

AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

10 SEPTEMBER 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 Community Experience and Relationships, Ms J Kushnir Administrative Coordinator - Business Excellence, Mrs M Potter

APOLOGIES

An apology has been received from Cr L Virgo.

LEAVE OF ABSENCE

PRESENTATION OF MINUTES

Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 09 July 2019.

CLOSE



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

9 JULY 2019

MEMBERS PRESENT

Cr M Blackmore (Chairman) Mayor G Aldridge (ex officio)

Cr K Grenfell Mr J Pinney

Cr D Proleta (from 5.07 pm)

Mr D Waylen

Cr J Woodman (Deputy Chairman)

OBSERVERS

Cr C Buchanan (from 4.42 pm)

STAFF

Chief Executive Officer, Mr J Harry (from 4.53 pm) General Manager Business Excellence, Mr C Mansueto Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 4.34 pm.

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

APOLOGIES

Apologies were received from Cr S Reardon and Mr L Virgo.

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Mayor G Aldridge Seconded Cr K Grenfell

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 14 May 2019, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 Future Reports for the Tourism and Visitor Sub Committee

Moved Cr J Woodman Seconded Cr K Grenfell

1. The information be received.

CARRIED

Mr J Pinney left the meeting at 4.59 pm. Mr J Pinney returned to the meeting at 5.06 pm.

TVSC2 Topics for consideration by the Sub Committee

Moved Cr D Proleta Seconded Mayor G Aldridge

- 1. That the information be received
- 2. That the Discover Salisbury Events Calendar be included in the September 2019 meeting agenda for consideration by the subcommittee.
- 3. That briefings on the other topics be scheduled on future agendas of the Tourism and Visitor Subcommittee as noted in Section 3.6 of this report.
- 4. A report be brought back to the Sub Committee regarding signage for properties of historical significance.
- 5. St Kilda kiosk be nominated as one of the sites to include in the information kiosk project and also provision of display brochures.

CARRIED

OTHER BUSINESS

Nil

The meeting closed at 5.34 pm.

DATE.....

ITEM TVSC1

TOURISM AND VISITOR SUB COMMITTEE

DATE 10 September 2019

HEADING Future Reports for the Tourism and Visitor Sub Committee

AUTHOR Michelle Woods, Projects Officer Governance, 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.

RECOMMENDATION

1. The information be received.

ATTACHMENTS

There are no attachments to this report.

1. BACKGROUND

- 1.1 A list of resolutions requiring a future report to Council is presented to each sub committee and standing committee for noting.
- 1.2 If reports have been deferred to a subsequent month, this will be indicated, along with a reason for the deferral.

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 The following table outlines the reports to be presented to the Tourism and Visitor Sub Committee as a result of a Council resolution:

Meeting -	Heading and Resolution	Officer
Item		
22/07/2019	Topics for consideration by the Sub Committee	Craig Johansen
1.0.2	4. A report be brought back to the Sub Committee	
TVSC2	regarding signage for properties of historical	
	significance.	
Due:	November 2019	

Page 5
Tourism and Visitor Sub Committee Agenda - 10 September 2019

4. CONCLUSION / PROPOSAL

4.1 Future reports for the Tourism and Visitor Sub Committee have been reviewed and are presented at this point in time.

CO-ORDINATION

Officer: Exec Group Date: 02/09/2019

ITEM

TVSC2

TOURISM AND VISITOR SUB COMMITTEE

DATE 10 September 2019

HEADING Augmented Reality Gaming Update

AUTHOR Lynette Paltridge, IT Service Delivery Manager, 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 At the Tourism and Visitor Subcommittee meeting held on 14 May

2019, an action out of item TVSC5 (Augmented Reality Gaming) was to investigate possible linkages between augmented reality gaming and Council run events. This report contains information on possible ways to attract some of the 12,000+ South Australian augmented reality gaming community into the City of Salisbury

region.

RECOMMENDATION

1. That the information be received.

2. When planning major events, consider if appropriate to create an in-game event to increase attendance.

ATTACHMENTS

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

- 1. Pokemon Go Locations Mawson Lakes
- 2. Pokemon Go Locations City of Adelaide
- 3. Pokemon Go Locations Port Adelaide
- 4. Pokemon Go Locations Salisbury

1. BACKGROUND

- 1.1 A member of the local augmented reality gaming community envisioned an opportunity to improve the gaming experience for players while also increasing interaction and use of physical City of Salisbury assets, especially in the city centre area.
- 1.2 Discussions with members of the executive team and the Mayor of the City of Salisbury resulted in a report to the Tourism and Visitor Sub Committee on 14 May 2019.

