



## **AGENDA**

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

**11 JULY 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 14 March 2017.

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**REPORTS**

TVSC1 Appointment of Deputy Chairman - Tourism and Visitor Sub Committee ..... 5  
TVSC2 Recreational Vehicle Sites in the City of Salisbury ..... 7  
TVSC3 Tourism and Visitor Website and Marketing Materials Update ..... 15

**OTHER BUSINESS**

**CLOSE**



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

**14 MARCH 2017**

**MEMBERS PRESENT**

Cr S Reardon (Chairman)  
Cr R Cook (4.32pm)  
Cr R Zahra  
Kevin Collins  
Marilyn Collins  
Jeffrey Pinney  
David Stockbridge (Deputy Chairman) (4.33pm)

**OBSERVERS**

Cr L Caruso (5.18pm)

**STAFF**

Acting General Manager Business Excellence, Mr B Naumann  
Manager Communications and Customer Relations, Mr M Bennington  
Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 4.30 pm

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

**APOLOGIES**

Nil

**PRESENTATION OF MINUTES**

Moved Cr R Zahra  
Seconded M Collins

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

**CARRIED**

**REPORTS**

**TVSC1 Tourism and Visitor Strategy - Priority Project Briefs**

*Cr R Cook entered the meeting at 4.32 pm*  
*David Stockbridge entered the meeting at 4.33 pm*

Moved Cr R Zahra  
Seconded Cr R Cook

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 materials
 as 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.
2. That a new initiative bid be submitted for \$30,000 per year to implement the Tourism and Visitor Strategy Projects over three years.

**CARRIED**

**OTHER BUSINESS**

**OB1 Recreational Vehicle Sites**

Moved Cr R Zahra  
Seconded J Pinney

That a report be brought back outlining possible Recreational Vehicle sites in the City of Salisbury with a focus on the CBD.

**CARRIED**

**CLOSE**

The meeting closed at 5.48pm.

CHAIRMAN.....

DATE.....

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<b>ITEM</b>	TVSC1
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	11 July 2017
<b>HEADING</b>	Appointment of Deputy Chairman - Tourism and Visitor Sub Committee
<b>AUTHOR</b>	Michelle Woods, Projects Officer Governance, CEO and Governance
<b>CITY PLAN LINKS</b>	4.4 To ensure informed and transparent decision-making that is accountable and legally compliant
<b>SUMMARY</b>	In accordance with the terms of reference of the Tourism and Visitor Sub Committee, this report addresses the requirement for a Deputy Chairman to be appointed.

### RECOMMENDATION

1. Cr \_\_\_\_\_ be appointed as Deputy Chairman of the Tourism and Visitor Sub Committee for *the remainder of the current Council term ~OR~ a term of 12 months, commencing 01/08/2017.*

### ATTACHMENTS

There are no attachments to this report.

### 1. BACKGROUND

- 1.1 In July 2016 David Stockbridge (Salisbury City Centre Business Association) was appointed as Deputy Chairman of the Tourism and Visitor Sub Committee for a period of 12 months commencing 01/08/2016.
- 1.2 The sub committee is now required to make a new appointment for this position, which will become vacant 01/08/2017.

### 2. REPORT

- 2.1 In July 2016 David Stockbridge (Salisbury City Centre Business Association) was appointed as Deputy Chairman of the Tourism and Visitor Sub Committee for a period of 12 months commencing 01/08/2016.
- 2.2 Clause 5.2 of the Tourism and Visitor Sub Committee Terms of Reference reads:
  - 2.2.1 *The Deputy Chairman will be appointed at the first meeting of the Sub Committee for a period of 12 months, after which time the Sub Committee will make a new 12 month appointment.*
- 2.3 The sub committee is now required to make an appointment for the position of Deputy Chairman for a period of 12 months.

2.4 With the local government elections being held in November next year, Council may wish to choose to make the appointment valid until the end of the Council term.

