AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

12 SEPTEMBER 2016 AT 5:00 PM

IN COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY

MEMBERS

Cr S Reardon (Chairman)
Mayor G Aldridge (ex officio)
Cr R Cook
Cr R Zahra
Mr Jack Buckskin
Mr Kevin Collins
Ms Marilyn Collins
Mr Jeffrey Pinney
Mr David Stockbridge (Deputy Chairman)

REQUIRED STAFF

Chief Executive Officer, Mr J Harry
General Manager Community Development, Ms J Trotter
Manager Communications and Customer Relations, Mr M Bennington
PA to General Manager Community Development, Mrs B Hatswell

APOLOGIES

LEAVE OF ABSENCE

PRESENTATION OF MINUTES

Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 11 July 2016.

REPORTS

OTHER BUSINESS

CLOSE

MINUTES OF (INAUGURAL) TOURISM AND VISITOR SUB COMMITTEE MEETING HELD IN COMMITTEE ROOM 3, 12 JAMES STREET, SALISBURY ON

11 JULY 2016

MEMBERS PRESENT

Cr S Reardon (Chairman)
Mayor G Aldridge (ex officio) (5:21 PM)
Cr R Zahra
Ms Marilyn Collins, Business Community Representative
Mr Jeffrey Pinney, Local History Club Representative
Mr David Stockbridge, Business Community Representative

OBSERVERS

There were no observers.

STAFF

Chief Executive Officer, Mr J Harry
General Manager Community Development, Ms J Trotter
Manager Communications and Customer Relations, Mr M Bennington
Manager Governance, Ms T Norman
PA to General Manager Community Development, Mrs B Hatswell

The meeting commenced at 5:03 pm.

The Chairman welcomed the members, staff and the gallery to the meeting.

APOLOGIES

Apologies were received from Mr K Collins, Business Community Representative.

LEAVE OF ABSENCE

Nil.

REPORTS

TVSC1   **Appointment of Deputy Chairman - Tourism and Visitor Sub Committee**

Moved Cr R Zahra
Seconded Cr S Reardon

1.   Mr David Stockbridge be appointed as Deputy Chairman of the Tourism and Visitor Sub Committee for a period of 12 months commencing 01/08/2016.

CARRIED

TVSC2   **Wiki Town Resolution 0990/2016**

Moved Mr J Pinney
Seconded Mr D Stockbridge

1.   That the information be received.

CARRIED

TVSC3   **Tourism and Visitor Strategy - for endorsement**

Leonie Boothby, Principal Consultant at Leonie Boothby and Associates Pty Ltd provided an overview of the draft Tourism and Visitor Strategy.

The City of Salisbury Tourism and Visitor Strategy 2016-2021 Draft Implementation Action Plan was tabled.

Mayor G Aldridge entered the meeting at 5:21 pm.
Mayor G Aldridge left the meeting at 5:41 pm and did not return.

Moved Cr R Zahra
Seconded Mr D Stockbridge

1.   That the information be received.

2.   The draft Tourism and Visitor Strategy, as set out in Attachment 1 (Item No. TVSC3, Tourism and Visitor Sub Committee, 11/07/2016) be endorsed.

3.   The Implementation Plan be reported to the Sub Committee in September 2016 subsequent to a workshop taking place in August 2016.

CARRIED

OTHER BUSINESS
Nil.

CLOSE
The meeting closed at 6:12 pm.

CHAIRMAN……………………………………

DATE…………………………………………

ITEM	TVSC1

TOURISM AND VISITOR SUB COMMITTEE

DATE	12 September 2016
HEADING	Tourism and Visitor Sub Committee Membership Update
AUTHOR	Michael Bennington, Manager Communications & Customer Relations, Community Development
CITY PLAN LINKS	2.2 Have a community that is knowledgeable about our natural environment and embraces a sustainable lifestyle. 3.2 Have interesting places where people want to be.
SUMMARY	To guide the implementation of the Tourism and Visitor Strategy, a Tourism and Visitor Sub Committee has been established, which will oversee and guide its strategic implementation.

RECOMMENDATION

1.   Information be received

ATTACHMENTS

There are no attachments to this report.