1.3 The Tourism and Visitor Sub Committee action item TVSC5 (Augmented Reality Gaming) asked for further information on opportunities with augmented reality gaming and linkages to other Council run events.

2. CONSULTATION / COMMUNICATION

2.1 Internal

2.1.1 Team Leaders of three teams (Parks and Open Space Assets team, Events team and Information, Learning & Technology team) and the Acting Manager Communications and Customer Relations were all engaged in discussing various possibilities and impacts for the enablement of augmented reality (AR) gaming with the City of Salisbury.

2.2 External

- 2.2.1 Game developer Niantic has been consulted to determine requirements for events.
- 2.2.2 Local gaming communities, forums and players were consulted to determine their appetite for any possible events and City of Salisbury assets that would encourage them to visit or return to the City of Salisbury region and key locations within it.

3. REPORT

3.1 Augmented reality (AR) and augmented reality gaming

- 3.1.1 Augmented reality (AR) is a technology that combines a computergenerated image and a real world view, allowing users of the technology to interact in the real world with these computer-generated images.
- 3.1.2 Augmented reality differs from virtual reality (VR) as it maintains interactions with the real world, whereas virtual reality completely disconnects users from their physical environment.
- 3.1.3 There are various social applications for augmented reality from education, marketing and photo filters through to gaming.
- 3.1.4 Augmented reality games interact with the environment in several ways. Some scan the environment and then superimpose games or characters over the top while others actively encourage interaction with the physical environment.
- 3.1.5 Most augmented reality games are for individual players and not focused on physical interaction with other players.
- 3.1.6 While there are a large number of developers working in the augmented reality area, there are very few focused on the gaming sector promoting in-person social interactions and interactions with the physical environment.
- 3.1.7 A 2017 South Australian based survey¹ of augmented reality players showed that of all the augmented reality games available 85% were playing games created by the developer Niantic with 65% playing Pokémon Go.

Page 8 City of Salisbury

- 3.1.8 Niantic is the largest augmented reality game producer in the world, releasing the game Ingress in 2012. Ingress was the first ever location based augmented reality game, introducing specific computer-generated interactions based on the physical location of the player which created a mobile game playing community.
- 3.1.9 There are over 12,000 players of Niantic games in South Australia that are an active part of community play. This number is based on online groups and discussion forum memberships.

3.2 General gameplay (Niantic based games)

- 3.2.1 Gameplay involves collecting the key elements involved in the particular game
- 3.2.2 These items can only be collected by visiting a physical attraction or point and then interacting with it within the game.
- 3.2.3 The more points interacted with, the better the results within the game.
- 3.2.4 When working in teams at key locations better results are achieved, including the collection of rare items.
- 3.2.5 Interactions cannot be continuous and require time before working again.
- 3.2.6 Players tend to move from one location to the next in a type of trail to enable continuous gameplay.
- 3.2.7 Players tend to play more in locations where this type of trail can be followed and will travel to get to these locations.
- 3.2.8 Key locations within the games are created based on requests submitted by the playing community, however, they must meet the criteria of being available to the public for all players and must be significant such as:
 - Historic markers
 - Statues
 - Public Art Installations
 - Murals
 - Significant buildings and places
 - Unique local business
- 3.2.9 South Australian players responded to a 2017 survey sharing that they utilise a lot of council provided facilities, but primarily walking paths (89%), seats and benches (82%) and shade trees (81%).

3.3 Augmented reality gaming events

- 3.3.1 In-game events
 - There is often significant events setup within the game that have special rewards for participation including the ability to collect rare creatures that are not available in normal gameplay.
 - To participate, there is the requirement to be in the physical location of the event.

