cultural and culinary experiences.
- Encourage opportunities for nature based tourism investments on public land.

The South Australian Regional Visitor Strategy 2025 (RVS)

The 2025 strategy outlines eight strategic pillars that apply across regions. Each of the 11 tourism regions have a set of regional response priorities which serve as an action plan for the RVS steering committee to work with regional tourism organisations, local councils, and key stakeholders to drive outcomes.

The DCMR Strategic Tourism Plan works to address a number of the priorities which have been identified for the Flinders Ranges and Outback region.

- Marketing – Leverage growing interest in nature-based activities such as walking and cycling trails focusing on the Southern Flinders Ranges Precinct and the Flinders Ranges
- Experience and Supply Development - Develop new and improve existing visitor experiences which reflect the region's strengths in nature based – Aboriginal, pastoral, heritage, and soft adventure tourism.
- Collaboration – Increase the effectiveness of the region's Visitor information Centres and outlets including digital capabilities and on-selling services.
- Collaboration - Encourage greater cross-council, government and agency collaboration
- Leisure & Business Events - Collaborate with cross-regional events, address event challenges

The strategies in the following plan that contribute to these specific RVS priorities are referenced with the relevant RVS page number.

Nature Like Nowhere Else 2015

Nature Like Nowhere Else (NLNE) is the the State Government's vision and actions to make South Australia a world leader in nature-based tourism, while supporting the ongoing conservation of our state's natural and cultural heritage.

The DCMR Strategic Tourism Plan works to address a number of actions within this strategy as listed below:

- 2.4 Continue to support the resilience of regional communities that are adapting to changing economic circumstances through investment in emerging nature-based tourism opportunities
- 2.5 Provide opportunities for businesses to capitalise on the State Government's existing investments in nature-based tourism projects like mountain biking, the Adelaide International Bird Sanctuary and recreational fishing.
- 3.5 Identify and remove any unnecessary policy barrier to invest in nature-based tourism
- 4.5 Connect the market to South Australia nature-based tourism experiences through social media and relevant and engaging communications tools
- 5.2 Provide ongoing support to traditional owners and regional communities to help develop nature-based tourism experiences.

These actions have been cross referenced throughout the plan using the notation NLNE.

Growing Our Heritage Future

This 10-year strategy, and its accompanying action plan, were developed in collaboration with the Heritage Tourism Alliance, and through consultation with tourism industry and heritage sector stakeholders from across South Australia.

It aims to inform State and Local Government about heritage tourism objectives in South Australia, and guide stakeholders – including tourism operators, regional tourism organisations, communities, Aboriginal heritage, heritage owners, custodians and managers who wish to capitalise on the potential of heritage – to deliver outstanding visitor experiences.

The DCMR Strategic Tourism Plan works to address a number of actions within this strategy as listed below:

- 1. Build and promote itineraries that connect heritage experiences and precincts, build story lines and create journeys
- 3. Encourage heritage experiences (including events) to register with Australian Tourism Data Warehouse (ATDW)
- 4. Collaborate with Aboriginal heritage tourism representatives and stakeholders to identify what needs to be done to nurture and advance Aboriginal heritage tourism
- 6. Continue to explore ways under-utilised government owned heritage sites and properties could be conserved and activated through tourism and cultural activity, especially in regional areas
- 8. Advocate for destination planning to connect, maintain and enhance built (cultural) and natural settings, including main streets and gardens.
- 14. Identify and seek to understand if any unnecessary barriers can be removed, processes streamlined or incentives developed to improve the sustainability of heritage operations, access to heritage sites/locations, and/or adaptive reuse of heritage buildings.

These actions have been cross referenced throughout the plan using the notation GOHF.

REGIONAL OVERVIEW



REGIONAL OVERVIEW

The area of the District Council of Mount Remarkable is abundant in natural assets and provides a rich diversity of landscapes; from coastal dunes to rugged mountain ranges. Steeped in rich history, agricultural land mingled with national parks featuring breathtaking gorges and epic scenery; all ready to be explored via the extensive network of walking and biking trails.

The Council District is 3,413 sq. kilometres in area with a population of 2,902 (ABS 2017). The major townships within the area are Booleroo Centre, Melrose, Port Germein, Weeroona Island, Wilmington and Wirrabara.

The Nukunu People are the traditional owners of the land and have a strong connection with the region and its landmarks. Their culture and stories have a presence however there is a desire from the broader community to strengthen the awareness and acknowledgement of the Nukunu People and share this with visitors to the region.

Melrose is currently considered the key tourism town based on the quantity of tourism product within the area whilst Booleroo Centre is considered the main service centre for the district as it is home to the local hospital and school.

Each township has its own sense of place and offers unique tourism assets and connections to the essence of the DCMR region. Appendix 2 (page 40) provides a detailed overview of each township, its current product, challenges and opportunities.

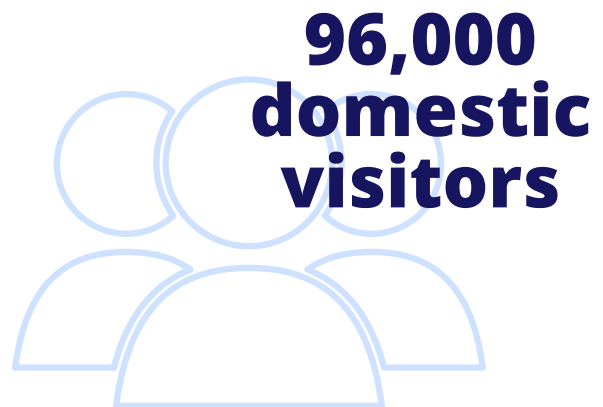
The extensive network of national parks is a major draw card for the area including the recent creation of the the new Wapma Thura - Southern Flinders Ranges National Park. This recently proclaimed National Park comprises the former Telowie Gorge Conservation Park, Wirrabara Range Conservation Park, Spaniards Gully Conservation Park and a discrete portion of Mount Remarkable National Park known as the Napperby Block.

Significant investment in trails infrastructure and facilities has seen the development of the Remarkable Southern Flinders Project (Appendix 3) incorporating the EPIC Mountain Bike Trail, Wirrabara trail and day visitor facilities, Willowie trails and day visitor facilities, Mambray Creek visitor facilities upgrade and Gorges Walks trail. Sectors of this project are in progress and due for completion in 2023.

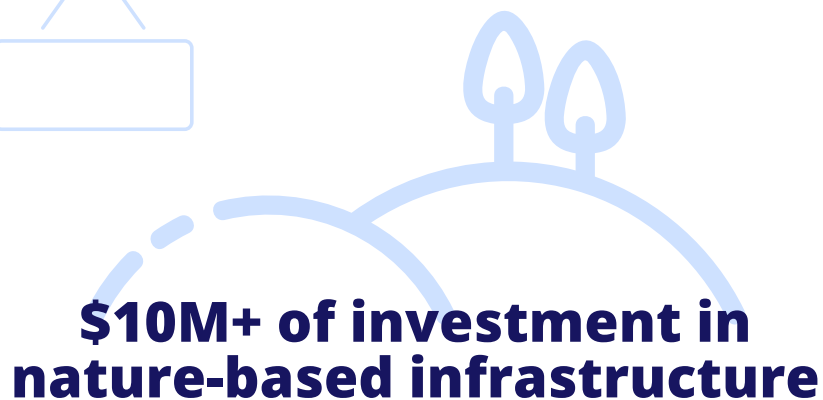
A modest group of successful tourism businesses operate within the region supported by private commercial operators and many dedicated community volunteer groups. There are significant gaps in the quantity of accommodation, food and beverage offering and attractions to supplement a full visitor experience and encourage multi-day stays.

There is a strong culture of community within the district and many passionate locals who are keen to see the growth and development of their patch.

The DCMR area is currently facing a branding conundrum and a confused identity both at a State, regional and local level.



Multiple regional and sub-regional brands

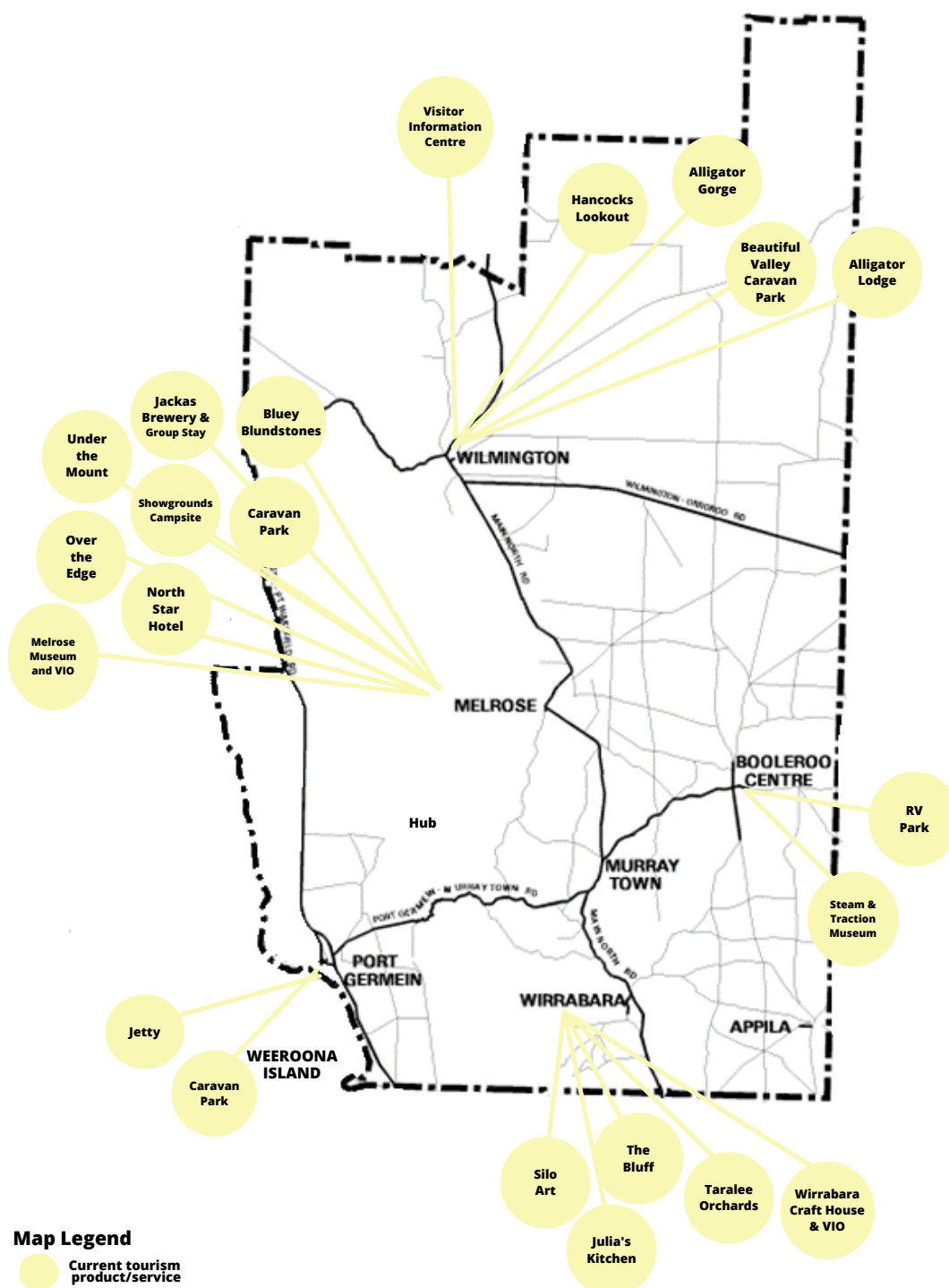


Source: Tourism Research Australia, Local Government Area Profiles 2019

CURRENT PRODUCT - THE CUSTOMER VIEW

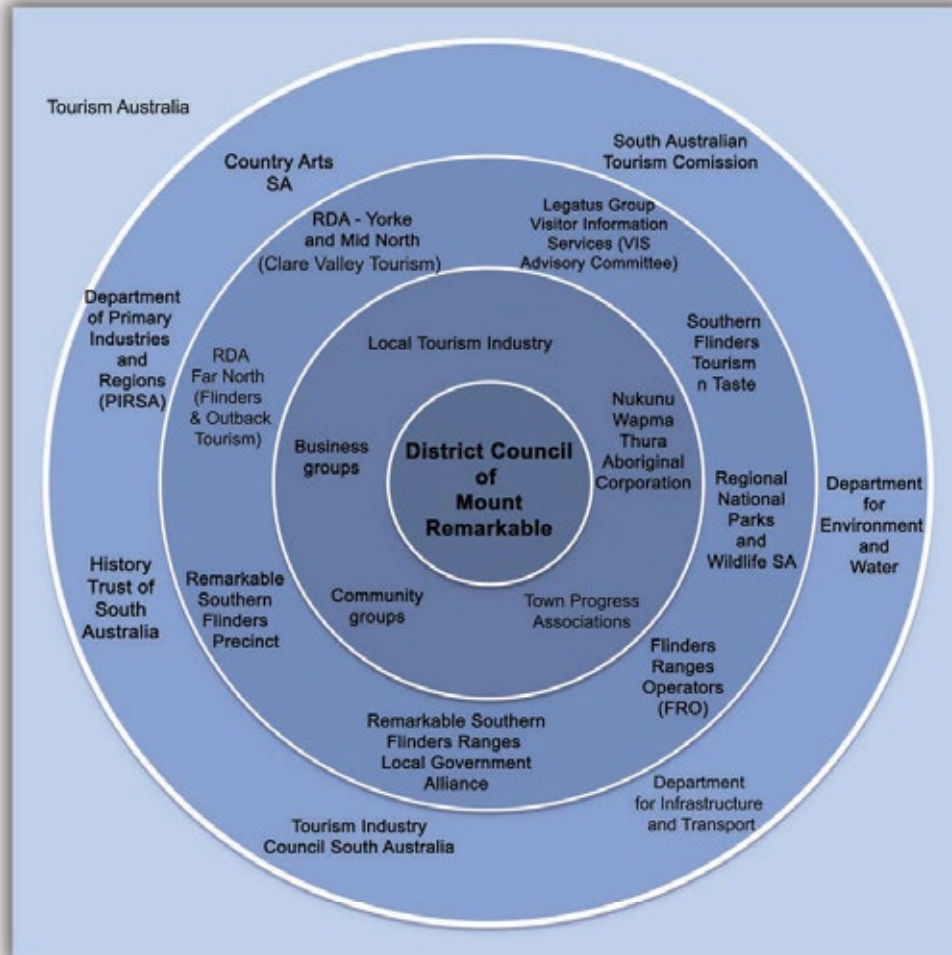
This map provides an indicative view of the current products and experiences actively promoted for visitors to the DCMR area. These are the products that are currently listed on the Australia Tourism Data Warehouse (ATDW) which links to southaustralia.com and australia.com. Whilst not an exhaustive list, they are the core products that are appearing in current promotional material; both digital and in print.