**3. CONCLUSION / PROPOSAL**

3.1 The Tourism and Visitor Sub Committee is asked to make an appointment for the position of Deputy Chairman.

**CO-ORDINATION**

Officer:	EXEC GROUP	MG
Date:	04/07/2017	29/06/2017

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<b>ITEM</b>	TVSC2
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	11 July 2017
<b>HEADING</b>	Recreational Vehicle Sites in the City of Salisbury
<b>AUTHOR</b>	Dylan Grieve, Urban Planner, City Development
<b>CITY PLAN LINKS</b>	3.4 Be a proud, accessible and welcoming community.

**SUMMARY** This report is provided in response to requests from the Sub-Committee and Salisbury Business association to outline potential Recreational Vehicle (RV) sites in the vicinity of the Salisbury City Centre. Five sites were selected for investigation and assessed against a range of criteria including those required to achieve RV Friendly Destination accreditation. Pioneer Park (West) was identified as a preferred site of those investigated due to its pedestrian access to the Salisbury City Centre, public transport access, essential service access and passive surveillance opportunities from adjacent land. Should Council wish to proceed with establishing an RV site at this location, further investigation will be required to identify the cost of installing and maintaining signage and infrastructure and develop a more robust understanding of the impact on the St Kilda RV facility and commercial operators.

### **RECOMMENDATION**

1. That Pioneer Park (West) is endorsed for further investigation as a location for a Recreational Vehicle (RV) site in proximity to the Salisbury City Centre.
2. That investigations be undertaken to identify the cost of installing and maintaining signage and infrastructure to comply with the requirements of the RV Friendly Destination program, a more robust understanding of the impact on the St Kilda facility and commercial operators, and ongoing management and maintenance requirements, compared with the benefits of and demand for such a facility in Salisbury City Centre.
3. That a further report be brought back to Council detailing the outcome of those further investigations.

### **ATTACHMENTS**

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

1. Attachment 1 - Potential Recreational Vehicle Locations Within Proximity to Salisbury City Centre

## 1. BACKGROUND

1.1 In early 2017, the Salisbury Business Association requested, as part of a number of projects and initiatives it wished to pursue with Council, for Council to consider locating an RV Park in Pioneer Park.

1.2 At its meeting on 20 March 2017, Council resolved:

*That a report be brought back outlining possible Recreational Vehicle sites in the City of Salisbury with a focus on the CBD*

*[Resolution 1656/2017]*

## 2. CONSULTATION / COMMUNICATION

### 2.1 Internal

2.1.1 Internal consultation occurred with Council's Technical Services Manager. Discussion focused on the most appropriate site within the immediate proximity of the Salisbury Centre, existing infrastructure and accessibility to the Salisbury Centre.

2.1.2 Internal consultation occurred with Council's Manager Communications & Customer Relations.

2.1.3 Internal consultation occurred with Council's Senior Property Officer who advised that there are no limitations in respect to the Local Government Act, however, there are a number of policies and by laws that will need to be considered should Council endorse Pioneer Park and install an RV dump point. These will be detailed in the investigations that will be brought back to Council and will include details around a permit and fee system and its administration.

2.1.4 Internal consultation occurred with Council's OPAL Salisbury Manager for Community Development (Community Planning & Vitality) who advised that the Salisbury Christmas Parade concludes at this location, but can be relocated or RV Parking could be suspended to allow this event to occur.

### 2.2 External

2.2.1 Salisbury Business Association's Executive Officer: The Salisbury Business Association is of the view that RV Parking will contribute economically to the Salisbury City Centre and wider Council area. Given the uniqueness of siting an RV facility adjacent to a city centre, it was felt it would attract travelers to the region.

2.2.2 Caravan and Motorhome Club of Australia: Discussion focused on the operation of RV sites and their demand within metropolitan areas.