1.   BACKGROUND

1.1   Council at its meeting on 29 March 2016 resolved inter alia:

NOM3   Tourism and Visitor Sub Committee Establishment

1.   *The Tourism and Visitor Sub Committee Terms of Reference, as set out in Attachment 1, Policy and Planning Committee Item No. 1.9.1, 21/03/2016, be endorsed.*

2.   *Membership of the Tourism and Visitor Sub Committee comprise:*
- *One representative from the local commercial tourism industry*
- *One representative from a local history club*
- *One Kaurna representative*
- *Two representatives from the business community connected with the City of Salisbury*
- *A representative of the South Australian Government nominated by the Minister for Tourism*
- *Two Elected members*
- *The Mayor (ex-officio)*

3.   *The two Elected Members to be appointed to the Tourism and Visitor Sub Committee for the current term of Council be Cr S Reardon and Cr R Zahra.*

4. *Staff be authorised to commence processes to fill the necessary positions on the Tourism and Visitor Sub Committee, and to report back to Council with persons recommended for appointment to the Sub Committee.*

5. *Cr S Reardon be appointed as Chairman of the Tourism and Visitor Sub Committee for a 12 month term concluding 31 March 2017.*

6. *The Tourism and Visitor Sub Committee be reviewed after 12 months.*

CARRIED
0943/2016

1.2 This report will provide an update on the committee membership requested by Council.

2. CITY PLAN CRITICAL ACTION

2.1 Promote a positive image of Salisbury to attract investment, visitors and tourists, and increase community pride.

3. CONSULTATION / COMMUNICATION

3.1 External

3.1.1 Nominations for the positions on the Sub Committee were sought from the Reconciliation Action Plan (RAP) Group and the Department of Environment, Water and Natural Resources.

4. REPORT

4.1 Elected Member Representative

4.1.1 The resolution carried at the Council Meeting on 29 March 2016 appointed Cr S Reardon as Chairman of the Tourism and Visitor Sub Committee for a 12 month term concluding 31 March 2017.

4.1.2 The appointment of Cr R Zahra and Cr S Reardon as members of the Tourism and Visitor Sub Committee for the remainder of the current term of Council was also resolved at the March 2016 Council Meeting.

4.1.3 The resolution carried at the Council Meeting on 25 July 2016 appointed Cr R Cook as a member of the Tourism and Visitor Sub Committee for the remainder of the current term of Council.

4.2 Local Commercial Tourism Representative

4.2.1 Based on the assessment of the application responses, Kevin Collins was appointed as the Local Commercial Tourism Representative.

4.3 Local History Club Representative

4.3.1 Based on the assessment of the application responses, Jeffery Robert Pinney was appointed as the Local History Club Representative.

4.4 Business Community Connected with the City of Salisbury Representative

4.4.1 Based on the assessment of the application responses, David Stockbridge was appointed from the business community connected with the City of Salisbury.

4.4.2 Based on the assessment of the application responses, Marilyn Collins was appointed from the business community connected with the City of Salisbury.

4.5 Kaurna Representative

4.5.1 Nominations have been sought for the Kaurna Representative.

4.5.2 Jack Buckskin has expressed interest in becoming the Kaurna Representative on the Tourism and Visitor Sub Committee, a nomination form has been received.

4.5.3 Staff will continue to correspond with Jack Buckskin to finalise his membership as the Kaurna Representative.

4.6 South Australian Government Representative

4.6.1 Nominations have been sought from the Department of Environment, Water and Natural Resources.

4.6.2 Janine Kraehenbuehl (Ranger in Charge) and Chris Booth (Communications Manager) as the proxy representative have been nominated by the local NRM Board.

4.6.3 Both representatives have been nominated because of their knowledge of the Nature Based Tourism and local knowledge of the City.

4.6.4 Staff will continue to correspond with the Department of Environment, Water and Natural Resources to finalise the representatives.

5. CONCLUSION / PROPOSAL

5.1 Information is received.

5.2 Staff continue to correspond with Jack Buckskin to finalise his membership as the Kaurna Representative.

5.3 Staff continue to correspond with the Department of Environment, Water and Natural Resources to finalise the representatives.