There is a spread of product across the region however, the majority of accommodation and food and beverage outlets are centred around the Melrose area. There is significant potential for cross promotion throughout the region and a number of product gaps, that when filled, will provide a more rounded visitor experience and greater dispersal of visitors throughout the entire area.



TOURISM STAKEHOLDERS

In order for the DCMR to truly benefit from the posed tourism opportunity, clarification regarding the roles and responsibilities of the various groups within the tourism landscape is essential. Refer Appendix 3 for a detailed description of all stakeholders and their relationship with council.



Despite being located within the 'Flinders Ranges and Outback' tourism region, the DCMR area is considered the 'Southern Flinders' along with neighbouring councils, Port Pirie and Northern Areas. The Southern Flinders is serviced one day a week by a Local Contact Officer located within the Regional Development Australia Yorke and Mid North, who also services the Clare Valley area. Marketing is managed as part of this resourcing; however, limited funds has resulted in low activity and inclusion of the DCMR tourism assets minimal.

DCMR is a member of Southern Flinders Tourism and Taste, however, do not provide core funding towards any regional tourism body at present.

There are currently 30 different community groups operating within the DCMR who have an interest in the tourism sector.

With so many players and partnerships, collaboration at state, regional and local level is key.

GAP ANALYSIS

A combination of desk top research, regional visits, one on one meetings, and an online survey has informed a gap analysis of the key towns within the DCMR area.

The challenges and opportunities have been identified as factors which are currently impacting on tourism growth within the region, each of which have been addressed through the strategic priorities and corresponding actions.

The game changers are a select number of 'blue sky' long-term projects or innovations that have the ability to significantly impact the visitor economy, however may be outside of Council's area of influence or require the input of multiple partners. They have been included for future consideration over and above the 36 actions documented in this plan.

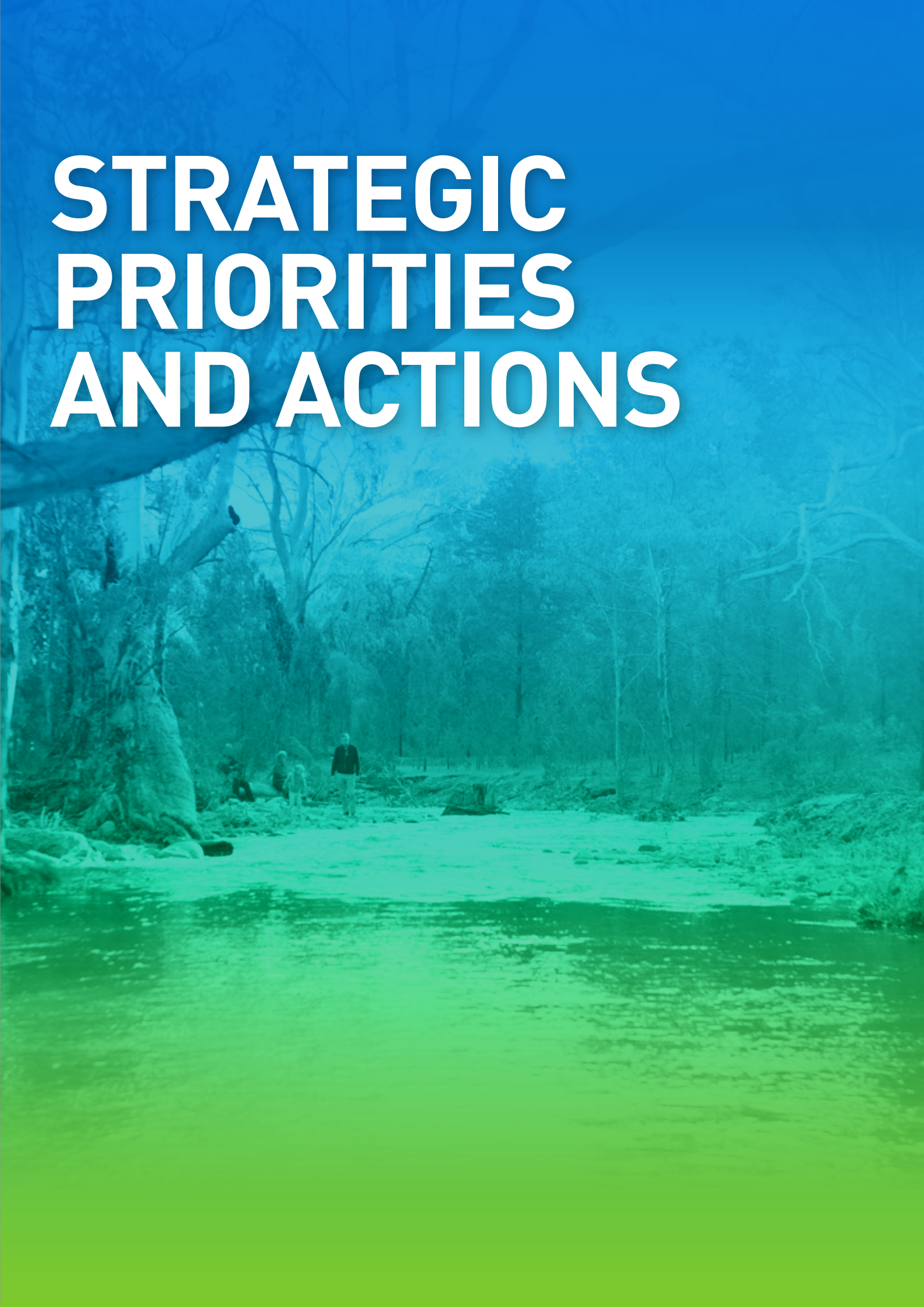
The following pages provide a summary, however a complete analysis of each town can be found in Appendix 2.



TOWN	CHALLENGES/ OPPORTUNITIES	GAME CHANGERS
Port Germein	<ul style="list-style-type: none"> • Lack of food and beverage outlets • Multiple volunteer groups requiring cohesive approach • Maintenance of beach access through vegetation – uninviting to visitors • Jetty requiring urgent attention • Lack of family focused product event and profile • No after dark activities/attractions 	<ul style="list-style-type: none"> • Preserve & upgrade jetty - This jetty of historical significance has the potential to be upgraded to enable deep water fishing access. • Old Pier Hotel – Iconic building in prime location (with vacant block of land for sale next door) would be well suited to development of culinary experience featuring local seafood. • Connection to Mambray Creek – Actively market proximity to SA’s most patronised national park campground and walking trails. • Overflow/Bush Camping - Unused oval with existing RV point could be activated for overflow camping and managed by the Caravan Park. • Re-imagining of the Crab Festival - Redevelop the crab festival concept to showcase local seafood and a family fun event.
Booleroo Centre	<ul style="list-style-type: none"> • Lack of accommodation • Limited food and beverage • Pub for sale and currently not operational • Minimal signage to local attractions etc in town • No after dark activities/attractions 	<ul style="list-style-type: none"> • Visitor Information Centre - Development of Tourist Information Centre and Cafe (open 7 days) linked with Steam Museum as per Booleroo Centre master-plan. • Silo Art – A cost effective way to create a new attraction for the town that would increase visitor dispersal • Agricultural History - Tell the story of the regions ag history with links to the present. For example, Kelly Engineering and significant technological advances ie community GPS network. • Booleroo Hotel - Opportunity to utilise iconic building to create a destination food and beverage experience. • Mettwurst - creation of a providore experience based around this renowned local delicacy. • Continue to build the town as a service centre; promote investment in housing development to assist with workforce issues ie staff accommodation across DCMR region.
Melrose	<ul style="list-style-type: none"> • Lack of skilled staff • Minimal accommodation available for staff • No one point of information for visitors • Group accommodation options • Group mountain view recreation infrastructure ie yoga platform • Lack of family focused product, events and profile • Low visitation during summer • No after dark activities/attractions 	<ul style="list-style-type: none"> • EPIC Mountain Bike Trail (in progress). The proposed route will offer 37.5km of non-stop adventure, and is set to become a world-class tourism asset for the region and must be leveraged accordingly. • Tapas Bar or other high-end culinary experience would provide an alternative to the current pub offerings. • Accredited Visitor Information Centre - Redevelopment of the current Melrose Courthouse Museum complex to incorporate a visitor centre. • Mount Remarkable Lookout - Installation of a cantilever viewing platform. • Caravan Park to move to a long term lease as part of a Big 4 type franchise incorporating a swimming pool and/or water recreation activation to attract visitation during summer months, glamping and high end mountain view accommodation. • A trail head to be erected in Melrose. • Family focused activation - Mt Remarkable Sound and Light Show.

TOWN	CHALLENGES/ OPPORTUNITIES	GAME CHANGERS
Wirrabara	<ul style="list-style-type: none"> • Planning regulations restricting development ie, shop front accommodation proposal • Public toilets require upgrade • Lack of accommodation • No after dark activities/attractions • Lack of family focused product, events and profile 	<ul style="list-style-type: none"> • Accommodation - re-zoning of main street area to allow re-purposing of old shop fronts • Connection to Forrest - walks and in town signage • Creations of a formal sculpture/ arts trail to leverage silo art and connect other towns • Development of Day trip experiences incorporating the bluff, forest walks and food and beverage element ie picnic hampers, iconic nature based culinary experience • Manuka honey project - potential new visitor experience • Extension of Rail Trail from Booleroo Centre to Wirrabara
Wilmington	<ul style="list-style-type: none"> • Visitor Information Centre only open on weekends • National parks mark exclude Wilmington • Lack of food and beverage outlets • Lack of accommodation 	<ul style="list-style-type: none"> • Food/coffee and breakfast options available seven days • Indigenous tour (high end) through Alligator Gorge • Development of Nukunu Cultural Centre • Development of destination accommodation product ie high end eco/glamping/pod nature based stay - a must inclusion for an investment prospectus • Shuttle service for bikers on the epic loop • Promotion of the Wilmington to Melrose Rail Trail and gateway to Mount Remarkable National Park
Weroona Island	<ul style="list-style-type: none"> • Low awareness of the island as a visitor destination • Prominent fishing opportunities are associated with mangrove landscape 	<ul style="list-style-type: none"> • Fishing Opportunities • Packaged Gulf to the Gorge fishing/hiking experience
Murray Town	<ul style="list-style-type: none"> • Lack of general product • Strong heritage connections • No directional signage linking to attractions 	<ul style="list-style-type: none"> • Interpretive heritage signage • Rejuvenate Stobie Pole Art • Reinvent Country Music Festival

STRATEGIC PRIORITIES AND ACTIONS



STRATEGIC PRIORITIES

The following strategic priorities provide the structure to manage and enhance DCMR as a key visitor destination within South Australia, in line with the outcomes sought by the industry and the community.

The tourism vision as identified in the DCMR Community Plan is 'A Remarkable Place to Visit'. In order to create this growth, Council, together with its partners and the community, must:



INVEST

Both financially and in mindset in the development of the tourism sector.



COLLABORATE

Once a commitment has been achieved, next comes the task of gathering and aligning of stakeholders, businesses, groups, and individuals and encourage them to work towards a common set of goals.



PROMOTE

As a result of investment and collaboration, the opportunity to effectively promote what is on offer for the visitor becomes more achievable.



STRATEGIES AND ACTIONS

Using these three strategic priorities, we have developed a range of strategies and related actions. Each strategy has been aligned with the community vision and is referenced in the table as DCMR CP with the relevant strategy number.

Council's Role

Council's role in relation to each strategy varies. These roles include leadership, advocacy, partnerships and service delivery.

ADVOCATE - We support our community and promote local interests to help them flourish

LEAD - We lead projects in order to deliver strong outcomes and effectively use our networks with government, business and community, to deliver for the community

PARTNER - We seek out new partnerships in addition to strengthening our current relationships on behalf of our community, in order to support the interests of DCMR

DELIVER - We deliver and run an extensive range of services and programs to meet community needs, with a strong focus on supporting the local economy

Partners

Potential partners have been identified for the delivery of the project.

Priority/Timeframe

Each action has been rated in terms of urgency and a suggested priority order and timeframe. Actions have been prioritised as

- Short term (next 12 months)
- Short term, ongoing (start in the next 12 months, ongoing from there)
- Medium term (18 months - 3 years)
- Medium term, ongoing (start in next 18 months, ongoing from there)
- Long term (3+ years)



INVEST

The Current Challenge/ Opportunity

The opportunity for DCMR to invest and encourage others to also invest in tourism within their region is extensive.

The region is rich in natural assets but has a range of product gaps. This creates opportunity for investment in new product and experience ie glamping, eco stays, pods and high end multi day tour packages. The increasing demand for agri-tourism products presents an opportunity for diversification and further investment in the local agriculture sector.

To date, there has been limited focus or financial contribution for destination management or visitor servicing from a council perspective.

The existing arrangements regarding State Government support and promotion via the South Australian Tourism Commission are currently not leveraged effectively for the DCMR region to receive appropriate exposure and promotional opportunities.

In addition, there are currently a number of significant players in the private investment space that would benefit from further support and leadership.



“We need a dedicated stable person to drive, support local communities with tourism at council level”

- Wirrabara, committee member

The Suggested Way Forward

DCMR needs to step up in the tourism space by allocating funds and resources to enable the organisation to take an initial leadership role for tourism in the area.

Financially investing in a regional tourism organisation will provide the council with some 'skin in the game' in terms of cementing promotional opportunities and will assist in creating the linkage between DCMR, the Flinders Ranges and the South Australian Tourism Commission. The challenge is determining which regional tourism organisation one should align with.

Council led visitor servicing is an untapped opportunity that requires attention.

