



AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

14 MAY 2019 AT 4.30 PM

IN COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY

MEMBERS

Cr M Blackmore (Chairman)
Mayor G Aldridge (ex officio)
Cr K Grenfell
Mr J Pinney
Cr D Proleta
Cr S Reardon
Mr L Virgo
Mr D Waylen
Cr J Woodman (Deputy Chairman)

REQUIRED STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
Manager Communication 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 13 March 2019.

REPORTS

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OTHER BUSINESS**CLOSE**



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

13 MARCH 2019

Due to the unavailability of members resulting in a lack of quorum, this meeting did not proceed.

ITEM	TVSC1
	TOURISM AND VISITOR SUB COMMITTEE
DATE	14 May 2019
HEADING	Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 12 June 2018
AUTHOR	Mechelle Potter, Administrative Coordinator - Business Excellence, Business Excellence

SUMMARY**RECOMMENDATION**

1. The Minutes of the Tourism and Visitor Sub Committee Meeting held on 12 June 2018, be taken and read as confirmed.

ATTACHMENTS

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

1. Minutes of Tourism and Visitor Sub Committee Meeting held 12 June 2018



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

12 JUNE 2018

MEMBERS PRESENT

Mayor G Aldridge (ex officio)
Mr Jack Buckskin
Mr Kevin Collins
Ms Marilyn Collins
Ms Janine Kraehenbuehl
Mr Jeffrey Pinney
Mr David Waylen (Deputy Chairman)
Cr R Zahra

STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
General Manager Community Development, Mr P Webb
General Manager City Development, Mr T Sutcliffe
General Manager City Infrastructure, Mr M van der Pennen
Manager Communications and Customer Relations, Mr M Bennington
Manager Economic Development & Urban Policy, Mr G Ratsch
Manager Governance, Mr M Petrovski
Coordinator Urban Policy, Mr C Watchman
Team Leader Landscape Design, Mr C Johansen
Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 4:38 pm.

In the absence of the Chair, Cr Reardon, the Deputy Chair, Mr Waylen, assumed the position of Acting Chair for the duration of the meeting.

The Acting Chair welcomed the members, staff and the gallery to the meeting.

APOLOGIES

Apologies were received from Cr S Reardon, Cr R Cook and Cr J Woodman.

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Cr R Zahra
Seconded Mayor G Aldridge

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 14 March 2018, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 Future Reports for the Tourism and Visitor Sub Committee

Moved Mayor G Aldridge
Seconded Cr R Zahra

1. The information be received.

CARRIED

TVSC2 Historical Way Finding Signage

Moved Mr K Collins
Seconded Mayor G Aldridge

1. The information within the report be received.
2. Council staff continue to liaise with DPTI to confirm suitable locations for wayfinding signage as contained in Attachment 1 to this report (Item No. TVSC2 Tourism and Visitor Sub-Committee, 12/06/2018).
3. A program of works be developed and included for consideration by Council as a New Initiative Bid in 2019/20.

CARRIED

TVSC3 Tourism and Visitor Strategy - Actions Status and Project focus for 2018/19

Moved Mr K Collins
Seconded Mr J Pinney

1. That the information be received.
2. That the following actions from the Tourism and Visitor Strategy Implementation Plan be progressed;
 - 2.1 Explore options to provide visitor information services throughout the area at key locations - Project: Develop a visitor information plan that identifies locations and delivery.
 - 2.2 Develop and implement a public relations program - Project: Develop a visitor and tourism specific public relations campaign.

CARRIED

TVSC4 Review of Tourism and Visitor Sub Committee Meeting Attendance

Moved Ms M Collins
Seconded Mayor G Aldridge

1. Information be received.
2. That the current representatives from Kurna and State Government are no longer members of the Tourism and Visitor Sub Committee.
3. That the positions remain vacant for the remainder of the term of the subcommittee and staff consult on relevant projects with the RAP working group and State Government as required.

CARRIED

TVSC5 RV Park at Pioneer Park

Mr K Collins declared a material conflict of interest on the basis of his involvement with the Caravan and Motorhome Club of Australia.

The Acting Chair noted that if Mr Collins left the room the meeting would be left inquorate. Accordingly, he advised that the meeting was unable to consider or make a decision on the matter and the item would be referred to the Policy and Planning Committee scheduled on 18 June 2018 for consideration.

OTHER BUSINESS

Nil

CLOSE

The meeting closed at 4:57 pm.

CHAIRMAN.....

DATE.....

Minutes - Tourism and Visitor Sub Committee Meeting - 12 June 2018

Item TVSC1 - Attachment 1 - Minutes of Tourism and Visitor Sub Committee Meeting held 12 June 2018

ITEM	TVSC2
	TOURISM AND VISITOR SUB COMMITTEE
DATE	14 May 2019
HEADING	Future Reports for the Tourism and Visitor Sub Committee
AUTHOR	Joy Rowett, Governance Coordinator, CEO and Governance
CITY PLAN LINKS	4.3 Have robust processes that support consistent service delivery and informed decision making.
SUMMARY	This item details reports to be presented to the Tourism and Visitor Sub Committee as a result of a previous Council resolution. If reports have been deferred to a subsequent month, this will be indicated, along with a reason for the deferral.

RECOMMENDATION

1. The information be received.

ATTACHMENTS

There are no attachments to this report.

1. BACKGROUND

- 1.1 Historically, a list of resolutions requiring a future report to Council has been presented to each standing committee for noting.
- 1.2 The reports to standing committees also capture reports that are required to be presented to sub committees that fall within the responsibility of that standing committee.
- 1.3 The administration will now separate these and present a report indicating items that, as a result of a Council resolution, will be presented to each sub committee.

2. CONSULTATION / COMMUNICATION

- 2.1 Internal
 - 2.1.1 Report authors and General Managers.
- 2.2 External
 - 2.2.1 Nil.

3. REPORT

3.1 At the time of preparing this report, there are currently no resolutions of Council requiring a further report to be presented to the Tourism and Visitor Sub Committee.

4. CONCLUSION / PROPOSAL

4.1 Future reports for the Tourism and Visitor Sub Committee have been reviewed and there are none that require a report to be presented at this point in time.

CO-ORDINATION

Officer: Exec Group

Date: 06/05/2019

ITEM	TVSC3
	TOURISM AND VISITOR SUB COMMITTEE
DATE	14 May 2019
HEADING	Tourism and Visitor Strategy - Actions Status and Project Focus
AUTHOR	Michael Bennington, Manager Communications & 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 had developed a Tourism and Visitor Strategy. In developing the strategy, the City of Salisbury is outlining its commitment to growing the local visitor economy and the leadership role it intends to play over the next five years.

RECOMMENDATION

1. That the information be received.
2. That the proposed approach for the Digital Visitor Information Kiosks, as the key action under the priority actions of "Explore options to provide visitor information services throughout the area at key locations", be endorsed.

ATTACHMENTS

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

1. Tourism and Visitor Strategy
2. Tourism and Visitor Strategy Implementation Action Plan - May 2019
3. Digital Visitor Information Kiosks Project Scope

1. BACKGROUND

- 1.1 The City of Salisbury Tourism and Visitor Strategy (as attached) 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 previous Tourism and Visitor Sub-Committee.
- 1.3 The Implementation Action Plan sets out example actions for each objective within the strategy and sets out the work program for the Tourism and Visitor Sub Committee going forward.

- 1.4 The Tourism and Visitor Sub Committee and Council endorsed the initial projects for staff to further develop as the first program of works within the strategy.
- 1.5 The attached Implementation Action Plan sets out program of works and action status for those projects.
- 1.6 This report is seeking endorsement of the next priority project.

2. CITY PLAN CRITICAL ACTION

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

3. CONSULTATION / COMMUNICATION

- 3.1 Internal
 - 3.1.1 Relevant Council Officers

4. REPORT

- 4.1 The Tourism and Visitor Strategy Implementation Action Plan sets out actions for each objective within the strategy. The Implementation Action Plan sets the work program for the Tourism and Visitor Sub Committee going forward.
- 4.2 As a starting point for discussion by the Tourism and Visitor Sub-Committee, nine actions have been identified for initial consideration and are provided in the attached Implementation Action Plan.
- 4.3 In determining the work program for the 2018/19 Financial Year, the Tourism and Visitor Sub-Committee reviewed the status of actions in the Implementation Action Plan to consider the next priority actions to be development by staff.
- 4.4 The priority actions as determined by the previous subcommittee (as outlined in the attached) are:
 - 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) – **Completed**
 - Explore options to provide visitor information services throughout the area at key locations – **Current Project**
 - Improve general amenity, vehicle access, traffic flows and parking around each key precinct – **Ongoing**
 - Improve visitor infrastructure including signage (wayfinding, informational, interpretive and promotional) and visitor amenities and facilities – **Ongoing**
 - Develop and share the ‘Salisbury story’ – **Not yet commenced**
 - Develop core marketing and promotional materials around key themes, precincts and attractions – **Completed**
 - Develop and implement a public relations program – **Current Project**
 - Develop and support events and festivals that capitalise on our key strengths and attract both local residents and intrastate visitors – **Ongoing**
 - Work with industry, community groups and tourism stakeholders to develop new tourism and visitor attractions, products and experiences – **Not yet commenced**

- 4.5 Of those nine actions, staff made a recommendation of the possible top two priority actions for the 2018/19 program of works.
- 4.6 The actions staff recommended to be progressed as the next program of works by the Tourism and Visitor Sub Committee under the direction of the strategy where:
 - 4.6.1 *Explore options to provide visitor information services throughout the area at key locations*
 - 4.6.2 *Develop and implement a public relations program*
- 4.7 Funding of \$30k has been allocated in the 2018/19 budget to deliver on the Tourism and Visitor Strategy and action plan.

5. Explore Options To Provide Visitor Information Services Throughout The Area At Key Locations – Project Update

- 5.1 A key initiative of the City of Salisbury Tourism & Visitor Strategy 2016-2021 was the development of a stand-alone website, Discover Salisbury (<http://discoversalisbury.com.au>) that captures tourism and visitor information in one central location.
- 5.2 Through delivery of the website, Council has collated and consolidated key visitor information including tourism and visitor attractions, products and experiences.
- 5.3 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 increase the availability and ease of access to visitor information via use of digital technology.
- 5.4 The core deliverable for this project is to create a network of Digital Visitor Information Kiosks across the city with direct connection to the Discover Salisbury website.
- 5.5 A network of kiosks will be placed at key locations including at highly visited attractions and public spaces throughout the city. The kiosks will essentially be a secured tablet device that provides access to the Discover Salisbury website. The kiosks will provide a convenient way for locals and visitors to discover relevant information encouraging them to visit more attractions, experiences and businesses.
- 5.6 The attached project scope outlines the approach to develop the Digital Visitor Information Kiosks across the City.

6. Develop and Implement A Public Relations Program – Project Update

- 6.1 A tourism brand workshop was conducted with staff to determine the overarching brand values and purpose to ensure the visitor strategy is engaging emotionally with visitors to the region.
- 6.2 These brand values have now formed an identity which will be the focus of a video campaign that details the different elements of our visitor attractions. This includes nature and wildlife, culture, parks and playgrounds and events. The individual videos will be rolled out over a series of months and will incorporate our partnership with Channel 9 and promoted via our social media channels and dedicated Discover Salisbury website.

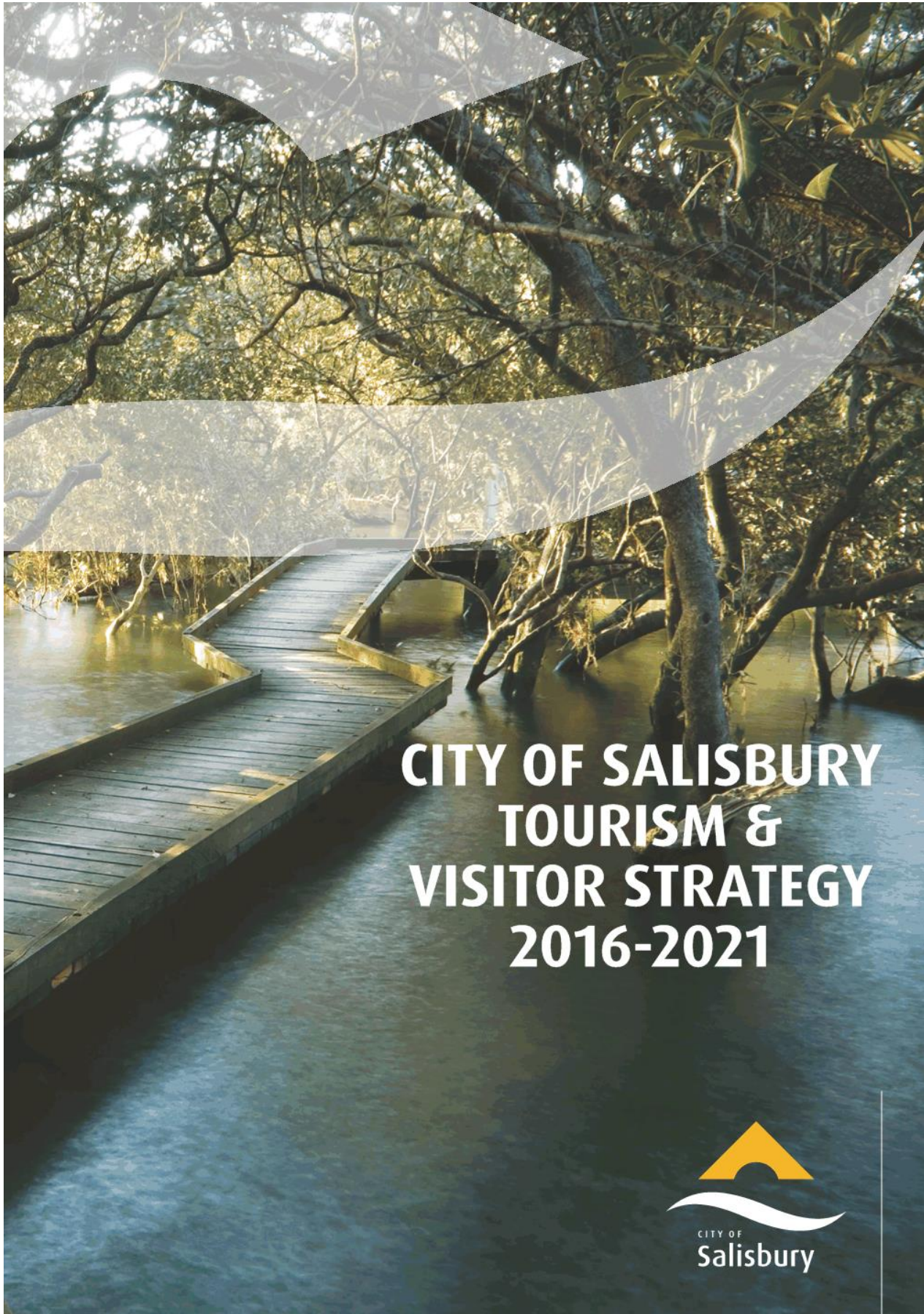
- 6.3 A presentation on the content will be made to the committee at a future meeting.
- 6.4 Increased content and promotion of our tourism and visitor activities is interconnected with the digital visitor information kiosks and the collection of information and promotion of activities that is available on the website and social media.