### 3. REPORT

- 3.1 Self-contained RVs are campervans or motorhomes that have in-built eating, sleeping, food storage and preparation facilities, bathroom and W/C amenities, clean water storage, deep cycle batteries and a hot water service.
- 3.2 The self-contained RV market is said to be worth \$6.5 billion a year to the Australian economy, with that figure growing steadily. Research conducted by the Campervan and Motorhome Club of Australia (CMCA) of their 65,000+ members indicate that of the RV market:
- The RV market spend on average \$500-\$900 per week;
  - 33% will only stay in a commercial caravan and camping grounds;
  - 16% will only stay in RV friendly site (i.e. non-commercial sites only); and
  - 51% will stay in a mixture of commercial and non-commercial caravan and camping grounds.
- 3.3 Council has already established an RV parking area at St Kilda and recently endorsed, as part of the St Kilda Stage 2 Masterplan, the relocation of that RV parking site to another area in St Kilda, including a more expansive scope of works, at an expected cost of \$235,000. In addition RV parking is available at the Highway One Tourist Park at Bolivar.
- 3.4 Council's endorsed Tourism and Visitor Strategy is silent on the RV market segment and the facilities required to support it. Further, Council, at its meeting on 26 September 2016 resolved that the four highest priority actions from the Tourism and Visitor Strategy Implementation Plan to be progressed by staff are:
- 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.

It is noted that development of further RV areas is not among these priorities, but has arisen as a result of interest from the Salisbury Business Association and a subsequent Council resolution.

- 3.5 However should Council opt to develop a second RV area, it's siting and design should ideally align with either of the nationally recognised CMCA RV Friendly Town or RV Friendly Destination programs.
- 3.6 An RV Friendly Town is one that has met a set of guidelines to ensure it provides a certain level of amenities and services. Essential criteria are:
- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries and fresh produce.
  - Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD.
  - Access to potable water.
  - Access to a free dump point at an appropriate location.
- Desirable criteria include:
- Provision of long term parking for self-contained recreational vehicles.
  - Access to medical facilities or an appropriate emergency service.
  - Access to a pharmacy or a procedure to obtain pharmaceutical products.
  - Visitor Information Centre (VIC) with appropriate parking facilities.
  - VIC to provide a town map showing essential facilities, such as short and long term parking areas, dump point and potable water.
  - RV Friendly Town signs to be erected within the town precinct.
- 3.7 The RV Friendly Destination program is aimed at assisting locations that are not able to meet the criteria of the RV Friendly Town program. Local Government, Progress Associations and businesses can participate by selecting a suitable site within a town to become the RV Friendly Destination. Essential criteria are:
- Provision of short term, low cost overnight parking (24/48 hours) for self-contained RVs.
  - The parking area needs to be on a solid, level surface (but not necessarily paved).
  - Sufficient room for large vehicles to manoeuvre.
  - If the nominated site is for a campground then it needs to be well maintained and offer facilities such as BBQ area and/or covered seating, etc
- Desirable criteria include:
- A waste water dump point.
  - Potable water.
  - Longer term parking.
- 3.8 As RVs are largely self-contained, facilities such as showers and toilets are not generally required to be provided on site. This is a differentiation between an RV site and a more traditional caravan park or camping ground.
- 3.9 Given the resolution of Council to outline possible RV sites in the City of Salisbury with a focus on the CBD, five sites were identified for evaluation. These sites were Happy Home Reserve (West), Happy Home Reserve (East), Pioneer Park (West), Woodman Green and Salisbury Oval. The actual locations are illustrated in Attachment 1 to this report.
- 3.10 The analysis of sites was based on proximity to Salisbury City Centre, walking accessibility, safety and security of the site, access to the site by emergency services, public transport access, and its compatibility with existing zones and policy areas within Council's Development Plan.

	<b>Site 1 - Happy Home Reserve (West)</b>	<b>Site 2 - Happy Home Reserve (East)</b>	<b>Site 3 - Pioneer Park (West)</b>	<b>Site 4 - Woodman Green</b>
Site Address	Waterloo Corner Road, Salisbury North	Waterloo Corner Road, Salisbury North	Commercial Road, Salisbury	81 Commercial Road, Salisbury
Ownership	Council	Council	Council	Council
Land Size	3,500m <sup>2</sup>	4,000m <sup>2</sup>	4,500m <sup>2</sup>	10,000m <sup>2</sup>
Topography	Flat	Slight slope to the north towards the River	Flat	Slopes toward the River
Aspect	North	South	East / West	East / West
Shopping & Retail Centre Proximity	1,500m to John Street	1,250m to John Street	150m to John Street	550m to John Street
Pedestrian Conditions	Good	Good	Excellent	Fair
Safety & Security	Good	Good	Good	Fair
Public Transport Access	Fair	Fair	Excellent	Fair
Emergency Services Access	Good	Good	Good	Poor
Zone / Policy Area	Open Space Zone Recreation Policy Area 15	Open Space Zone Recreation Policy Area 15	Residential Zone	Residential Zone

