



## **AGENDA**

**FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON**

**14 MARCH 2017 AT 4:30 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)  
Ms Janine Kraehenbuehl

### **REQUIRED STAFF**

Chief Executive Officer, Mr J Harry  
General Manager Business Excellence, Mr C Mansueto  
Manager Communications and Customer Relations, Mr M Bennington  
Administrative Coordinator - Business Excellence, Mrs M Potter

### **APOLOGIES**

### **LEAVE OF ABSENCE**

### **PRESENTATION OF MINUTES**

Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 12 September 2016.

### **REPORTS**

TVSC1 Tourism and Visitor Strategy - Priority Project Briefs ..... 7

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**OTHER BUSINESS**

**CLOSE**



**MINUTES OF TOURISM AND VISITOR SUB COMMITTEE MEETING HELD IN  
COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY ON**

**12 SEPTEMBER 2016**

**MEMBERS PRESENT**

Cr S Reardon (Chairman)  
Mayor G Aldridge (ex officio) (5.08 pm)  
Cr R Cook  
Cr R Zahra  
Mr Kevin Collins, Local Commercial Tourism Representative  
Ms Marilyn Collins, Business Community Representative  
Mr Jeffrey Pinney, Local History Club Representative  
Mr David Stockbridge (Deputy Chairman), Business Community Representative

**OBSERVERS**

Cr B Gill (*from 5.41 pm*)

**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

The meeting commenced at 5.03 pm.

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

**APOLOGIES**

There were no Apologies.

**LEAVE OF ABSENCE**

Nil

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## PRESENTATION OF MINUTES

Moved Cr R Zahra  
Seconded Cr R Cook

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 11 July 2016, be taken and read as confirmed.

**CARRIED**

## REPORTS

### TVSC1 Tourism and Visitor Sub Committee Membership Update

Moved Cr R Cook  
Seconded Cr R Zahra

1. Information be received.

**CARRIED**

### TVSC2 Tourism and Visitor Strategy - Top Four Priority Projects

*Mayor G Aldridge entered the meeting at 5:08 pm.*

Moved Cr R Cook  
Seconded D Stockbridge

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

**CARRIED**

*Ms M Collins left the meeting at 5:37 pm.*

*Ms M Collins returned to the meeting at 5:38 pm.*

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**OTHER BUSINESS**

There was no Other Business.

**CLOSE**

The meeting closed at 5.51 pm.

CHAIRMAN.....

DATE.....



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<b>ITEM</b>	TVSC1
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	14 March 2017
<b>HEADING</b>	Tourism and Visitor Strategy - Priority Project Briefs
<b>AUTHOR</b>	Michael Bennington, Manager Communications & Customer Relations, Business Excellence
<b>CITY PLAN LINKS</b>	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.
<b>SUMMARY</b>	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 has 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 project scoping documents which outlines the objectives, deliverables and budgets for the:
  - a. Tourism and Visitor information is consolidated and made available on the internet, and
  - b. Develop core tourism and visitor marketing and promotional materialsas set out in Attachment 1 and Attachment 2 to this report (Item No. TVSC1, Tourism and Visitor Sub Committee Meeting, 14/03/2017) be endorsed.

## **ATTACHMENTS**

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

1. Tourism and Visitor Website Scoping Document
2. Tourism and Visitor Marketing Materials Scoping Document

### **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 An Implementation Action Plan has been developed and endorsed by the Tourism and Visitor Sub-Committee.

- 1.3 The Implementation Action Plan sets out example actions for each objective within the strategy.
- 1.4 The Implementation Action Plan will become the main objective and work program for the Tourism and Visitor Sub Committee going forward.

**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 Communications and Customer Relations Staff
- 3.2 External
  - 3.2.1 Tourism & Visitor Sub-Committee

**4. REPORT**

- 4.1 To further refine the Implementation Action Plan, the Tourism and Visitor Sub-Committee reviewed the highest priority actions for further development by staff.
- 4.2 In determining the top priorities, staff considered potential roles and responsibilities of Council and stakeholders, available resources and likely outcomes from those actions.
- 4.3 The Tourism and Visitor Sub Committee and Council endorsed the priority action projects for staff to further develop as the first program of works within the strategy.
- 4.4 The priority actions projects endorsed by the Committee and Council where:
  - 1. *Project: Tourism and Visitor information is consolidated and made available on the internet*
  - 2. *Project: Develop core tourism and visitor marketing and promotional materials*
- 4.5 These priorities have been selected as they can be delivered in the short to medium term with minimal extra resource requirements.
- 4.6 Following Committee and Council endorsement of the projects, a workshop was held with the members of the Tourism and Visitor Sub Committee with the main objective of the workshop to scope out the development of the endorsed projects.
- 4.7 The feedback from the workshop has now been included into two project scope documents that outline the budget, timelines and requirement of the projects.
- 4.8 As outlined in the scoping document for the *Tourism and Visitor information is consolidated and made available on the internet*, the aim of the project is to:
  - 4.8.1 Increase visitation, length of stay and spend
  - 4.8.2 Engage local businesses and the community in tourism and visitor attraction