Page 9
Tourism and Visitor Sub Committee Agenda - 10 September 2019

- Major events are held worldwide and attract thousands of players at each location.
- Major events attract many of the augmented reality gaming community to travel significant distances, sometimes even overseas travel, to particate.
- There are frequent in-game smaller events that run for shorter periods (3-4 hours) and can be either focused on a specific physical area or a limited time to encourage more players into general gameplay at a specific time for a given time period.
- An in-game walk event held in 2016 saw over 5000 people attend the Sydney event and around 500 to the same event in Melbourne.

3.3.2 Pokémon GO Mawson Lakes Community Day

- There are currently monthly gatherings of Pokémon GO players in Mawson Lakes. Each month sees around 100 players utilising the area around UniSA and The Mawson Centre.
- These gatherings are centred around the in-game community events.
 These events are designed to get players out into the community, playing directly with other players and becoming immersed with their environment.
- This area has been identified as suitable by the group due to the proximity of significant in-game attractions to each other, in effect creating an in-game 'walking trail' around the area.
- These in-game attractions are all based on physical City of Salisbury assets and UniSA buildings such as historical markers, key buildings and public artworks.
- It has been highlighted by members of this group that there is often only one option available for the purchase of food and drink.
- 3.3.3 Council has held Pokemon events at Len Bedeall library and is also involved in E-Sports through Twelve25.

3.4 Augmented reality gaming in tourism and community

- 3.4.1 No South Australian councils have been identified who have created tourism opportunities utilising the augmented reality gaming platform.
- In the 2017 augmented reality players survey², players shared that twice as many players are active in City of Adelaide vs the City of Salisbury.
- 3.4.3 City of Salisbury is the council with the third highest playing numbers behind City of Adelaide and City of Port Adelaide Enfield.
- 3.4.4 Maps showing key in-game locations (attached) show that density of ingame attractions is significantly higher for both City of Adelaide and City of Port Adelaide Enfield than City of Salisbury.
- 3.4.5 Adelaide Zoo has created a Pokémon GO map to encourage players into the zoo and experience gameplay and all the zoo has to offer (https://www.adelaidezoo.com.au/pokemongo/).

Page 10 Tourism and Visitor Sub Committee Agenda - 10 September 2019

- 3.4.6 A preliminary search has not been able to identify any other Australian local, state or federal government organisations utilising augemented reality as tourism platform.
- 3.4.7 A number of US state and local government organisations have found that Pokemon Go events, promotions and educational classes have increased revenue, public attention and drawn more visitors to the area, especially young travelers^{3.} Examples of these are the Dallas Arboretum and Botanical Garden, the National Park Service and the Denver Zoo.
- 3.4.8 Research at West Virginia University has shown Pokémon GO and similar mobile augmented reality games bring people together. In fact, unlike social media, where users are spending significant amounts of time just browsing without posting or interacting with others, mobile augmented reality games create face-to-face interactions. Mobile augmented reality games enhance real-life social interaction, which might signify a social media trend back toward real-world networking and meeting with friends⁴.

3.5 Saftey

- 3.5.1 There are some safety considerations of game play related to augmented reality games.
- 3.5.2 There are in-game warnings regarding not entering dangerous places, not playing the game while driving and not trespassing.
- 3.5.3 Additional thought should be given to the path that players are encouraged to follow to ensure no inadvertant or unforeseen incidents occur. Examples could be to limit the number of roads players are encouraged to cross during game play, or avoiding leading players into areas with inadequate lighting.

3.6 Opportunities

3.6.1 There are several opportunities to attract some of the 12,000+ game players into the City of Salisbury area based on general gameplay and events.

3.6.2 Communication linkages to the gaming community

- There is an active augmented reality gaming community, and the creation of communication channels could help the City of Salisbury determine suitability for proposed plans.
- By the City of Salisbury working closely with the augmented reality community, it would allow cross-promotion of any outcomes.

3.6.3 Walking trails

• The installation of physical City of Salisbury assets in the categories described in 3.2.8, in a way that creates walking trails in selected key areas (e.g. Salisbury City Centre; Salisbury Oval redevelopment and Bridgestone Park) could promote game players to travel to those areas.

Page 11 Tourism and Visitor Sub Committee Agenda - 10 September 2019

- These physical City of Salisbury assets could also be used to promote the life and contribution of volunteers, clubs or historical events/sporting events that have occurred in the City of Salisbury, even for non-game players.
- Further investigation is required; however, it is believed that these type of physical City of Salisbury assets could cost around \$1,800 each dependent on the type of asset.
- Any assets created should be able to be utilised by the general public as well as those playing augmented reality games. This utilisation could be appreciation of art, sharing of historic events and people or general usage.
- There is no current or future budget planned for the installation of these type of physical assets.