7. CONCLUSION / PROPOSAL

- 7.1 That the Tourism & Visitor Sub-Committee endorses the approach for the Digital Visitor Information Kiosks as proposed within the scoping document.
- 7.2 Further details for the delivery of the actions will be scoped with internal and external stakeholders to determine roles and responsibilities, potential outcomes and resourcing requirements assessed.
- 7.3 Following the completion of the current projects, a review will be undertaken in September/October 2019 on the other existing priority actions with an assessment of options for delivery and recommendations to the Sub Committee and Council in the 2019/20 Financial year.

CO-ORDINATION

Officer: Executive Group
Date: 06/05/2019



MESSAGE FROM THE MAYOR



It gives me great pride to present the City of Salisbury's first Tourism and Visitor Strategy; developed in consultation with the South Australian Government, local community groups and industry. The strategy builds on our existing focus on building City pride and community vibrancy and provides solid foundations to be laid over the next five years. Our aim is to establish strong networks and collaborative partnerships to support tourism and visitor growth and create awareness of all we have to offer.

In developing this strategy, we have identified key themes, precincts and experiences that will, over time, help to create a profile for the City of Salisbury as a visitor destination. One of the themes identified is nature based tourism. With St Kilda as the southern gateway to the Adelaide International Bird Sanctuary and the network of wetlands and nature trails threading throughout the area; we can be a key attractor of nature based visitors. 'Family friendly' is another theme identified, complementing the nature based theme and capitalising on the area being home to South Australia's best adventure playground and a range of military, aeronautical and educational attractions.

The City of Salisbury acknowledges the strength, resilience and enthusiasm of our people and that in building our visitor economy, people are our greatest asset. Our core strengths include:

- > our heritage, history and culture; both Kurna and multicultural; and our innovative business history;
- > our forward thinking community leaders who have, over time, preserved and protected green space throughout the area and continue to protect our valuable environment;
- > our business owners, both large and small that include iconic brands, major defence, research and education

providers as well as a range of multicultural retail and food businesses;

- > our many dedicated volunteers who look after our unique attractions and preserve, share and celebrate our history; and
- > The members of our community who, through the development of this strategy, we recognise as our core focus for increasing visitors to the area.

To build our visitor economy we need all of our community members, both residents and workers to experience, share and enjoy all that Salisbury has to offer and promote that to their visiting friends and family. This strategy aims to get the word out there to the whole of South Australia that Salisbury is a great place to visit with great attractions, great food and a fascinating story.

I encourage you to be a part of building tourism and visitation to the City of Salisbury by engaging in some of the initiatives in the strategy; or by spending time discovering the area for yourself and importantly, spreading the word.

Gillian Aldridge JP
Mayor of Salisbury

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ACKNOWLEDGEMENT OF COUNTRY

The City of Salisbury acknowledges the traditional country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.

Salisbury, a flourishing city City of Salisbury 3



Interpretive Centre, St Kilda

FOREWORD

Visitors are important to the City of Salisbury; to our businesses and the general community. The definition of 'visitor' can be very broad and includes the traditional 'tourist' (someone who is visiting for holiday or leisure), people visiting a local business or local residents visiting a part of the area they don't normally go to. All of these visitors are important to us as they boost our economy and if they have a great experience, they will promote Salisbury to other people.

There are already a lot of businesses in the City of Salisbury that are involved in some way with tourism and what we call 'the visitor economy'. This ranges from businesses that make and sell caravans and cabins or supply manufactured foods to airlines; to motel operators and restaurants serving visitors directly; and to general service providers such as supermarkets and petrol stations. It also includes local community groups that manage museums and galleries and organise events.

The Northern Economic Plan (<http://www.looknorth.com.au/>) identifies 'tourism, recreation and culture' as an important sector for future growth and job creation. As a key partner in delivering on that plan and in line with our City Plan 2030; we have developed this strategy to help guide that future growth. Whilst there are a lot of people currently engaged in tourism and visitor attraction in the area, there is no formal structure in place to bring them together. In developing this strategy, Council aims to bridge that gap and provide initial industry leadership, direction and support whilst ongoing networks and relationships are established.

The City of Salisbury already supports the local visitor economy in a range of areas including:

- Providing visitor related infrastructure; including community spaces, facilities and services that enhance the visitor experience and the safety of residents and visitors;
- Investment, management and maintenance of visitor assets including walking trails, wetlands, recreation parks, John Harvey Gallery and St Kilda Adventure Playground;
- Supporting environmental practices and conservation projects including water management, wetlands and nature trails;
- Creating and supporting festivals, events and cultural programs;
- Fostering and building stakeholder partnerships at local, metropolitan Adelaide and state level to support tourism development;
- By playing a key role in the development of new attractions such as the Adelaide International Bird Sanctuary and the Northern Adelaide Food Park;
- Providing direct assistance to businesses via The Polaris Business & Innovation Centre;
- Providing planning frameworks that support visitor attraction; development and planning advice and approval of development applications; and
- Promoting the benefits of tourism and visitors to industry and the community.

We are very proud of who we are and what we have achieved. We are passionate about preserving our environment; honouring and celebrating our people and cultures; and driving sustainable economic growth. Growing our visitor economy, brings together those aims.



EXECUTIVE SUMMARY

This strategy has been developed in line with our Building City Pride Strategy, City Plan 2030 and the City's economic development goals. The strategy defines the opportunities and enablers for tourism and visitor growth; and outlines the necessary leadership and vision to achieve that growth. An exciting opportunity exists to develop and share 'the Salisbury story' (the story of our people, cultural diversity, history, industries and our natural environment); to create awareness of existing visitor experiences and to develop new experiences.

Currently there is no formal network of tourism and visitor oriented businesses in the area and there is a lack of connectedness between attractions and experiences. Many businesses are not necessarily aware of the benefits to be gained by attracting and engaging visitors. Feedback also indicates that there is a lack of awareness and information available about what the area has to offer, with the area having many 'hidden secrets'.

Now, more than ever, as the broader South Australian economic and employment outlook is challenged, we need to create new, innovative opportunities in industries such as tourism. The closure of the Holden vehicle manufacturing plant will have a profound effect on employment options for the people of Salisbury both directly and indirectly. Creative thinking and collaborative partnerships and initiatives will be key to meeting this challenge.

The Northern Economic Plan identifies tourism, recreation and culture as an 'economic sector of the future' and provides programs and projects to support that growth. Key opportunities include development of a 'live music activation strategy', investment in a Northern Adelaide Food Park at Parafield Airport; and a \$10 million Small Business Development Fund 'to encourage small businesses to grow and create sustainable jobs'. The opportunity exists to capitalise on these initiatives to create investment and job outcomes for our local visitor economy.

Delivering the City of Salisbury Tourism and Visitor Strategy will require commitment, vision, common goals and collaboration from industry, all levels of government and the community. Continuing to build city pride and capturing and marketing our unique points of difference, will be integral to selling the Salisbury story. We have much to celebrate with our rich Kaurna and multicultural history and community; proximity to South Australia's premier wine and food region and amazing coastal environment.

In developing this strategy, the City of Salisbury is outlining its commitment to growing the local visitor economy and the leadership role it intends to play over the next five years. In making this commitment, the City of Salisbury acknowledges that long term sustainability of the local visitor economy will also require:

- Achieving recognition from the community and local businesses of our potential as a visitor destination;
- Active engagement by Council, the community and local businesses in visitor attraction;
- Building the capacity and capability of community groups and businesses to deliver visitor experiences, products and services; and
- Achieving collaboration, partnerships and support from neighbouring Councils, relevant South Australian Government agencies and industry associations.

ABOUT THE CITY OF SALISBURY

KAURNA PEOPLE

The Kaurna people were the first people associated with the Salisbury area; with the estuarine waterways along Gulf St Vincent supporting significant communities.

Tidal reaches extending from Barker Inlet right through to Mawson Lakes was a significant communal area for the Kaurna people.

Many occupational and sacred sites still exist around the area, including the Greenfields Wetlands.

SALISBURY TOWNSHIP

The township of Salisbury was established in 1848 by Scottish migrant John Harvey.

By 1881, the recorded population was between 400 and 500 people. The area's main crops were oranges, wheat, hay & dairy produce. The most notable industries were flourmills and the Paternoster Engineering Works, which produced windmills.

RAPID POPULATION GROWTH

In 1940 the addition of a new munitions factory resulted in doubling of the population.

Since World War II the area has expanded dramatically.

In 1933, the population was 2,385. By 1947, it was 4,160 and by 1981 it was 86,451.

At the 2001 Census, the population was recorded as over 110,000.

TODAY

The 2011 Census indicated a total population of 129,108 with a 9% growth rate since the 2006 census.

The population is expected to rise to more than 150,000 by 2036.

The City of Salisbury is now home to people born in over 140 different countries; many of whom retain strong links with their homelands.

The City of Salisbury has a diverse and growing population with a higher than average population of young people and a strong multicultural history and character. As a visitor destination, Salisbury lies perfectly centred between the city of Adelaide; Port Adelaide heritage and waterfront areas; and key tourism regions to the north. Located in Adelaide's northern suburbs (about 25 kilometres from the Adelaide CBD), the City is bounded by the City of Playford in the north, the City of Tea Tree Gully in the east, the City of Port Adelaide Enfield in the south and Gulf St Vincent in the west.

The City of Salisbury economy is the fourth largest in South Australia and provides ongoing opportunities for local employment and business attraction. It is a recognised national leader in a range of industries including defence, electronics and technology; and in environmental endeavours such as developing wetlands technology. The City is also a centre for manufacturing plants, factories, distribution outlets and warehousing.

Salisbury is one of Greater Adelaide's largest Local Government areas, covering an area of some 158 km² and incorporating 31 suburbs. With the availability of land for residential and industrial development, an abundance of parks and recreational facilities, university and TAFE campuses, military base, airport and a major bus and train hub in the City centre, the area offers a wealth of opportunities for businesses and an enviable lifestyle for residents.



St Kilda Playground

HOW THE STRATEGY WAS DEVELOPED

A consultant was engaged to develop the strategy including consultation with key stakeholders (City of Salisbury Elected Members, staff, key State Government agencies, industry and the community); research and analysis. Research included sourcing case studies from other similar metropolitan local government visitor destinations (nationally) and reviewing where the City of Salisbury 'fits' in terms of tourism planning in South Australia.

A review was also undertaken of relevant City of Salisbury, neighbouring Council and South Australian Government plans and strategies to ensure strategic alignment. Consultation included a number of workshops, one-on-one meetings and an online survey of key stakeholders and the business community.

VISION

The City of Salisbury is as an emerging visitor destination with an established tourism identity that is aligned with and celebrates our key strengths and diversity.

Community, businesses and government are working together to increase visitation and spend, to grow the tourism industry and visitor economy and increase investment and jobs.

GOALS

- > Define and establish the visitor economy
- > 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
- > Increase investment and the number and range of job opportunities
- > Maximise Council's return on investment in tourism infrastructure and events
- > Drive collaborative industry development
- > Increase City pride and awareness of the City's strengths
- > Maintain a sustainable and healthy natural environment enjoyed by more people



STRATEGIC PILLARS

The following strategic pillars have been identified as the focus areas for development of objectives, strategies and actions.

THEMES	PRECINCTS	KEY CURRENT ATTRACTIONS	KEY POTENTIAL ATTRACTIONS
Nature based Family friendly Cultural: events, multicultural, Kaurna tourism, arts, history Adventure, sport & recreation Business, industry & education	St Kilda Salisbury Town Centre Mawson Lakes Parafield Airport Greenfields (wetlands) Dry Creek Edinburgh	Secret Garden Fringe event St Kilda Adventure Playground Cobbler Creek bike trails Mangrove trails & wetlands Multicultural retail /food Recreation Parks Globe Derby Park SA Harness Racing Club	Adelaide International Bird Sanctuary District Outlet Centre Parafield Airport Northern Adelaide Food Park



CURRENT VISITORS

Tourism data for South Australia is presented for each recognised tourism region. At this point in time, all of the Adelaide metropolitan area (including City of Salisbury) is represented as one region.

Whilst specific visitor data is not captured for the City of Salisbury, anecdotal and recent business and community survey data indicates that the majority of visitors are locals, followed by intrastate visitors, with only a minor proportion of visitors coming from interstate or overseas.

The City of Salisbury receives many visitors each year for a range of purposes. A snapshot is presented below based on feedback gained from local businesses and the community during consultation.



<p>> Business / Medical: Corporate visitors Conference & function attendee Retail / dining / markets Defence, aeronautics Country people coming to Adelaide for appointments Visitors of hospital patients</p>	<p>> Arts & culture: Events Galleries & exhibitions Museums Multicultural experiences</p>	<p>> Independent travellers: Caravans / Motorhomes / Recreational Vehicles/Backpackers Daytrippers - other metropolitan areas People visiting friends & relatives</p>
<p>> Education / Science: Students Researchers</p>	<p>> Organised groups: Community & cultural Special interest Tours / programs / delegations</p>	<p>> People visiting attractions / facilities: Family based activities Sport & recreation Nature based</p>

CORE TARGET MARKETS

In determining the core target markets for increasing visitation to the City of Salisbury in the next five years, consideration has been given to what our current strengths are and what markets are most likely to be attracted to those strengths.

In line with the Strategic Pillars identified above, the two core target markets for initial focus are City of Salisbury residents, businesses and workers; and the broader South Australian intrastate market.

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

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 2036.¹ 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.

¹<http://forecast.id.com.au/salisbury>

South Australian Intra-state market

The intra-state visitor market (Adelaide metropolitan areas and regional South Australia) represents 62% of total visits in South Australia and 37% of visitor nights.² 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.