Promoting investment opportunities and assisting and facilitating businesses to collaborate will result in longer term growth and economic return for the region.

It is important that investment in tourism infrastructure remains a priority for council.

STRATEGY	ACTIONS	COUNCIL ROLE	PARTNERS	PRIORITY TIME FRAME
1. Council to acknowledge tourism as an economic driver and demonstrate its commitment to the industry DCMR CP 3.1, 3.2, 3.3, 4.1	1.1 Initiate discussions with government regarding equity of regional tourism funding and support	LEAD	Neighbouring Councils	Short, ongoing
	1.2 Appoint a council tourism officer (refer Appendix 4) supported by external expertise as required	DELIVER		Short
	1.3 Invest in a Regional Tourism Organisation	PARTNER	Neighbouring Councils	Short, ongoing
2. Encourage Investment opportunities DCMR CP 3.1, 3.2, 3.3, NLNE - 2.4, 2.5, 3.5 GOFH 6, 8, 14	2.1 Development of a tourism /commercial Investment Prospectus to promote opportunities within DCMR	DELIVER	RDA DEW PIRSA	Short
	2.2 Communicate external funding and support opportunities to local business	DELIVER		Short ongoing
	2.3 Work to encourage a favourable environment for tourism investment	ADVOCATE		Short ongoing
	3.4 Explore opportunities associated with Council owned land/reserves and buildings	DELIVER		Medium ongoing
3. Identify and prioritise Council's future tourism infrastructure projects DCMR CP 4.3	3.1 Develop conceptual plans for prioritised tourism infrastructure projects	DELIVER	Appointed as relevant	Short
	3.2 Develop shovel-ready, fully-costed plans for future grant opportunities	DELIVER	SATC DEW RDA PIRSA	Medium
	3.3 Revisit Investment Readiness Plan	ADVOCATE	RDA DEW PIRSA	

“The number one challenge at this moment in time is the lack of quality accommodation options. This is not directly part of Council's core business, but they could offer some more incentives and support to businesses for expansion or new businesses in the area.”

- Resident, Wirabarra

STRATEGY	ACTIONS	COUNCIL ROLE	PARTNERS	PRIORITY TIME FRAME
4. Consistent effective approach to signage DCMR CP 4.3,4.4	4.1 Undertake a town entrance and directional signage audit and corresponding signage strategy	DELIVER		Short
	4.2 Implement strategy recommendations	DELIVER & PARTNER	DIPTI	Short
5. Visitor Servicing DCMR CP 3.3 4.4 RVS Pg 49 Collaboration	5.1 Create a visitor servicing strategy to include a centrally located visitor centre/attraction supported by an individual township satellite information hubs model across the district (Refer Appendix 5 for more details)	DELIVER	Town Progress Associations/ Community & Business Groups	Short
	5.2 Implement and resource strategy	DELIVER & PARTNER	Neighbouring Councils DEW Nukunu Wapma Thura Aboriginal Corporation RDA	Medium
6. Preserve and promote local heritage and history DCMR CP 4.4 GOHF 1,8,14	6.1 Develop a heritage strategy for the council region	DELIVER & PARTNER	Historical Associations Nukunu Wapma Thura Aboriginal Corporation	Medium
	6.2 Explore tourism opportunities associated with Booleroo Centre Master Plan		Town Progress Associations/ Community & Business Groups History SA Booleroo Steam and Traction Committee	Medium, ongoing

COLLABORATE

The Current Challenge/ Opportunity

The District Council of Mount Remarkable is currently home to many passionate individuals, tourism operators and community groups. There is a true understanding of the benefits of tourism among these groups and they are all working hard to contribute in their own way.

There are currently 30 community groups operating within the DCMR who have an interest in the tourism sector. There is significant opportunity to collaborate across the entire region in order to create considerable outcomes for the broader area.

The region is rich in culture and stories of the Nukunu people, however this is currently not easily accessible to the visitor.

Existing partnerships with state, regional and local agencies and groups can be strengthened through collaboration resulting in new partnerships forged for long term growth.

The suggested way forward

To capitalise on Council's investment in the growth of the visitor economy, they must take the lead in facilitating partnership and collaboration among key groups within the region.

With many well-intended community groups actively working to develop and promote their patch, a coordinated approach is fundamental to understand the basic tourism needs within each township.

Collaboration needs to be at township, area, district and regional level.



“

"The towns in the council area need to work together rather than in competition."

- Progress Member,
Wirrabara,

“

"Embrace our Aboriginal heritage where appropriate and that which remains of their history/ stories/sites etc"

- Tourism operator,
Wilmington.

STRATEGY	ACTIONS	COUNCIL ROLE	PARTNERS	PRIORITY TIME FRAME
7. Partner with tourism stakeholders DCMR CP 3.1, 4.1 NLNE - 5.2	7.1 Engage Tourism Officer (Refer INVEST)	DELIVER		Short
	7.2 Lobby State Government for Marketing assistance	LEAD	<ul style="list-style-type: none"> • Neighbouring Councils • SATC • DEW 	Short, Ongoing
	7.3 Develop a quarterly Leaders Forum	DELIVER	<ul style="list-style-type: none"> • Town Progress Associations/ Community & Business Groups 	Medium
	7.4 Develop a Trails Management Group to lead and formalise cross tenure arrangements and planning	PARTNER	<ul style="list-style-type: none"> • DEW • ForestrySA • Nukunu Wapma Thura Aboriginal Corporation • Community 	Medium
	7.5 Actively engage with existing volunteer groups, promote and foster volunteerism ie. NPWS Volunteer Ranger Program	ADVOCATE	<ul style="list-style-type: none"> • All 	Medium
8. Celebrate Nukunu Wapma Thura Aboriginal Culture DCMR CP 4.1, 4.4 GOHF 4	8.1 Formalise partnership with Nukunu Wapma Thura Aboriginal Corporation MOU	PARTNER	Nukunu Wapma Thura Aboriginal Corporation	Short
	8.2 Incorporate and activate Nukunu culture in tourism projects, activities and decision making	PARTNER	Nukunu Wapma Thura Aboriginal Corporation	Short

PROMOTE

The Current Challenge/ Opportunity

Currently, the regional identity for the District Council of Mt Remarkable can be described as 'confused'. Despite being geographically located within the official Flinders Ranges and Outback Tourism region, there is very little promotion or infrastructure to link the location with this region. This has resulted in a lack of consumer awareness about the area and what it has to offer as a tourist destination.

There has been a tendency over some years now to align with the Southern Flinders in terms of brand, however, there have been limited resources allocated to build awareness and hence gain consumer recall and association.

Straddling between these two brand identities and lack of financial contribution to either group has resulted in limited exposure for DCMR tourism products and experiences in any of the current printed material i.e. regional visitor guides.

Differing taglines within the same space create challenges. Examples of this include:

Flinders Ranges and Outback – “Feels Good Out Here”

District Council of Mount Remarkable – “Remarkable Experience”

Southern Flinders Ranges – “Naturally Unexpected”

Remarkable Southern Flinders – “Experience Something Different”

DCMR have titled their tourism website 'Remarkable Experiences' and use the tagline in connection to tourism. This concept has not been further developed into a full tourism brand for DCMR or adopted by individual townships.

Despite geographically being positioned as the gateway to the Flinders Ranges, this theme has not been used in marketing and promotion to date and represents a missed opportunity. A number of operators and residents don't consider themselves as part of the Flinders Ranges.

The Southern Flinders 'Discovery Centre' is based in Gladstone which again adds a level of confusion in terms of DCMR alignment with the Southern Flinders region.

Currently there are no accredited Visitor Information Centres (VIC) within the DCMR region. Wilmington is home to a VIC that is only open on weekends. The Wirabarra Craft House also houses a Visitor Information Outlet staffed by volunteers.

The Melrose Museum currently provides a basic level of visitor information, and it should be acknowledged that the dedication of the current Manager enhances visitor dispersal across the Council Region. The strategic position of the Melrose Museum provides an excellent opportunity to enhance visitor servicing in the future.



In line with the branding conundrum, marketing and promotion for the region have lacked a coordinated approach in the past. Lack of financial contribution to tourism bodies has meant advertising products and experiences has fallen to individual businesses; further diluting the regional message.

Individual progress groups have created a Facebook presence and websites however without a coordinated response through consistent branding, these sites lack credibility from a visitor perspective and create further clutter in the digital space. (Refer Appendix 6)

There are a significant number of quality products and experiences within the region that would benefit from a collaborative approach to promotion. There is evidence that some form of packaging has been tried in the past however, there is a need for formal facilitation of this to derive greater benefits for the broader area. The "Experience Melrose" brand is a great example of this concept, and could be replicated in other townships.



Suggested Way Forward

Development of a brand and identity for the region that comprises much more than just a tagline or a logo. Limited resources mean that the greatest return on investment will come from alignment to the existing regional brand which already has traction within the marketplace.

DCMR needs to align itself with an official SA tourism region. There needs to be some basic groundwork done in terms of linkage with the overall position of South Australia. This linkage is crucial to promote internationally recognised product ie EPIC Loop through to the promotional channels of Tourism Australia.

Nature based experiences are the hero offerings for the region and should be the key driver for marketing, with a focus on complementary products and experiences.

Grouping and bundling like products and attractions ie short walks, adventure bike trails etc and promoting with ancillary hospitality and accommodation services extends the hero experience and increases the visitor yield across the region.

Mountain Biking is a strong product however it is important to ensure that the future positioning is focused on other trails and experiences to support this eg connect coastal to gorge experiences the 'Coast to Nature's Crest.'

STRATEGY	ACTIONS	COUNCIL ROLE	PARTNERS	PRIORITY TIME FRAME
<p>10. Develop the district tourism proposition</p> <p>DCMR CP 3.3, 4.1, 4.2</p>	10.1 Engage a brand specialist to develop an overarching brand position that links with FR&O that can also be distilled down to individual towns	DELIVER		Short
	10.2 Implement Brand Strategy	DELIVER	Tourism Operators, Town Progress Associations, Community & Business Groups	Short
	10.3 Undertake a digital audit	DELIVER		Short, Ongoing
	10.4 Develop a collaborative Marketing Plan Region	DELIVER	RDA	Short
	10.5 Implement Marketing Plan	DELIVER/ PARTNER		Medium
<p>11. Encourage and profile regional events</p> <p>DCMR CP 4.1, 4.2</p> <p>RVS Pg 49 Lesiure & Business events</p>	11.1 Develop a council events policy	DELIVER	Town Progress Associations, Community & Business Groups	Medium
	11.2 Incorporate event opportunities in investment prospectus	DELIVER/ ADVOCATE		Medium
	11.3 Develop and promote an event calendar for the district	DELIVER	Event Organisers	Short, Ongoing
	11.4 Leverage and encourage pre and post event marketing opportunities	ADVOCATE	Tourism Operators	Medium
	11.5 Assist regional event organiser with promotion	PARTNER	Event Organisers	Short, Ongoing
<p>12. Preserve and Promote Local Heritage and History</p> <p>DCMR CP 4.4</p> <p>RVS Pg 48 Experience & Supply</p> <p>GOHF 1,8</p>	12.1 Develop digital story telling content for online platforms	DELIVER	Nukunu Wapma Thura Aboriginal Corporation Community groups Historical Association	Short
	12.2 Investigate regional QR Code project for Historical attractions and walks	PARTNER	History SA Tourism operators	Medium
	12.3 Develop Masterplan for Melrose museum precinct	LEAD	Historical Society, Melrose Community Development Association	Medium
	12.4 Revisit Booleroo Centre Masterplan	ADVOCATE	Booleroo Centre Progress	Long

STRATEGY	ACTIONS	COUNCIL ROLE	PARTNERS	PRIORITY TIME FRAME
<p>13. Encourage Visitor Dispersal</p> <p>DCMR CP 4.4</p> <p>RVS Pg 48 Marketing</p> <p>GOHF 3,</p>	<p>13.1 Reinvigorate Melrose Museum as an official Accredited Visitor Information Centre</p>	PARTNER	<p>Historical Society Melrose Community Development Association</p>	Medium
	<p>13.2 Promote existing rail trails as a key linkage between towns i.e. Clare Riesling Trail</p>	DELIVER	TICSA	Short
	<p>13.3 Promote ATDW as a key marketing tool for operators</p>	ADVOCATE		Short
<p>14. Sustainably promote the region's natural assets</p> <p>DCMR CP 4.5</p> <p>RVS Pg 48 Marketing</p> <p>NLNE - 4.4</p>	<p>14.1 Promote the region's natural assets in ways that support a sustainable experience for all visitors and minimise the impact on the environment eg. Remarkable Southern Flinders Project</p>	PARTNER	<p>SATC DEW FRO</p>	Short, Ongoing
<p>15. Create Tourism Product / Attractions</p> <p>GOHF 1,6</p>	<p>15.1 Formulate an arts and cultural committee to create an arts strategy and regional trail to leverage Wirrabara sculptures/silo art, Port Germein sculptures & Murray Town stobie pole project</p>	ADVOCATE	<p>Town Progress Associations/Co mmunity & Business Groups</p> <p>Country Arts</p>	Medium
	<p>15.2 Develop after dark activation for townships eg. sounds and light show, lighting of historical buildings, landmarks and natural attractions</p>	DELIVER	<p>DEW Town Progress Associations/Co mmunity & Business Groups Country Arts</p>	
	<p>15.3 Reinvigorate and activate district town halls utilising heritage space for pop up art shows, functions and events</p>	ADVOCATE	<p>Town Progress Associations/Co mmunity & Business Groups</p>	

BUDGET

A ballpark budget figure has been estimated for each action as required and then totalled to arrive at an overall suggested budget allocation for the Council to consider.

The most significant investments are that of a dedicated full time resource and corresponding marketing budget plus infrastructure required for the implementation of the visitor servicing strategy.

There is the potential for a range of these suggested activities to be offset by grant funding ie BBRF, PIRSA great outdoors fund (Refer Appendix 8)

It is estimated that for every dollar the Council invests in tourism there will be a return of 13 dollars to the local economy.

	Year 1	Year 2	Year 3
DCMR Tourism Officer	\$80,000	\$80,000	\$80,000
Marketing Plan, Investment Prospectus & Promotional Budget	\$75,000	\$40,000	\$30,000
RTO Investment	\$10,000	\$10,000	\$10,000
Visitor Servicing (5 hubs)	\$100,000	\$30,000	\$30,000
Signage Audit & Implementation	\$10,000	\$20,000	\$20,000
TOTAL	\$275,000	\$180,000	\$170,000

The above are estimates only, major projects (included in the game changer section) have not been scoped.