- 3.11 Of these sites, both Happy Home Reserve (West) and Happy Home Reserve (East) were discounted due to their disconnect from the Salisbury City Centre, particularly given Salisbury Highway and the Adelaide-Gawler Railway line inhibit pedestrian connectivity. Woodman Green was discounted due to safety and access concerns, pedestrian proximity and particularly access of emergency services to the site.
- 3.12 On this criteria, Pioneer Park (West) is the preferred site for further investigation due to its proximity to the Salisbury City Centre, public transport access, essential and specialised service access and passive surveillance from adjacent properties. Noting that whilst passive surveillance is an advantage for an RV Park, this will need to be tested with local residents should Council explore this option further, given that the outlook for residents over Pioneer Park would likely change, and the view of the area from surrounding roads could also change.

- 3.13 Initial discussion raised Salisbury Oval as a potential RV site; however, this was discounted as an option due to the recent adoption by Council of the Master Plan for this precinct.
- 3.14 The potential cost of waste dump infrastructure, potable water, entry point surfacing and signage is estimated to be in the vicinity of \$40,000, however detailed design work has not been undertaken at this stage. Given parking would be on a grassed area, there are likely to be further maintenance costs. In addition, there will be costs associated with management of an RV park – issue of keys, monitoring users etc.
- 3.15 As the dump points are connected to the sewage system, Council is required to sign a Trade Waste Service agreement with SA Water at a cost of approximately \$1000 per year per dump point. This is due to the fact that the chemicals used in the black water holding tanks of RVs impede the natural processes of decomposition by either killing or retarding beneficial bacterial growth or may result in blockages of the discharge pipeline.
- 3.16 Under the Trade Waste Service agreement Council must ensure that the dump points are:
- Locked when not in use;
  - Supervised at all times when used - This is to ensure that the dump points are not misused and that the wrong waste is not dumped into the sewage system; and
  - Record vehicle registration numbers and time/date of use.
- 3.17 The CMCA has previously co-funded the maintenance of formalised RV sites which may go some way to mitigating the ongoing costs that may arise.