CO-ORDINATION

Officer: EXECUTIVE GROUP
Date: 07/09/2016

ITEM	TVSC2

TOURISM AND VISITOR SUB COMMITTEE

DATE	12 September 2016
HEADING	Tourism and Visitor Strategy - Top Four Priority Projects
AUTHOR	Michael Bennington, Manager Communications & Customer Relations, Community Development
CITY PLAN LINKS	2.2 Have a community that is knowledgeable about our natural environment and embraces a sustainable lifestyle. 3.2 Have interesting places where people want to be. 3.3 Be a connected city where all people have opportunities to participate.
SUMMARY	In support of the City of Salisbury: Living City Identity and Building City Pride Strategy along with the State Government's move towards nature-based tourism, Council engaged a consultant to develop the Tourism and Visitor Strategy and review where the City of Salisbury 'fits' in terms of tourism planning in South Australia. In developing the strategy, the City of Salisbury is outlining its commitment to growing the local visitor economy and the leadership role it intends to play over the next five years.

RECOMMENDATION

1. That the information be received.

2. That the four highest priority actions from the Tourism and Visitor Strategy Implementation Plan be progressed by staff.

    i. Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)

    > Project: Tourism and Visitor information is consolidated and made available on the internet

    ii. Explore options to provide visitor information services throughout the area at key locations

    > Project: Develop a visitor information plan that identifies locations and delivery

    iii. Improve general amenity, vehicle access, traffic flows and parking around each key precinct

    > Project: Ensure Tourism and Visitor elements are included in the St Kilda Stage 2 masterplan

    iv. Develop core marketing and promotional materials around key themes, precincts and attractions

    > Project: Develop core tourism and visitor marketing and promotional materials

ATTACHMENTS

This document should be read in conjunction with the following attachments:

1.   Suggested Priority Actions List - Draft Implementation Action Plan

1.   BACKGROUND

1.1   The City of Salisbury Tourism and Visitor Strategy has been endorsed by the Tourism and Visitor Sub Committee and Council.

1.2   A draft Implementation Action Plan has been developed for consideration by the Tourism and Visitor Sub-Committee.

1.3   The draft Implementation Action Plan sets out example actions for each objective within the strategy.

1.4   Priority levels and the role of Council for each action have not yet been determined.

1.5   The Implementation Action Plan will become the main objective and work program for the Tourism and Visitor Sub Committee going forward.

1.6   Council Staff have reviewed the existing projects that could be applied to achieve the actions and alignments have been noted throughout the draft Implementation Action Plan.

2.   CITY PLAN CRITICAL ACTION

2.1   Promote a positive image of Salisbury to attract investment, visitors and tourists, and increase community pride.

3.   CONSULTATION / COMMUNICATION

3.1   Internal

3.1.1   Relevant Council Officers have undertaken an initial review of the draft Implementation Action Plan.

4.   REPORT

4.1   To further refine the draft Implementation Action Plan, the Tourism and Visitor Sub-Committee is requested to determine the four highest priority actions for further development.

4.2   As a starting point for discussion by the Tourism and Visitor Sub-Committee, nine priority actions have been identified for initial consideration and are provided in the attached report.

4.3   Of those nine priority actions, staff have made a recommendation of the possible top four priority actions.

4.4   In determining the top four priorities, staff considered potential roles and responsibilities of Council and stakeholders, available resources and likely outcomes from those actions. E.g. higher priority has been given to actions that can easily be delivered in the short term with existing resources; actions that are interconnected or actions that will achieve the most significant outcomes.

4.5 The nine potential priority actions (as outlined in the attached) are:

4.5.1 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)

4.5.2 Explore options to provide visitor information services throughout the area at key locations

4.5.3 Improve general amenity, vehicle access, traffic flows and parking around each key precinct

4.5.4 Develop and share the 'Salisbury story'

4.5.5 Develop core marketing and promotional materials around key themes, precincts and attractions

4.5.6 Develop and implement a public relations program

4.5.7 Develop and support events and festivals that capitalise on our key strengths and attract both local residents and intrastate visitors

4.5.8 Work with industry, community groups and tourism stakeholders to develop new tourism and visitor attractions, products and experiences

4.5.9 Develop opportunities for business to business networking, collaboration and co-promotion (including community groups that operate visitor experiences)

4.6 Of the nine potential priority actions staff are recommending the below four actions (also highlighted in blue within the attachment) be progressed as the first program of works within the strategy:

4.6.1 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)

4.6.1.1. **Possible Project:** Tourism and Visitor information is consolidated and made available on the internet:

- Short Term – Information consolidated into one area within Council's existing website.