3.6.4 City of Salisbury events

- No investigation has occurred into the required lead time to align ingame and City of Salisbury events.
- It could be possible to align in-game events with the major City of Salisbury hosted events such as the opening of the new Salisbury Community Hub (pending investigation into required timeframes) or the Salisbury Secret Garden.
- By working with game developers, rare collectors items could be available at these events, attracting players who may not have otherwise visited the area.
- It could be possible to run events where gameplay is taught, including tours of the area for best gameplay locations. Introducing more players and showing the benefit of playing in City of Salisbury locations could increase the ongoing gameplay in the area and increase the exposure of local attractions. These events could align with council events, in-game events or be stand-alone.

3.6.5 **In-game events**

- Consider working with local businesses during in-game events to assist in maximising economic benefit.
- Consider offering opportunities to local clubs or charities to offer food and drink options at locations known to be frequented during in-game events.

3.6.6 **Maps**

• The creation of a promotional map that highlights the key in-game location along with key local attractions, could help highlight the best gameplay areas.

Page 12 Tourism and Visitor Sub Committee Agenda - 10 September 2019

3.6.7 Other augmented reality opportunities

 An investigation could occur into other augmented reality options for tourism that could utilise the same physical assets of the City of Salisbury. These could provide detailed background on the attractions and could like into other City of Salisbury applications such as the new walking trails application.

4. CONCLUSION / PROPOSAL

- 4.1 Research has shown the promotion of events incorporating augmented reality gaming into other events or regular operations can increase visitors and promote economic growth.
- 4.2 The development of walking trails with physical City of Salisbury assets in public spaces would encourage the activation of underutilised areas as well as increasing economic opportunities for local businesses.
- 4.3 Any assets created should be able to be used for more than just augmented reality gaming, they should promote the history of the City of Salisbury and encourage visitors into the area.
- 4.4 Working with key game developers during the planning of larger City of Salisbury events to incorporate rare game events and items, could attract players to travel significant distances to participate in these events.
- 4.5 There could be opportunities to utilise any physical City of Salisbury assets for future augmented reality projects; however, this would need further investigation.