- 4.8.3 Maximise Council's return on investment in tourism infrastructure and events
- 4.8.4 Increase City pride and awareness of the City's strengths
- 4.9 The deliverables of the project will be:
- 4.9.1 The collation and consolidation of existing visitor information; and
- 4.9.2 Capturing of tourism and visitor information in one central location via development of a stand-alone website <http://discoversalisbury.com.au>
- 4.10 The proposed budget within the scoping document for this project is outlined below:

Stage	Budget (excl GST)
Stage1: Gather visitor information	
Stage 2: Develop stand-alone website using DiscoverSalisbury.com	
Total	\$15,000

- 4.11 As outlined in the scoping document for the *Develop core tourism and visitor marketing and promotional materials*, the aim of the project is to:
- 4.11.1 Increase visitation, length of stay and spend
- 4.11.2 Increase the size and output of the visitor economy
- 4.11.3 Engage local businesses and the community in tourism and visitor attraction
- 4.11.4 Maximise Council's return on investment in tourism infrastructure and events
- 4.11.5 Increase City pride and awareness of the City's strengths
- 4.12 The deliverables of the project will be:
- 4.12.1 Core deliverables include development of:
- 4.12.2 Key messaging and copy content / editorial around key themes, precincts and attractions
- 4.12.3 An image library of visitor experience promotional photos (building and improving on current stock)
- 4.12.4 A tourist/visitor map highlighting key precincts, attractions and amenities
- 4.12.5 A template for a (DL size) tourist and visitor brochure and an example that contains high level information e.g. how to get to Salisbury, what there is to do and where to go including key precincts, experiences and attractions

- 4.13 The proposed budget within the scoping document for this project is outlined below:

Stage	Budget (excl GST)
Key messaging and editorial	\$5,000
Image library of visitor experience promotional photos	\$1,000
Tourist/visitor map (design and printing of 200 pads	\$3,500

(20,000 maps)).	
Tourist/visitor brochure – template only	\$500
Total	\$10,000

- 4.14 If the proposed projects are endorsed by the Committee and Council, staff will investigate combining these two projects as they are interrelated and approach one supplier to undertake both projects, which may incur a cost reducing.

## 5. CONCLUSION / PROPOSAL

- 5.1 That the Tourism & Visitor Sub-Committee endorse the project scoping documents which outlines the objectives, deliverables and budgets for the:
- 5.1.1 Tourism and Visitor information is consolidated and made available on the internet, and;
- 5.1.2 Develop core tourism and visitor marketing and promotional materials
- 5.2 Following endorsement from the Committee and Council staff will progress the projects as outlined within the attachments.

## CO-ORDINATION

Officer:

Date:



# PROJECT SCOPE

## *CITY OF SALISBURY*

TOURISM AND VISITOR  
INFORMATION IS  
CONSOLIDATED AND MADE  
AVAILABLE ON THE INTERNET

## Project background

### **Desired outcomes:**

The City of Salisbury Tourism & Visitor Strategy 2016-2021 has as one of its core objectives to 'create an attractive and welcoming visitor environment; and **improve access and availability of visitor information**'. Supporting that objective, this project aims to '**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)**'.

This project supports the following strategy aims:

- Increase visitation, length of stay and spend
- Engage local businesses and the community in tourism and visitor attraction
- Maximise Council's return on investment in tourism infrastructure and events
- Increase City pride and awareness of the City's strengths

### **Deliverables:**

Core deliverables for this project are:

- The collation and consolidation of existing visitor information; and
- Capturing of tourism and visitor information in one central location via development of a stand-alone website <http://discoversalisbury.com.au/>.

It is envisaged that the website and the information available will steadily evolve as other initiatives under the Tourism & Visitor Strategy are actioned e.g. development of the 'Salisbury story' and creating messaging around key themes and attractions.

### **Core target markets:**

In delivering key visitor information, there is a need to be mindful of the visitor target markets that City of Salisbury is aiming to attract. In line with the Tourism & Visitor Strategy, the two core target markets for initial focus are City of Salisbury residents, businesses and workers; and the broader South Australian intrastate market.

#### *City of Salisbury residents, businesses and workers*

The City of Salisbury population forecast for 2016 is 139,207, and is forecast to grow to 151,538 by 2036. Encouraging local residents to 'discover their own backyard' will increase local knowledge, awareness, appreciation and advocacy for Salisbury as a visitor destination. Communicating the breadth of experiences available and encouraging visitation by locals and their visiting friends and relatives will also drive visitor spend and increase the visitor economy. Increasing local use of key visitor infrastructure (e.g. St Kilda Adventure Playground) and attending local events will also increase Council's return on its investment.

#### *South Australian Intrastate market*

The intrastate visitor market (Adelaide metropolitan areas and regional South Australia) represents 62% of total visits in South Australia and 37% of visitor nights. This key market, particularly daytrippers, presents a significant opportunity for Salisbury to increase visitation and visitor spend. Increasing awareness amongst South Australians of the visitor experiences available will also assist in creating new perceptions of Salisbury as a visitor destination.

#### *International market*

It is also to be noted that for specific attractions such as the Adelaide International Bird Sanctuary, interstate and international markets (particularly the United Kingdom) will also be targeted. Opportunities also exist to capitalise on existing sources of international visitors such as people visiting corporate businesses and families of international students.