Additional budget will be required for the remaining 2 years of the plan to be determined based on projects the council opts to pursue.

RETURN ON INVESTMENT

Tourism Research Australia have produced local government area profiles using an average of data from years 2016 - 2019. Based on this data DCMR currently attracts 96,000 visitors per year staying 117,000 visitor nights creates \$11 million in local tourism expenditure.

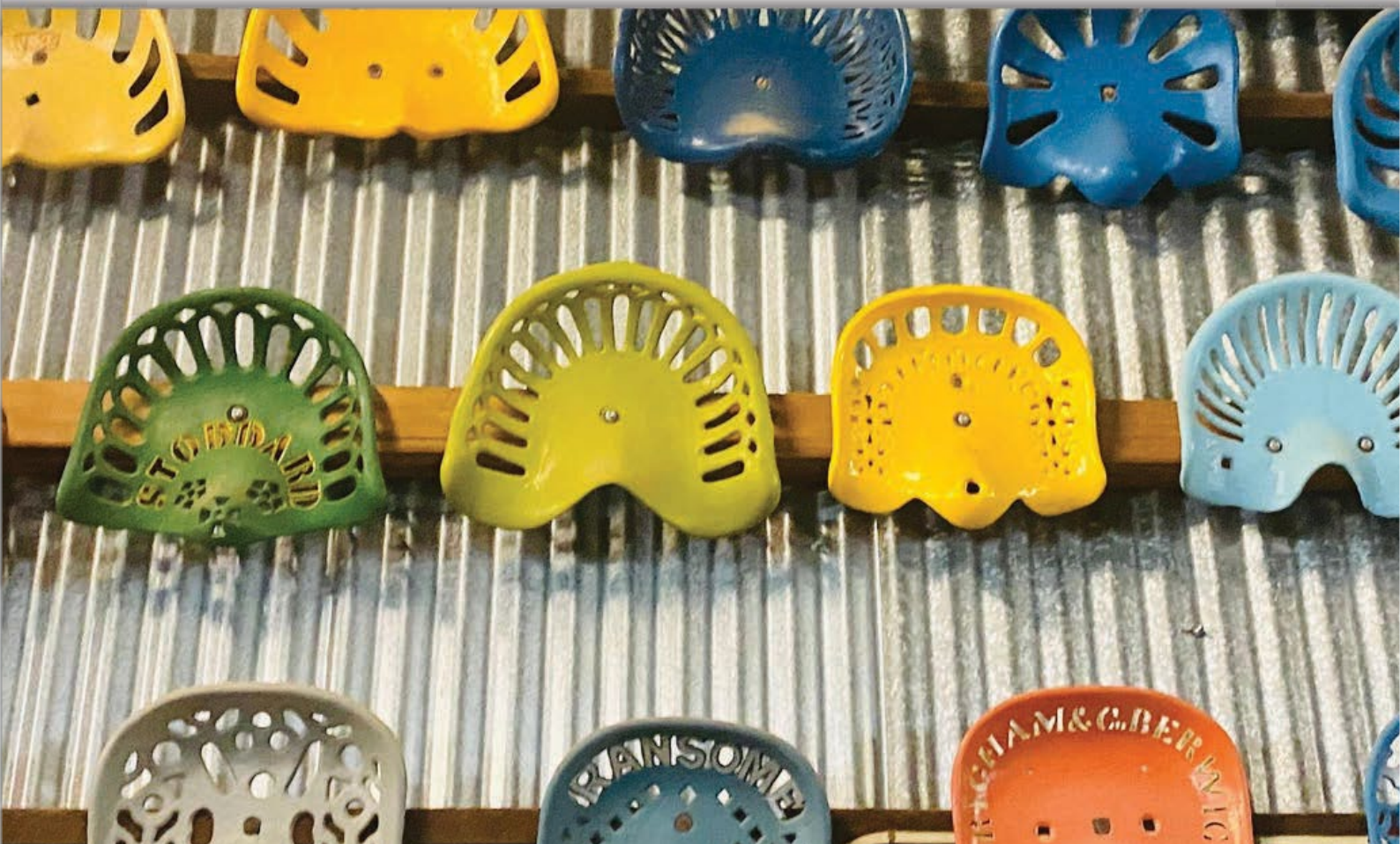
Based on a Council investment of \$625,000 over three years, we estimate a conservative 30% increase in visitation from 2022 to 2025.

This equates to an extra 28,800 visitors staying an average of 2 nights at \$144 per night (in line with FR&O holiday visitors).

Based on the total investment of over three years this represents a return on investment of around 13:1 with further growth expected.

This increase in visitation creates an additional 8.2 million dollar injection into the local DCMR economy over three years.

For every dollar invested in tourism by DCMR, \$13 dollars will be injected into the local economy.



MEASURES OF SUCCESS

Success should be measured through the lens of Sustainable Tourism. Consideration must be given to the current and future economic, social and environmental impacts while addressing the needs of visitors, the industry, the environment and host communities.

Strategy	Measures – Micro	Measures – Macro
<p>Council to acknowledge tourism as an economic driver and demonstrate its commitment and investment to the industry.</p>	<ul style="list-style-type: none"> • Funds committed for 22/23 and beyond for DCMR budget • Tourism officer appointed • Increased State Government funding • Funding arrangement established with an RTO 	<ul style="list-style-type: none"> • Increased visitation
<p>Promote opportunities for outside investors</p>	<ul style="list-style-type: none"> • Investment prospectus developed and distributed 	<ul style="list-style-type: none"> • Increased private investment • Population growth
<p>Create Tourism Product / Attractions</p>	<ul style="list-style-type: none"> • Creation of a well rounded visitor experience that has the ability to appeal to a range of markets 	<ul style="list-style-type: none"> • Increased visitation, visitor dispersal and spend
<p>Identify and prioritise Council's future tourism infrastructure and projects</p>	<ul style="list-style-type: none"> • Successful grant applications 	<ul style="list-style-type: none"> • Increased visitation • Visitor dispersal • Improved and new tourism infrastructure
<p>Consistent effective approach to signage</p>	<ul style="list-style-type: none"> • Completed Signage Audit • Investment in new way finding infrastructure 	<ul style="list-style-type: none"> • Increased visitation • Visitor dispersal
<p>Visitor Servicing</p>	<ul style="list-style-type: none"> • Council to adopt visitor servicing strategy and resource accordingly 	<ul style="list-style-type: none"> • Visitor dispersal • Increased yield per visitor
<p>Partner with tourism stakeholders</p>	<ul style="list-style-type: none"> • Cross Council area collaboration • Cross regional collaboration 	<ul style="list-style-type: none"> • Increased state generated exposure

Strategy	Measures - Micro	Measures - Macro
Celebrate Nukunu Culture	<ul style="list-style-type: none"> • MOU Signed 	<ul style="list-style-type: none"> • Attraction of new market segments (cultural tourists)
Maintain and develop Tourism focus in regional partnerships	<ul style="list-style-type: none"> • Cross regional collaboration 	<ul style="list-style-type: none"> • Increased potential for future Government funding
Develop the district tourism proposition	<ul style="list-style-type: none"> • Brand alignment 	<ul style="list-style-type: none"> • Increased consumer awareness and intention to visit
Encourage events that present a genuine tourism or economic development opportunity	<ul style="list-style-type: none"> • New events established 	<ul style="list-style-type: none"> • Increased potential for repeat visitation • District profile building
Profile regional events	<ul style="list-style-type: none"> • Increased attendance at regional events • Pre and post event touring 	<ul style="list-style-type: none"> • Pre and post event touring • Increased length of stay
Preserve and promote Local Heritage and History	<ul style="list-style-type: none"> • New products and experiences • Awareness of complementary products and attractions 	<ul style="list-style-type: none"> • Increased length of stay
Encourage Visitor Dispersal	<ul style="list-style-type: none"> • Centrally located Visitor Information Centre with associated attraction working on conjunction with satellite information hubs 	<ul style="list-style-type: none"> • Economic impact spread across the entire Council area
Sustainably promote the region's natural assets	<ul style="list-style-type: none"> • Increased visitation from nature based segment. 	<ul style="list-style-type: none"> • A sustainable landscape/environment for future generations to enjoy

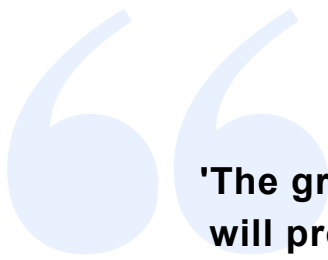
SUMMARY

The opportunity that currently exists to grow tourism within the District Council of Mount Remarkable area is significant.

Success will come through investment, collaboration and effective promotion of the visitor services and experiences within the area.

The 15 strategies and corresponding 36 actions recommended within this plan has the potential to conservatively deliver a return of 13 dollars to the local economy for each dollar invested by DCMR.

This equates to an additional 8 million dollars to the community over the first three years with further growth anticipated throughout the life of the strategy.



'The growth of tourism in the area will provide job opportunities for the younger generation and hopefully keep them in the area rather than leaving for the cities. This is vital for the health and wealth of the general community.'

- Business Owner, Willmington

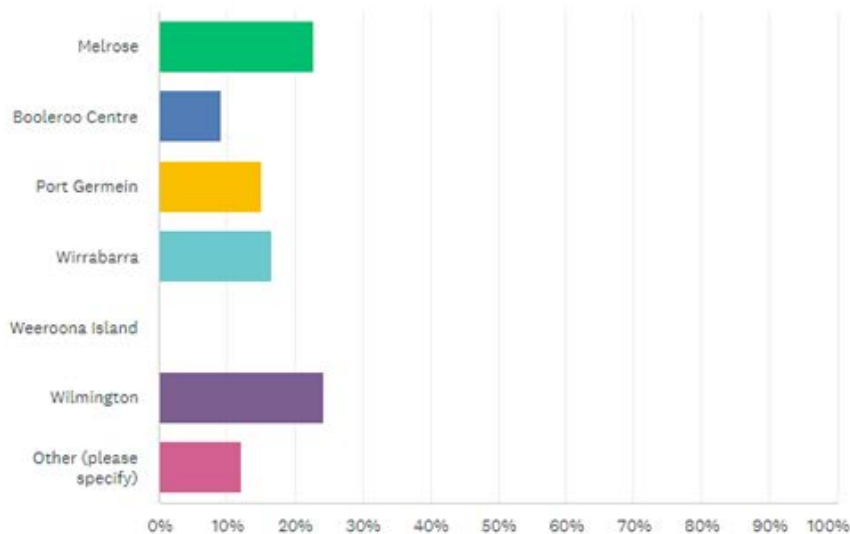
APPENDIX 1 - SURVEY RESULTS

An online survey was distributed across a range of networks; directly via email, promoted on social media and through community groups where interested parties were encouraged to provide their views.

The survey was open for a period of 12 weeks and received a total of 66 responses, these were spread across the Mount Remarkable district.

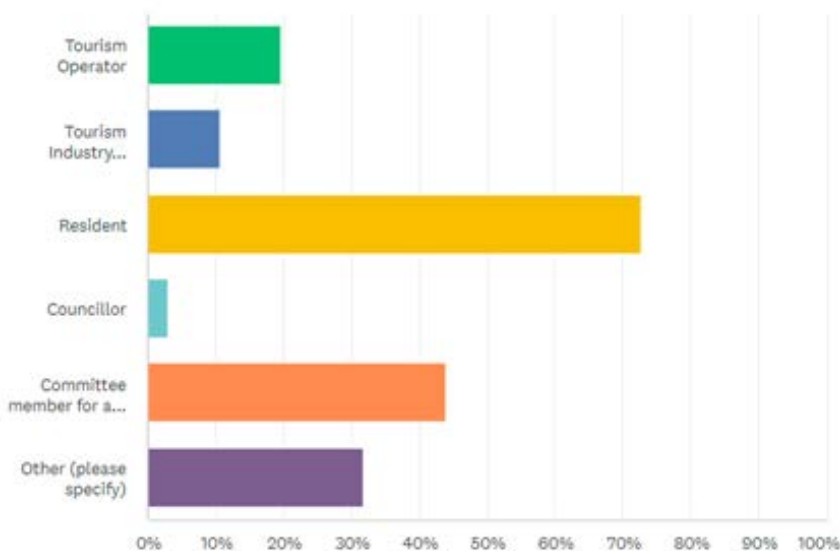
The following represents a snapshot of the results.

Respondents community of interest



The majority of responses came from residents or members of volunteer committees. As such the survey is skewed towards a general community sentiment.

(respondents could select multiple options)



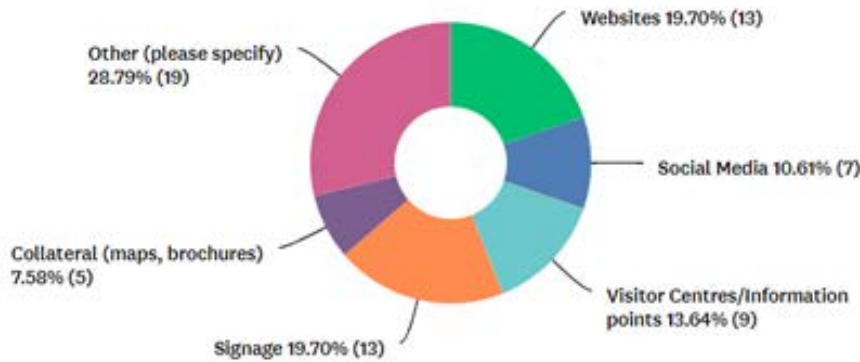


90% of survey respondents indicated they would like more tourists to the region.



86% of respondents indicated that there is not adequate information about what to do in the district council of Mount Remarkable area.

What visitor communication tools could be improved in the District Council of Mount Remarkable?



68% of respondents feel there are not enough events held annually within the region.

What draws visitors to the region?

Markets beautiful walking bikes Melrose walking trails mountain biking
 Alligator Gorge bikes scenery location Melrose area
 Nature camping Bike trails natural events people
 experiences National Park hiking Park Port Germein towns



Do you have any big/crazy/simple ideas to encourage more visitors to the region?