OUR ROLE

The City of Salisbury is a key driver in promoting visitation to the area, helping to build the visitor economy and improving visitor experiences. Council will play a strong leadership role in implementing this strategy over the next five years in recognition of tourism and visitor attraction being a relatively new area of focus for local industry and the community.

Council will fulfill a broad range of roles and functions, which are outlined below and referenced in the supporting strategies. As we implement the strategies, we will be clear about our role, and work collaboratively with the community, Government and industry to achieve the strategic vision.

Council’s roles and functions in relation to implementing this strategy include:

- **Leader**

Provide leadership and guidance to the community in line with the strategy. Create an environment where visitors are important and valued by the community e.g. by applying a ‘visitor lens’ to the way we do things.
- ▲ **Advocate**

Seek collaboration with other tiers of government and the private sector to deliver initiatives under the strategy.
- **Initiator / Facilitator/ Partner**

Connect people, businesses and groups to pursue opportunities; and create catalyst opportunities.
- ◆ **Service provider**
 - Direct – Responsible for funding and providing a service (to visitors, to businesses, to the community and groups).
 - Partner – Contribute funds and/or other resources towards a service or initiative that is delivered in partnership with other organisations.
 - Agent – Provide a service funded by or on behalf of others which involves hosting or other use of Council resources to fill particular needs.

Role of the Tourism & Visitor Sub-Committee

Council established a section 41 Committee of Council in June 2016, the Tourism & Visitor Sub-Committee. The Terms of Reference state that the purpose of the Committee is to:

- Promote and facilitate tourism and visitor opportunities for the City of Salisbury;
- Identify and advise Council on tourism opportunities;
- Develop and maintain professional relationships that support the implementation of Council’s Tourism & Visitor Strategy; and
- Identify linkages and opportunities to leverage benefit between the Tourism & Visitor Strategy and other state and local government plans and strategies.

Membership of the Sub-Committee comprises representatives from the local commercial tourism industry, local history clubs, the Kaurna people, Salisbury business community, Elected Members and a representative of the South Australian Government nominated by the Minister for Tourism.



²South Australian Tourism Profile December 2012-2014 – Average Annual Visitors http://www.tourism.sa.gov.au/assets/documents/Research%20and%20Reports/South_Australian.pdf



OBJECTIVES AND STRATEGIES

Please note the following with regards to the timeframes and Council's role outlined below:

Timeframes:

- > **Short term** - in the first twelve months
- > **Medium term** - in two to three years
- > **Long term** - greater than four years

Council's role:

- Leader ▲ Advocate
- Initiator / Facilitator/Partner ◆ Service provider



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

	Strategies:	Short (S) Medium (M) Long term (L)	Council's Role
1.1	Promote delivery of quality customer service and the welcoming of visitors	S	● ◆
1.2	Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)	S/M	● ◆
1.3	Explore options to provide visitor information services throughout the area at key locations	S/M	● ◆
1.4	Improve public transport accessibility and frequency to and between key precincts and visitor attractions	L	▲
1.5	Improve general amenity, vehicle access, traffic flows and parking around each key precinct (as required)	M	● ◆
1.6	Improve visitor infrastructure including signage (wayfinding, informational, interpretive and promotional) and visitor amenities and facilities	M	● ◆

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

	Strategies:	Short (S) Medium (M) Long term (L)	Council's Role
2.1	Develop and share the 'Salisbury story'	M	■
2.2	Develop interpretive information that reflects the Kurna, Salisbury, multicultural and industrial history, heritage and culture of the area	M	●
2.3	Develop packages and bundling of products and experiences and associated visitor information and promotional materials	S/M	● ◆
2.4	Develop and deliver a marketing and communications program based around key themes, precincts and attractions; focused towards identified key target markets; and maximising use of digital technologies	S/M	● ▲
2.5	Develop and deliver a marketing and communications program based around key themes, precincts and attractions; focused towards identified key target markets; and maximising use of digital technologies	M	● ▲
2.6	Develop and implement a public relations program	M	● ▲

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

	Strategies:	Short (S) Medium (M) Long term (L)	Council's Role
3.1	Leverage the development of the Northern Adelaide Food Park to create tourism and visitor economic outcomes	M/L	▲
3.2	Develop tourism and visitor economic opportunities that capitalise on and complement the establishment of the Adelaide International Bird Sanctuary	S/M	▲ ●
3.3	Develop opportunities to grow visitation to the St Kilda Adventure Playground and increase overall visitor spend	S/M	● ◆
3.4	Develop and support events and festivals that capitalise on our key strengths and attract both local residents and intrastate visitors	S/M	● ◆
3.5	Develop the 'Meetings, incentives, conferencing and exhibitions' (MICE) visitor market	M/L	▲
3.6	Work with industry, community groups and tourism stakeholders to develop new tourism and visitor attractions, products and experiences. Key areas of focus include: <ul style="list-style-type: none"> > Nature based (wetlands, walking and cycling trails) > Family friendly > Arts and culture > History > Multicultural (arts, culture, retail and food) > Kaurna (arts, culture, history and heritage) > Adventure, sport & recreation > Industry (science, technology, defence, food manufacturing) > Defence > Education > Aeronautic (history and capabilities) 	M/L	▲ ●
3.7	Capitalise on opportunities resulting from the Northern Economic Plan and from planned major projects including the Northern Connector and electrification of Gawler to Adelaide rail line	M/L	▲
3.8	Ensure that policy and planning supports tourism development and investment	S/M	■

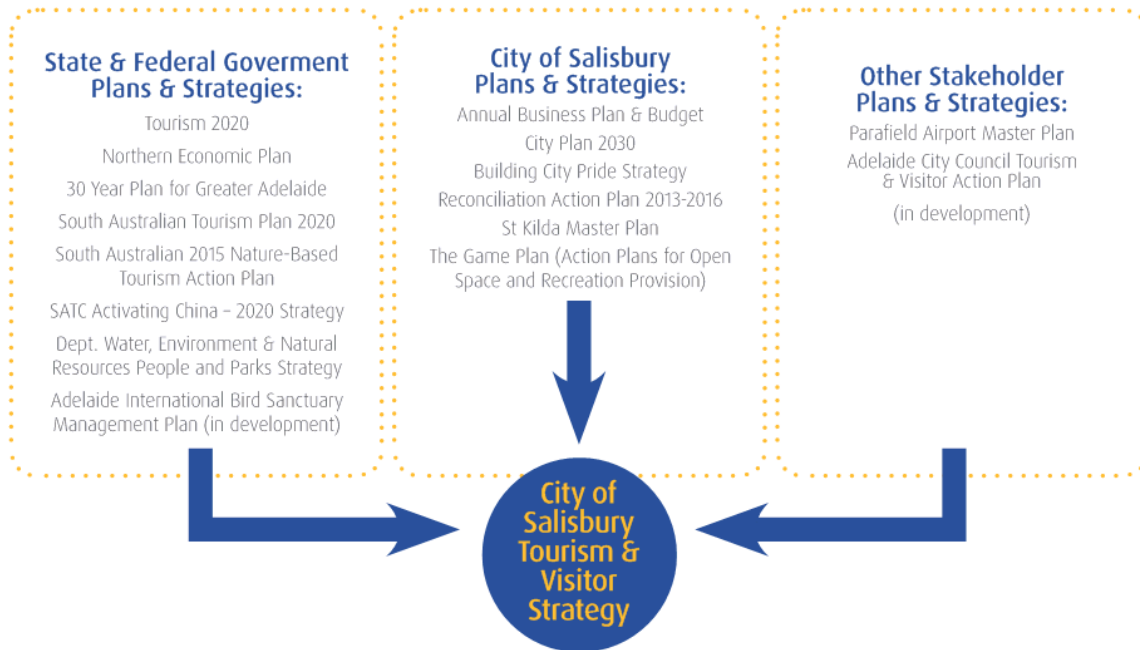
Objective 4: Create connections

	Strategies:	Short (S) Medium (M) Long term (L)	Council's Role
4.1	Engage with key stakeholders in the South Australian Government in implementing actions under this strategy and develop productive ongoing relationship	S/M	●
4.2	Collaborate with other Metropolitan Councils, the South Australian Tourism Industry Council and the Local Government Association of South Australia in broader development of tourism in 'greater metropolitan Adelaide'	S/M	●
4.3	Engage with and support local community groups to explore opportunities for tourism and visitor attraction and growth	S/M	● ▲
4.4	Establish collaborative promotional partnerships and marketing channels	S/M	● ▲
4.5	Engage with local and state based tour operators to create awareness of available visitor experiences and promote inclusion in tour itineraries	S/M	● ▲
4.6	Develop opportunities for business to business networking, collaboration and co-promotion (including community groups that operate visitor experiences)	S/M	● ▲
4.7	Increase local business engagement, capacity and capability in tourism and visitor attraction	S/M	● ▲



ALIGNMENT WITH STAKEHOLDER STRATEGIES & PLANS

The below diagram sets out the broader planning environment that influences and impacts on the Salisbury visitor economy. As a key step in implementing the Tourism & Visitor Strategy, the strategies contained will be cross checked against these stakeholder strategies and plans. Opportunities to pool resources and work collaboratively to achieve mutual outcomes, will be pursued.



MEASURING PROGRESS & SUCCESS

As already noted, tourism data for South Australia is currently presented for the Adelaide metropolitan area (including City of Salisbury) as one region. Data produced includes the number of visits, length of stay and average spend in key target markets (intrastate, interstate and overseas). These traditional measures of growth are therefore currently not available for City of Salisbury and are unlikely to become available due to the complexity and cost of capturing that information.

Other measures of progress and success for this strategy therefore need to be determined. Specific targets and measures will be considered by the City of Salisbury as part of development of an Implementation Action Plan (please refer below). In addition to achievement of objectives under this strategy, suggested measures may include:

- > The number of businesses registered on the Australian Tourism Data Warehouse
- > Increase in total number of products and experiences available for visitors (using the baseline data gathered in development of this strategy)
- > Number of businesses engaged in the visitor economy (measured via database growth)
- > Number of attendees at events and traffic data for key precincts such as St Kilda
- > Engagement by businesses in annual industry surveys
- > Improvements noted in visitor data reported by individual businesses via annual survey

IMPLEMENTATION ACTION PLAN

Council has played a key leadership role in growing the local visitor economy by developing this inaugural Tourism and Visitor Strategy. In order for the strategy goals and objectives to be achieved over the next five years, engagement and collaboration with the community, local businesses and key stakeholders will be crucial.

For each of the objectives and strategies set out in the strategy, a list of potential implementation actions has been developed. Those actions will be considered by Council in consultation with key stakeholders to develop an Implementation Action Plan. The plan will set out agreed timeframes, roles and responsibilities, alignment to existing projects and programs; and resources to be applied.

As previously highlighted, there currently is no established 'tourism network' for the area and the region is not a recognised state tourism region in its own right. As such there are currently no dedicated resources being applied to tourism and visitor economic development for the area. Council will work in partnership with key stakeholders to align potential actions to existing projects, programs and resources where possible. Following assessment of existing collective resources that can be applied, gaps will be identified to determine any new resources that may be required. From Council's point of view, resources will be determined through a combination of funding for existing projects and programs, recurrent budgets and annual new initiative bids.

Key stakeholders to be engaged in developing the Implementation Action Plan include:

- > Council staff and Elected Members
- > The Polaris Business & Innovation Centre staff
- > Council s41 Tourism & Visitor Sub-Committee
- > Local community groups, industry associations and businesses
- > Other metropolitan Adelaide councils and the Local Government Association of SA
- > South Australian Government agencies
- > South Australian Tourism Industry Council

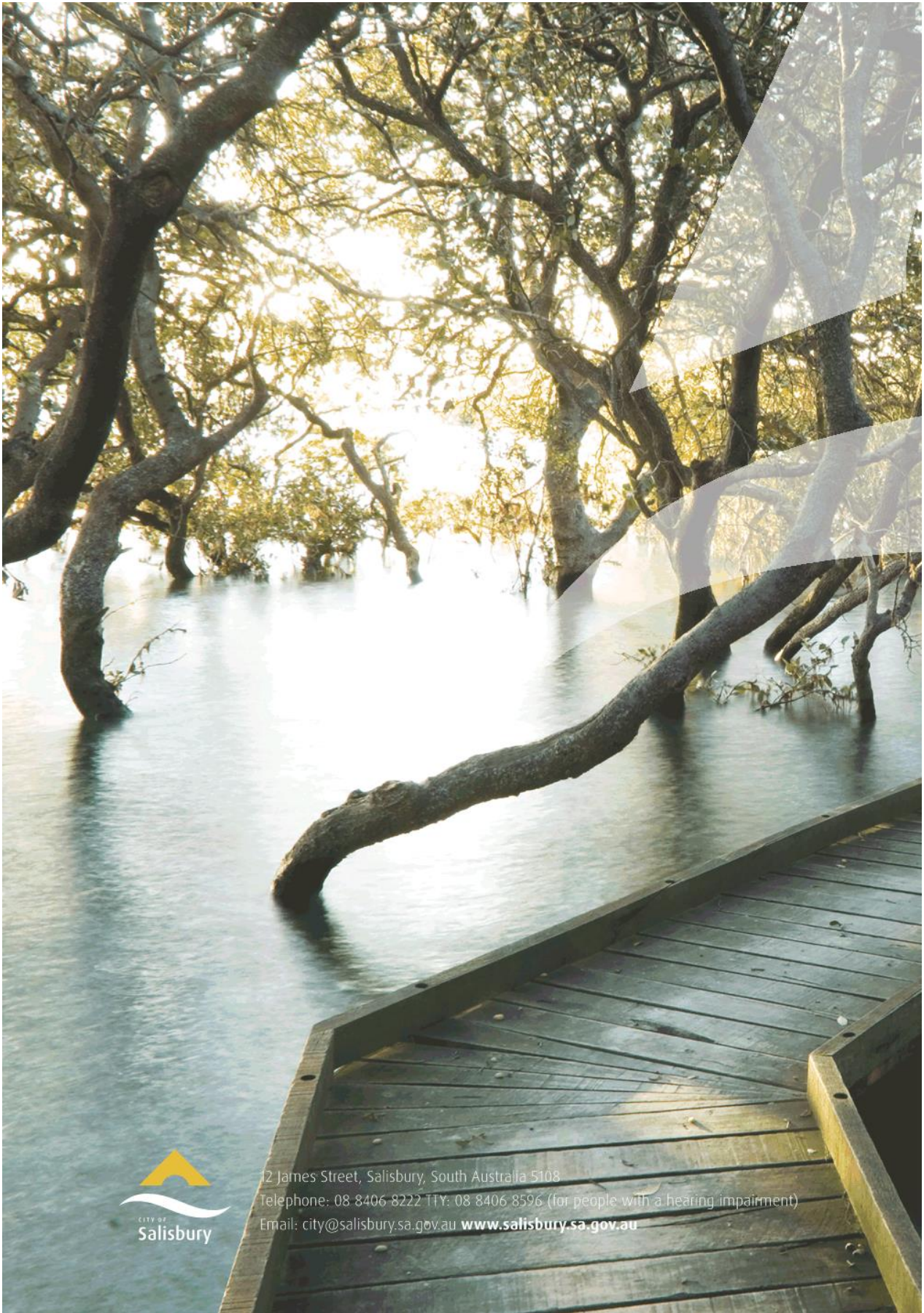
The process to be undertaken to develop the Implementation Action Plan is proposed as follows:

- > Council will review each of the potential actions against the objectives and strategies and determine its role, agreed priority level (short, medium or long term) and potential outcomes. In undertaking that analysis, Council will aim to identify existing projects, plans, initiatives and resources that actions are aligned to.
- > Council will then engage key stakeholders (outlined above) to determine alignment of actions with existing stakeholder plans, initiatives and resources and potential for collaborative partnerships to be developed.
- > A gap analysis will then be undertaken to determine further resourcing requirements and funding options in order to implement short and medium term priority actions.
- > A draft Implementation Action Plan will be developed by the Council s41 Tourism and Visitor Sub Committee. Consultation on the draft plan will be undertaken with key stakeholders to establish collective commitment to achievement of the plan.
- > The final Implementation Action Plan will be endorsed by the s41 Tourism and Visitor Sub Committee and by Council.