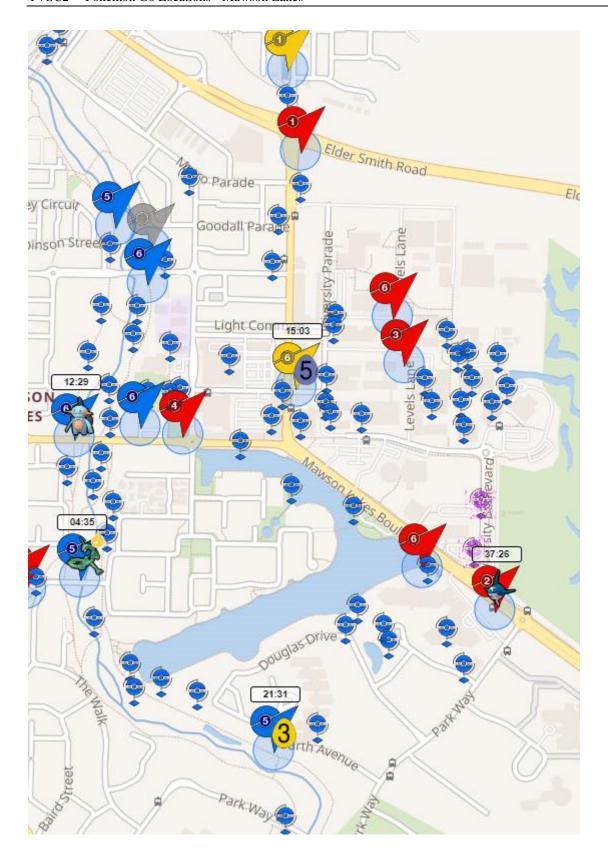
CO-ORDINATION

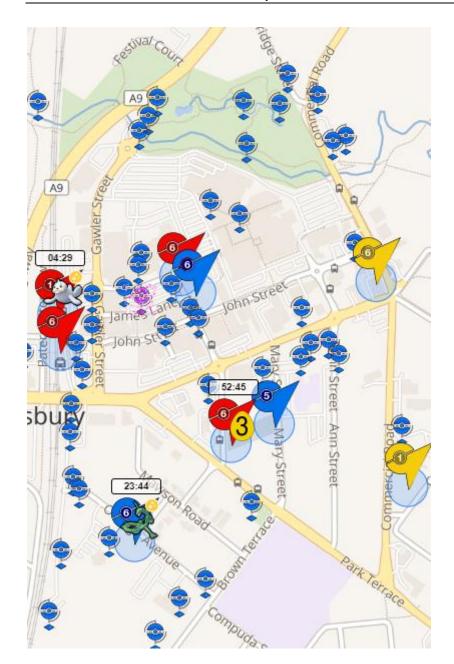
Officer: Executive Group Date: 02/09/2019

Page 13

^{1,2} 2017 Playing mobile Augmented Reality (AR) games in South Australia, viewed 20 August 2019, https://surveyhero.com/results/37043/55b523b0dc333bde3cd2e6d148145baa

^{3,4} Aluri, A 2017, 'Mobile augmented reality (MAR) game as a travel guide: insights from Pokémon GO', *Journal of Hospitality & Tourism Technology*, vol. 8, no. 1, pp. 55–72





ITEM TVSC3

TOURISM AND VISITOR SUB COMMITTEE

DATE 10 September 2019

HEADING Discover Salisbury Events Calendar

AUTHOR Charles Mansueto, General Manager Business Excellence,

Business Excellence

CITY PLAN LINKS 4.3 Have robust processes that support consistent service delivery

and informed decision making.

SUMMARY This report responds to the resolution of the subcommittee to

consider the promotion of Discover Salisbury Events Calendar.

RECOMMENDATION

1. That the information be received.

ATTACHMENTS

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

- 1. Discover Salisbury Awareness Campaign Strategy
- 2. Digital Advert Campaign Information
- 3. Advert 'Add Your Event' Campaign for Discover Salisbury Publication

1. BACKGROUND

- 1.1 Further to recommendations made by the sub-committee in May 2019:
 - 1.1.1 Discover Salisbury Events Calendar Creation of a strategy to get clubs and organisations to populate this so that it becomes a great event planning/calendaring tool and is a true reflection on the number and range of activities across the City

2. CONSULTATION / COMMUNICATION

- 2.1 Internal
 - 2.1.1 Various internal
- 2.2 External
 - 2.2.1 N/A

Page 23 City of Salisbury

3. REPORT

- 3.1 As noted in the background, following a resolution of the subcommittee a request that a strategy be developed to get clubs and organisations to populate their events/business into the Discover Salisbury Website calendar of events.
 - 3.1.1 Discover Salisbury Communications Strategy has been developed and implemented to raise awareness of Discover Salisbury
 - 3.1.2 The strategy encompasses an awareness campaign to promote the calendar of events on the website to local businesses and community organisations as well as promote the website as true reflection for the range of activities across the City of Salisbury.
 - 3.1.3 No specific funding has been assigned to this initiative, but reprioritizing of funding set aside for the delivery of the Tourism & Visitor Strategy is a potential funding source.

4. CONCLUSION / PROPOSAL

4.1 Members are asked to consider the attached communications strategy and provide feedback on the proposed approach to promote the Discover Salisbury Events Calendar.

CO-ORDINATION

Officer: Executive Group Date: 02/09/2019

Page 24 City of Salisbury





Contents2
Background
Objectives and Key Messages4
Target Audience and Key Stakeholders . 5
Campaign Outline6
Campaign Tools
Timeline9
Branding and Style Guide10
Evaluation Protocol11

Communications Strategy

Background

The basis of this communications strategy is to further captialise on some of the key City of Salisbury Tourism and Visitor Strategies.

These entail developing a campaign to promote the Discover Salisbury website as a credible source of information for the vistor/tourist to the City of Salisbury.

This awareness campaign will promote the website events page to potential businesses and community organisations as a place to list their upcoming events as well as advertise the website as source of information for destinations and events.