A list of things to do for the day, 3 days, a week starting in each township and cross promoting the other townships.

"Indigenous arts and culture festival"

"Chair lift - Mt Maria"

"Annual crab festival"

"Tree Climbing - Zip line somewhere close by Indoor/outdoor rock climbing, pump track, sports area in old silos at Melrose or have them painted with cycling/walking/nature theme! Shuttle runs Alligator Gorge to Wilmington for cyclists."

Community managed takeaway/coffee/food shop

"I would love to see an actual Information Centre for the whole DCMR (preferably in BC) and a pop up council/services internet cafe type building"

"Hut to hut system offering the first unique single track system I. Australian. Water park in the caravan park with open access so all customers can enjoy this oasis in the summer there by extending our season"

APPENDIX 2

TOWN OVERVIEW



PORT GERMEIN

The picturesque coastal township of Port Germein showcases the best of both the Spencer Gulf and Flinders Ranges. With waters famous for its Blue Swimmer Crabs, other activities include swimming, exploring the beaches, and walking one of the longest jetties in the Southern Hemisphere. Families enjoy the playground, BBQ facilities and gazebos on the foreshore.



Attractions

Port Germein Jetty and sculptures, Foreshore Trail, Foreshore Playground (redevelopment in progress), close proximity to Mambray Creek Camping Ground and Walking Trails and Telowie Gorge Conservation Park



Food and Beverage

Port Germein Hotel, The Red Post Shop Café, Food van



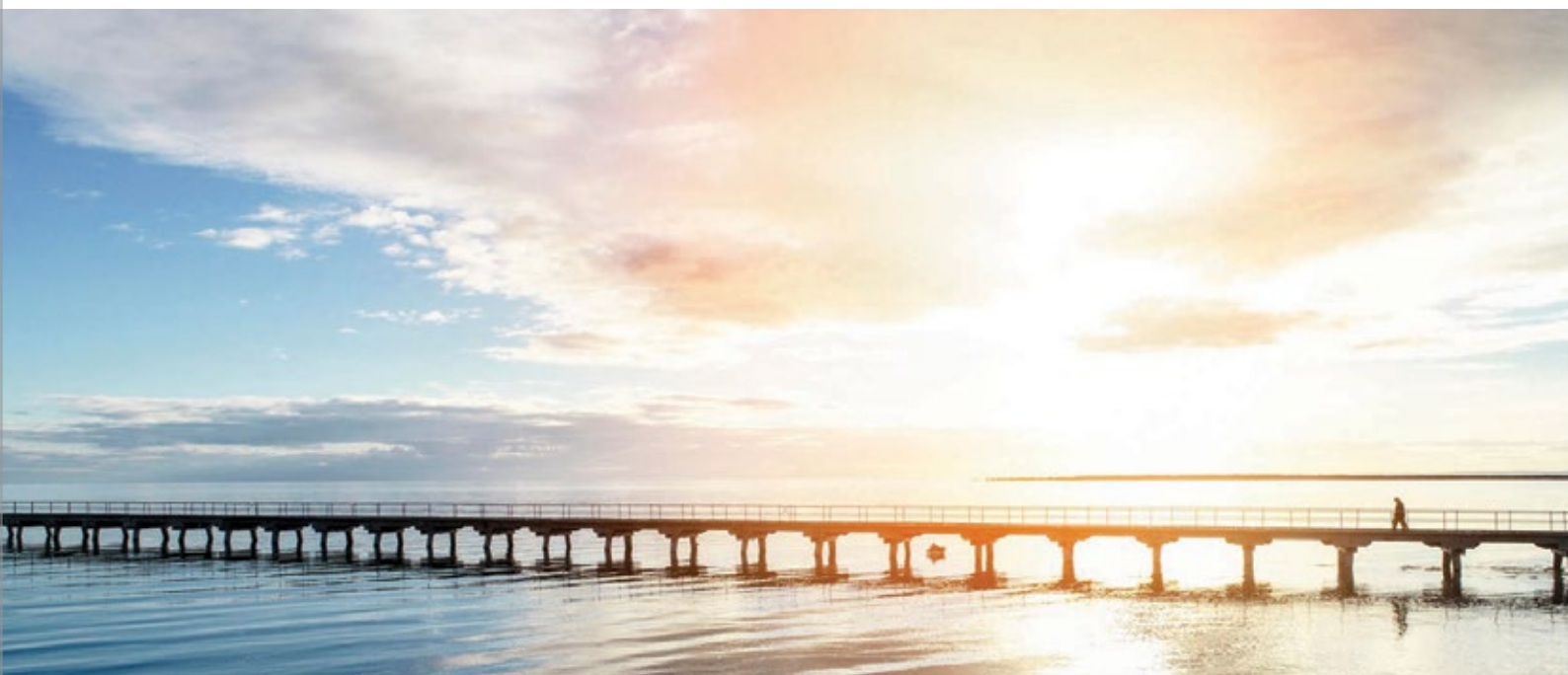
Accommodation

Port Germein Caravan Park, Stoney Ridge Escape (Telowie),



Events

Port Germein Foreshore Markets



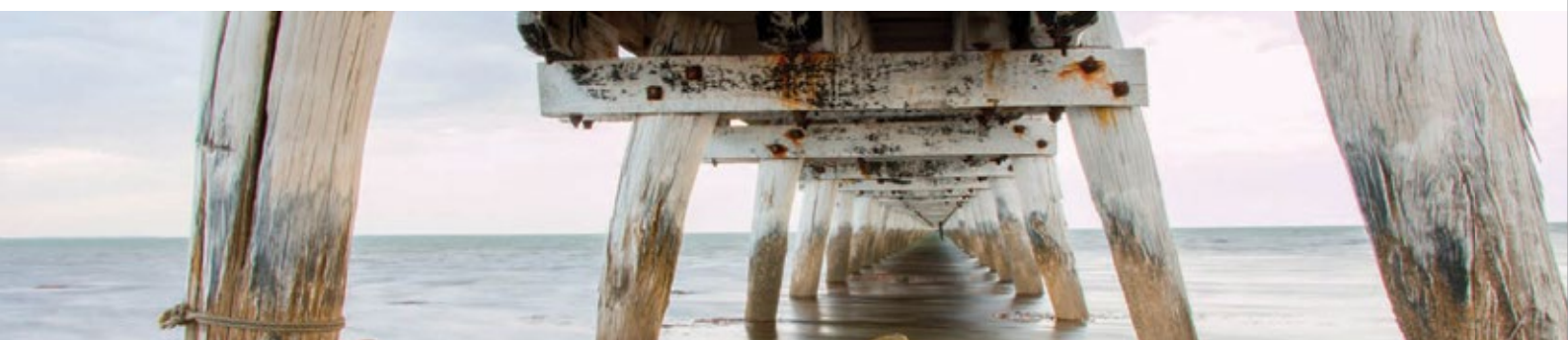
Challenges

- Jetty requiring urgent attention
- Lack of food and beverage outlets
- Lack of tourist accommodation
- Multiple volunteer groups requiring cohesive approach
- Lack of maintenance of beach access through vegetation – uninviting to visitors
- No after dark activities/attractions
- Lack of family focused product, events and profile



Game Changers

- **Preserve & upgrade jetty** - This jetty of historical significance has the potential to be upgraded to enable deep water fishing access. This combined with the potential on-jetty bike trail creates a strong marketable product that can connect the region.
- **Old Pier Hotel** – Iconic building in prime location (with vacant block of land for sale next door) would be well suited to development of culinary experience featuring local seafood. A must of inclusion in an investment prospectus. In recent times, the building has been used as a pop-up cafe in conjunction with the foreshore markets.
- **Connection to Mambay Creek** – Actively market proximity to SA’s most patronaged national park campground and walking trails. Increase signage in Port Germein to reflect this. Existing group stay facilities at Mambay Creek could be upgraded to fill a gap in this style of accommodation.
- **Overflow/Bush Camping** - Unused oval with existing RV point could be activated for overflow camping and managed by the Caravan Park. There are toilets on the site, however they have been boarded up and there is no signage to indicate visitors would be welcome.
- **Re-imagining of the Crab Festival** - Redevelop the crab festival concept to showcase local seafood and create a family focused event. Consider a link with Tasting Australia, guest chefs, local wines and brews.



BOOLEROO CENTRE

Booleroo Centre is a primarily agriculture-based town in the heart of the Southern Flinders Ranges. The town boasts a rich sense of history, adventure and peaceful country life and is home to the popular Booleroo Steam and Traction Preservation Society Museum and Steam and Traction annual rally.



Attractions

Booleroo Steam and Traction Preservation Society Museum, Booleroo Centre to Melrose Rail Trail, 9-hole bush golf course



Food and Beverage

Booleroo Bakery and Café



Accommodation

RV Park



Events

Booleroo Steam and Traction Rally, Booleroo Centre Sheep Races



Challenges

- Lack of accommodation
- Limited food and beverage suppliers
- Pub for sale and currently not operational
- Minimal signage to local attractions etc in town
- No after dark activities/attractions



Game Changers

- **Visitor Information Centre - Development of Tourist Information Centre and Cafe (open 7 days) linked with Steam Museum as per Booleroo Centre master-plan.**
- **Silo Art – A cost effective way to create a new attraction for the town that would increase visitor dispersal, particularly of those travelling to see Wirrabara Silos. Promotional opportunities with the National Silo Art network.**
- **Agricultural History - Tell the story of the region's ag history with links to the present. For example, Kelly Engineering and significant technological advances ie community GPS network.**
- **Booleroo Hotel - Opportunity to utilise iconic building to create a destination food and beverage experience. An essential inclusion for an investment prospectus.**
- **Mettwurst - creation of a providore experience based around this renowned local delicacy.**
- **Continue to build the town as a service centre; promote investment in housing development to assist with workforce issues ie staff accommodation.**

MELROSE

Located at the base of Mount Remarkable, Melrose is the oldest town in the Flinders Ranges. The town is a hub of recreational activities including mountain bike riding, walking, trekking, camping and exploring Mount Remarkable National Park.



Attractions

Melrose Courthouse Museum, Swing Bridge, Booleroo Centre - Melrose Rail Trail, Wilmington - Melrose Rail Trail, The Bridle Track 4WD, Melrose Nature Hike, Mt Remarkable, Mountain Biking Trails, Mt Remarkable Summit Hike, War Memorial, Mt Remarkable Copper Mine, Mt Remarkable National Park



Food and Beverage

Mount Remarkable Hotel, North Star Hotel, Bartagunyah Estate Wines, Jacka Brothers Brewery, Store 54 Café, Over the Edge



Accommodation

Melrose Caravan Park, Jacka Brothers Brewery, Under the Mount, Mount Remarkable Hotel, North Star Hotel, Bluey Blunestones Bed and Breakfast, Wozza BnB, Melrose Holiday Units, Kookaburra Creek Bush Retreats, UNWIND in Melrose, Flinders Family Getaway, Bunk on Brewery, Basecamp Cottage



Events

Mount Remarkable Show, Melrose Strawberry Fete, Melrose Land Rover Show, Melrose Fat Tyre Festival, 18 Hours of Melrose, Melrose Easter Tennis Tournament, Melrose Markets @North Star Hotel



Challenges

- Lack of skilled staff
- Minimal accommodation available for staff
- No one point of information for visitors
- Group accommodation options
- Group recreation infrastructure ie yoga platform
- Lack of family focused product, events and profile
- Low visitation during summer
- No after dark activities/attractions



Game Changers

- **EPIC Mountain Bike Trail (in progress) - The proposed route will offer 37.5km of non-stop adventure, with riders climbing to the summit of Mount Remarkable at heights of 950m above sea level then returning to Melrose. Once completed, the EPIC trail is set to become a world-class tourism asset for the region and must be leveraged accordingly.**
- **Tapas Bar or other high-end culinary experience would provide an alternative to the current pub offerings.**
- **Accredited Visitor Information Centre - Redevelopment of the current Melrose Courthouse Museum complex to incorporate a visitor centre will assist in driving visitor dispersal throughout the broader district. The centre will be the regional and have a focus on delivery of trail information for the entire district**
- **Mount Remarkable Lookout - Installation of a cantilever viewing platform and shuttle service up and down the mountain.**
- **Caravan Park to move to a long term lease as part of a Big 4 type franchise - investment in infrastructure required ie water park essential to attract summer visitation.**
- **A trail head to be erected in Melrose outlining the opportunities, directions and distances for walking and cycling in Melrose and also rail trails to Wilmington and Booleroo.**
- **Family focused activation - Mt Remarkable Sound and Light Show**

WIRRABARA

The township of Wirrabara is renowned for its forestry heritage and rich farming history. The Wirrabara Forest includes multiple trails, picnic grounds and the historic Old Forest Nursery, leading to the panoramic Bluff Lookout. The Produce Market is popular among locals and visitors alike.



Attractions

Silo Art, Wirrabara Forest, trails and picnic grounds, Rocky River Arboretum and Sculpture Trail, The Bluff Lookout, Mount Ellen Trail and Lookout, Block 9 Road (Heysen Trail)



Food and Beverage

Wirrabara Hotel, Julia's Kitchen and Bakery



Accommodation

Wirrabara Hotel, Wirrabara Caravan Park, Taralee Bed and Breakfast, The Wongabirrie, Shear Serenity Cottage



Events

Wirrabara Producers Market



Challenges

- Planning regulations restricting development. For example, shop front accommodation proposal
- Public toilets require upgrade and consistent servicing
- Lack of accommodation
- No after dark activities/attractions
- Lack of family focused product, events and profile

Game Changers

- **Accommodation - re-zoning of main street area to allow repurposing of old shop fronts.**
- **Connection to forest - walks and in-town signage.**
- **Creation of a formal sculpture/arts gateway trails to leverage silo art and connect other town art activations.**
- **Development of day trip experiences incorporating The Bluff, forrest walks and food and beverage element ie picnic hampers, iconic nature-based culinary experience.**
- **Manuka honey project - potential new visitor experience.**
- **Extension of Rail Trail from Booleroo Centre to Wirrabara.**



WILMINGTON

Nestled in the lower Flinders Ranges, surrounded by the stunning Mount Remarkable National Park, Wilmington is a quiet country town and was once known as Beautiful Valley. Walking and trekking trails in and around Wilmington provide different perspectives of the beautiful landscape and suit everyone from beginners to the more experienced hikers.