ADDITIONAL INFORMATION AND KEY CONTACTS

If you would like to be a part of building the City of Salisbury visitor economy by engaging with this strategy please contact our Communications and Customer Relations Division on 08 8406 8222.



12 James Street, Salisbury, South Australia 5108
Telephone: 08 8406 8222 TTY: 08 8406 8596 (for people with a hearing impairment)
Email: city@salisbury.sa.gov.au www.salisbury.sa.gov.au

CITY OF SALISBURY TOURISM & VISITOR STRATEGY 2016-2021

IMPLEMENTATION ACTION PLAN – ACTIONS STATUS



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

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
<p>1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)</p>	<p>Existing Information: Key visitor information on current attractions, products and experiences or services (e.g. amenities, car parking and public transport) and visitor oriented services including restaurants, cafes, retail outlets etc are currently available on the website or within several brochures/flyers. This information needs to be consolidated into one area on the web and as general tourism and visitor brochures.</p> <p>Opportunity: Council currently holds the domain for the website http://discoversalisbury.com.au/ this website can be used to capture tourism and visitor information in one central location.</p>	<p>Tourism and Visitor information is consolidated and made available on the internet:</p> <ul style="list-style-type: none"> • Short Term – Information consolidated into one area within Council's existing website. • Medium Term – Create a 'Discover Salisbury' website http://discoversalisbury.com.au/ that captures all the relevant tourism and visitor information in one location. 	<p>Completed in December 2017 with the launch of the Discover Salisbury website http://discoversalisbury.com.au/.</p>

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
<p>1.3 Explore options to provide visitor information services throughout the area at key locations</p>	<p>Existing Program: Interpretive Centre at St Kilda currently being considered for better use. The potential opportunities are currently being investigated as part of St Kilda Master Plan stage 2 and by the Department of Environment, Water and Natural Resources as part of the planning for the Adelaide International Bird Sanctuary.</p> <p>Opportunity: To utilise the Education Centre at Greenfields wetlands as an information Centre. <i>(Links to Strategy 1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)</i></p> <p>Opportunity: To utilise key St Kilda locations as information points <i>(Links to Strategy 1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)</i></p> <p>Opportunity: To utilise key Community Centres / COS community spaces as information points <i>(Links to Strategy 1.2 Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)</i></p>	<p>Develop a visitor information plan that identifies locations and delivery:</p> <p>Review various mechanisms for providing visitor information services including face to face services, web based information, interpretive and informational signage and printed materials and develop a plan for delivery. Considerations include:</p> <ul style="list-style-type: none"> • Strategic locations for providing visitor information (e.g. key precincts and visitor attractions, train stations) • Level of services needed • Existing customer service areas and locations that may be suitable (Council, community and private sector) and potential for delivery of visitor services • Level of resourcing available via collaborative arrangements and potential volunteer support to supplement delivery of services 	<p>Project on track currently in scoping stages - pending endorsement at May 2019 meeting cycle</p>

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
<p>1.5 Improve general amenity, vehicle access, traffic flows and parking around each key precinct (as required).</p>	<p>Existing Program: St Kilda stage 1 master plan has been developed and implemented to support visitation to the Adventure play space.</p> <p>St Kilda Stage 2 masterplan has begun looking at the opportunities for the area and how to improve general amenity, vehicle access, traffic flows and parking. The creation of the RV Friendly area will also be looked at as part of the stage 2 master plan.</p> <p>Budget implications will be included in the master plan.</p> <p>The resources required for the implementation of these programs will be developed as part of that process.</p>	<p>Ensure Tourism and Visitor elements are included in the St Kilda Stage 2 masterplan:</p> <ul style="list-style-type: none"> • Master Plan Stage 2: Consider tourism opportunities in finalisation of concept plan; particularly to support visitation to the Adventure Playground and the Adelaide International Bird Sanctuary • Work with The Collective to determine opportunities for collaborative funding of base visitor infrastructure to support the Adelaide International Bird Sanctuary 	<p>Ongoing as part of the St Kilda Stage 2 Masterplan</p>
<p>1.6 Improve visitor infrastructure including signage (wayfinding, informational, interpretive and promotional) and visitor amenities and facilities</p>	<p>Existing Program: Historical Wayfinding Signage: A workshop was held with the Tourism and Visitor Sub-committee in early April, at which important Local Heritage Sites were identified for consideration in the Historical Signage Program.</p>	<p>Historical Wayfinding Signage Project</p> <p>Staff will develop a program of works to be considered by Council as a New Initiative Bid in 2019/20.</p>	<p>Ongoing as part of the Historical Wayfinding Signage project as presented to the Committee at the June 2018 meeting</p>

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

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
<p>2.1 Develop and share the 'Salisbury story'</p>	<p>Existing Information: Salisbury's Kaurna history and culture; the multicultural community; industrial, defence and aeronautical history; innovation and iconic businesses; and the natural environment information is currently available on the website or within several documents. This information needs to be consolidated and used to promote and share our Story. Local 'Salisbury Stories' are currently promoted/shared via Council's Salisbury Aware quarterly newsletter and social media.</p> <p>Opportunity (stakeholder): Holden is working with the National Library on documenting history that can be promoted/shared.</p>	<p>Share the 'Salisbury story' promotional campaign:</p> <ul style="list-style-type: none"> • Identify and engage local champions (current and previous residents), well-known local business people and historical figures and develop a 'people of Salisbury' story about visitor experiences to increase awareness • Create local advocates for promoting visitation 	<p>Action to be identified in future works program for 2019/20</p>

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
<p>2.3 Develop core marketing and promotional materials around key themes, precincts and attractions</p>	<p>Existing Information: Key tourism and visitor marketing materials are currently available on our website or within several brochures/flyers. This information needs to be consolidated into one general tourism and visitor brochure and refreshed.</p> <p>Opportunity: Current City of Salisbury key tourism and visitor marketing materials be consolidated into one general tourism and visitor brochure and refreshed.</p> <p>Opportunity: Utilise existing promotional materials for key attractions such as the Adelaide International Bird Sanctuary e.g. short film made by BirdLife Australia and other South Australian Tourism Commission promotional materials</p> <p>Opportunity: Utilise existing City of Salisbury promotional video that highlights key attractions within the City</p>	<p>Develop core tourism and visitor marketing and promotional materials:</p> <ul style="list-style-type: none"> • Develop a tourist/visitor map (brochure) that contains information about how to get here, what to do and where to go while you are in the area including key precincts, attractions, retail, arts & cultural sites, walking and cycling trails, dining and accommodation options • Improve stock of visitor experience promotional photos to create an image library 	<p>Completed in December 2017 with the launch of the Discover Salisbury brand and associated materials.</p> <p>Ongoing promotion through the discover website and the ongoing Discover Salisbury lift out in Aware.</p>

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
2.6 Develop and implement a public relations program	Existing program: Council currently delivers positive public relations campaigns - promoting the City, key attractions, services, events and community regularly on a range of topics. Council has an existing relationship with Channel Nine who assists in promoting our City and Events	Develop a visitor and tourism specific public relations campaign: <ul style="list-style-type: none"> Develop positive public relations stories promoting the reasons to visit our City Develop a calendar of public relations initiatives to share those stories with the local community and other key intrastate markets 	Project on track currently in scoping stages - pending endorsement at May 2019 meeting cycle

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

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
3.4 Develop and support events and festivals that capitalise on our key strengths and attract both local residents and intrastate visitors:	Existing program: Council currently delivers a full calendar of events and festivals with high visitation numbers. Opportunity: Look at gaps in the event market and calendar in Adelaide and work with the community and industry to develop opportunities for new events and festivals. Focus on events that attract both locals and people from outside the area; and that are unique	Identify unique events that are not happening in South Australia to attract visitors and tourist: <ul style="list-style-type: none"> Identify gaps in the event market and work with the community and industry to develop opportunities Focus on events that attract both locals and people from outside the area; and that are unique Promotion/development of new event concepts/attracting events to Salisbury would need to be resourced	Council report in March 2018 with the Events Strategy outlining the endorsed calendar of events that support place curation and tourism. Ongoing promotion through the discover website and the ongoing Discover Salisbury lift out in Aware.

Strategies	Existing Programs/Opportunities	Possible Projects	Action Status
<p>3.6 Work with industry, community groups and tourism stakeholders to develop new tourism and visitor attractions, products and experiences.</p>	<p>Existing program: Council currently offering guided and self-guided tours at the Greenfields wetlands. Schools book self-guided tours only at Greenfields through the NRM staff. Scout groups are often interested in evening events/tours at the wetlands.</p> <p>Opportunity: To expand and offer tours at other wetland /nature based locations throughout the City of Salisbury</p> <p>Opportunity: To offer a package to schools – day learning tour throughout the COS</p> <p>Opportunity: To work with education providers and NRM to further develop a nature based learning experience</p> <p>Opportunity: To work with the DEWNR to offer opportunities for tours at the Adelaide International Bird Sanctuary</p> <p>Opportunity: To work with the University of SA at Mawson Lakes and offer their Tech Trail as part of a guided tour package demonstrating water sustainability practices</p> <p>Opportunity: To engage with local Kaurna groups around opportunities to promote local Kaurna history and culture and create visitor experiences</p>	<p>Identify unique educational and cultural experiences for partners to deliver in our City:</p> <ul style="list-style-type: none"> Identify partners to deliver experiences and support them in the establishment 	<p>Action to be identified in future works program</p>



PROJECT SCOPE

CITY OF SALISBURY

DIGITAL VISITOR INFORMATION KIOSKS

April 2, 2019

Project background

Discover Salisbury website

A key initiative of the City of Salisbury Tourism & Visitor Strategy 2016-2021 was the development of a stand-alone website, <http://discoversalisbury.com.au/> that captures tourism and visitor information in one central location. Through delivery of the website, Council has collated and consolidated key visitor information including tourism and visitor attractions, products and experiences, services available (e.g. amenities, car parking and public transport) and visitor-oriented services including restaurants, cafes, retail outlets etc.

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 **increase the availability and ease of access to visitor information via use of digital technology**.

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

Deliverable:

The core deliverable for this project is to create a network of Digital Visitor Information Kiosks across the city with direct connection to the Discover Salisbury website <http://discoversalisbury.com.au/>.

A network of kiosks will be placed at key locations including at highly visited attractions and public spaces throughout the city. The kiosks will essentially be a secured tablet device that provides access to the Discover Salisbury website. The kiosks will provide a convenient way for locals and visitors to discover relevant information encouraging them to visit more attractions, experiences and businesses; and spend more time and money in the City of Salisbury. They will have the capacity to send directional information straight to visitor's mobile devices.

The Digital Visitor Information Kiosk network will further enhance business development and employment opportunities in the City of Salisbury via increased visitation and spend to local businesses.

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

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), 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

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.

Measures of success:

Project Scope - CoS Visitor information Kiosks.docx Digital Kiosks

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The key metric will be the impact on visitation to the Discover Salisbury website including number of unique visitors, page views and length of time on website.

Other measurements of success may include:

- Positive anecdotal feedback from local businesses where customers reference the website;
- Increased attendance at local events

Functional requirements:

The following functions are required:

- Secure installation of tablet devices in protected yet publicly accessible areas
- 'Locked down' access to the Discover Salisbury website <http://discoversalisbury.com.au/>
- Development of promotional supporting materials / displays

Timeframes:

Milestone	Completion date
Project scope and budget provided to Council for endorsement	May Council Meeting
Locations determined	3 weeks
Marketing and promotional materials developed	3 weeks
Equipment installed and set up	1-2 months
Staff trained	2 weeks

Proposed budget:

Stage	Budget (excl. GST)
Purchase and installation of equipment, development and production of marketing & promotional materials	15K

ITEM	TVSC4
	TOURISM AND VISITOR SUB COMMITTEE
DATE	14 May 2019
HEADING	Aboriginal Tourism and Cultural Centre Consultation Workshop
AUTHOR	Julie Kalms, Community Planning Project Officer, Community Development
CITY PLAN LINKS	3.2 Have interesting places where people want to be. 3.4 Be a proud, accessible and welcoming community.
SUMMARY	This report provides background context for the development of an Aboriginal Tourism and Cultural Centre in the City of Salisbury, as per a recommendation of Council in May 2018. Input is requested from the Tourism and Visitor Sub Committee to identify the vision, guiding principles, values and potential locations to inform needs analysis.

RECOMMENDATION

1. That this report be received.
2. That Council note the input provided by the Tourism and Visitor Sub-committee included in the minutes of this meeting (TVSC 14/05/2019), to identify guiding principles, values and potential locations for the Aboriginal Tourism and Cultural Centre as per Resolution No. 2510/2018, May 2018.