**Key stakeholders:**

- City of Salisbury Tourism & Visitor Sub-Committee
- City of Salisbury Reconciliation Action Plan Advisory Group
- The Adelaide International Bird Sanctuary Collective
- Local Community Groups: Multicultural, Historical, Museum, Arts, Nature based, Sport & Recreation & Service Clubs
- Progress & Industry Associations: Mawson Lakes Progress Association, Salisbury Town Centre Association, St Kilda & Surrounds Development & Tourism Assoc., St Kilda Progress Association, Vietnamese Farmers Association
- Polaris Business & Innovation Centre
- Industry – local tourism and visitor oriented businesses

**Timeframes:**

Milestone	Completion date
Project scope and budget provided to Council for endorsement	27 March 2017
Limited Request for Tender process undertaken and project awarded	28 April 2017
Stage 1: Gather visitor information	1 June 2017
Stage 2: Develop stand-alone website using DiscoverSalisbury.com	30 June 2017

**Proposed budget:**

Stage	Budget (excl. GST)
Stage 1: Gather visitor information	\$15,000
Stage 2: Develop stand-alone website using DiscoverSalisbury.com	

**Project methodology****STAGE 1: GATHER VISITOR INFORMATION****Deliverable:**

Collate and consolidate key visitor information including: current tourism and visitor attractions, products and experiences, services available (e.g. amenities, car parking and public transport) and a database of visitor oriented services including restaurants, cafes, retail outlets etc.

**Methodology:****Desktop research:**

Various existing websites (Council, stakeholder and industry) and hard copy marketing materials contain information that can be used in attracting visitors and that is useful to visitors whilst they are here. Currently, however, there is not a 'one stop shop' that provides a range of visitor information in one place.

Information on visitor attractions, products, experiences, services and facilities (e.g. amenities, car parking and public transport) needs to be gathered and consolidated in order for it to be made available in one place on the internet. Consolidating this information will also make it easier for development and use of other marketing and promotional tools e.g. social media, public relations and development of hard copy marketing materials.

Valuable data and information on current visitor attractions and experiences, current visitors; as well as the City's strengths in attracting visitors was captured during the development of the Tourism & Visitor Strategy. This information is provided as **Appendix A** and provides a basis from which to build a visitor information database. The Australian Tourism Data Warehouse (<http://atdw.com.au/our-listings/?pge=1>) is also a good source of current data for those products and services that have been listed on the site.

**Other sources of information include (but are not limited to):**

Organisation	Web address	Type of information
City of Salisbury	<a href="http://www.salisbury.sa.gov.au/Play">http://www.salisbury.sa.gov.au/Play</a> <a href="http://www.salisbury.sa.gov.au/Live/Community/Community_Information_Directory">http://www.salisbury.sa.gov.au/Live/Community/Community_Information_Directory</a>	Events & activities; sports & recreation programs; community facilities & parks; venues for hire; walking trails; dog friendly parks; Doctors, hospitals, police, Council offices, transport, community clubs (sport & recreation, service clubs, cultural)
	<a href="http://www.salisbury.sa.gov.au/Learn/Arts_and_Culture">http://www.salisbury.sa.gov.au/Learn/Arts_and_Culture</a>	Arts & culture programs, events and facilities
	<a href="http://www.salisbury.sa.gov.au/Live/Environment_and_Sustainability/Wetlands_and_Water/Wetlands/Wetland_Tours_and_Trails">http://www.salisbury.sa.gov.au/Live/Environment_and_Sustainability/Wetlands_and_Water/Wetlands/Wetland_Tours_and_Trails</a>	Wetlands tours and trails
	<a href="http://www.salisbury.sa.gov.au/Learn/Libraries/Local_and_Family_History/Historical_Sites/file:///M:/Downloads/historicalwalk-salisbury%20(1).pdf">http://www.salisbury.sa.gov.au/Learn/Libraries/Local_and_Family_History/Historical_Sites/file:///M:/Downloads/historicalwalk-salisbury%20(1).pdf</a>	Historical sites
	<a href="https://www.youtube.com/watch?v=htOrc6JIRxl">https://www.youtube.com/watch?v=htOrc6JIRxl</a>	Discover Greenfields Wetland Trails and Discovery Centre
	<a href="https://www.youtube.com/watch?v=ToxhwoW/Ejic">https://www.youtube.com/watch?v=ToxhwoW/Ejic</a>	The Watershed Wetlands and Trails
	<a href="https://www.youtube.com/watch?v=RAIQ6b-9SY8">https://www.youtube.com/watch?v=RAIQ6b-9SY8</a>	Welcome to the City of Salisbury
	<a href="http://www.salisbury.sa.gov.au/home">http://www.salisbury.sa.gov.au/home</a>	Social media (e.g. Facebook), newsletter
National Parks South Australia	<a href="https://www.environment.sa.gov.au/parks/Find_a_Park/Browse_by_region/Adelaide/adelaide-international-bird-sanctuary-national-park">https://www.environment.sa.gov.au/parks/Find_a_Park/Browse_by_region/Adelaide/adelaide-international-bird-sanctuary-national-park</a>	Adelaide International Bird Sanctuary
National Parks South Australia	<a href="http://www.environment.sa.gov.au/parks/Find_a_Park/Browse_by_region/Adelaide/adelaide-dolphin-sanctuary">http://www.environment.sa.gov.au/parks/Find_a_Park/Browse_by_region/Adelaide/adelaide-dolphin-sanctuary</a>	Adelaide Dolphin Sanctuary
Trails organisations	<a href="http://sa.cycling.org.au/">http://sa.cycling.org.au/</a>	Cycling South Australia
	<a href="http://www.walkingsa.org.au/">http://www.walkingsa.org.au/</a>	Walking South Australia
	<a href="http://www.southaustraliantrails.com/">http://www.southaustraliantrails.com/</a>	Trails South Australia
University of South Australia	<a href="http://www.unisa.edu.au/planetarium/">http://www.unisa.edu.au/planetarium/</a>	Adelaide Planetarium
Museum groups	<a href="http://www.military-vehicle-museum.org.au/">http://www.military-vehicle-museum.org.au/</a>	National Military Vehicle Museum
	<a href="http://www.classicjets.com/">http://www.classicjets.com/</a>	Classic Jets Fighter Museum
	<a href="http://www.trammuseumadelaide.com/">http://www.trammuseumadelaide.com/</a>	Tramway Museum, St Kilda
Progress & Industry Associations	<a href="http://salisburycitycentre.com.au/2014/03/our-new-website/">http://salisburycitycentre.com.au/2014/03/our-new-website/</a>	Salisbury City Centre Business Association
	<a href="https://www.facebook.com/St-Kilda-and-Surrounds-Development-and-Tourism-Association-809550372411830/">https://www.facebook.com/St-Kilda-and-Surrounds-Development-and-Tourism-Association-809550372411830/</a>	St Kilda & Surrounds Development & Tourism Assoc.
	<a href="https://www.facebook.com/StKildaHall/">https://www.facebook.com/StKildaHall/</a>	St Kilda Progress Association
	<a href="http://www.vietnamesefarmersassociationsa.com/">http://www.vietnamesefarmersassociationsa.com/</a>	Vietnamese Farmers Association

