



AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

10 FEBRUARY 2020 AT 5.00 PM

**IN WITTBER & DR RUBY DAVY ROOMS, SALISBURY COMMUNITY HUB, 34
CHURCH 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

LEAVE OF ABSENCE

PRESENTATION OF MINUTES

Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 12 November 2019.

REPORTS

TVSC1 Future Reports for the Tourism and Visitor Sub Committee 7
TVSC2 Accommodation Availability in Salisbury and Surrounds 9
TVSC3 Verbal Update - Promotion of Salisbury Community Hub and Council Area

OTHER BUSINESS

CLOSE



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

12 NOVEMBER 2019

MEMBERS PRESENT

Cr M Blackmore (Chairman)
Mayor G Aldridge (ex officio)
Cr K Grenfell
Mr J Pinney
Cr D Proleta
Cr S Reardon (4.48pm)
Mr D Waylen
Cr J Woodman (Deputy Chairman)

OBSERVERS

Cr L Braun

STAFF

General Manager Business Excellence, Mr C Mansueto (*until 5.00pm*)
Manager Community Experience and Relationships, Ms J Kushnir
Manager Governance, Mr M Petrovski (*until 5.20pm*)
Team Leader Parks and Open Space Assets, Mr C Johansen (*until 5.30pm*)
Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 4.31pm

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

APOLOGIES

An apology was received from Mr L Virgo.

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Cr K Grenfell
Seconded Mr D Waylen

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 10 September 2019, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 Future Reports for the Tourism and Visitor Sub Committee

Moved Cr K Grenfell
Seconded Cr D Proleta

1. The information be received.

CARRIED

TVSC2 Signage for properties of historical significance

Cr S Reardon entered the meeting at 4.48 pm.

Moved Cr D Proleta
Seconded Mayor G Aldridge

1. The information within the report be noted and received.
2. That local area historical regions be considered, to identify areas of concentration of sites of historical significance.
3. Future signage be considered as part of budget considerations, funded from the current Information Signage program.
4. Additional significant site be noted including – McIntyre House, First Flight Memorial and Pines Lakes House, and those included in the previous report.
5. The budget be reviewed for historical signage, investigating an increase to \$30,000 per year for historical signage.
6. Staff provide a report on the provision of an App or similar digital tool on historical sites as well as the possibility for the inclusion of greater information on other tourism, entertaining/dining, accommodation, destinations and attractions.

CARRIED

OTHER BUSINESS

TVSC-OB1 Signage - Purling/Commercial Road, Salisbury North

Moved Mayor G Aldridge
Seconded Mr D Waylen

1. That staff provide an audit report on existing directional and historically significant signage in the City of Salisbury.

CARRIED

TVSC-OB2 Promotion of Salisbury Community Hub and Council area

Moved Cr M Blackmore
Seconded Mayor G Aldridge

1. That staff bring back a report on the most effective and efficient manner to promote the Salisbury Community Hub and Salisbury Council area as a venue for conferences and conventions in line with its agreed target usage of the Salisbury Community Hub within the first 6 months of the Hub's opening.

CARRIED

TVSC-OB3 Tourism and Visitor Sub Committee Meetings

Moved Cr S Reardon
Seconded Cr D Proleta

1. That the next meeting of the Tourism and Visitor Sub Committee be scheduled from 5.00 – 6.00pm.

CARRIED

CLOSE

The meeting closed at 5.41pm.

CHAIRMAN.....

DATE.....