ATTACHMENTS

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

1. Aboriginal Tourism and Cultural Centres - Case Studies
2. Vision, Values and Principles Scoping Presentation

1. BACKGROUND

1.1 At the May 2018 meeting Council resolved as follows:

1.1.3 Reconciliation Action Plan Status Report and Next Iteration Draft

4. *That Council investigate and report back by February 2019 on possible costs and suitable sites/venues for a tourism and cultural centre in Salisbury showcasing the culture and heritage of Indigenous people of the Northern Adelaide Plains.*
5. *That input be sought from potential stakeholders and in particular the City of Salisbury's Reconciliation Action Plan (RAP) Working Group; and, Salisbury Tourism and Visitor Sub Committee.*

Resolution No. 2510/2018

- 1.2 This resolution was raised during discussion about development of the City of Salisbury's second Reconciliation Action Plan (RAP). The RAP is a nationally recognised framework with many organisations, including Councils, developing RAPs that have been endorsed by Reconciliation Australia. RAPs focus on the key areas of:
- building relationships between Aboriginal peoples and other Australians;
 - enhancing respect for Aboriginal culture and history; and
 - building opportunities for Aboriginal people including in the areas of employment, business development and skill development.
- 1.3 This report provides an opportunity for preliminary discussion around the nature and shape of a proposed centre, utilising as guidance some background and examples of Aboriginal Tourism and Cultural Centres operating in Australia, and potential delivery models for consideration. The attachment provides context for consultation with the Tourism and Visitor Sub Committee on guiding principles, values to inform further scoping.
- 1.4 It is important in the establishment of need, which will form the next phase of the research for Council as a precursor to responding to the recommendation to explore possible costs and site options, that a clearly defined vision and guiding principles be developed.
- 1.5 This work is preliminary in nature, and forms the first stage scoping need, which will be tested before a business case and/or further scoping take place. Recently the recent State Government announced the building of a National Aboriginal Art Museum and Gallery at the site of the old Royal Adelaide Hospital.

2. REPORT

- 2.1 Research has been undertaken by staff to provide background scoping for the Aboriginal Tourism and Cultural Centre (the Centre) to identify a range of models, guiding principles and case studies of comparative centres operating across Australia. This work will be the subject of a future report to provide a needs analysis for any proposed Centre in the City of Salisbury. Needs analysis would then assist inform a scoping and business case, with the ability to allocate budget's if required to support the establishment and ongoing operations of a centre.
- 2.2 An initial desktop survey of Aboriginal Tourism and Cultural Centres currently operating in Australia is attached to this report (Attachment 1). The case studies, provide some direction regarding themes in relation to the development, types and business models of Aboriginal Tourism and Cultural Centres.
- 2.3 Key themes which emerge from the case studies include the importance of:
- The engagement and involvement of the local Aboriginal community, and traditional owners, is of primary importance during the establishment, delivery and ongoing operation of the Centre;
 - Cultural awareness, cultural wellbeing, education and employment development are central to the program offerings and missions of most Centres;

- A combination of funding streams is needed to operationalise and activate the Centre; and
 - A well-developed governance and delivery model needs to underpin the Centre.
- 2.4 In terms of business models associated with the delivery of good and services from the centres most have mixed model which includes a combination of grants income, private investment, philanthropy, sales and government subsidy. Each model delivers different outcomes and places slightly different emphasis on the nature of the goods and services on offer, so it is important in planning to consider the best model to deliver the desired outcomes of the centre.
- 2.5 In the same way that the business models vary, Governance models also vary for centres and include;
- Community controlled management models via Incorporated Associations, Land Management Corporations, Not for Profit entities.
 - Partnership models, involving government control with advisory boards from a range of community and business interests
 - Government controlled, with agreements regarding local involvement in decision making programs and delivery
 - Contracted management model, involving a private contracted management company in an agreement with government or community controlled entity
 - Privately run
- 2.6 The City of Salisbury has undertaken previous research and engagement undertaken with the Aboriginal community and has identified preferred sites for a Centre of this nature. This work was undertaken primarily during the development phases of the Greenfields wetlands.
- Greenfields Wetlands (which now incorporates the existing Greenfields Interpretive and Education Centre);
 - Kurna Park (which now incorporates the Tapa Wardlipari interpretive trail); and
 - St Kilda (which now incorporates the Mangrove Trail and Interpretive Centre and adjacent International Bird Sanctuary).
- 2.7 The sites identified have significance for the Kurna people of the Adelaide Plains, and the existing facilities at each site have potential for further development and/or activation. There may be alternative sites which better suit the yet undefined objectives of the Centre, which are yet to be considered.
- 2.8 This research has also highlighted the importance of identifying and refining the purpose and guiding principles that the Centre will aim to achieve. This should ideally be done early in the scoping process, followed by a detailed needs analysis.
- 2.9 The input being sought from the Tourism and Visitor Sub-committee (as set out in attachment 2 to this report) relates to the identification foremost of ideas to form the vision, guiding principles, foundation values for the next phase of which would include a needs analysis.

3. CONCLUSION / PROPOSAL

- 3.1 This report provides a background and process to identify guiding principles, values which are the initial project priorities for scoping an Aboriginal Tourism and Cultural Centre in the City of Salisbury.
- 3.2 Input is sought from the Tourism and Visitor Sub Committee to develop the vision, principles, values and potential locations for the Centre. This will enable staff to undertake further investigations to develop the initial scoping for the Centre.


CO-ORDINATION

Officer:	GMCD	Executive Group
Date:	07/03/2019	06/05/2019

Aboriginal Tourism and Cultural Centres - Case Studies

<p>1. Tandanya National Aboriginal Cultural Institute, SA</p> <p>253 Grenfell St, Adelaide 8224-3200</p> <p>https://www.tandanya.com.au/</p>		
<p>Purpose/ Aims</p>	<p>Tandanya is a visionary and vibrant place for all to experience contemporary and traditional Aboriginal and Torres Strait Islander cultural expressions through the visual and performing arts. Tandanya has a national and international reputation for innovation and excellence in visual arts programming, featuring emerging and established artists from around the country and overseas.</p>	
<p>Programs – Aboriginal only</p>	<p>The Community Arts and Youth Engagement program is designed to develop and expand programs for young Aboriginal and Torres Strait Islander (ATSI) people to reconnect and/or strengthen ties with community and culture through the arts.</p>	
<p>Programs- Public</p>	<p>Tandanya Performing Arts includes music, dance, theatre or circus. Tandanya’s Visual Arts program is a combination of traditional and contemporary Aboriginal and Torres Strait Islander stories expressed through a range of art styles, genres and techniques. With connections to many art centres around Australia, Tandanya actively generate and receive touring exhibitions. Shop Tandanya is Adelaide’s premier destination for purchasers of authentic Aboriginal and Torres Strait Islander original art and artefacts and limited edition prints.</p>	
<p>Management / Funding</p>	<p>The National Aboriginal Cultural Institute known as Tandanya was established in 1989, it is Australia’s oldest Aboriginal-owned and managed multi-arts centre Tandanya is the trading name of the National Aboriginal Cultural Institute Inc., incorporated in 1989 as a community-controlled, not-for-profit organisation. It operates under a Board of Management. Funding:2015- 2016 (main sources) Grants Arts SA \$1,079,500 Shop/ Gallery sales \$133,057 Other Grants \$454,979</p>	

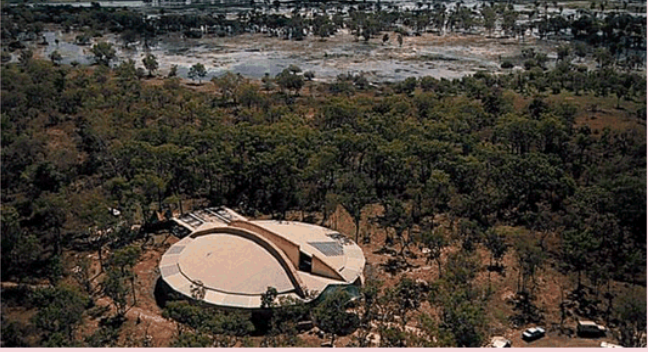
<p>2. Living Kurna Culture Centre (Warraparinga), SA</p> <p>Warraparinga Way, Bedford Park, SA 8357 5900</p> <p>lkccrecep@marion.sa.gov.au</p> <p>https://www.marion.sa.gov.au/venues-and-facilities/living-kurna-cultural-centre</p> <p>https://www.marion.sa.gov.au/venues-and-facilities/living-kurna-cultural-centre/tours-and-workshops</p>		
<p>Purpose/ Aims</p>	<p>The Living Kurna Cultural Centre (Warraparinga) offers Aboriginal and environmental education programs, events and performances. The venue is also available to hire for meetings, training days, events and workshops. It is an important cultural heritage site where Aboriginal and early European heritage sit side by side. For the Kurna people of the Adelaide plains, this site is a traditional ceremonial meeting place still used today. Visitors from the wider community and tourists are welcome to come and learn about Kurna culture and share in the special environment of peace that exists at Warraparinga.</p>	
<p>Programs – Aboriginal only</p>	<p><u>Kurna Practice Culture</u> The Centre is a learning place for Kurna meyunna (Kurna people) and future generations, to remember and renew Kurna cultural and spiritual practices, care for country, link to Dreaming stories, perform ongoing ceremony and heal through cultural practices.</p> <p><u>Kurna practice business</u> The Centre is a place to develop business opportunities and skills (for both commercial and social/cultural outcomes) for Kurna meyunna and other Aboriginal people living on Kurna Yerta (Kurna Land), through cultural tours, workshops, gallery and retail shop sales, venue hire bookings, tourism, education and other programs and events.</p>	
<p>Programs- Public</p>	<p>Art Gallery The Living Kurna Cultural Centre houses an art gallery exhibiting hand crafted aboriginal gifts and artwork created by the local Kurna community and other Aboriginal artists living on the Adelaide Plains. You can purchase original works including traditional paintings, woven baskets and wood carvings.</p> <p>Kurna Heritage Display The Kurna heritage display has documented key dates and times in the history of the Kurna people from pre-settlement 1804 until the Living Kurna Cultural Centre was opened in 2002. It includes artwork by George French Angus – an artist who painted Kurna ceremony and the early South Australia landscape.</p> <p>Fairford House The State Heritage listed Fairford House with original coach-house, gardens and remaining vineyards sits alongside Living Kurna Cultural Centre and provides a link with the early years of European</p>	

	<p>settlement.</p> <p>Fairford House has a boardroom styled meeting room that seats up to 14 people comfortably as well as an art room for workshops.</p> <p>Warriparinga Bushtucker, History and Music Workshop This 90 minute walking workshop is suitable for small to large sized groups and includes an easy walk through the Warriparinga park and wetlands. A cultural officer guide will help you to appreciate the natural environment of Warriparinga and the Sturt River as well as understand the history and significance of Warriparinga and Dreaming stories.</p> <p>Weaving Workshop with the Southern Elders Weaving Group This 1 hour workshop includes weaving and teachings from our local Southern Elders Weaving Group. With their knowledge, life and cultural traditions you will learn about different techniques, materials and history – all to do with their personal experience in weaving and practising cultural traditions.</p> <p>Art Workshop This 90 minute workshop run by our 'Artist in Residence' includes an introductory talk about Aboriginal art and craft, a guided tour of current artworks displayed in the gallery (optional) and an opportunity for students to paint their own piece of art. Students will also hear about dreaming stories and find out how they tie in with today's paintings as well as learn how to understand and interpret Aboriginal art symbols.</p>
<p>Management / Funding</p>	<p>The Living Kurna Cultural Centre was built in 2001 as a result of the work between the Kurna community and the City of Marion, attracting Commonwealth Centenary of Federation Funding of this purpose.</p> <p>Council is currently working with the Kurna Community towards co-management of the Centre over five years - working towards Kurna community governance of the Centre. Marion Council 'Fees and Charges schedule 2017/18' (funding, fees charged etc)</p>
<p>3. Kura Yerlo Inc, SA Largs Bay</p> <p>208 Lady Gowrie Dr, Largs Bay, 8449 7367</p> <p>Email: reception@kurayerloinc.org.au</p>	
<p>Purpose/ Aims</p>	<p>Kura Yerlo Inc is a leading not for profit Aboriginal owned and controlled community organisation which works to achieve its vision of “Walking together for a strong culture and a sustainable future”. The organisation delivers a plethora of culturally relevant services and programs for Aboriginal community members in the metropolitan area. With a Children’s Centre, Youth Programs, Aged and Disability Programs, Language and Culture Programs, Healing and Art Programs, Soup Kitchen, Gym and Fitness Programs, this unique organisation is truly, a one stop</p>

	<p>shop. It prides itself in reaching out to the wider community and as such, supports and demonstrates the messages of Reconciliation.</p>
<p>Programs – Aboriginal only</p>	<p>Aged and Disability We are a Home and Community Care(HACC) funded centre based day care running programs for Aged and Disability clients Frail aged and younger people with a disability. Aboriginal or Torres Strait Islander people over the age of 50 or younger people with a disability are also eligible under the State Disability program / for State Disability funding . The following programs are currently being undertaken: - Karrarendi Disability and Aged Program - Western Region Elders Forum - Zebra Finch Aboriginal Men's Group - Women's Group - Anangu Art Group</p> <p>Kura Yerlo Children's Centre Experienced and qualified DECD educators, team leaders and support staff working together to provide education and care. Providing education programs that meet the needs of all children (individual learning programs can be implemented when needed). Promoting an environment which acknowledges the diversity of cultures, particularly the Indigenous culture and the Kurna heritage. Providing a safe and healthy environment with regular excursions, fun activities and learning opportunities to offer children the best learning experiences. Bus Service - courtesy bus service with an Accredited Bus Driving professional for families who do not have access to transport. Children are collected from home and returned safely at the end of the day. Extreme Team operates from the Osborne Community Hall each Wednesday after school between 3:30pm-5:30pm offering activities for children 5-12yrs in the local area. The program focuses on engaging the children in sport and craft while helping them build their self-esteem, gain confidence, learning social skills and making new friends. The children are encouraged to interact as a group, learning positive and appropriate behavioural skills. Trained staff implement holistic approaches to respond and support the children and their families to assist in family strengthening. Kanyappa Healing Program offers a culturally aware and safe place for clients to meet with other women while practising mainstream and alternative ways of healing. Basic Crystal Healing, Meditation, Yarnin' Circle, Basket Weaving, Art & Craft and counselling is offered to community members (by appointment only).. Language/ Arts/ Culture Aboriginal Youth Action Committee (AYAC) AYAC is to assist young Aboriginal people develop their own local committee, so that they are taught good governance and participate in decision processes and planning for the betterment of their community.</p>