**Aggregate data and information:**

Collate data and information gathered above to provide a database of information that includes (at a minimum):

- A brief description of the visitor product, experience, service or amenity / facility
- Key messaging and promotional materials (hard copy and web / video based) already developed
- Location including map reference
- Opening hours (if applicable)
- Website links

Consideration needs to be given to presenting information in line with key themes, precincts and attractions identified as core focus areas in the Tourism & Visitor Strategy:



**STAGE 2: DISCOVER SALISBURY WEBSITE DEVELOPMENT**

**Deliverable:**

Development of a stand-alone website, <http://discoversalisbury.com.au/> that captures tourism and visitor information in one central location. An example of what can be achieved is provided by Flinders Ranges Council <http://www.frc.sa.gov.au/tourism>.

**Methodology:**

Design and build a website that provides visitor and tourist information in a user friendly and promotionally effective manner. Presentation of information needs to consider key themes, target markets and current visitors (refer Appendix A) as well as to provide general information.

**Please note:**

A separate project will be undertaken concurrently to develop core marketing and promotional materials around key themes, precincts and attractions. Core deliverables from that project include development of:

- Key messaging and editorial around key themes, precincts and attractions
- An image library of visitor experience promotional photos
- A tourist/visitor map highlighting key precincts, attractions and amenities
- A tourist and visitor brochure template

These deliverables can be used as key content as part of the development of the website. Content development also needs to be undertaken with Search Engine Optimisation in mind.

Liaise with Council officers re use of available photography; Council logos, colours, style guide etc.

**Functional Requirements:**

The following functions are required:

- Interactive / usability functions:
  - Contact us page
  - Search function
  - Responsive / mobile friendly
  - Links to other websites e.g. stakeholders, TripAdvisor Linking (and ability to redirect back to <http://discoversalisbury.com.au/> after viewing the external site)
- Mapping functions:
  - GIS mapping functionality to allow selection / filtering to include certain types of information e.g. amenities, accommodation, dining, public transport, wetlands, trails, sport and recreational spaces etc.
  - Google maps references within other pages throughout the website
- Visitor information – services & amenities:
  - Face to face opportunities to receive visitor information e.g. Council customer service locations, community centres, libraries
  - Key types of amenities and services listed (including 24 services)
- Visitor information – attractions & experiences:
  - Static information e.g. (grouped under key themes and precincts) visitor attractions, experiences (refer information to be gathered in part A above)
  - 'What's on' pages e.g. events, short-term opportunities
  - Events calendar (Council, community and visitor oriented commercial events)
  - Links to existing promotional videos e.g. bird sanctuary (key drawcard)

Appendix A: Data gathered during development of the Tourism & Visitor Strategy

Current attractions / products / experiences:

<p><b>History / Museums / hobbies / community:</b></p> <ul style="list-style-type: none"> <li>• Classic Jets Fighter Museum</li> <li>• Community centres</li> <li>• Folk Museum</li> <li>• Heritage sights (churches, cemetery, institute, school, Police station)</li> <li>• Historic sites e.g. RM Williams factory &amp; homestead; monuments / cemeteries</li> <li>• National Military Vehicle Museum</li> <li>• The Salisbury Museum</li> <li>• Tramway Museum (Australian Electric Transport Museum Inc.)</li> <li>• Water Wheel Museum</li> <li>• Penfield model engineers</li> <li>• 12/25 Salisbury Youth Enterprise Centre (events)</li> </ul>	<p><b>Sport &amp; Recreation:</b></p> <ul style="list-style-type: none"> <li>• Aviation training</li> <li>• Boating at St Kilda</li> <li>• Cycling trails – Para River – along riparian and coastal zones</li> <li>• Events (E.g. World Cycle Speedway, International Tennis Tournaments, Master Games, Boxing Events )</li> <li>• Fishing / crabbing at St Kilda</li> <li>• Flight watching (Parafield Airport)</li> <li>• Go-cart track</li> <li>• Globe Derby Park – trotting track</li> <li>• Golf courses</li> <li>• Linear Park</li> <li>• Little Para Golf Course</li> <li>• Major sporting events</li> <li>• Mobarra Park</li> <li>• Parks – various (Carisbrooke Reserve, Harry Bowey Reserve, Unity Park)</li> <li>• Recreation centres</li> <li>• Riding for the disabled</li> <li>• Sporting clubs</li> <li>• Sporting grounds – various</li> <li>• St Kilda Adventure Playground</li> <li>• St Kilda boat ramp</li> <li>• Trails network e.g. Little Para &amp; Dry Creek</li> </ul>	<p><b>Nature based:</b></p> <ul style="list-style-type: none"> <li>• Adelaide International Bird Sanctuary</li> <li>• Adelaide Flyway Festival</li> <li>• Birdlife / eco life</li> <li>• Cobbler Creek Recreation Park walking &amp; cycling trails</li> <li>• Dry Creek Trail (&amp; points of interest e.g. RM Williams homestead)</li> <li>• Greenfields Wetlands</li> <li>• Kaurna Park Wetlands</li> <li>• Little Para trails</li> <li>• Mawson Lake 'lake' (for competitions)</li> <li>• Mangrove trails</li> <li>• Parra Wirra National Park</li> <li>• St Kilda Interpretive Centre / boardwalk</li> <li>• Water harvesting</li> </ul>
<p><b>Precincts:</b></p> <ul style="list-style-type: none"> <li>• Greenfields</li> <li>• Mawson Lakes</li> <li>• Parafield Airport</li> <li>• St Kilda</li> <li>• Salisbury Town Centre</li> </ul> <p><b>Accommodation:</b></p> <ul style="list-style-type: none"> <li>• Highway 1 Caravan &amp; Tourist park</li> <li>• Mawson Lakes Quest apartments</li> <li>• Mawson Lakes Hotel</li> <li>• RV Friendly area at St Kilda</li> </ul> <p><b>Food:</b></p> <ul style="list-style-type: none"> <li>• Farmers Market (Parafield +)</li> <li>• Multicultural food outlets</li> <li>• Pubs – Old Spot, St Kilda Beach Hotel</li> <li>• Restaurants, cafes</li> </ul>	<p><b>Business / conference Education / Science:</b></p> <ul style="list-style-type: none"> <li>• Business travel</li> <li>• Conference centre</li> <li>• Defence</li> <li>• DSTO</li> <li>• Gepps Cross Treasure Market</li> <li>• Tech Park</li> <li>• Iconic brands e.g. RM Williams, Aunty Joan's Gourmet Toffee, Bickfords</li> <li>• Libraries</li> <li>• Planetarium / observatory</li> <li>• Shopping</li> <li>• Uni SA</li> </ul>	
<p><b>Arts &amp; culture / events:</b></p> <ul style="list-style-type: none"> <li>• Classic Fighter Jets Air Show</li> <li>• Craft fair</li> <li>• John Harvey Gallery – display &amp; exhibition program (art that identifies, reflects and showcases the community of Salisbury)</li> <li>• Kaurna Park</li> <li>• Marra Dreaming</li> <li>• Matsuri on Mobarra (Festival celebrating Japanese culture &amp; sister city relationship)</li> <li>• Public art</li> <li>• Pubs – live music e.g. Old Spot Ukulele</li> <li>• Salisbury Writers Festival – engagement of international and national celebrities</li> <li>• Secret Garden Fringe Event (local and interstate comedians, musicians and a variety of other performers)</li> <li>• Tour down under</li> <li>• Watershed Art Prize (art competition - focus on water sustainability and wetland biodiversity)</li> </ul>		