Communications Strategy

Objectives & Key Messages Raise awareness of the Discover Salisbury website Encourage local businesses and community organisations to add their event on the Discover Salisbury website Develop key information for vistors to the Salisbury area on the Discover Salisbury website Attract both local and intrastate visitors to the Salisbury area and support local events and festivals Raise awareness of the Salisbury area amongst interstate and overseas visitors to the region Communications Strategy 4

Farget Audience & Key Stakeholders

- · Local residents in the greater Salisbury area
- Local businesses and community organisations seeking to promote their events and festivals
- Intrastate residents from a diverse range of backrounds and interests that are seeking to explore their own backyard
- Interstate and overseas visitors touring the greater South Australian region
- Families and young people seeking events and outings in the local area
- Adventure seekers and nature lovers looking to explore the broad range of landscapes and activities Salisbury has to offer

Communications Strategy

5

Campaign Outline **Print and Signage** Posters for display in local businesses Website and Digital Home page banner on the City of Salisbury and Discover Salisbury websites - add your event eDM to promote the Discover Salisbury website Electronic Noticeboards in key Council locations, Libraries, Community Centres and Councils Customer Centre Email footer on all external Council emails Communications Strategy 6

Campaign Outline Cont'd

Advertising

- · A5 Advert in Council's publication Discover Salisbury
- Messenger Print/Digital Leaderboard Advertising \$2K
- Digital Advert campaign via Wavemaker. Adverts that appear on major news websites where payment is via 'clicks' through to our website. For a \$5K spend this will generate 2,000 clicks.

Social Media

- · Social media advertising \$2K
- Regular social media posts promoting the ability to add your event to the Discover Salisbury website - fortnightly Discover Salisbury channels and monthly City of Salisbury channels
- Regular social media posts promoting the Discover Salisbury Website as a place to source information on what to do, what to see in Salisbury
- YouTube advertising
- Discover Salisbury 'add your event' Facebook banner for Discover Salisbury Facebook page (use when there aren't any major events that need to be promoted)

Proposed Campaign Spend

•	\$2,000	Messenger print & digital leaderboard
		Advertising

 \$5,000 Digital adverterting via newsites Click through campaign

• \$2,000 Social Media advertising including Facebook, Twitter, Instagram and YouTube Communications Strategy

7

Communication Tools



01. PRINT AND SIGNAGE

Poster



02. WEBSITE AND DIGITAL

- City of Salisbury Website
- Discover Salisbury Website
- eDM campaign
- Electronic Noticeboards
- Email Footer