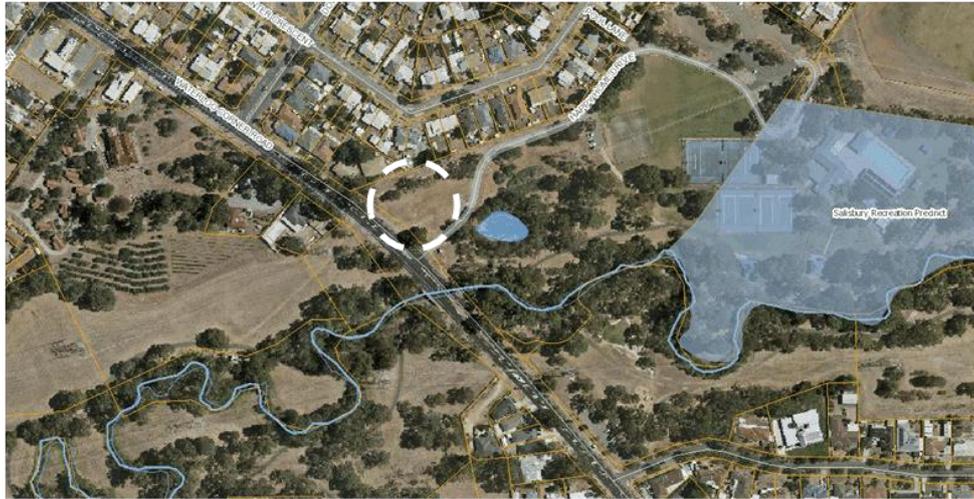
#### **4. CONCLUSION / PROPOSAL**

- 4.1 The development of an RV site near the Salisbury City Centre is not identified as a strategic priority of Council, nor is it budgeted for.
- 4.2 However should Council seek to further consider the establishment of an RV Park in proximity to the Salisbury City Centre, Pioneer Park (West) is identified as the preferred site for further investigation.
- 4.3 The establishment of an RV park in close proximity to a suburban centre would be a first in metropolitan Adelaide and provide a clear point of difference locally for this growing sector of the tourism market.
- 4.4 Should Council wish to proceed with further consideration of this site, work will need to be undertaken to identify the cost of installing and maintaining signage and infrastructure to comply with the requirements of the RV Friendly Destination program as a minimum, the facility management costs and resources required, and a more robust understanding of the impact on the St Kilda RV parking area and commercial operators.

#### **CO-ORDINATION**

Officer: A/GMCID  
Date: 04.07.17

Site Number 1 - Happy Home Reserve (West)



Site Number 2 - Happy Homes Reserve (East)



Site Number 3 - Pioneer Park (West)



Site Number 4 - Woodman Green



**INFORMATION ONLY**

TVSC3

**TOURISM AND VISITOR SUB COMMITTEE****DATE**

11 July 2017

**HEADING**

Tourism and Visitor Website and Marketing Materials Update

**AUTHOR**

Michael Bennington, Manager Communications &amp; Customer Relations, Business Excellence

**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 developed a Tourism and Visitor Strategy. This report provides an update on two projects identified in the supporting Implementation Plan.

**RECOMMENDATION**

1. That the information be received.

**ATTACHMENTS**

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

1. Tourism and Visitor Marketing Materials Scoping Document
2. Tourism and Visitor Website 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 Tourism & Visitor Sub-Committee endorsed the project scoping documents for the (refer to attachments):
  - 1.4.1 Tourism and Visitor information is consolidated and made available on the internet, and;
  - 1.4.2 Develop core tourism and visitor marketing and promotional materials

1.5 The budget bids for the endorsed projects were endorsed by Council as part of the 2017/18 Annual Plan in June 2017.

**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 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.

4.3 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*

4.4 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.

4.5 The feedback from the workshop has been included into two project scope documents that outline the budget, timelines and requirement of the projects, the project scope documents are attached.

4.6 The Tourism & Visitor Sub-Committee on the 14<sup>th</sup> March 2017 and Council at the 27<sup>th</sup> March 2017 meeting endorsed the project scoping documents.

4.7 As part of the 2017-18 Annual Plan process the budget bids for the endorsed projects were endorsed by Council last month at its 26<sup>th</sup> June 2017 meeting.

4.8 The next steps in the development of the projects will be to engage an agency who can assist the Communications and Customer Relations team in the development of the website and marketing materials as outlined in the project scopes.

4.9 The proposed web domain for the Tourism and Visitor website will be [www.discoverosalisbury.com.au](http://www.discoverosalisbury.com.au); this website will be the one central location for tourism and visitor information for the City of Salisbury.

4.10 As an interim before the [www.discoverosalisbury.com.au](http://www.discoverosalisbury.com.au) website is available all existing tourism and visitor information has been consolidated into one area of the City of Salisbury website [www.salisbury.sa.gov.au/discoverosalisbury](http://www.salisbury.sa.gov.au/discoverosalisbury).

**5. CONCLUSION / PROPOSAL**

- 5.1 That the Communications and Customer Relations team progress to the next stage of the development, of the projects as outlined in the project scoping documents.