**Current types of visitors:**

<b>Origin:</b>	<b>Reason for visiting:</b>
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<p><b>Attractions:</b></p> <ul style="list-style-type: none"> <li>• Accommodation at Mawson Lakes</li> <li>• Adelaide International Bird Sanctuary</li> <li>• Affordable - particularly for families</li> <li>• Family friendly location and activities</li> <li>• Fishing - access to prime locations</li> <li>• Food industry / diverse food options</li> <li>• Globe Derby Park (trots)</li> <li>• Parafield Airport</li> <li>• Planetarium</li> <li>• Sailing &amp; boating</li> <li>• St Kilda Adventure Playground (only one in SA)</li> <li>• St Kilda RV camping &amp; backpacker destination</li> <li>• Tramway Museum (only one in SA)</li> <li>• Unique</li> <li>• Watershed Function Centre &amp; Café - special exhibitions</li> </ul>	<p><b>Infrastructure &amp; placemaking:</b></p> <ul style="list-style-type: none"> <li>• Access – major access and thoroughfare – 20 minutes to CBD (close) – accessible by rail to the CBD and to North</li> <li>• Green space - lots of trees / parks / wetlands</li> <li>• Open spaces and parks - well developed e.g. Carisbrooke Reserve</li> <li>• Public transport:</li> <li>• Direct rail to CBD</li> <li>• Existing transport hub in Salisbury CBD</li> <li>• Salisbury interchange</li> <li>• Salisbury Recreation Precinct (tennis courts, pool, clubrooms)</li> <li>• Salisbury Town Centre - interesting &amp; unique - multicultural shops &amp; restaurants – good Main street</li> <li>• Services - all services available</li> <li>• Sporting facilities for basketball, netball &amp; soccer groups</li> <li>• St Kilda boat ramp</li> <li>• St Kilda RV dump point (only one in the north)</li> <li>• Trails: Little Para River, Dry Creek</li> </ul>
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## PROJECT SCOPE

### *CITY OF SALISBURY*

## TOURISM & VISITOR MARKETING & PROMOTIONAL MATERIALS

## Project background

### **Desired outcomes:**

The City of Salisbury Tourism & Visitor Strategy 2016-2021 has as one of its core objectives to '**celebrate who we are; and promote our key attractions, themes and precincts**'. Supporting that objective, this project aims to '**develop core marketing and promotional materials around key themes, precincts and attractions**'.

This project supports the following strategy aims:

- Increase visitation, length of stay and spend
- Increase the size and output of the visitor economy
- Engage local businesses and the community in tourism and visitor attraction
- Maximise Council's return on investment in tourism infrastructure and events
- Increase City pride and awareness of the City's strengths

### **Deliverables:**

Core deliverables include development of:

- Key messaging and copy content / editorial around key themes, precincts and attractions
- An image library of visitor experience promotional photos (building and improving on current stock)
- A tourist/visitor map highlighting key precincts, attractions and amenities
- A template for a (DL size) tourist and visitor brochure and an example that contains high level information e.g. how to get to Salisbury, what there is to do and where to go including key precincts, experiences and attractions

### **Core target markets:**

In developing marketing and promotional material, consideration needs to be given to the visitor target markets that City of Salisbury is aiming to attract. In line with the Tourism & Visitor Strategy, the two core target markets for initial focus are City of Salisbury residents, businesses and workers; and the broader South Australian intrastate market.

#### *City of Salisbury residents, businesses and workers*

The City of Salisbury population forecast for 2016 is 139,207, and is forecast to grow to 151,538 by 2036. Encouraging local residents to 'discover their own backyard' will increase local knowledge, awareness, appreciation and advocacy for Salisbury as a visitor destination.

Communicating the breadth of experiences available and encouraging visitation by locals and their visiting friends and relatives will also drive visitor spend and increase the visitor economy. Increasing local use of key visitor infrastructure (e.g. St Kilda Adventure Playground) and attending local events will also increase Council's return on its investment.

#### *South Australian Intrastate market*

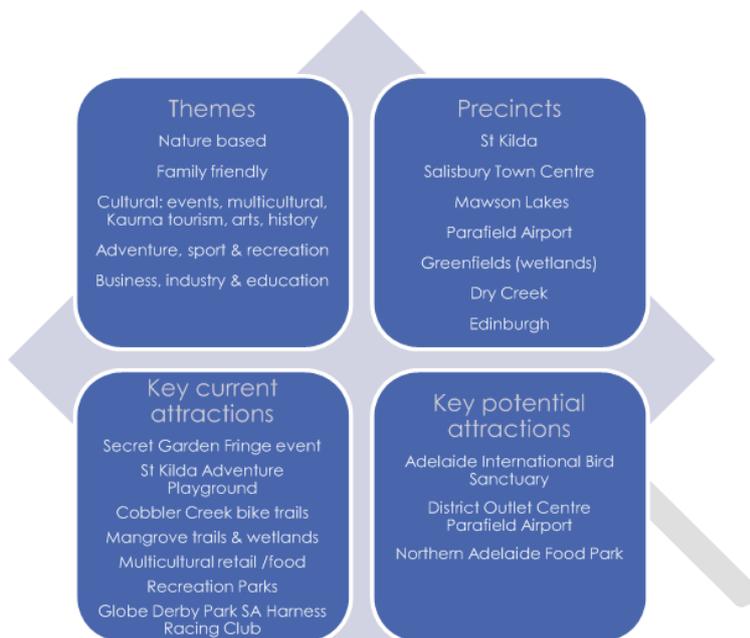
The intrastate visitor market (Adelaide metropolitan areas and regional South Australia) represents 62% of total visits in South Australia and 37% of visitor nights. This key market, particularly daytrippers, presents a significant opportunity for Salisbury to increase visitation and visitor spend. Increasing awareness amongst South Australians of the visitor experiences available will also assist in creating new perceptions of Salisbury as a visitor destination.