- Medium Term – Create a 'Discover Salisbury' website http://discoversalisbury.com.au/) that captures all the relevant tourism and visitor information in one location.

4.6.2 Explore options to provide visitor information services throughout the area at key locations

4.6.2.1 **Possible Project:** Develop a visitor information plan that identifies locations and delivery:

- Review various mechanisms for providing visitor information services including face to face services, web based information, interpretive and informational signage and printed materials and develop a plan for delivery. Considerations include:

- Strategic locations for providing visitor information (e.g. key precincts and visitor attractions, train stations)
- Level of services needed
- Existing customer service areas and locations that may be suitable (Council, community and private sector) and potential for delivery of visitor services
- Level of resourcing available via collaborative arrangements and potential volunteer support to supplement delivery of services

4.6.3 Improve general amenity, vehicle access, traffic flows and parking around each key precinct

   4.6.3.1 **Possible Project:** Ensure Tourism and Visitor elements are included in the St Kilda Stage 2 masterplan:

   - Master Plan Stage 2: Consider tourism opportunities in finalisation of concept plan; particularly to support visitation to the Adventure Playground and the Adelaide International Bird Sanctuary
   - Work with The Collective to determine opportunities for collaborative funding of base visitor infrastructure to support the Adelaide International Bird Sanctuary

4.6.4 Develop core marketing and promotional materials around key themes, precincts and attractions

   4.6.4.1 **Possible Project:** Develop core tourism and visitor marketing and promotional materials:

   - Create key messaging, editorial and promotional materials around key themes, precincts and attractions
   - Improve stock of visitor experience promotional photos to create an image library
   - Develop a tourist/visitor map (brochure) that contains information about how to get here, what to do and where to go while you are in the area including key precincts, attractions, retail, arts & cultural sites, walking and cycling trails, dining and accommodation options

4.7 These four priorities have been selected as they can be delivered in the short to medium term with existing or minimal extra resource requirements. Three of the four actions are also interconnected which is the collection of information, development of materials and making the materials available on the web or in key locations. The delivery of these three actions will be aided as these three actions rely on each other for completion.

5.   CONCLUSION / PROPOSAL

5.1   That the Tourism & Visitor Sub-Committee agree the four highest priority actions from the Tourism and Visitor Strategy draft Implementation Action Plan for implementation over the next 6-12 months.

5.2   For each of the four highest priority actions identified, further details for the delivery of the actions will be scoped with internal and external stakeholders to determine roles and responsibilities, potential outcomes estimated and resourcing requirements assessed.

5.3   Following review by the Tourism and Visitor Sub-Committee, the draft Implementation Action Plan will be discussed with key stakeholders (Department of Environment, Water and Natural Resources (DEWNR), South Australian Tourism Commission (SATC), South Australian Tourism Industry Council (SATIC), Local Government Association (LGA) and Local Tourism Industry and Community) to consider strategic and resource alignments and collaborative opportunities for the other priorities not selected in the top four.

5.4   Following engagement with stakeholders, a gap analysis will be undertaken on the other existing priority actions with an assessment of options to resource those gaps and development of recommendations to Council.

CO-ORDINATION

Officer: EXECUTIVE GROUP
Date: 07/09/2016

CITY OF SALISBURY TOURISM & VISITOR STRATEGY 2016-2021

- *DRAFT IMPLEMENTATION ACTION PLAN – SUGGESTED PRIORITY ACTIONS*

September 2016

Objective 1: Create an attractive and welcoming visitor environment; and improve access and availability of visitor information

Strategies	Existing Programs/Opportunities	Possible Projects
1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)	**Existing Information:** Key visitor information on current attractions, products and experiences or services (e.g. amenities, car parking and public transport) and visitor oriented services including restaurants, cafes, retail outlets etc are currently available on the website or within several brochures/flyers. This information needs to be consolidated into one area on the web and as general tourism and visitor brochures. **Opportunity:** Council currently holds the domain for the website http://discoversalisbury.com.au/ this website can be used to capture tourism and visitor information in one central location.	**Tourism and Visitor information is consolidated and made available on the internet:** • Short Term – Information consolidated into one area within Council's existing website. • Medium Term – Create a 'Discover Salisbury' website http://discoversalisbury.com.au/) that captures all the relevant tourism and visitor information in one location.