**CO-ORDINATION**

Officer: Executive Group  
Date: 03/07/2017





## 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*

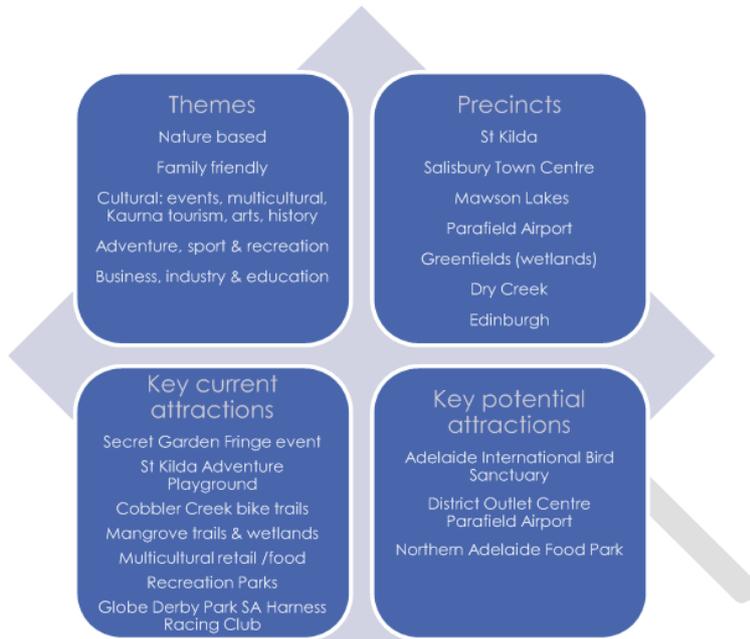
The intrastate visitor market (Adelaide metropolitan areas and regional South Australia) represents 62% of total visits in South Australia and 37% of visitor nights. This key market, particularly daytrippers, presents a significant opportunity for Salisbury to increase visitation and visitor spend. Increasing 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

**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=1WokMcl2yIw>);
  - 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>

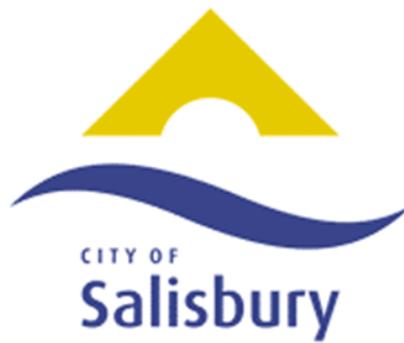
**Current types of visitors:**

Origin:	Reason for visiting:
<ul style="list-style-type: none"> <li>• Interstate &amp; International (e.g. for Classic Fighter Jets and Adelaide International Bird Sanctuary)</li> <li>• Intrastate - general public (e.g. to Planetarium)</li> <li>• Locals and nearby area residents (e.g. Little Para Trails &amp; Dry Creek Trails &amp; shopping)</li> </ul>	<ul style="list-style-type: none"> <li>• Arts &amp; culture</li> <li>• Backpackers - international &amp; interstate - St Kilda</li> <li>• Business:                             <ul style="list-style-type: none"> <li>○ Corporate travelers (e.g. Tech park)</li> <li>○ Conferences &amp; functions</li> <li>○ Defence - soldiers / airmen (DSTO &amp; Defence)</li> <li>○ Developers /investors</li> <li>○ Industry tours e.g. Bickfords</li> <li>○ Pilots</li> <li>○ Workers with contracts in local area</li> </ul> </li> <li>• Caravan / motorhome / RV travelers</li> <li>• Country people coming to Adelaide for appointments</li> <li>• Day-trippers from other areas of metro Adelaide</li> <li>• Education:                             <ul style="list-style-type: none"> <li>○ students (including international students)</li> <li>○ researchers (e.g. Uni SA)</li> <li>○ school programs / groups (e.g. Planetarium, Fringe)</li> </ul> </li> <li>• Events</li> <li>• Family based activities (e.g. St Kilda Playground, events, sports, museums, Planetarium, Model Engineers &amp; Military Vehicle Museum)</li> <li>• Grey nomads (caravans, motorhomes &amp; RVs)</li> <li>• Hospital patients (Lyell McEwin Hospital)</li> <li>• Organised groups e.g. elderly citizens, social clubs, service clubs, scouts, community &amp; cultural groups, church groups Nature based / environmental - bird watchers (Adelaide International Bird Sanctuary), canoeing</li> <li>• Organised tours / charters / programs / delegations / exchanges</li> <li>• Sport &amp; recreation: speedboats (up coast), fishermen, 'boaties', solar cars, Tour Down Under</li> <li>• 'Technical' tourists (interstate and overseas) – Universities / business</li> <li>• Visiting friends &amp; relatives</li> </ul>