#### *International market*

It is also to be noted that for specific attractions such as the Adelaide International Bird Sanctuary, interstate and international markets (particularly the United Kingdom) will also be targeted. Opportunities also exist to capitalise on existing sources of international visitors such as people visiting corporate businesses and families of international students.

**Key themes, precincts and attractions:**

The Tourism & Visitor Strategy identified the following strategic pillars as core focus areas:



**Key stakeholders:**

- City of Salisbury Tourism & Visitor Sub-Committee
- City of Salisbury Reconciliation Action Plan Advisory Group
- The Adelaide International Bird Sanctuary Collective
- Local Community Groups: Multicultural, Historical, Museum, Arts, Nature based, Sport & Recreation & Service Clubs
- Industry – local tourism and visitor oriented businesses

**Timeframes:**

Milestone	Completion date
Project scope and budget provided to Council for endorsement	27 March 2017
Limited Request for Tender process undertaken and project awarded	28 April 2017
Stage 1A: Key messaging, editorial and promotional materials	1 June 2017
Stage 1B: Image library of visitor experience promotional photos	1 June 2017
Stage 2: Tourist/visitor map and brochure	30 June 2017

**Proposed budget:**

Stage	Budget (excl. GST)
Key messaging and editorial	\$5,000
Image library of visitor experience promotional photos	\$1,000
Tourist/visitor map (design and printing of 200 pads (20,000 maps)).	\$3,500
Tourist/visitor brochure – template only	\$500
Total	\$10,000

## Project methodology

### STAGE 1A: DEVELOP KEY MESSAGING AND EDITORIAL

**Please note:**

A separate project will be undertaken concurrently to 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). A core deliverable from that project is the collation and consolidation of existing visitor information. This information will inform development of key messaging, editorial and marketing and promotional materials.

**Methodology:**

Develop key messaging around key themes, precincts and attractions (refer above) that can be used for website copy, social media, marketing and promotional materials.

In developing copy, consideration needs to be given to:

- The Tourism & Visitor Strategy vision for the City to become 'an emerging visitor destination with an established tourism identity that is aligned with and celebrates our key strengths and diversity'.
- The identified target markets for visitor attraction
- The visitor information referred to above (in the aligned project)
- Affordability of experiences e.g. affordable (and high quality) dining experiences, many free / low cost attractions and events
- 'Something for everyone' - attractions and experiences have broad appeal - packages of experiences
- The Salisbury story (changing existing perceptions) – history / industrial achievements / multicultural nature / Aboriginal community (including history and cultural sites) / significant community members through history
- Existing promotional materials previously developed by Council and key stakeholders (including hard copy materials and website content) e.g.
  - the Adelaide International Bird Sanctuary short film made by BirdLife Australia (<https://www.youtube.com/watch?v=1WokMcl2ylw>);
  - existing City of Salisbury promotional video that highlights key attractions within the City (<https://www.youtube.com/watch?v=RAiQ6b-9SY8>)
  - previous media articles generated for City of Salisbury festivals, events and attractions; and
  - other South Australian Tourism Commission promotional materials
- Data and information captured during the development of the Tourism & Visitor Strategy including current visitor attractions and experiences, current visitors; and the City's strengths in attracting visitors – refer **Appendix A**

In reviewing available information, consideration also needs to be given to the development of clusters and packaging of complementary products and experiences to provide example itineraries and maps for use by visitors:

- Itineraries and maps to be based around key themes, precincts and attractions
- Itineraries could include e.g. "A family friendly day out in Salisbury", "Asian Food in Salisbury", "A Day of Play in Salisbury", "A Day with Nature in Salisbury"

## STAGE 1B: DEVELOP AN IMAGE LIBRARY

### Methodology:

Improve the current stock of visitor experience promotional photos to create an image library (and make available to businesses, stakeholders and media).

Liaise with Council officers and key stakeholders to gain access to and review the current stock of photos suitable for marketing and promotions (including photos available via South Australia Media Gallery <https://media.southaustralia.com/>). Evaluate the current stock in terms of alignment with key themes, precincts and attractions and with overall Tourism & Visitor Strategy aims and highlight current gaps. Design and deliver new photo stock as required and within set budget.

## STAGE 2: DEVELOP A TOURIST/VISITOR MAP AND TEMPLATE BROCHURE

### Deliverables:

- A tourist/visitor map (tear off (double sided) A3 pad) highlighting key precincts and attractions; retail, arts and cultural sites, walking and cycling trails, dining and accommodation options and amenities; with a user friendly legend and reference to the <http://discoversalisbury.com.au/> website for further detail
- A template tourist and visitor brochure (A4 printed on both sides and folded into DL size) and an example that contains information about how to get to Salisbury, what to do and where to go including key precincts, themes and attractions

### Methodology:

In consultation with Council officers and key stakeholders, determine key precincts, attractions and amenities to be depicted on the map and in the brochure.