Management / Funding	Kura Yerlo Incorporated is a leading not for profit Aboriginal owned and controlled community organisation with a Board of Management. Community Centres SA Inc member
4. Camp Coorong Cultural Museum, SA 10km south of Meningie, 8575 1557 http://www.ngarrindjeri.org.au/camp-coorong	
Purpose/ Aims	Camp Coorong offers various activities to suit any person or group wishing to learn more about Aboriginal History, Arts, Crafts and the environment within the Ngarrindjeri region. The idea of the development of Camp Coorong was a vision the Ngarrindjeri people had back in 1985. They believed that they needed a place where people can come to learn about Ngarrindjeri heritage and culture. They believed that this would lead to non-Aboriginal people developing a better understanding of Ngarrindjeri traditions and relationships to the land, waters, trees, plants and animals Camp Coorong allows visitors to ... <ul style="list-style-type: none"> • Hear about Ngarrindjeri's connection to country and culture • View a midden site and talk about burial grounds • Learn the art of basket weaving • Learn about the environment, animals, medicine and food plants of the Coorong by going on a nature walk with Ngarrindjeri elders • Talk to Ngarrindjeri Aboriginals about present day Ngarrindjeri Culture • View videos and visit the cultural museum • Go on Field trips to Southern and Northern ends of the Coorong
Programs- Public	Camp Coorong is an education centre that has existed since 1985 and specialises in cultural education, race relations and reconciliation . It is operated by the Ngarrindjeri Lands and Progress Association and is the centre of much Ngarrindjeri educational activity
Management / Funding	Ngarrindjeri Lands and Progress Association


<p>5. Arts Ceduna, SA (formerly known as the Tjutjuna (Ceduna) Aboriginal Arts and Cultural Centre)</p> <p>2 Eyre Highway Ceduna, SA 8625 2487</p> <p>https://www.facebook.com/pg/cedunaaboriginalartsandculturecentre/about/?ref=page_internal</p> <p>https://www.artsceduna.com.au/</p> <p>https://streakybay.com.au/business/the-tjutjuna-ceduna-aboriginal-arts-and-cultural-centre/</p>		
<p>Purpose/ Aims</p>	<p>Opening in 2001, the Centre is an initiative and achievement for the Aboriginal community of Ceduna and the Far West Coast region, including Arts Ceduna, situated at the Ceduna Arts and Culture Centre (CAACC) sells artwork on behalf of at least 136 artists in the Far West region of South Australia. Currently Arts Ceduna is one of the programs managed by the Ceduna Aboriginal Corporation (CAC), providing economic and artistic development opportunities to artists in the CACs' outreach communities.</p>	
<p>Programs – Aboriginal only</p>	<p>The centre provides new skills workshops, training, materials, a working environment and facilities for the production of Indigenous visual arts. It is also an important venue for the promotion and selling of individual artists work. Eyre Futures work in collaboration with the Ceduna Aboriginal Corporation to provide training in food and hospitality for young Aboriginal youth at Bernadettes Cafe in the outdoor space. The centre has given Indigenous artists as far as Oak Valley, Maralinga, Yalata, Koonibba and Ceduna somewhere to display and sell their art works creating additional indirect flow-ons into the Aboriginal communities. At the Language Centre you can enjoy and experience the local Indigenous Languages. Visitors can hear the spoken Wirangu and Kookatha Language on CD. The Language Centre is a vital resource for preserving and reviving the endangered languages of the Wirangu, Kookatha and Mirning people of the Far West Coast of SA.</p>	
<p>Programs- Public</p>	<p>Shop https://www.artsceduna.com.au/shop/ Exhibitions</p>	
<p>Management / Funding</p>	<p>Ceduna Aboriginal Corporation (CAC) Plans to develop as a commercial entity</p>	


<p>6. Warradjan Aboriginal Cultural Centre , NT</p> <p>Kakadu National Park, Kakadu Hwy Jim Jim NT 08 8979 0145</p> <p>http://kakadunationalparkaustralia.com/Warradjan-Aboriginal-Cultural-Center.htm https://www.facebook.com/warradjanculturalcentre/ http://www.kakadutoursandtravel.com.au/info/warradjan-cultural-centre/ http://www.environment.gov.au/system/files/resources/899d50be-db91-4ddd-ac04-5e414c82a8e9/files/bowali.pdf</p>		
<p>Purpose/ Aims</p>	<p>"Our Land Is Our Life" The people from Murumburr, Mirrar Gun-djeihmi, Badmardi, Bunitj, Girrimbitjba, Manilakarr, Wargol and other clans have combined to create an exciting and memorable exhibit. The exhibit touches on hunting techniques by the clans over different seasons, the recent history of the park, blood lines and marriage rights, tribal elder stories and the effects of white settlement in the Top End.</p> <p>The circular design of this cultural centre represents a Warradjan (pig-nosed turtle).</p> <p>"Come Look and Feel Our Culture" The Aboriginal traditional land owners (Bininj) of Kakadu National Park have wanted to tell the story about their culture for a long time. Through the displays and exhibitions you can gain an understanding of the Bininj and their country.</p> <p>Warradjan Gallery After you have journeyed through the display and explored the many facets of Bininj Culture, you can browse through a gallery of arts and crafts from Kakadu, Arnhem Land and Katherine regions, displayed for sale. The majority of artworks are produced by local artists of this country.</p>	
<p>Programs – Aboriginal only</p>		
<p>Programs- Public</p>	<p>Warradjan Gift Shop sells locally produced merchandise..</p> <p>The centre's large display provides detailed information about Aboriginal culture in Kakadu.</p> <p>Video room and gallery</p> <p>Cafe</p>	
<p>Management / Funding</p>	<p>The EPBC Act requires boards of management to be established for parks on Aboriginal land. The Kakadu Board of Management, which has an Aboriginal majority (10 out of 15 members), representing the Aboriginal traditional owners of land in the park, was established in 1989. The Board determines policy for managing the park and is responsible, along with the director, for preparing plans of management for the park. The management plan is the main policy document for the park and strives to balance strategic or long-term goals and tactical or day to day goals.</p>	


<p>7. Desart, NT</p> <p>11/54 Authur J Gallagher Centre: Reg Harris Lane: Alice Springs NT 8953 4736 Email: mail@desart.com.au https://desart.com.au/</p>	
<p>Purpose/ Aims</p>	<p>Desart is the Association of Central Australian Aboriginal Arts and Crafts Centres. The Desart program of activities is based on the principles of capacity building, better business practices, leadership and good governance across the three tiers of art centre operations – directors, art centre staff and artists. These principles are put into practice through professional development opportunities, accredited and non-accredited training, and tailored workshops with professional facilitators, building networks, support and mentoring. Our team designs the Desart annual program to anticipate and meet the needs of our members. We source input from our members face-to-face, via surveys and call-outs, we also draw on our collective industry expertise and extensive national and international professional networks to identify and deliver relevant new opportunities and find better ways to do things.</p>
<p>Programs – Aboriginal only</p>	<p>Art and art Centres: member Art Centres https://desart.com.au/member-art-centres/ Desart member art centres are Aboriginal owned and controlled. They are professionally managed to ensure ethical support for the production, marketing and distribution of authentic Aboriginal art. When an artwork is sold from an art centre, most of the funds go to the artist and a small portion is invested back into the art centre for operational costs and community programs. Advocacy, Business Support, Training and employment, Promotion and marketing.</p>
<p>Programs- Public</p>	<p>The Desert Mob exhibition is a unique celebration of the vibrancy of Aboriginal art from the region. The Desert Mob Symposium brings artists from the Desart member art centres together with special guests for a day of inspiring stories. It offers audiences a window into the Aboriginal art centre world and the artists at its centre, and it is a fantastic forum for connecting artists with existing and new audiences The Desert Mob MarketPlace is a vibrant art market held on the Saturday of Desert Mob Weekend. The vibrant and bustling MarketPlace atmosphere provides an opportunity for buyers to interact directly with artists and art centre staff and to purchase high-quality works of art for under \$500.</p>
<p>Management / Funding</p>	<p>Established in 1992, incorporated in 1993, independently governed Aboriginal Art and Craft Centres representing 8000 artists. Desart is governed by a 10 member Aboriginal executive committee elected from the membership regions and currently employ 7 staff, servicing a membership area of 1.221 million square kms. (from annual report 2016/17 - As a non-profit organisation Desart relays on a variety of funding sources for its programs and core operations. In 2016–2017 Desart continued to be supported by the Commonwealth and NT governments, the Australia Council for the Arts, philanthropic and commercial sponsors.</p>

	<ul style="list-style-type: none"> - The Indigenous Visual Arts Industry Support (IVAIS) program – Australian Government - Australia Council for the Arts for our annual Desert Mob program - The Northern Territory Government Arts and Programs Strategy (NTAPS) - Arts Queensland through the Queensland Government, - Centrecorp Foundation - obtained seed funding for the newly completed Docker River art centre. Funding to source start-up materials and a salary for an art centre manager were matched by the Ministry for the Arts, - Copyright Agency Cultural Fund - grant from the Tim Fairfax Family Foundation - Industry Skills Advisory Council NT (ISACNT)
<p>8. Larakia Nation, NT</p> <p>76 Dick Ward Dr, Coconut Grove NT 0810 08 8948 3733 reception@larrakia.com http://larrakia.com/</p>	
<p>Purpose/ Aims</p>	<ul style="list-style-type: none"> • protect Larrakia lands for Larrakia people, culture and country; • promote Larrakia language, law and culture; • secure the Larrakia Nation for the future, our children, our people and our Country; and • alleviate social and economic disadvantage for Larrakia. • to hold any titles to land • to encourage partnerships and joint venture relationships with other parties interested in using the traditional country • contribute to a process of reconciliation between Indigenous and non-indigenous people in Darwin
<p>Programs – Aboriginal only</p>	<p>Cultural Knowledge Unit - The Cultural Knowledge Unit helps preserve and develop Larrakia and other Aboriginal people’s cultural knowledge. We help community members to develop and sustain livelihoods based on this cultural knowledge, primarily through commercial activities such as cross cultural training and content for conferences.</p> <p>Community Services - Larrakia Nation has been supporting the local Aboriginal community through a wide variety of services since 1997. Our focus is on building community cohesion and resilience through supporting disadvantaged individuals and connecting them to the broader community. (Aged care; Housing; Emergency relief; Transport)</p> <p>Outreach services - Our outreach services are primarily aimed at Aboriginal visitors and homeless people, often known as long-grassers. We provide early intervention to divert people away from dangerous situations, contact with the criminal justice system, and link them with support services such as healthcare.</p>

	<p>Larrakia Rangers - The Larrakia Rangers are a long-running, urban-based Aboriginal ranger group. Larrakia Rangers work on a variety of community and commercial projects in environmental monitoring and management across Larrakia land and sea country. At the same time we train local Aboriginal people, primarily disadvantaged young people, in conservation and land management.</p> <p>Larrakia Advocay - We advocate on behalf of Larrakia individuals and the Larrakia community with government, businesses and NGOs. We are committed to preserving Larrakia country and culture and advancing Larrakia rights whilst developing business and employment opportunities for Larrakia people.</p>										
Programs- Public	Ceremony & Welcome to Country; Dance; Music; Cultural Knowledge talks; Pop-up exhibitions/ artists at work; arts based cultural workshops										
Management / Funding	<p>Larrakia Nation Aboriginal Corporation (LNAC) a large, progressive and professional Aboriginal organisation with a dual purpose: It is the representative organisation for the Larrakia people, the traditional owners of Darwin and is also a major service provider for Aboriginal people in the region. With a staff of around 85, three quarters of whom are Aboriginal, we are one of the largest Aboriginal employers in the region.</p> <table border="1"> <thead> <tr> <th>Funding Body</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Commonwealth Government</td> <td>\$1,276,105.00</td> </tr> <tr> <td>Northern Territory Government</td> <td>\$1,426,550.76</td> </tr> <tr> <td>Other funding</td> <td>\$1,939,037.86</td> </tr> <tr> <td>Total funding</td> <td>\$4,641,693.62</td> </tr> </tbody> </table>	Funding Body	Amount	Commonwealth Government	\$1,276,105.00	Northern Territory Government	\$1,426,550.76	Other funding	\$1,939,037.86	Total funding	\$4,641,693.62
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<p>9. Nyinkka Nyunyu, NT</p> <p>Tennant Creek NT Phone: 08 8962 2699</p> <p>http://www.nyinkkanyunyu.com.au/</p> <p>https://northernterritory.com/tennant-creek-and-barkly-region/see-and-do/nyinkka-nyunyu-art-and-culture-centre</p>											
Purpose/ Aims	<p>The Nyinkka Nyunyu art and culture centre is a community development project of Julalikari Council Aboriginal Corporation.</p> <p>It incorporates an art centre/gallery and culture museum, which provides visitors the opportunity to immerse themselves in local Warumungu culture, to learn about Aboriginal life, history and land in the Tennant Creek region</p> <p>The Centrewas developed through a comprehensive participatory planning process involving all Traditional Owners and the regional Aboriginal Community. It is community owned and driven.</p>										

	The aim is to ensure a continuation of community ownership of the project and to develop a sustainable management system.
Programs- Public	•
Management / Funding	Nyinkka Nyunyu is fully owned and operated by Aboriginal people from Tennant Creek. The Nyinkka Nyunyu art and culture centre is a community development project of Julalikari Council Aboriginal Corporation
10. Brambuk National Park & Cultural Centre, Vic 277 Grampians Tourist Road, Halls Gap Vic (03) 5361 4000 http://www.brambuk.com.au/index.htm	
Purpose/ Aims	Brambuk is about bringing life to the history and culture of the Jardwadjali and Djab Wurrung and aboriginal communities of south-western Victoria. Ownership of Brambuk is shared between five Aboriginal communities with historic links to the Gariwerd-Grampians ranges and the surrounding plains.
Programs- Public	<ul style="list-style-type: none"> • Children’s activities • didgeridoo workshops • bushfood tasting • boomerang painting & throwing. • school holidays activities • The Gariwerd Dreaming Theatre presents two award winning presentations: The 'Gariwerd Creation Story' depicts the Aboriginal legend of Tchingal the giant emu and Waa the crow and the formation of the Grampians/Gariwerd mountains.: 'Gariwerd a Cultural Landscape' illustrates the geology, flora and fauna, Aboriginal and European history and the various uses of the Grampian • School groups • Multiday School Camp Program • The Dreamtime Quest program based out of Brambuk is a journey based camp program for Victorian schools, where participants get an amazing opportunity to experience our indigenous culture, discover the land and participate in a number of purposeful adventurous activities such as abseiling, rock climbing and canoeing. • Bushfoods Café • Gift Shop • Brambuk operates two separate tours which showcase the Aboriginal heritage and exceptional environment of