**SWOT analysis**

**STRENGTHS:**

<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>
<p><b>Cultural:</b></p> <ul style="list-style-type: none"> <li>• Aboriginal population &amp; significant sites – culture &amp; heritage – cultural ambassadors</li> <li>• Community strength - high level of tolerance, resilience, strong residents - down to earth – community pride</li> <li>• Historical significance</li> <li>• Multicultural community /diverse /heritage / 140 different nationalities represented</li> </ul>	<p><b>Natural environment:</b></p> <ul style="list-style-type: none"> <li>• Clean environment</li> <li>• Climate</li> <li>• Cobbler Creek Conservation Park</li> <li>• Mangroves / mangrove trail</li> <li>• Marine / coastal areas</li> <li>• Parks</li> <li>• St Kilda proximity to Port River Dolphin Sanctuary</li> <li>• St Kilda unique breeding ground for fish /bird life</li> <li>• Water harvesting</li> <li>• Wetlands</li> </ul>
<p><b>Collaboration and partnerships:</b></p> <ul style="list-style-type: none"> <li>• City of Salisbury &amp; partnership with events</li> <li>• City of Salisbury partners well with other Councils</li> </ul>	<p><b>Events:</b></p> <ul style="list-style-type: none"> <li>• Secret Garden Fringe event</li> <li>• Affordable events / programming</li> <li>• Reputation for delivering quality events</li> <li>• Unique events</li> </ul>
<p><b>Location:</b></p> <ul style="list-style-type: none"> <li>• Close to wine region</li> <li>• On the way to Barossa, Clare, Riverland etc.</li> <li>• Located on major access routes between Adelaide and northern regions – could be seen as the 'gateway' to Adelaide</li> <li>• Proximity to Adelaide CBD (without being right in the city area) – particularly relevant for country visitors &amp; people with caravans, motorhomes etc.</li> <li>• Traffic – not too much</li> </ul>	<p><b>Education &amp; industry:</b></p> <ul style="list-style-type: none"> <li>• Corporate activity in the area (Defence, Uni SA, headquarters of major companies)</li> <li>• Food manufacturing – iconic brands e.g. National Foods, Copperpot, Bickfords, Aunty Joan's Gourmet Toffee</li> <li>• Industrial food producers as well as fresh food distribution</li> <li>• Innovation around services and industry e.g. reclaimed water, aerospace, education (Uni SA)</li> <li>• Technology Park / Conference Centre – functions &amp; events</li> <li>• Uni SA</li> </ul>



# 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

**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 Eijc">https://www.youtube.com/watch?v=ToxhwoW Eijc</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> </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> </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>	<ul style="list-style-type: none"> <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> </ul>	<ul style="list-style-type: none"> <li>• Greenfields Wetlands</li> <li>• Kaurna Park Wetlands</li> <li>• Little Para trails</li> <li>• Mawson Lake 'lake' (for competitions)</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>	<ul style="list-style-type: none"> <li>• Major sporting events</li> <li>• Mobarra Park</li> <li>• Parks – various (Carisbrooke Reserve, Harry Bowey Reserve, Unity Park)</li> </ul>	<ul style="list-style-type: none"> <li>• Mangrove trails</li> <li>• Parra Wirra National Park</li> <li>• St Kilda Interpretive Centre / boardwalk</li> <li>• Water harvesting</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>	<ul style="list-style-type: none"> <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>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:**