Attractions

Alligator Gorge, Hancock's Lookout, Mt Maria Walking Trail, Melrose to Wilmington Rail Trail, Wilmington Toy Museum, Sansouci Puppet Museum and Gallery, Mount Maria Walking Trail, Wyldedog Jewellery



Food and Beverage

Wilmington Hotel, Beautiful Valley Pizzeria, Rusty-Kate's Coffee Shop, Kool Cats



Accommodation

Wilmington Hotel, Beautiful Valley Caravan Park, Stoney Creek Bushcamp Caravan Park, Scandi Studio Bed and Breakfast, Alligator Lodge



Events

Wilmington Horticultural Show, Wilmington Rodeo



Challenges

- Visitor Information Centre only open on weekends
- National Parks map excludes Wilmington
- Lack of food and beverage outlets
- Lack of visitor accommodation options



Game Changers

- Food/coffee and breakfast options available seven days
- Indigenous tour (high end) through Alligator Gorge
- Development of Nukunu Cultural Centre
- Development of destination accommodation product ie high end eco/glamping/pod nature based stay - a must inclusion for an investment prospectus
- Shuttle service for bikers on the Epic Loop
- Promotion of the Wilmington to Melrose Rail Trail and gateway to Mount Remarkable National Park
- Shuttle service for bikers on the epic loop and other key locations i.e. Alligator Gorge to Mambray Creek to improve access for walkers and bikers.



WEEROONA ISLAND

Weeroona Island is a 77 hectare island situated in Germein Bay between Port Pirie and Port Germein. Best known for the heritage listed shipwreck of the 'York', the island offers a taste of everything that makes the Southern Flinders Ranges region great. Featuring family friendly walking trails, extensive mangroves, cycling experiences, spectacular views of the ranges and the Spencer Gulf - it is a much loved fishing and holiday destination.



Attractions

Shipwreck of the 'York', causeway connection to the mainland, walking and cycling trails, mangroves



Food and Beverage

BBQ facilities, picnic grounds

Challenges

- Low awareness of the island as a visitor destination

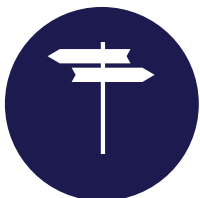
Game Changers

- Promotion of fishing, crabbing associated with mangrove landscape
- Packaged Gulf to the Gorge fishing/hiking experience



MURRAY TOWN

Murray Town takes you back to the bustling days when bullock teams walked through the streets. Settled in 1883, this quaint town served as a rest stop for bullock teams carting grain towards Pt Germein. It is a great place to stretch the legs, pack a picnic or cook up a BBQ in the park and watch the kids enjoy the playground. The town's history is revealed on plaques at the park, along with a vintage plough, made at the Murray Town Blacksmith Shop in 1900, on display.



Attractions

Stobie Pole Mural Art, Bangor Historic site (10kms from township)



Accommodation

Murray Town Campsite



Events

Murray Town Country Music Festival

Challenges

- Lack of general product eg food /accommodation
- No directional signage linking to attractions

Game Changers

- Interpretive heritage signage
- Strengthen heritage connections
- Rejuvenate Stobie Pole Art
- Reinvent Country Music Festival

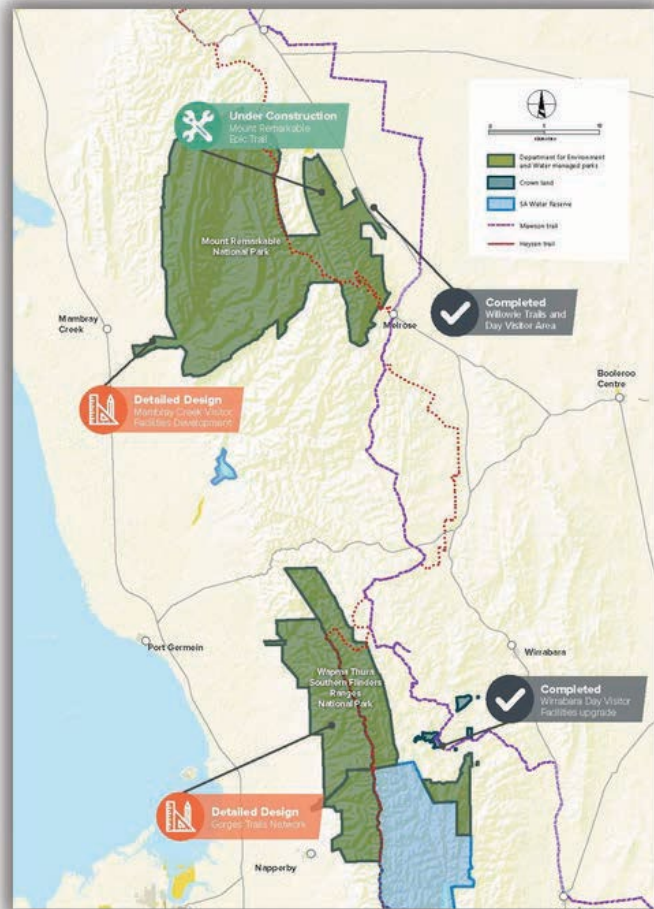


APPENDIX 3 - REMARKABLE SOUTHERN FLINDERS PROJECT SUMMARY

Remarkable Southern Flinders Project

With the close proximity of the Southern Flinders to Adelaide and the ongoing staged Remarkable Southern Flinders project provides widespread opportunities for the DCMR region which can be leveraged from this investment.

Through the collaboration of the South Australian and Australian Governments, the Foundation for National Parks & Wildlife, Northern Areas Council, District Council of Mount Remarkable, Port Pirie Regional Council, Regional Development Australia Yorke and Mid-North and the Nukunu Wapma Thura Aboriginal Corporation will resonate in the profile building of DCMR region as an adventure and nature-based destination.



The project area includes existing parks such as the Mount Remarkable National Park and the newly proclaimed Wapma Thura Southern Flinders Ranges National Park (comprising of the parks previously known as Telowie Gorge, Wirrabara Range, and Spaniards Gully Conservation Parks).

Opening up access to the widespread National park landscape, in particular the adjoining Beetaloo reservoir adds another dimension to the visitor's adventure.

With incredible views across the rugged landscape featuring ranges, mountain peaks, mysterious gorges and forests, captures the heart of the Southern Flinders. The panoramic vistas across the Willochra Plain from the 960m Mount Remarkable and the breathtaking Spencer Gulf from the Southern Ranges are also linked by the iconic Heysen and Mawson trails.

Key projects of the precinct will include:

- developing an international mountain bike destination at Mt Remarkable
- upgrading trails for hiking and cycling, including a new iconic trail, featuring multi-day hikes
- upgrading and expanding campgrounds to provide camping for a wider variety of vehicles and camping experiences
- upgrading visitor facilities

Willowie trails and day visitor facilities

20 kilometres of new mountain bike trails constructed at Willowie – completed and open. Family-friendly and challenging elements.

New and improved day visitor facilities - picnic area, accessible toilets and carpark improvements

Wirrabara trail and day visitor facilities

New and improved day visitor facilities and car parking have been developed at the Wirrabara Forest picnic area which are now open to visitors including two picnic shelters with tables and seating, BBQ facilities, an amenity block with accessible toilets and improvements to the existing carpark incorporating accessible parking.

Gorges Walks Trails

The Gorges Walks trail network will provide a new, iconic, multi-day hiking experience. Trails will take hikers through rugged gorges providing breathtaking views across the Spencer Gulf.

Project is in the detailed design phase.

Mambray Creek Visitor Facilities upgrade

Mambray Creek is one of the most visited national park attractions in South Australia. Increased campground capacity is being considered and upgrade of existing visitor facilities.

Project is in consultation and concept plan design phase.

Mt Remarkable EPIC Mountain Bike Trail

Mountain biking is readily becoming one of the most sort after experiences attracting both leisure and sporting markets. The Mt Remarkable EPIC Mountain Bike Trail will build on the region's nature and adventured destination based profile creating a world recognised attraction.

Trail design has aligned with the International Mountain Bike Association (IMBA) criteria for EPIC trails.

Proposed route will incorporate a 37.5km trail across the Willochra Plain with riders climbing to the summit of Mount Remarkable and back to the township of Melrose.

Early survey works commencing January 2022.

APPENDIX 4 - BROADER TOURISM CONTEXT

In order for the District Council of Mount Remarkable to truly benefit from the tourism opportunity before them, clarification regarding the roles and responsibilities of the various groups within the tourism landscape is essential. Currently the Council's relationships with most of these organisations is limited or in the development phase. As such, the engagement column describes a best practice approach.

Organisation/Group	Core Activities	Council Engagement	Outcomes
NATIONAL			
<p>Tourism Australia</p> <p>Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key markets and activities include advertising, publicity and media programs, trade shows and industry programs, consumer promotions, online communications, and consumer research</p>	<ul style="list-style-type: none"> • International Marketing 	<ul style="list-style-type: none"> • Keep abreast of activities via SATC & Local Contact Officer (based in RDA Yorke & Mid North, currently Mim Ward) 	<ul style="list-style-type: none"> • Awareness of opportunities at a national level • Access to research
STATE			
<p>South Australian Tourism Commission</p> <p>The SATC is the lead State Government agency responsible for the State's visitor economy. The SATC's role is to assist in securing economic and social benefits for the people of South Australia through promoting the State as a tourism destination and further developing and improving the state's tourism industry</p>	<ul style="list-style-type: none"> • International Marketing & Domestic Marketing • Grant Funding – Regional Festivals & Events, Tourism Development 	<ul style="list-style-type: none"> • Direct to Manager, Infrastructure and Regional Engagement SATC • Via Local Contact Officer (based in RDA Yorke & Mid North, currently Mim Ward) 	<ul style="list-style-type: none"> • Achieve exposure for DCMR key products within SATC marketing campaigns • Industry support through grant funding

Organisation/Group	Core Activities	Council Engagement	Outcomes
<p>Tourism Industry Council of South Australia</p> <p>TiCSA is the peak membership body for South Australia's tourism industry. The not-for-profit organisation has two primary objectives – advocacy and business development. Its 900 members have access to networking events, training workshops and business development programs.</p>	<ul style="list-style-type: none"> • Advocacy • Tourism Accreditation • Training and networking events • Capability Building 	<ul style="list-style-type: none"> • Membership\LG Partnership 	<ul style="list-style-type: none"> • Provision of training and support opportunities for local business • Industry voice and contribution to policy positions • Quality control achieved through nationally accredited business
<p>Dept of Environment and Water (National Parks and Wildlife Service SA)</p> <p>DEW aims to help South Australians conserve, sustain, and prosper through land, water and environment planning, enabling and regulating. DEW is committed to activating sustainable nature and heritage-based tourism across the state. They issue leases and licences for tour operators to work in National Parks and marine parks.</p>	<ul style="list-style-type: none"> • Management of Parks 	<ul style="list-style-type: none"> • Direct to DEW head office and via district rangers 	<ul style="list-style-type: none"> • Access to and promotion of world class nature-based experiences within the region • Potential for more collaborative projects and access to other funding opportunities
<p>VIC Network</p> <p>There are 40 accredited Visitor Information Centres (VICs) spread across our state. They achieve their accreditation status by adhering to the National Accreditation Standard. Only accredited VICs can display the trademarked yellow italic "i" sign, which serves to guarantee quality service and reliable information</p>	<ul style="list-style-type: none"> • Provision of visitor information services across South Australia. 	<ul style="list-style-type: none"> • Direct with relevant VIC Managers in close regional proximity ie Port Augusta 	<ul style="list-style-type: none"> • Increased exposure of DCMR products and experiences to VIC users. • Visitor dispersal
<p>Country Arts</p> <p>Country Arts SA is statutory corporation created by the South Australian government under the provisions of the South Australian Country Arts Trust Act (1992), for the purpose of delivering arts to regional South Australia.</p>	<ul style="list-style-type: none"> • Events • Venues • Grants • Delivery of regional programmes 	<ul style="list-style-type: none"> • Direct with Country Arts SA via regional arts and culture facilitator. 	<ul style="list-style-type: none"> • Grant Funding and support for community arts initiatives

Organisation/Group	Core Activities	Council Engagement	Outcomes
<p>History Trust</p> <p>The History Trust of South Australia (trading as History SA) is a statutory authority reporting to Parliament through the Minister for the Arts, via the Minister assisting the Minister for the Arts.</p>	<ul style="list-style-type: none"> • Encouraging and assisting the work of South Australia’s historical societies • Grant funding • Management of 3 State museums 	<ul style="list-style-type: none"> • Via History SA Senior Community History Officer Amanda James 	<ul style="list-style-type: none"> • Grant Funding and support for community history initiatives
<p>Department of Primary Industries and Regions (PIRSA)</p> <p>The Department of Primary Industries and Regions (PIRSA) is a key economic development agency in the Government of South Australia, with responsibility for the prosperity of the state's primary industries and regions.</p>	<ul style="list-style-type: none"> • Delivery of regional economic development activities such as job creation, investment attraction and improved infrastructure. 	<ul style="list-style-type: none"> • Direct with PIRSA's Regional Co-ordinator Angela Ruddenklau Yorke and Mid North 	<ul style="list-style-type: none"> • Grant funding and support for regional initiatives
<p>Department for Infrastructure and Transport</p> <p>The Department for Infrastructure and Transport works as part of the community to deliver effective planning policy, efficient transport, and valuable social and economic infrastructure</p>	<ul style="list-style-type: none"> • Maintenance of road network • Signage 	<p>TBC</p>	<ul style="list-style-type: none"> • Support for regional signage initiatives
REGIONAL			
<p>Flinders Ranges and Outback Tourism</p>	<ul style="list-style-type: none"> • Product development/business support • Implementation of the Regional Visitor Strategy 2025 	<ul style="list-style-type: none"> • Consider funding arrangement 	<ul style="list-style-type: none"> • Exposure in FR&O regional marketing campaigns

Organisation/Group	Core Activities	Council Engagement	Outcomes
<p>Clare Valley Tourism</p> <p>The Regional Tourism Organisation (RTO) is responsible for implementing strategies that support the growth of the tourism destination and the development of tourism experiences. Each tourism region operates independently of the SATC.</p>	<ul style="list-style-type: none"> • Product Development/Business support • Marketing – Management of Southern Flinders Website & Facebook Page • Implementation of the Regional Visitor Strategy 2025 	<ul style="list-style-type: none"> • Direct with Local Contact Officer (based in RDA Yorke & Mid North, currently Mim Ward) • Consider funding arrangement 	<ul style="list-style-type: none"> • Exposure on digital platforms promoting Southern Flinders
<p>Southern Flinders Tourism N Taste</p>	<ul style="list-style-type: none"> • Membership based organisation 	<ul style="list-style-type: none"> • Member 	<ul style="list-style-type: none"> • Networking and collaboration opportunities for industry • Representation on FRO
<p>Nukunu Wapma Thura Aboriginal Corporation</p>	<ul style="list-style-type: none"> • Regional Aboriginal Board of Management 	<ul style="list-style-type: none"> • Liaison with Nukunu Wapma Thura Board and elders in conjunction with DCMR tourism development 	<ul style="list-style-type: none"> • Nukunu acknowledgement and connection to Council tourism infrastructure development and projects.