	<p>the area.</p> <ul style="list-style-type: none"> • Backpacker accommodation • Function facilities
Management / Funding	<p>Ownership of Brambuk is shared between five Aboriginal communities with historic links to the Gariwerd-Grampians ranges and the surrounding plains. Brambuk is 100% Aboriginal owned and operated. It is a self sustainable operation of great pride to its communities, and known throughout Australia and the world.</p>
<p>11. Narana Aboriginal Cultural Centre, Vic 410 Surf Coast Hwy, Grovedale Vic http://www.narana.com.au/#home-section</p>	
Purpose/ Aims	<p>Narana Aboriginal Cultural Centre is a Non-For-Profit organisation which provides an Educational & Tourism focused destination committed to providing an introduction to Indigenous culture. Narana seeks to build understanding of Aboriginal history and culture in a welcoming, friendly and relaxed atmosphere, through personal interaction with groups, and individuals from all community backgrounds.</p>
Programs- Public	<p>Narana offer a large range of cultural programs to a widely varied client base</p> <ul style="list-style-type: none"> • Programs are developed to suit the interest, age, background of the visitors to the centre, whether they are primary school children or business people on 'time out' from a conference. • The cultural program experience includes plenty of 'hands on participation', and is not just viewing, but actually sharing in the richness of the Australian Aboriginal cultural background. <p>Aboriginal Stories for Kids</p> <ul style="list-style-type: none"> • Learn how to throw a returning Boomerang • Walk through native garden and learn about medicinal plants and bush tucker • Visit Emu's, Wallabies & Kangaroos. • Learn about the Dream time (Dancing, art and Stories) <p>Introduction to Aboriginal History</p> <ul style="list-style-type: none"> • Learn how to throw a returning Boomerang • Walk through native garden and learn about medicinal plants and bush tucker • Visit Emu's and Wallabies & Kangaroos. • Learn about the Dream time (Dancing, art and Stories)

	<p>Extensive Aboriginal Studies</p> <ul style="list-style-type: none"> • Learn how to throw a returning Boomerang • Walk through native garden and learn about medicinal plants and bush tucker • Visit Emu's and Wallabies & Kangaroos • An hour presentation/discussion of your chosen topic e.g Cultural awareness • Bush Tucker (Kangaroo & Damper) • Boomerang Painting <p>The Centre incorporates:</p> <ul style="list-style-type: none"> • Cultural Education Exhibition Building, • Art Gallery, • Narana Coffee Shop • Retail Outlet
<p>Management / Funding</p>	<p>As a division of the Uniting Aboriginal and Islander Christian Congress that is the Aboriginal arm of the Uniting Church in Australia. The organisations' emphasis is on building healthy relationships and developing a shared understanding. The Congress is wholly controlled by Aboriginal people and works with Aboriginal people building self-reliance and a new future. Narana's is dedicated to providing employment & training pathways for Indigenous Australians and currently 80% of Narana team members identify as Aboriginal or Torres Strait Islander heritage.</p>
<p>12. Muru Mittigar (Pathway to Friends), NSW</p> <p>356 Annangrove Road, Rouse Hill NSW https://www.murumittigar.com.au/</p>	
<p>Purpose/ Aims</p>	<p>Muru Mittigar is a not for profit organisation that seeks to advance Aboriginal culture, and in particular Darug culture, improving wellbeing and economic independence of Aboriginal people.</p>


	<p>Muru Mittigar is a leading Indigenous Social Enterprise, established in 1998 providing ‘real time’ employment and training opportunities in the workplace. Our ‘workplace’ extends across the eastern seaboard of NSW and we collaborate knowledge from community and business across Australia and overseas.</p>
Programs – Aboriginal only	<p>Finance Hub - Community Finance Hub provides financial support services to the local community both onsite and through outreach services Elders Luncheon</p>
Programs- Public	<p>Cultural Awareness Early Childhood Muru Mittigar offers Aboriginal Cultural experiences delivered as incursions to your Centre or excursions to our site in Penrith. This program runs for approximately 1 hour and is presented by Aboriginal staff</p> <ul style="list-style-type: none"> • A small culture talk including artefacts • A dreamtime story • Art knowledge presentation including ochre face painting • Song and dance • Basic language <p>Primary and High Muru Mittigar delivers Aboriginal Cultural experiences through excursions and incursions, for all schools ages ranging from early childhood to high school. We can adapt delivery to align with Key Learning Areas (KLA’s) per stage, or age group. Workshops include an introduction to Aboriginal Australia, our instruments, weapons and tools through cultural talks, Dreamtime storytelling, boomerang throwing, bush resource walks, didgeridoo* talks and traditional art.</p> <p>Teacher Professional Development Muru Mittigar is endorsed to provide NESA Registered Professional Development for teachers accredited at Proficient Teacher. The Cultural Awareness course aims to develop cultural sensitivity within the education sector, before we can have sensitivity to Cultural issues we need to understand why we have sensitivity in some areas with Aboriginal people. Within the course we aim to raise the awareness of how these issues can be discussed and respectfully worked with. Completing On Country Aboriginal Professional Learning will contribute up to 4 hours of NESA Registered PD addressing 1.4.2 and 2.4.2 from the Australian Professional Standards for Teachers towards maintaining Proficient Teacher Accreditation in NSW.</p> <p>School Holiday Program activity Public Cultural Talks – We explain the maps of Aboriginal Australia, the way of life and the protocols we lived by. We</p>

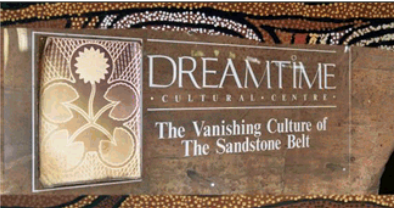

	<p>showcase the implements and weaponry that were used traditionally, explaining how they were made, when and why they were used and by whom.</p> <p>Bush Resources – Participate in a bush resource walk, where our guides will take you through the Muru Mittigar gardens, explaining the food, the healing properties and other resources found from native plants established onsite.</p> <p>Boomerang Throwing – Experience the ancient art of boomerang throwing in our beautiful bush setting, where our experienced staff can teach you how to throw the boomerangs and talk about the different uses for the boomerang.</p> <p>Aboriginal Art – Paint your own story to take home as a souvenir of your visit. Experienced and professional Aboriginal artists will assist you with designing your painting using traditional Aboriginal symbols. Learn different art styles and their meanings.</p> <p>While enjoying a cultural and memorable experience, you can visit our café and taste a variety of delicious meals or browse in our shop for didgeridoos, boomerangs, ceramics, clothing, jewellery and native jams and spices.</p> <p>Cultural Education Centre Museum</p>
<p>Management / Funding</p> <p>13. Yarrawarra Aboriginal Cultural Centre, NSW</p> <p>170 Red Rock Rd, Corindi Beach NSW 02 6640 7104</p> <p>https://www.yarrawarra.org.au/</p>	
<p>Purpose/ Aims</p>	<p>Yarrawarra Aboriginal Cultural Centre is a service of Gurehlgam Corporation Ltd since 2016. Originally established in 1987 by the Garby Elders, Yarrawarra, meaning happy meeting place, is an Aboriginal cultural, conference and accommodation centre and is proudly owned and operated on a not-for-profit basis by Aboriginal people, predominantly from the Gumbaynggirr language group.</p>
<p>Programs – Aboriginal only</p>	<p>Bush Tucker Plantation (off-site) Located just around the corner from Nuralamee, is a 3 acre Bush Tucker Plantation which has been developed and nurtured over a number of years and has the capacity to provide a considerable amount of the resources and ingredients required by both the Café and Nuralamee Kitchen as well as resources for many of the Cultural workshops and other experiences on offer.</p> <p>Art Shed (off-site) In the same area as the Bush Tucker Plantation, the Yarrawarra Aboriginal Corporation has a large shed that has historically been set up to provide local Aboriginal Artists with a studio environment to share experiences and</p>


	<p>knowledge and to enhance their artworks.</p> <p>Residential Dwellings (off-site) The Yarrawarra Aboriginal Corporation owns 11 residential properties between Coffs Harbour and Corindi Beach. These properties are available to rent by Corporation Members at a slightly lower than market rate. The properties are managed by Richardson & Wrench Real Estate in Coffs Harbour.</p>
<p>Programs- Public</p>	<p>Cultural Activities Gumbaynggirr Red Ochre Site Tour Bush Tucker and Medicine Walk Gumbaynggirr Fish Traps Site Tour Gumbaynggirr History Site Tour 3 hours Gumbaynggirr Women’s Site Tour 3 hours Screen Printing Clay Modelling Gumbaynggirr Lingo Lesson Music Workshop Dance Workshop Traditional Indigenous Fibrework Gumbaynggirr Creation & Stories Damper Baking & Tasting Bush Tucker Sampling Boomerang Artwork Indigenous Art Workshop Boomerang Throwing</p> <p>Nuralamee Conference & Event Centre The Jalumbo Keeping Place houses a cultural collection representing over 6,000 years of Aboriginal life on the mid-north coast of New South Wales. The collection was created through the Jalumbo Cultural Heritage Research Unit which was established by the Yarrawarra Aboriginal Corporation and the Garby Elders in 2001 to conduct cultural research and training, providing advice to local land managers on both Public and private land, and Marine Parks. Jalumbo also conducted cultural heritage surveys, oral history recordings, archive research and produced public interpretations such as books, reports and signage. The Wadjar Gallery opened in 1996 and is a cultural service of Gurehlgam Corporation Limited supported by Arts NSW, Australia Council for the Arts, Trade & Investment NSW, Museums & Galleries NSW, Regional Arts and other funding bodies. The Gallery aims to be a centre of excellence in Indigenous visual arts for the residents and visitors to the mid North coast and Northern Rivers region to promote access to and the understanding and development of the Gumbaynggirr culture and coastal Aboriginal visual arts.</p>


<p>Management / Funding</p>	<p>Accommodation</p> <p>Yarrawarra Aboriginal Corporation was established at Corindi Beach in the 1980's with the foundation membership of local Gumbaynggirr people retaining cultural continuity expressed through stories and events associated with specific sites in the local landscape. Its aim was to provide economic, social and cultural opportunities for the Aboriginal community based at Corindi Beach.</p> <p>Lot 170 Red Rock Road was purchased from the CH&DLALC to establish a Cultural Centre and leased another portion of land to grow vegetables and establish a workshop. During the 1990s, Yarrawarra Aboriginal Corporation purchased Lot 4, adjacent to Lot 170 on Red Rock Rd, and constructed a large number of buildings in the area. " Nuralamee" Accommodation and Conferencing Centre was opened in 1999.</p> <p>Yarrawarra Aboriginal Cultural Centre is a service of Gurehlgam Corporation Ltd since 2016.</p> <p>Originally established in 1987 by the Garby Elders, Yarrawarra, meaning happy meeting place, is an Aboriginal cultural, conference and accommodation centre and is proudly owned and operated on a not-for-profit basis by Aboriginal people, predominantly from the Gumbaynggirr language group.</p> <p>Yarrawarra has also established a range of partnerships with government agencies and is deeply involved in cultural land management. Yarrawarra has constructed walkways, conducted weed control and revegetation, as well as cultural research and education projects.</p> <p>The Garby Elders group was established in 1997 to empower the local Aboriginal Traditional Custodians. The Garby Elders have been extremely active with NPWS and other cultural land management agencies ensuring that cultural places and landscapes are protected and cared for.</p> <p>In the 21st century, Yarrawarra Cultural Centre is striving to become a first rate cultural ecotourism and education facility, with the Wadjar Art Gallery, Bush Tucker Cafe, and a range of cultural activities and information for day-visitors as well as Nuralamee Accommodation and Conference Centre. Yarrawarra focuses on Aboriginal and Islander people maintaining their Cultural Heritage and integrity and in turn gives a special gift to the rest of the world. The Yarrawarra Aboriginal Cultural Centre is proud to be open to the public so they can learn about and enjoy the unique Gumbaynggirr culture.</p>
<p>14. Armidale and Region Aboriginal Cultural Centre and Keeping Place, NSW</p> <p>96 – 104 Kentucky St Armidale, NSW Ph: 02 6771 3606 http://www.acckp.com.au/default.aspx</p>	
<p>Purpose/ Aims</p>	<p>Objectives</p>

	<ul style="list-style-type: none"> • To provide a cultural awareness and cross-cultural learning facility throughout the New England region. • Through education, to improve relationships within the Aboriginal and wider communities. • To help, support and encourage Aboriginal people to restore and keep their culture and heritage. • To work with and encourage other Aboriginal cultural activities, for mutual benefit. • To preserve and develop the Centre as a place of learning, through the preservation and exhibition of Aboriginal performing and visual arts. • To research and record oral history in the New England region. • To assist community arts and cultural groups. • To provide a showcase, and keeping place, for items of cultural and spiritual significance, concentrating on the New England region. • To act as a resource centre for Aboriginal history. • To provide educational programmes in Aboriginal culture for the schools of the region. • To conduct entrepreneurial activities in terms of (e) these objectives, to raise funds for the successful operation of the centre. • To seek, receive and administer grants from government and non-government agencies to assist in the successful operation and development of the centre.
Programs – Aboriginal only	Family History
Programs- Public	<ul style="list-style-type: none"> • Gallery • Café • Interactive children corner • musical section • local heroes display • historical room • lifestyles hallway • bush tucker walk • movie area • archaeological section • School holiday program • Cultural tours • Cultural activities/ workshops • Gift shop • Space for hire
Management / Funding	Registered organisation - Board of Custodians elected by members at Annual General Meeting – Board elects the Director