Origin:	Reason for visiting:
<ul style="list-style-type: none"> <li>• Interstate &amp; International (e.g. for Classic Fighter Jets and Adelaide International Bird Sanctuary)</li> <li>• Intrastate - general public (e.g. to Planetarium)</li> <li>• Locals and nearby area residents (e.g. Little Para Trails &amp; Dry Creek Trails &amp; shopping)</li> </ul>	<ul style="list-style-type: none"> <li>• Arts &amp; culture</li> <li>• Backpackers - international &amp; interstate - St Kilda</li> <li>• Business:                         <ul style="list-style-type: none"> <li>○ Corporate travelers (e.g. Tech park)</li> <li>○ Conferences &amp; functions</li> <li>○ Defence - soldiers / airmen (DSTO &amp; Defence)</li> <li>○ Developers /investors</li> <li>○ Industry tours e.g. Bickfords</li> <li>○ Pilots</li> <li>○ Workers with contracts in local area</li> </ul> </li> <li>• Caravan / motorhome / RV travelers</li> <li>• Country people coming to Adelaide for appointments</li> <li>• Day-trippers from other areas of metro Adelaide</li> <li>• Education:                         <ul style="list-style-type: none"> <li>○ students (including international students)</li> <li>○ researchers (e.g. Uni SA)</li> <li>○ school programs / groups (e.g. Planetarium, Fringe)</li> </ul> </li> <li>• Events</li> <li>• Family based activities (e.g. St Kilda Playground, events, sports, museums, Planetarium, Model Engineers &amp; Military Vehicle Museum)</li> <li>• Grey nomads (caravans, motorhomes &amp; RVs)</li> <li>• Hospital patients (Lyell McEwin Hospital)</li> <li>• Organised groups e.g. elderly citizens, social clubs, service clubs, scouts, community &amp; cultural groups, church groups Nature based / environmental - bird watchers (Adelaide International Bird Sanctuary), canoeing</li> <li>• Organised tours / charters / programs / delegations / exchanges</li> <li>• Sport &amp; recreation: speedboats (up coast), fishermen, 'boaties', solar cars, Tour Down Under</li> <li>• 'Technical' tourists (interstate and overseas) – Universities / business</li> <li>• Visiting friends &amp; relatives</li> </ul>

**SWOT analysis****STRENGTHS:**

<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>
<p><b>Cultural:</b></p> <ul style="list-style-type: none"> <li>• Aboriginal population &amp; significant sites – culture &amp; heritage – cultural ambassadors</li> <li>• Community strength - high level of tolerance, resilience, strong residents - down to earth – community pride</li> <li>• Historical significance</li> <li>• Multicultural community /diverse /heritage / 140 different nationalities represented</li> </ul>	<p><b>Natural environment:</b></p> <ul style="list-style-type: none"> <li>• Clean environment</li> <li>• Climate</li> <li>• Cobbler Creek Conservation Park</li> <li>• Mangroves / mangrove trail</li> <li>• Marine / coastal areas</li> <li>• Parks</li> <li>• St Kilda proximity to Port River Dolphin Sanctuary</li> <li>• St Kilda unique breeding ground for fish /bird life</li> <li>• Water harvesting</li> <li>• Wetlands</li> </ul>
<p><b>Collaboration and partnerships:</b></p> <ul style="list-style-type: none"> <li>• City of Salisbury &amp; partnership with events</li> <li>• City of Salisbury partners well with other Councils</li> </ul>	<p><b>Events:</b></p> <ul style="list-style-type: none"> <li>• Secret Garden Fringe event</li> <li>• Affordable events / programming</li> <li>• Reputation for delivering quality events</li> <li>• Unique events</li> </ul>
<p><b>Location:</b></p> <ul style="list-style-type: none"> <li>• Close to wine region</li> <li>• On the way to Barossa, Clare, Riverland etc.</li> <li>• Located on major access routes between Adelaide and northern regions – could be seen as the 'gateway' to Adelaide</li> <li>• Proximity to Adelaide CBD (without being right in the city area) – particularly relevant for country visitors &amp; people with caravans, motorhomes etc.</li> <li>• Traffic – not too much</li> </ul>	<p><b>Education &amp; industry:</b></p> <ul style="list-style-type: none"> <li>• Corporate activity in the area (Defence, Uni SA, headquarters of major companies)</li> <li>• Food manufacturing – iconic brands e.g. National Foods, Copperpot, Bickfords, Aunty Joan's Gourmet Toffee</li> <li>• Industrial food producers as well as fresh food distribution</li> <li>• Innovation around services and industry e.g. reclaimed water, aerospace, education (Uni SA)</li> <li>• Technology Park / Conference Centre – functions &amp; events</li> <li>• Uni SA</li> </ul>