For the tourist/visitor map:

- Engage the South Australian Tourism Commission in development to ensure the legend provided is in line with current visitor understanding and expectations
- Utilise a number system to reference key points of interest to brief information on each and references to the website (<http://discoversalisbury.com.au/>) for further information
- Minimise the variations in colour to reduce printing costs

For the tourist/visitor brochure:

- Balance the use of space available in terms of placement of promotional photos and copy
- Provide high level messaging around core themes, precincts and attractions
- References the website (<http://discoversalisbury.com.au/>) for further information

Appendix A: Data gathered during development of the Tourism & Visitor Strategy

Current attractions / products / experiences:

<p><b>History / Museums / hobbies / community:</b></p> <ul style="list-style-type: none"> <li>• Classic Jets Fighter Museum</li> <li>• Community centres</li> <li>• Folk Museum</li> <li>• Heritage sights (churches, cemetery, institute, school, Police station)</li> <li>• Historic sites e.g. RM Williams factory &amp; homestead; monuments / cemeteries</li> <li>• National Military Vehicle Museum</li> <li>• The Salisbury Museum</li> <li>• Tramway Museum (Australian Electric Transport Museum Inc.)</li> <li>• Water Wheel Museum</li> <li>• Penfield model engineers</li> <li>• 12/25 Salisbury Youth Enterprise Centre (events)</li> </ul>	<p><b>Sport &amp; Recreation:</b></p> <ul style="list-style-type: none"> <li>• Aviation training</li> <li>• Boating at St Kilda</li> <li>• Cycling trails – Para River – along riparian and coastal zones</li> <li>• Events (E.g. World Cycle Speedway, International Tennis Tournaments, Master Games, Boxing Events )</li> <li>• Fishing / crabbing at St Kilda</li> <li>• Flight watching (Parafield Airport)</li> <li>• Go-cart track</li> <li>• Globe Derby Park – trotting track</li> <li>• Golf courses</li> <li>• Linear Park</li> <li>• Little Para Golf Course</li> <li>• Major sporting events</li> <li>• Mobarra Park</li> <li>• Parks – various (Carisbrooke Reserve, Harry Bowey Reserve, Unity Park)</li> <li>• Recreation centres</li> <li>• Riding for the disabled</li> <li>• Sporting clubs</li> <li>• Sporting grounds – various</li> <li>• St Kilda Adventure Playground</li> <li>• St Kilda boat ramp</li> <li>• Trails network e.g. Little Para &amp; Dry Creek</li> </ul>	<p><b>Nature based:</b></p> <ul style="list-style-type: none"> <li>• Adelaide International Bird Sanctuary</li> <li>• Adelaide Flyway Festival</li> <li>• Birdlife / eco life</li> <li>• Cobbler Creek Recreation Park walking &amp; cycling trails</li> <li>• Dry Creek Trail (&amp; points of interest e.g. RM Williams homestead)</li> <li>• Greenfields Wetlands</li> <li>• Kaurna Park Wetlands</li> <li>• Little Para trails</li> <li>• Mawson Lake 'lake' (for competitions)</li> <li>• Mangrove trails</li> <li>• Parra Wirra National Park</li> <li>• St Kilda Interpretive Centre / boardwalk</li> <li>• Water harvesting</li> </ul>
<p><b>Precincts:</b></p> <ul style="list-style-type: none"> <li>• Greenfields</li> <li>• Mawson Lakes</li> <li>• Parafield Airport</li> <li>• St Kilda</li> <li>• Salisbury Town Centre</li> </ul>		
<p><b>Accommodation:</b></p> <ul style="list-style-type: none"> <li>• Highway 1 Caravan &amp; Tourist park</li> <li>• Mawson Lakes Quest apartments</li> <li>• Mawson Lakes Hotel</li> <li>• RV Friendly area at St Kilda</li> </ul>		
<p><b>Food:</b></p> <ul style="list-style-type: none"> <li>• Farmers Market (Parafield +)</li> <li>• Multicultural food outlets</li> <li>• Pubs – Old Spot, St Kilda Beach Hotel</li> <li>• Restaurants, cafes</li> </ul>		
<p><b>Arts &amp; culture / events:</b></p> <ul style="list-style-type: none"> <li>• Classic Jets Air Show</li> <li>• Craft fair</li> <li>• John Harvey Gallery – display &amp; exhibition program (art that identifies, reflects and showcases the community of Salisbury)</li> <li>• Kaurna Park</li> <li>• Marra Dreaming</li> <li>• Matsuri on Mobarra (Festival celebrating Japanese culture &amp; sister city relationship)</li> <li>• Public art</li> <li>• Pubs – live music e.g. Old Spot Ukulele</li> <li>• Salisbury Writers Festival – engagement of international and national celebrities</li> <li>• Secret Garden Fringe Event (local and interstate comedians, musicians and a variety of other performers)</li> <li>• Tour down under</li> <li>• Watershed Art Prize (art competition - focus on water sustainability and wetland biodiversity)</li> </ul>		<p><b>Business / conference Education / Science:</b></p> <ul style="list-style-type: none"> <li>• Business travel</li> <li>• Conference centre</li> <li>• Defence</li> <li>• DSTO</li> <li>• Gepps Cross Treasure Market</li> <li>• Tech Park</li> <li>• Iconic brands e.g. RM Williams, Aunty Joan's Gourmet Toffee, Bickfords</li> <li>• Libraries</li> <li>• Planetarium / observatory</li> <li>• Shopping</li> <li>• Uni SA</li> </ul>

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