Strategies	Existing Programs/Opportunities	Possible Projects
1.3 Explore options to provide visitor information services throughout the area at key locations	**Existing Program:** Interpretive Centre at St Kilda currently being considered for better use. The potential opportunities are currently being investigated as part of St Kilda Master Plan stage 2 and by the Department of Environment, Water and Natural Resources as part of the planning for the Adelaide International Bird Sanctuary. **Opportunity:** To utilise the Education Centre at Greenfields wetlands as an information Centre. *(Links to Strategy 1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)* **Opportunity:** To utilise key St Kilda locations as information points *(Links to Strategy 1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)* **Opportunity:** To utilise key Community Centres / COS community spaces as information points *(Links to Strategy 1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)*	**Develop a visitor information plan that identifies locations and delivery:** Review various mechanisms for providing visitor information services including face to face services, web based information, interpretive and informational signage and printed materials and develop a plan for delivery. Considerations include: • Strategic locations for providing visitor information (e.g. key precincts and visitor attractions, train stations) • Level of services needed • Existing customer service areas and locations that may be suitable (Council, community and private sector) and potential for delivery of visitor services • Level of resourcing available via collaborative arrangements and potential volunteer support to supplement delivery of services

Strategies	Existing Programs/Opportunities	Possible Projects
1.5 Improve general amenity, vehicle access, traffic flows and parking around each key precinct (as required).	**Existing Program:** St Kilda stage 1 master plan has been developed and implemented to support visitation to the Adventure play space. St Kilda Stage 2 masterplan has begun looking at the opportunities for the area and how to improve general amenity, vehicle access, traffic flows and parking. The creation of the RV Friendly area will also be looked at as part of the stage 2 master plan. Budget implications will be included in the master plan. The resources required for the implementation of these programs will be developed as part of that process.	**Ensure Tourism and Visitor elements are included in the St Kilda Stage 2 masterplan:** • Master Plan Stage 2: Consider tourism opportunities in finalisation of concept plan; particularly to support visitation to the Adventure Playground and the Adelaide International Bird Sanctuary • Work with The Collective to determine opportunities for collaborative funding of base visitor infrastructure to support the Adelaide International Bird Sanctuary

Item TVSC2 - Attachment 1 - Suggested Priority Actions List - Draft Implementation Action Plan

Objective 2: Celebrate who we are; and promote our key attractions, themes and precincts

Strategies	Existing Programs/Opportunities	Possible Projects
2.1 Develop and share the 'Salisbury story'	**Existing Information:** Salisbury's Kaurna history and culture; the multicultural community; industrial, defence and aeronautical history; innovation and iconic businesses; and the natural environment information is currently available on the website or within several documents. This information needs to be consolidated and used to promote and share our Story. Local 'Salisbury Stories' are currently promoted/shared via Council's Salisbury Aware quarterly newsletter and social media. **Opportunity (stakeholder):** Holden is working with the National Library on documenting history that can be promoted/shared.	**Share the 'Salisbury story' promotional campaign:** • Identify and engage local champions (current and previous residents), well-known local business people and historical figures and develop a 'people of Salisbury' story about visitor experiences to increase awareness • Create local advocates for promoting visitation