Organisation/Group	Core Activities	Council Engagement	Outcomes
<p>Flinders Ranges Operators (FRO) formerly FRTOA</p> <p>The Flinders Ranges Tourism Operators Association Inc. is a volunteer organization committed to developing and promoting the Flinders Ranges as a unique tourist destination and advocates for and represents the interests of tourism operators in the Flinders Ranges. The Association is made up of over 50 members, ranging from individuals, tourism operators and organisations within the Flinders Ranges of South Australia.</p>	<ul style="list-style-type: none"> Marketing & Promotion 	<ul style="list-style-type: none"> Direct with local Contact Officer (based in RDA Yorke & Mid North, currently Mim Ward) Consider funding arrangement 	<ul style="list-style-type: none"> Networking and collaboration opportunities for industry
<p>Regional Development Australia – Yorke & Far North</p> <p>Regional Development Australia (RDA) is an Australian Government initiative that brings together all levels of government to enhance the development of Australia’s regions. A national network of RDA committees has been established to achieve this objective.</p>	<ul style="list-style-type: none"> Economic Development Business Support 	<ul style="list-style-type: none"> Direct with Contact Officer (based in RDA Yorke & Mid North, currently Mim Ward) Consider funding arrangement 	<ul style="list-style-type: none"> Industry support services
<p>Remarkable Southern Flinders Project</p> <p>Partnership between the South Australian and Australian Governments, the Foundation for National Parks & Wildlife, Northern Areas Council, District Council of Mount Remarkable, Port Pirie Regional Council, Regional Development Australia Yorke and Mid-North and the Nukunu Wapma Thura Aboriginal Corporation to further advance and promote the Southern Flinders region as a tourism destination.</p> <p>See Appendix 3 - page 54</p>	<ul style="list-style-type: none"> Collaborative projects and funding bids predominantly around cross council area infrastructure 	<ul style="list-style-type: none"> Representative on Governance Group 	<ul style="list-style-type: none"> Large scale multi partner projects

Organisation/Group	Core Activities	Council Engagement	Outcomes
<p>Legatus Group Visitor Information Services Advisory Committee</p> <p>The primary function of the Legatus Group Visitor Information Services (VIS) is to provide guidance to the Legatus Group CEO, the board and councils whilst also overseeing recommended actions from the 2019 Legatus Group Regional Visitor Information Services report.</p>	<ul style="list-style-type: none"> Actioning recommendations of the 2019 Regional Visitor Information Services report 	<ul style="list-style-type: none"> Consider membership of committee Last meeting held Nov 2, review of past minutes and agendas indicated limited opportunity for direct benefit to DCMR given the size of the group but useful to keep a watching brief on activity in this area 	<ul style="list-style-type: none"> Awareness of broader regional approach to visitor servicing Networking/ collaboration

LOCAL

<p>Town Progress Associations/Community & Business Groups</p>	<ul style="list-style-type: none"> Growing business community Representing members interests Marketing 	<ul style="list-style-type: none"> Direct with proposed DCMR Tourism Officer via proposed leaders forum 	<ul style="list-style-type: none"> Implementation of DCMR Tourism Plan
<p>Local Tourism Industry/Operators</p>	<ul style="list-style-type: none"> Deliver quality tourism experiences and services ATDW Listings 	<ul style="list-style-type: none"> Co-operative marketing opportunities Direct with proposed DCMR Tourism Officer 	<ul style="list-style-type: none"> Implementation of DCMR Tourism Plan



APPENDIX 5 - JOB AND PERSON SPEC

District Council of Mount Remarkable – Position Description



POSITION TITLE	Tourism Officer
DEPARTMENT/SECTION	Executive Services
CLASSIFICATION	
DATE APPOINTED	

Position Objectives

The Tourism Officer will identify and facilitate tourism growth opportunities for the Mount Remarkable region. Plan, develop and implement tourism and event strategies, programs and projects to encourage sustainable tourism growth and increase the profile and economic and social benefits of the region.

- Manage and drive the delivery of Council's tourism related strategic objectives as outlined in Council's Community Plan and Strategic Tourism Plan 2022.
- Develop and implement marketing and promotional strategies to drive and grow the visitor economy for the Mount Remarkable region.
- Support the region's tourism operator to enhance and grow the region's tourism offering.
- Partner and work with regional stakeholders and partners to enhance the region as a tourism destination.

Key Responsibilities

- Represent council on tourism committees and boards, at travel events and establish and maintain a network of key contacts. Including government agencies, tourism bodies and local and regional community organisations.
- To raise awareness of and promote the District Council of Mount Remarkable and to remain abreast of developments in the tourism industry.
- Develop and maintain positive and productive relationships with key stakeholders.
- Identify, develop and manage income generating partnerships and funding opportunities that contribute to a sustainable tourism industry.
- Develop and manage projects that contribute to and deliver council's tourism strategies across the district.
- Provide advice and assistance to tourism operators and businesses across the district.

-
- Develop, implement, and drive marketing and promotional strategies to increase visitation and tourism expenditure in the Mount Remarkable region.
 - Manage and oversee Councils digital tourism assets, including website and social media channels to ensure they are delivering agreed objectives and tourism related media.
 - Other duties within the scope of the position and as directed by the Chief Executive Officer.
 - Within the organisation
 - Work as part of the team to ensure the efficient and effective functioning of the team
 - Liaise with internal and external parties on matters associated with tourism related matters
 - Liaise with other staff on work matters to ensure teamwork is fostered throughout the whole of the organisation.
 - Collaborate with the Senior Management Team to promote and achieve organisational cohesion; to develop a positive environment and a culture of innovation, diversity, and continuous improvement.

Requirements of the Position

Qualifications

- Tertiary qualification in a relevant area such as tourism, hospitality, marketing and communications, event management, or similar, or experience which will demonstrate the ability to undertake the position.
- Current Class C driver's licence

Experience

- Demonstrated significant management experience in a tourism hospitality, marketing and communications, event management, or a business development role.
- Experience in developing and maintaining effective partnerships, networks, and stakeholder relationships.
- Local government or other Government experience (desirable)

Skills

- High level interpersonal, negotiation, presentation, and customer engagement skills. Including demonstrated ability to provide advice and recommendations to key internal and external stakeholders.
- Proven ability to deliver strategic objectives and motivate a team to deliver agreed outcomes
- Ability to develop effective stakeholder relationships and partnerships to deliver tourism focused outcomes and programs.
- Demonstrated ability to liaise, engage and collaborate with Council, community, tourism, and business operators.
- Ability to think laterally about complicated problems or issues and to develop reasonable solutions.
- Ability to set priorities, define goals and complete within deadlines

-
- A high level of motivation to succeed and to contribute to the development of corporate plans and future direction of the organisation.
 - Demonstrated ability to assess and analyse industry and consumer needs and respond by delivering tourism strategies and projects to suit.
 - Highly developed written and communication skills, with the ability to communicate effectively with a range of stakeholders using a variety of different techniques. Including communication strategies and providing advice.
 - Demonstrated negotiation skills and the ability to handle difficult situations to achieve positive outcomes.
 - A commitment to internal and external customers demonstrated through the provision of timely. Reliable and expert advice on matters within the area of responsibility.

Knowledge

- Sound knowledge of tourism, marketing, hospitality, and business development activities and trends.
- Working knowledge of risk management principles in relation to events management
- Knowledge of Local Governments role in the community and the inter-relationship with other spheres of Government.
- A sounds knowledge of Microsoft programs
- Knowledge of continuous improvement and system reviews
- An understanding of and commitment to:
 - Equal Opportunity Policy and Procedures
 - Human Resource Management Policy and Procedures
 - Work Health and Safety Policy and Procedures

Attributes

- Demonstration of a high level of positive personal attributes and/or ethics, including:
 - Motivation
 - Enthusiasm
 - Commitment to professionalism
 - Commitment to quality customer service
 - Discretion, diplomacy, and tact
 - Ability to maintain confidentiality
- Facilitates collaborative relationships and partnerships
- Fosters innovation and continuous improvement
- Committed to equity, diversity, and fair treatment
- Focused on achieving excellence in customer service

APPENDIX 6 - VISITOR SERVICING

In our present digital world, travel decisions are usually made prior to departure on an electronic desktop journey of research. However, the importance of visitor dispersal in region or the 'local in the know' to source information for a visitor's trip ahead is crucial to building destinations.

Visitors are heavily influenced by the information available to them. Accredited visitor information providers are seen to be authentic, trusted, credible and provide:

- A personal and welcoming experience dedicated to the individual
- Unbiased information (on/offline)
- Live chat information
- Validation of personal travel research
- Local stories and insights
- Aid in visitor dispersal across region
- Regional produce/arts and crafts retail space



Visitor servicing that inspires and influences tourists is key to growing the visitor economy. Successful tourism regions have engaging visitor centres which can be also associated to an attraction leveraging the foot traffic and interaction between both services. This essential service validates the associated financial and social contributions Visitor Centres make to regional and state economies and communities and most importantly, the creation of jobs as the attraction and service grows in demand.

Currently, the Mt Remarkable Council region has a two (2) day (weekend only) Visitor Information Service in Wilmington, a volunteer operated Visitor information Outlet in the Wirrabara Craft House, some basic visitor information provided at the Melrose Museum and ad-hoc visitor information provided by the Council office. With the DEW investment in the Remarkable Southern Flinders Project Council's investment in regional walking trails and the community's passion to develop attractions and visitor dispersal, it is essential for council to overview visitor servicing and look at short and long-term projects, this will resonate in increased visitation and economic return. Bringing together regional townships is key to ensure the visitor is equipped with what there is to 'see and do' increasing visitor nights in region or repeat visitation.

Individual stand-alone accredited visitor centres can be seen to be a financial burden due to no actual financial return on paper, however the social and economic return they bring to a region is challenging to document and invaluable to visitor dispersal and brand awareness.

DCMR's majestic natural assets across the region and potential international recognition/accreditation are waiting to be taken to the next level of promotion and will set the foundation for extreme need to service the visitor pre, during and post their visits to the Mt Remarkable Council region.

Visitor Servicing Concept – Stage 1

- Visitor servicing strategy formulated.
- Satellite information hubs presented in shipping containers fitted out with branded regional livery. Unmanned with digital, electronic and printed information.

See example from the Australian Maritime Museum in Sydney where shipping containers used for exhibition space:



The shipping containers could be presented in Nukunu approved and created artwork, opened to the public in the morning and locked in the evening by appointed community group members.

This unique and cost-effective form of static visitor servicing provides opportunity for each township to showcase their 'top 10 things to see and do' bundled with regional information to increase visitor dispersal

Visitor Servicing – Stage 2

The essence of successful visitor centres are the venues which provide gateways to a major attraction or attached to an appealing experience eg Wadlata in Port Augusta, Mannum Dock Museum, Halls Gap Visitor Centre etc.

With no accredited Visitor Information Centre in the DCMR region visitor information only be dispersed via Wirrabara and Wilmington on weekends, there is a major opportunity to develop the existing Melrose Museum to also be an accredited Visitor Information Centre. As the popularity and international recognition grows for the mountain biking trails, EPIC loop and high level nature based attractions, the importance of a dedicated visitor information and servicing facility is integral to growing the Council regional brand as a visitor destination.

Additional trails, multiple day tours and day packaging will require dedicated servicing alone. This Mt Remarkable Visitor Information Centre would be the one stop for all trail, access and tour information and be the focal and entrance point to the Melrose Museum.

Visitor servicing – Stage 3

Reinvent the Wilmington Visitor Information Centre to embrace and include the Nukunu culture as the gateway to the Southern Flinders with the 'Nukunu Cultural Information Centre'.

The award winning Brambuk National Park and Cultural Centre in the Grampians is a collaborative partnership between Parks Victoria and the Jadawadjali and Djab Wurrung Peoples. This centre offers a range of unique cultural experiences, accommodation/camping bookings, retail opportunities and is of course, the gateway to the Grampians National Park.

Wilmington's strategic location would provide a base for Nukunu culture and the opportunity to utilise this centre as a training hub for Nukunu guides in partnership with DEW who manage the national park and nearby majestic Alligator Gorge.



Brambuk National Park & Cultural Centre



Halls Gap Visitor Centre

Summary




The implementation of these concepts would result in a massive stimulation of the general economy creating:

- Increased services and experiences
- Enhanced liveability, vibrancy and reputation
- Economic and population growth
- Job growth and upskilling
- Increased tourism demand



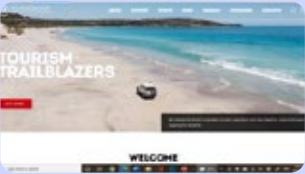
All of these concepts would require further research, scoping and budgetary research however the importance to service the visitor into the future will generate increased economic return, job creation, destination awareness and brand building for the DCMR region and experiences.

APPENDIX 7 - CONSUMER MARKETING CHANNELS

Currently there are a range of website and social media platforms that are used to drive demand for visitor experiences within the DCMR area. Currently there lacks a cohesive approach in terms of marketing and promotion with the end result being a somewhat diluted message and brand positioning. The table below highlights each of the websites and platforms currently in the market place, who is operating each, linkages and general review notes from a user perspective.