	<p>Funded by Armidale Dumaresq Council; Indigenous Visual arts Industry support program; Member of the Armidale Coalition of Aboriginal Peak Organisation</p>
<p>15. Tjapukai, Qld 4 Skyrail Drive, Caravonica (Cairns), Qld http://www.tjapukai.com.au/</p>	
<p>Purpose/ Aims</p>	<p>Tjapukai has been sharing the authentic culture and traditions of the local Djabugay people for the past 28 years, providing employment opportunities for their people and giving the performers immense pride in demonstrating their culture. From its inception, Tjapukai’s mission has been about giving Australians and international visitors the opportunity to experience authentic Aboriginal culture and interact with Traditional Owners. That mission now includes authentic Torres Strait Islander culture.</p>
<p>Programs- Public</p>	<ul style="list-style-type: none"> • HISTORY AND HEROES JOURNEY: A collection of short films and a photographic exhibition explore the diverse history of Australia’s Aboriginal and Torres Strait Islander people from the shattering impact of the Stolen Generation to our inspiring Indigenous heroes, both past and present. • Cultural Centre • Cultural Village • Canopy Breezeway • Bundarra Dingal Theatre • Flame Tree Bar & Grill. • Boomerang Gift Shop. • Catering • Venue Hire
<p>Management / Funding</p>	<p>From its inception, the Tjapukai Aboriginal Cultural Park has been a co-operative and consultative venture with the local aboriginal people. It is a true partnership owned by the Djabugay and Yirrgandyji people, Indigenous Business Australia, the Chapman Group and Freeman Productions. The Aboriginal people own the land occupied by the park.</p>

<p>16. Dreamtime Cultural Centre, Qld</p> <p>Bruce Hwy, Rockhampton Qld</p> <p>https://www.dreamtimecentre.com.au/</p>		
<p>Purpose/ Aims</p>	<p>It is recognised that the original occupants of the land were the Darambul Tribe. The choice of this particular piece of land is therefore appropriate as it still contains the traditional “ceremonial rings” of the Darambul Tribe.</p>	
<p>Programs- Public</p>	<ul style="list-style-type: none"> • Guided tours • Didgeridoo – the Didgeridoo player performs in an enclosed cave area. As well as being entertaining, this tour will also be very informative as the guide will explain the various techniques of making and changing the sound of the didgeridoo. • Torres Strait Islander Village – the Torres Strait Islanders have a unique culture of their own. The informed tour guide explains the Islanders traditional lifestyle and beliefs. During the tour of the Torres Strait Islander Village, the tour guide takes the visitors through a giant Dugong complex which displays artefacts and building materials of the Torres Strait Islander People. • Djarn Djarn Dancers – translated into Aboriginal means ‘mens dance group’ is Dreamtime own traditional dance group. The group performs during the school holiday period and at requested times. (conditions apply) • Boomerang – a well skilled guide will show you the finer art of throwing the returning boomerang. The guide then provides the tourist a chance to show their wares. • Merchandise Store • Convention Centres • Bimbi Artefacts Shop • Art gallery • Fully secured storage area for valuable and sacred material • Board room and Staff Training area 	
<p>Management/Funding</p>	<p>The Rockhampton City Council and the Central Queensland Aboriginal Corporation for Cultural Activities entered into an agreement, which provides long term tenure for the centre.</p>	
<p>17. Jellurgal Cultural Centre, Qld</p> <p>1711 Gold Coast Highway, Burleigh Heads, Qld</p> <p>http://jellurgal.com.au/pages/about-us.php</p> <p>http://www.kalwun.com.au/</p>		

<p>Purpose/ Aims</p>	<p>Jelluralg Aboriginal Cultural Centre, Tours and Information Hub is an initiative of Gold Coast-based Kalwun Development Corporation, which provides a range of services and facilities for the Gold Coast's community of Aboriginal and Torres Strait Islander people, in areas including housing, health, aged care, child protection and more.</p> <p>The development of the Jelluralg, Cultural Centre fulfils Kalwun's moral responsibility to preserve, promote and share Aboriginal culture. Jelluralg is the Gold Coast's <i>only</i> dedicated Aboriginal Cultural Centre and is fully owned and operated by the local Aboriginal community.</p>
<p>Programs- Public</p>	<p>Jelluralg Aboriginal Cultural Centre offers insight into the spirituality and society of the Yugambeh Aboriginal people through:</p> <ul style="list-style-type: none"> • Guided tours • Significant site tours • History and cultural programs • Meeting traditional owners • Dreamtiem stories • Traditional bush foods • Ecological practices • Traditional artwork demonstrations • Gift shop • Welcome to country ceremonies
<p>Management / Funding</p>	<p>Jelluralg Aboriginal Cultural Centre, Tours and Information Hub is an initiative of Kalwun Development Corporation Ltd.</p>
<p>18. Walyalup Aboriginal Cultural Centre, WA</p> <p>12 Captain's Lane, Fremantle http://www.fremantle.wa.gov.au/wacc http://www.derbarnara.org.au/index.htm</p>	
<p>Purpose/ Aims</p>	
<p>Programs- Public</p>	<ul style="list-style-type: none"> • Throughout the year, workshops are held at the WACC coinciding with the traditional 6 Nyoongar seasons • The WACC offers comfortable rooms for hire, ideal for community groups, individuals or businesses • Learn about Aboriginal history and culture

	<ul style="list-style-type: none"> • Learning about the Aboriginal Dreamtime • Observe Aboriginal art and craft being created • Gift shop
Management / Funding	City of Fremantle Council Organisation: Noongar Arts Aboriginal Corporation WA
<p>19. Tiagarra Aboriginal Culture Centre and Keeping Place, TAS</p> <p>Mersey Bluff - Devonport, Tas Ph: (03) 6424 8250</p> <p>https://www.facebook.com/pages/Tiagarra-Aboriginal-Culture-Centre-Museum/153470998017854</p> <p>https://tiagarra.weebly.com/</p>	
Purpose/ Aims	TIAGARRA is one of the oldest Aboriginal operated Museum and Keeping Places in Australia (officially opened on 16 October 1976). The Centre has a strong focus on cultural heritage activities.
Programs – Aboriginal only	Provides comprehensive and high quality services which promote, protect and improve the well being of the Aboriginal and Torres Strait Islander people, their families and friends living in the Mersey Leven (Punnilerpanner) Country on the North West Coast of Tasmania. This includes health and aged care, family support, youth drug & alcohol support, sport and fitness program.
Programs- Public	TIAGARRA is currently open by appointment, for school and group tours of 10+ people. The organisation has a strong focus on cultural heritage activities with a library and resource material and operates a cultural heritage education centre that is combined with a tourist operation known as Tiagarra ‘Keeping Place’ Museum at Mersey Bluff, Devonport, leased from the Devonport City Council. SRAC also manages two other areas of leased land (546ha at Marshalls Hill and Panatana known as Munginabitta’s Country on the Rubicon Estuary) and all are used for a range of cultural heritage activities. One of the important aims is to increase knowledge about Indigenous cultural heritage through awareness and education activities for its members and for the wider community and hosts visiting Indigenous people and friends from other Australian states and from overseas.
Management / Funding	Tiagarra’s grounds and buildings sit across both Council and Crown land, and the purpose built Cultural Centre/Museum buildings have been leased to the Six Rivers Aboriginal Corporation (SRAC) and its progenitor, the Mersey Leven Aboriginal Corporation (MLAC) since the mid 1990s. Prior to this the Council funded the Centre’s

	<p>construction (1975 - 76) and operations</p> <p>The Six Rivers Aboriginal Corporation (SRAC), formerly the Mersey Leven Aboriginal Corporation established in 1992, is incorporated as per the Corporation of Aboriginal & Torres Strait Islander Act 2006. It is a not-for-profit, charitable institution that is managed by a Chairman and a Board, all volunteers, who are elected annually by its members who are of Aboriginal or Torres Strait Islander descent.</p>
<p>20. Yarramundi Cultural Centre, ACT</p> <p>245 Lady Denman Drive, Yarramundi Reach, Acton ACT ph: (02) 6213 0700 http://www.canberratracks.act.gov.au/heritage-trails/track-1-ngunnawal-country/yarramundi-cultural-centre http://www.communityservices.act.gov.au/atsia/cultural_centre</p>	
<p>Purpose/ Aims</p>	<p>The ACT Aboriginal and Torres Strait Islander Cultural Centre is a unique piece of Canberra’s history. Originally the temporary home of the National Museum of Australia the site was handed to the ACT Government for an Aboriginal and Torres Strait Islander Cultural Centre in 2000</p>
<p>Programs- Public</p>	<p>It is a perfect location for hosting events such as meetings, conferences, workshops and other private functions like weddings, promotional stalls, small scale musical performances, and Christmas functions. The Burunju Aboriginal Art Gallery is open Monday to Saturday</p>
<p>Management / Funding</p>	<p>The Yarramundi Cultural Centre (previously known as the Aboriginal and Torres Strait Islander Cultural Centre) is now managed by the ACT Property Group, which provides accommodation services on behalf of the ACT Government.</p> <p>The Yarramundi Cultural Centre is a unique piece of Canberra’s history. Originally the temporary home of the National Museum of Australia the site was handed to the ACT Government for an Aboriginal and Torres Strait Islander Cultural Centre in 2000.</p>



'The Meeting Place' by Discover the artist within' Pooraka Farm Community Centre

Aboriginal Cultural/ Tourism Centres

Examples of Principles and Values

Concept

To seek input on principles and values for a tourism and cultural centre in Salisbury showcasing the culture and heritage of Aboriginal people of the Northern Adelaide Plains.



Frank Wanganeen – Reconciliation in the North Morning Tea

Principles

Identify concepts that form the foundation for determining the criteria for scoping and developing the Aboriginal Cultural and Tourism Centre for the Northern Adelaide Plains area.



'Together Woven' Greenfields Wetlands

Principles Examples

- Learning about culture and country
- Place for Aboriginal people to engage with culture
- Showcasing cultural heritage
- Education programs for students/ teachers
- Training/ employment opportunities for Aboriginal people
- Business development and opportunities
- Partnerships/ joint ventures

Values

Identify concepts for an Aboriginal Cultural and Tourism centre based on perceptions related to: ideals/benefits/ qualities/ importance/ significance; for an Aboriginal Cultural and Tourism Centre for the Northern Adelaide Plains area.



Values examples

- Reconciliation between Aboriginal and non-Aboriginal people
- Culturally aware and safe place
- Place of learning/ learning on Country
- Increase cultural awareness
- Celebrate Aboriginal culture and heritage
- Preserve, promote and share Aboriginal culture and heritage

Scoping consultation

- What are key elements for a vision for the centre?
- What are the guiding principles for scoping the concept?
- What are foundation values for the Centre to be based on?
- What are some models or examples of centres and the lessons/ ideas we can take from these?
- What opportunities could the Centre focus on?
- What types of programs/ activities could be based at the centre?



Tapa Wardlipari signage – Kaurana Park

ITEM	TVSC5
	TOURISM AND VISITOR SUB COMMITTEE
DATE	14 May 2019
HEADING	Augmented Reality Gaming
AUTHOR	Charles Mansueto, General Manager Business Excellence, Business Excellence
CITY PLAN LINKS	3.2 Have interesting places where people want to be. 3.3 Be a connected city where all people have opportunities to participate. 3.4 Be a proud, accessible and welcoming community.
SUMMARY	This brief report provides the committee with information on Augmented Reality Gaming and the opportunity it may bring to the City of Salisbury

RECOMMENDATION

1. Information be received

ATTACHMENTS

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

1. Augmented Reality Gaming in the City of Salisbury

1. BACKGROUND

- 1.1 A Council staff member involved in Augmented Reality (AR) gaming recently made the organization aware of the opportunity AR gaming could bring to the City of Salisbury Community.
- 1.2 Attached to this report is a summary AR gaming, the opportunities and how AR gaming operates.
- 1.3 As noted in the attachment the gaming is fluid and played by many people, with the major opportunities being some of the larger organized events.
- 1.4 The information is being presented to the committee to increase awareness of the opportunity and potentially, subject to interest from the community, pursuing further with the relevant stakeholders.

2. CONCLUSION / PROPOSAL

- 2.1 The committee is asked to consider and discuss the opportunity.

CO-ORDINATION

Officer:

Date:

Augmented Reality Gaming in the City of Salisbury

Who are we?

- All nationalities
- Able and disabled
- Aged 3 to 90. Regular players age group is aged 20 to 60
- All genders
- Individuals, families, friends and groups of strangers
- Salisbury Residents and visitors from other Councils and including interstate and overseas visitors.

What are we doing?

Playing Augmented Reality games such as Pokemon Go, Ingress, Draconius Go, Jurassic World and soon Harry Potter: WizardsUnite.

How many people are there?

There is no way of counting the number of people who play. We see thousands playing just in the three northern council areas and from social media we know millions play around the world.

Why are we playing in Salisbury?

Salisbury has good assets such as parks, historical monuments, art and public buildings . These are in-game features that we interact with.

Where do we play in Salisbury?

Organised events occur in the Salisbury City Centre, Mawson Lakes Uni and Mawson town centre. Every-day play is in every square inch of the city.

When do we play?

Individuals play when they want to but the game is open 24/7 365 days a week for anybody who chooses to play.

Events occur in-game:

- once per month (There is one happening on May 19 from 3-6pm at Mawson Uni).
- once a week at certain locations such as the Art Sculpture across the road
- for one week periods at random times

Is it only Salisbury where the game is played?

The game is played worldwide. In SA the most active and largest group of players is in Salisbury, Playford, Tea Tree Gully and Adelaide. Regional centres are also good places to play. Any player can play anywhere they physically are so players will play in every Council area they visit when they go about their daily lives.

Are we an organised group?

There is no committee or structure. We communicate via social media. Groups of people are needed to play during events. There are no rules about who can participate so there is no membership. The coming together of people is fluid and the people participating changes every minute. I am part of a group of interested individuals who want to approach every council with the same message.

Why do we want you to know about us?

Council assets are essential to our play. We want you to know that how Council manages their assets affects how we play the games.

We can influence the game makers to host events in our city that can increase tourism and visitors. But we can only do it with Council representation and backing.

These AR games encourage healthy communities by getting out and walking and playing with family and friends. The games also encourage new friendships via gameplay.

By supporting AR games more residents and visitors will interact with council facilities, services and local business offerings. Together we can increase economic development by increasing tourism.

What do we want?

We would like to open lines of communication with Council so we can work together to develop in-game assets and take advantage of a growing community that has potential to benefit council in many ways. AR games will only increase in future and if Council were to start now this could influence policy and play a part in the future digital strategy.