Strategies	Existing Programs/Opportunities	Possible Projects
2.3 Develop core marketing and promotional materials around key themes, precincts and attractions	**Existing Information:** Key tourism and visitor marketing materials are currently available on our website or within several brochures/flyers. This information needs to be consolidated into one general tourism and visitor brochure and refreshed. **Opportunity:** Current City of Salisbury key tourism and visitor marketing materials be consolidated into one general tourism and visitor brochure and refreshed. **Opportunity:** Utilise existing promotional materials for key attractions such as the Adelaide International Bird Sanctuary e.g. short film made by BirdLife Australia and other South Australian Tourism Commission promotional materials **Opportunity:** Utilise existing City of Salisbury promotional video that highlights key attractions within the City	**Develop core tourism and visitor marketing and promotional materials:** • Create key messaging, editorial and promotional materials around key themes, precincts and attractions • Improve stock of visitor experience promotional photos to create an image library • Develop a tourist/visitor map (brochure) that contains information about how to get here, what to do and where to go while you are in the area including key precincts, attractions, retail, arts & cultural sites, walking and cycling trails, dining and accommodation options

Strategies	Existing Programs/Opportunities	Possible Projects
2.6 Develop and implement a public relations program	**Existing program:** Council currently delivers positive public relations campaigns - promoting the City, key attractions, services, events and community regularly on a range of topics. Council has an existing relationship with Channel Nine who assists in promoting our City and Events	**Develop a visitor and tourism specific public relations campaign:** • Develop positive public relations stories promoting the reasons to visit our City • Develop a calendar of public relations initiatives to share those stories with the local community and other key intrastate markets

Objective 3: Create new visitor experiences that address identified gaps, capitalise on key themes, precincts and attractions; and increase visitor spend

Strategies	Existing Programs/Opportunities	Possible Projects
3.4 Develop and support events and festivals that capitalise on our key strengths and attract both local residents and intrastate visitors:	**Existing program:** Council currently delivers a full calendar of events and festivals with high visitation numbers. **Opportunity:** Look at gaps in the event market and calendar in Adelaide and work with the community and industry to develop opportunities for new events and festivals. Focus on events that attract both locals and people from outside the area; and that are unique **Opportunity (stakeholder):** Multicultural festival proposal (September 2017) presented to Council and endorsed for Salisbury City Centre Association to deliver with Council contribution	**Identify unique events that are not happening in South Australia to attract visitors and tourist:** • Identify gaps in the event market and work with the community and industry to develop opportunities • Focus on events that attract both locals and people from outside the area; and that are unique Promotion/development of new event concepts/attracting events to Salisbury would need to be resourced

Strategies	Existing Programs/Opportunities	Possible Projects
3.6 Work with industry, community groups and tourism stakeholders to develop new tourism and visitor attractions, products and experiences.	**Existing program:** Council currently offering guided and self-guided tours at the Greenfields wetlands. Schools book self-guided tours only at Greenfields through the NRM staff. Scout groups are often interested in evening events/tours at the wetlands. **Opportunity:** To expand and offer tours at other wetland /nature based locations throughout the City of Salisbury **Opportunity:** To offer a package to schools – day learning tour throughout the COS **Opportunity:** To work with education providers and NRM to further develop a nature based learning experience **Opportunity:** To work with the DEWNR to offer opportunities for tours at the Adelaide International Bird Sanctuary **Opportunity:** To work with the University of SA at Mawson Lakes and offer their Tech Trail as part of a guided tour package demonstrating water sustainability practices **Opportunity:** To engage with local Kaurna groups around opportunities to promote local Kaurna history and culture and create visitor experiences	**Identify unique educational and cultural experiences for partners to deliver in our City:** • Identify partners to deliver experiences and support them in the establishment

Objective 4: Create connections

Strategies	Existing Programs/Opportunities	Possible Projects
4.6 Develop opportunities for business to business networking, collaboration and co-promotion (including community groups that operate visitor experiences)	**Existing program:** Polaris and other areas in Council have existing opportunities such as the Northern Business Breakfast, Northern Business Women's' Network and other business networking events/courses. **Opportunity:** Develop clusters of visitor oriented businesses and groups and facilitate collaboration and industry development. Clusters may include: dining, retail, Kaurna tourism, multicultural businesses, family-based activity, accommodation, conferences / functions, museums / history and education tourism **Opportunity:** Link businesses to the visitor information website to increase awareness of what's available and encourage packaging and co-promotion	**Engage with relevant businesses and industry associations more broadly, to encourage participation in implementation of the strategy:** • Develop clusters of visitor oriented businesses and groups and facilitate collaboration • Link businesses to the visitor information website to increase awareness