Website	Owner	Linkages	Review Notes
<p>https://www.mtr.sa.gov.au/</p> 	DCMR	<p>Provides links to relevant tourism websites</p> <p>Provides links to websites/information about each individual town in the region</p> <p>Links to remarkable experiences.com.au</p>	<p>Council's Corporate Website</p> <p>Extensive information about entire Council district and all Council services - not tourism specific</p> <p>Updated regularly</p> <p>Good starting point for visitors wanting general information</p>
<p>https://remarkableexperience.com.au/</p> 	DCMR	<p>Provides links to DCMR attractions, experiences, food, wine and accommodation</p> <p>Town pages link back to councils corporate website</p>	<p>Council's Tourism Website</p> <p>Provides extensive information to visitors</p> <p>Easy to navigate</p> <p>Events page not updated for 2022 season onward</p> <p>Difficult to find on its own in general google search</p> <p>Not a conclusive list of all businesses etc needs to be linked with ATDW for greater efficiencies</p>
<p>http://www.melrose-mtremarkable.org.au/</p> 	Melrose Community Development Association	<p>No linkage to Council tourism</p> <p>No reference to regional or State tourism websites</p>	<p>Extensive information for visitors</p> <p>Some images look dated</p> <p>Easy to navigate site</p> <p>No information about the broader Mt Remarkable region</p>

Website	Owner	Linkages	Review Notes
<p>https://www.melrosecaravanpark.com.au/</p> 	<p>Melrose Caravan and Tourist Park</p>	<p>No link to council's tourism website - Remarkable Experiences</p>	<p>Simple, basic site Easy to navigate No information about the broader Mt Remarkable region</p>
<p>https://portgermeinheritage.com.au/</p> 	<p>Port Germein Heritage Arts & Tourism</p>	<p>No linkage to Council Remarkable Experiences website No reference to regional or State tourism websites</p>	<p>Good range of visitor information, site looks a little dated No information about the broader Mt Remarkable region</p>
<p>http://www.bikemelrose.com.au/</p> 	<p>Bike Melrose</p>	<p>No linkage to Council's Remarkable Experiences website No reference to regional or State tourism websites Council Sponsorship logo (but does not link to anything)</p>	<p>Modern, user-friendly website Up to date information Great imagery No cross promotion of local complementary products or services Link to subscribe to newsletter</p>
<p>https://wirrabara.com.au</p> 	<p>Wirrabara Progress Association</p>	<p>No linkage to Council's Remarkable Experiences website No reference to regional or state tourism websites</p>	<p>Extensive information on township including tourism/visitor attractions and services. Time for a refresh</p>
<p>http://portgermein.com.au/</p> 	<p>Port Germein Caravan Park</p>	<p>No linkage to Council's Remarkable Experiences website No reference to regional or State tourism websites</p>	<p>Website for the Port Germein Caravan Park – though the website purpose is not clear on first look Theme and images look outdated No cross promotion of local complementary products or services</p>

Website	Owner	Linkages	Review Notes
https://remarkablesouthernflinders.com.au/ 	Private Operator	Site under construction links to a Facebook and Instagram page	No content as site is under development
https://flindersandoutback.com.au 	FRO	Fed by ATDW Links to SATC Southern Flinders listed as a sub region	Limited product for DCMR due to ATDW Feed
https://tourism.sa.gov.au/ 	SATC	Fed by ATDW Links to flindersandoutback.com.au	Limited product for DCMR due to ATDW Feed

Facebook Page	Review Notes
Melrose Community Development Association Facebook	<ul style="list-style-type: none"> • 316 Likes • General community updates, more of a community notice board
BIKE Melrose Facebook	<ul style="list-style-type: none"> • 3,126 page followers • Very active and good engagement with followers • specific to bike community
Remarkable Southern Flinders Facebook	<ul style="list-style-type: none"> • 274 followers • Limited content posting a couple of times a month • Private ownership links to website and Instagram
Port Germein Progress Association Inc. Facebook	<ul style="list-style-type: none"> • 578 Likes • Regular posting, more community focused
Wilmington Progress Association	<ul style="list-style-type: none"> • 861 Likes • General community updates and local notices

Facebook Page	Review Notes
Port Germein	<ul style="list-style-type: none"> • 378 Likes • Daily posting, general interest • Heavy use of hash tags • Run by community centre?
Melrose, Southern Flinders Ranges	<ul style="list-style-type: none"> • 3285 followers • Good range of content • Updated regularly • Links with Melrose Community Development Association Website
Instagram Page	Review Notes
www.instagram.com/bikemelrose	<ul style="list-style-type: none"> • 1126 Followers • Posting approximately once a month • Content very bike specific
www.instagram.com/experiencemelrose	<ul style="list-style-type: none"> • 542 followers • Regular posting • Private business that is packaging and promoting tourism product around Melrose
www.instagram.com/melrose_sthn_flinders_ranges	<ul style="list-style-type: none"> • 741 followers • Very infrequent posting • Links to Melrose Community Development Association website
www.instagram.com/remarkablesouthernflinders	<ul style="list-style-type: none"> • 151 followers • Posting weekly/fortnightly • Private ownership with website under construction
Publications	Review Notes
Southern Flinders Ranges Visitor Guide 2019	<ul style="list-style-type: none"> • Good general incorporation of experiences • Melrose only DCMR town featured as a main town • Other 6 towns featured as minor towns • Only 3 paid adverts from DCMR area in the guide
2021 Flinders Ranges and Outback Visitor Guide	<ul style="list-style-type: none"> • National park references included • Only 3 paid adverts from DCMR area • Only 4/7 towns included in the guide

CUSTOMER SENTIMENT

Product / Experience	ATDW Listing	Product Category (Activity/Attraction/Food&Bev)	TripAdvisor		Google		Instagram		Facebook	
			# Reviews	Rating	# Reviews	Rating	#Hashtag	# Uses	# Reviews	Rating
Melrose										
Jacka Brothers Brewery	Y	Food and beverage	Nil	Nil	Nil	Nil	#jackabrothersbrewery	109	3	5
Over the Edge	Y	Food and beverage	35	4.5	Nil	Nil	#overtheedgemelrose	272	276	4.9
North Star Hotel	N	Food and beverage	102	4	231	4.3	#northstarhotelmelrose	3	140	4.5
Melrose Heritage Museum	Y	Attraction	25	5	1	5	#melroseheritagemuseum	4	9	5
Southern Flinders Rail Trail	N	Activity	6	4	Nil	Nil	#southernflindersrailtrail	11	Nil	Nil
Melrose Fat Tyre Festival	Y	Attraction	Nil	Nil	Nil	Nil	#Melrosefattyrefestival	163	Nil	Nil
Booleroo Centre										
Booleroo Steam and Traction Preservation Society	N	Attraction	1	4	19	4.6	Nil	Nil	10	4.2
Wirrabara										
Julia's Kitchen at the Old Bakery Wirrabara	Y	Food and beverage	13	5	86	4.7	Nil	Nil	56	5
Wirrabara Sculpture Trail	N	Attraction	Nil	Nil	Nil	Nil	#wirrabarasculpturetrailandarboretum	1	Nil	Nil
Wirrabara Forest	N	Attraction	11	4.5	Nil	Nil	#wirrabaraforest	282	2	Nil
Wirrabara Silo Art	Y	Attraction	16	5	171	4.8	#wirrabarasiloart	123	1	5
Wilmington										
Alligator Gorge	Y	Attraction	57	4.5	286	4.8	#alligatorgorge	2.6k	Nil	Nil
Port Germein										
Mambray Creek Campground	N	Attraction	Nil	Nil	169	4.7	#mambraycreekcampground	50	Nil	Nil

APPENDIX 8 - GRANT OPPORTUNITIES

Currently the grants landscape is somewhat in limbo due to the recent change of both State and Federal Governments. The programmes listed below may no longer be available or may be re-badged, however provide a starting point for further research.

Federal Government

- Building Better Regions (BBRF)
- Visions of Australia (Office of the Arts)
- Community Heritage Grants (National Libraries of Australia)

State Government

- SATC - Regional Festivals and Events Funding
- PIRSA - Great Outdoors Fund
- Country Arts - Project Grants, Regional Arts Fund
- South Australian History Fund (SAHF)
- Tourism Industry Development Fund or equivalent
- Nature-based Tourism Co-Investment Fund

Non-Government

- Foundation for Rural and Regional Renewal

Mountain bike tourism transforming Australia's rural landscapes

Case studies: Derby, Tasmania and Mt Buller, Victoria

Mountain bike tourism is fast becoming a strategy for many local government districts across Australia who have seen how transforming rugged and picturesque landscapes into mountain bike, cycling and walking trails has become key economic drivers in the tourism space.

In the past, overseas destinations such as Canada, USA and New Zealand have been appealing to riders however Australian mountain bike enthusiasts, amateur riders or adventure leisure seekers are now looking to fulfill their wish list with the offerings available on home ground such as Derby in Tasmania and Mt Buller in Victoria and now in the District Council of Mt Remarkable.

The quality and size of some Australian trail destinations is now comparable to these overseas destinations, enticing many Australian mountain bike riders to plan their holidays around these new and exciting locations. With the pending international accreditation for the EPIC trail, will transform Melrose and adjoining townships in the DCMR district attracting international riders and visitation.

These recognised mountain bike trails in Derby and Mt Buller have been leveraged to attract outside investment, increase populations, creates jobs, land developments, unique food/beverage destinations, accommodation and attractions. This captured additional development benefits rural areas and existing tourism businesses and regional communities, not to mention the national and international profile created for these remote locations.

In essence, mountain bike projects bring money into local economies and have transformed townships and regions with the positive flow-on effect key to economic success and tourism sustainability.

Blue Derby, Tasmania

Derby in Tasmania was once a prosperous tin mining and forestry town but since mining operations ceased and forestry operations collapsed, the township had been declining for many years.

The Blue Derby Trails project was led by the Dorset Council and was funded through the Australian Government's Regional Development Australia Fund. Project partners included Break O'Day Council, Forestry Tasmania, Parks & Wildlife, and public, private and community sectors. World Trail was appointed as the lead contractor on all design and construction of trails. Derby's mountain bike project was ambitious due to its size involving the construction of 125km of purpose-built mountain bike trails in Tasmania northeast wilderness landscape.

Since the project commenced in 2014, the rural township of Derby has taken on a new tourism direction with the economy boosted and new businesses opening in the hospitality and accommodation sector, increased tourism visitation and real estate sales increasing.

The Blue Derby trail network has been constructed to attract riders of all skills and abilities. The trail network includes International Mountain Bike Association (IMBA) green trails (Beginner) through to IMBA Black Diamond (Most difficult), with most of the trails falling into the IMBA Blue (Intermediate) classification. This mix of trails allows for riders of varying abilities and more experienced riders to develop their skills. Advanced riders have many options to enjoy themselves and test their ability on the advanced trails. Gravity trails are well catered for in Blue Derby due to their growing popularity.

Blue Derby Trails were voted as the best Euro World Series (EWS) competition in 2017 and now Derby is a bike riding success story being told around the world and current visitation numbers to the area are approximately 45,000 riders per year. Visitors are spending four to five nights in Derby and another five nights elsewhere in Tasmania. It is estimated that the return on investment for the Council is approximately \$30 million per year.

Bike stores and new food/wine outlets have erupted, unique bike tours and multiple day packages have been created by private operators to leverage this investment.

Shuttles between specific locations and the provision of one, two and three day tours conducted by experienced leaders. Private operators have taken the attraction to a new level of adventure with unique pod luxury accommodation nestled on mountain ridges combined with high end gourmet catering attracting the experience seeker.

Mt Buller, Victoria

The Victorian high-country township of Mt Buller has recognised the growth potential of mountain biking and has successfully invested in a network of mountain bike trails. This project has increased summer visitation outside of the winter snow season and created a pathway for ongoing sustainability throughout the year.

Created in 2008 the project was the initiative of the Mt Buller Alpine Resort Management Board to attract increased visitation to the resort in the non-winter period.

The next seven years saw the project expand and the Alpine trail network attracting in excess of 20,000-30,000 specific mountain bike visitors per summer and has hosted some of the largest mountain biking events.

The Mt Buller mountain bike trail network has incorporated a range of trails catering for the skills and abilities of all riders from enthusiast to the competition rider including International Mountain Bike Association (IMBA) endorsed:

- IMBA Green Trails (Beginner)
- IMBA Double Black Diamond (Most Difficult)
- Majority in IMBA Blue (Intermediate) classification.

Outline of the Mt Buller Alpine trail project:

- Over 100km of quality cross-country trails, including 40km of singletrack
- A 50km long-distance cross-country descending trail
- Four downhill trails serviced by shuttles
- Australia's first modular pump track, setup in the Mt Buller Village
- A range of tours, camps, clinics and skills sessions for all levels and types of riders
- Accommodation

Summary

The investment made in the Remarkable Southern Flinders project and a continued environmentally sustainable approach will take the DCMR region on the successful pathway of Derby and Mt Buller as a mountain biking 'must-do' destination. The finalisation of the EPIC Mountain Trail will be the first step in cementing Melrose and the DCMR as an international mountain biking attraction.

Future economic and tourism opportunities will be endless with multi-day stays, drop off/pick opportunities for tour operators, shuttle services, unique accommodation resonating in an expanded tourism offering throughout the whole Council sector with flow-on benefits to surrounding townships on the journey to the Mountain biking experience.

In addition, the social and health benefits of the project will improve connection to community and provide endless outdoor pathways to increase physical and healthy well-being leveraging the natural environment far greater than the mountain biking activity alone.

The DCMR walking trails and upgraded facilities across the district will enhance the visitor experience and leverage the mountain biking attraction to boost the regional tourism economic success and profile the DCMR on the world stage.

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Booleroo Progress Association
Booleroo Steam and Traction
North Star Hotel
Under the Mount
Over the Edge
Julia's Kitchen
Beautiful Valley Caravan Park
Port Germein Progress Association
Wirabarra Progress Association
Flinders Ranges and Outback (FRO)
Legatus
Red Post Shop & Cafe
Bosuns at Port Germein
Bike Melrose
Blesing Garden Wines



A Remarkable Experience...



District Council of
Mount Remarkable

3 Stuart Street | PO Box 94, Melrose SA 5483

P. (08) 8666 2014 | F. (08) 8666 2169

E. postmaster@mtr.sa.gov.au

www.mtr.sa.gov.au