03. MEDIA AND ADVERTISING

- Discover Salisbury Advert
- Digital Advert Campaign via Wavemaker



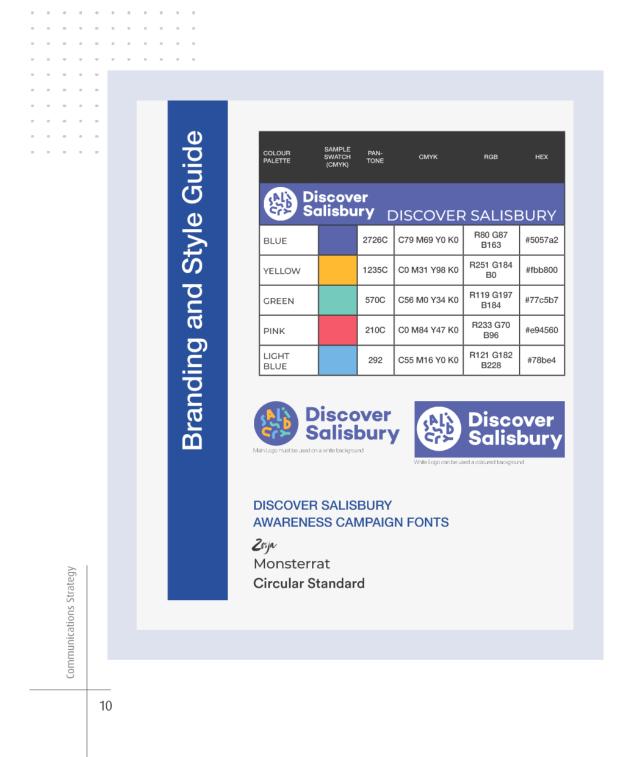
04. SOCIAL MEDIA

- Facebook
- Instagram
- Twitter
- YouTube



Timeline			SEP				ОСТ	t .			NOVE	S N			DEC		
WEEK COMMENCING 2/9	5/6	6/6	16/9	23/9	30/9	01/2	14/10	21/10	21/10 28/10 4/11 11/11 18/11 25/11	4/11	11/11	18/11	2/12	9/12	16/12	23/12	30/12
Marketing Collateral Design (Digital & Print)																	
Social media promotion (Facebook, Twitter, Instagram, YouTube)																	
Website and Digital Promotion (Banners, eDM, Electronic Noticeboards, Email Footer)																	
Digital Advert Click Campaign via Wavemaker																	

Communications Strategy



Evaluation Protocol

An evaluation summary will be provided at the end of the campaign and will provide the following insights:

Media and Advertising

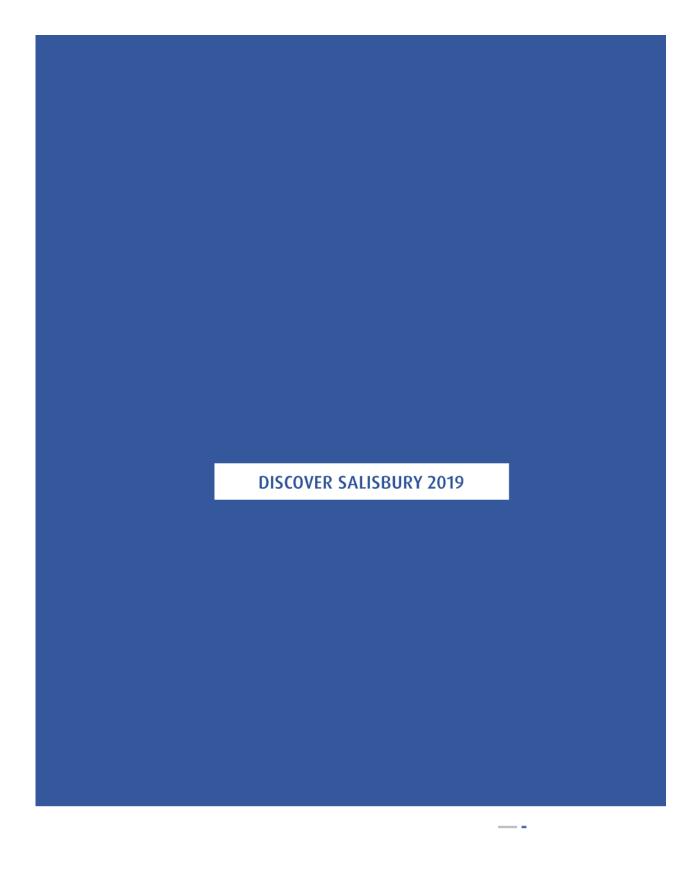
- Data supplied by Wavemaker on clicks through to the Discover Salisbury website
- Google Analytics with clicks through to the Discover Salisbury Website.

Social Media

- · Overall campaign reach
- Top performing posts which received highest engagement
- Identification of common elements between top performing posts i.e. engagement via hashtags, strong imagery, video

Communications Strategy

11

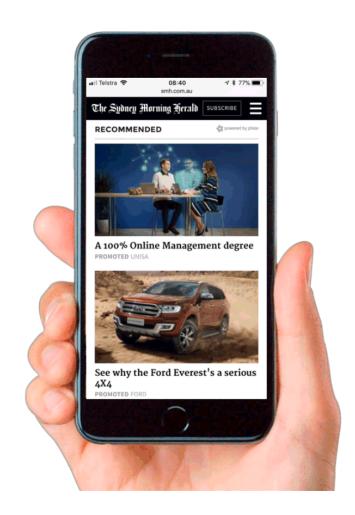


DIGITAL: NATIVE

- Ad and content recommendations that match the look & feel of the surrounding content
- Typically, you'll normally see these at the bottom of articles in the 'We Recommend' sections
- Plista is the only native advertising platform to appear only on premium Australian sites only
- Bought on a cost per click (CPC), so you only pay when someone clicks on your ad, minimising wastage and guaranteeing site traffic

Content Amplification

Drive quality traffic to articles/pages or your site



DIGITAL: NATIVE











