ITEM	TVSC1
	TOURISM AND VISITOR SUB COMMITTEE
DATE	10 February 2020
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 Item	Heading and Resolution	Officer
23/09/2019 1.0.2 TVSC-OB1	Pokemon Stops 1. That a report be brought back to the Committee on the feasibility of Council coordinating a call for submissions from community groups to nominate Pokemon stops. Due: February 2020 Deferred to: March 2020 Reason: Staff are still in the process of researching the required information to report back to the committee.	Julie Kushnir
25/11/2019 TVSC-OB1	Signage – Purling/Commercial Road, Salisbury North 1. That staff provide an audit report on existing directional and historically significant signage in the City of Salisbury. Due: April 2020	Craig Johansen
25/11/2019 TVSC-OB2	Promotion of Salisbury Community Hub and Council Area 1. That staff bring back a report on the most effective and efficient manner to promote the Salisbury Community Hub and Salisbury Council area as a venue for conferences and conventions in line with its agreed target usage of the Salisbury Community Hub within the first 6 months of the Hub's opening. Due: March 2020 Verbal update will be provided at the February meeting to seek feedback from the Committee prior to formally reporting at the March meeting	Julie Kushnir
25/11/2019 1.0.2- TVSC2	Signage for properties of historical significance 6. Staff provide a report on the provision of an App or similar digital tool on historical sites as well as the possibility for the inclusion of greater information on other tourism, entertaining/dining, accommodation, destinations and attractions. Due: April 2020	Craig Johansen

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: Executive Group GMBE GMCI
Date: 03/02/2020 29/01/2020 31/01/2020

ITEM	TVSC2 TOURISM AND VISITOR SUB COMMITTEE
DATE	10 February 2020
HEADING	Accommodation Availability in Salisbury and Surrounds
AUTHOR	Julie Kushnir, Manager Community Experience & Relationships, Business Excellence
CITY PLAN LINKS	4.3 Have robust processes that support consistent service delivery and informed decision making. 1.2 Be the place of choice for businesses to invest and grow within South Australia, nationally and internationally.
SUMMARY	This report provides insight into the number of suitable accommodation venues in Salisbury and/or surrounds which may assist users when selecting the Hub as their conference venue.

RECOMMENDATION

1. Receive and note the information

ATTACHMENTS

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

1. Salisbury Hub Accommodation Review

1. BACKGROUND

- 1.1 At its 25 November 2019 meeting, the Tourism & Visitor Sub Committee Meeting, resolved that:

- 1.1.1 *Staff report back to the Tourism and Visitor Sub Committee on the number of available accommodation rooms in the vicinity of Salisbury and near surrounds to assist in promotion of the Salisbury Community Hub as a conference venue.*

2. CONSULTATION / COMMUNICATION

- 2.1 Internal

- 2.1.1 Not applicable

- 2.2 External

- 2.2.1 “Desktop” research was undertaken in the preparation of this report, using widely accessible search engines and sites such as Trip Advisor and Google Maps

3. REPORT

- 3.1 The attached document provides a summary of the available accommodation within the City of Salisbury and surrounds.
- 3.2 The information isn't intended to be exhaustive but provides an overview of possible facilities that can support a conference being held at the Salisbury Community Hub or another Council facility, eg Para Hills Community Hub.
- 3.3 In considering the information provided it is important to clarify the operating model being used to administer the use of space within the Salisbury Community Hub and overall activation.
- 3.4 As previously endorsed by Council an event and room booking policy has been endorsed by Council that is used to guide how the facility is activated and managed.
- 3.5 Council's role is to ensure potential users of the Salisbury Community Hub (and other council facilities) are aware of what the facility offers so as to attract both general users but also organisations looking at holding seminars and conferences. Refer separate agenda item in relation to promotion of the Salisbury Community Hub.
- 3.6 Apart from Council run events, the actual management of a conference or seminar is managed by the organisation looking at holding the event. In many instances an Accredited Professional Conference Organiser (PCO) would be used.
- 3.7 Council administration would work with the organizer to ensure the event fully utilizes the available functionality within the Salisbury Community Hub and is appropriately matched to the user requirements but are not responsible for the coordination and management of the actual event.

4. CONCLUSION / PROPOSAL

- 4.1 As requested by the committee, information on possible accommodation within the City of Salisbury and surrounds is provided for consideration.
- 4.2 The information is not exhaustive and should only be used as a high level reference.
- 4.3 The role of Council in the holding of events at the Salisbury Community Hub and other Council facilities is to support the activation of the facilities in line with the approved policy but not to be responsible for the running of the event itself, unless it is a City of Salisbury event.

CO-ORDINATION

Officer: Executive Group
Date: 03/02/2020

Salisbury Hub - Accommodation Review

Accommodation Options – Introduction

When staying within a 15km radius of the Salisbury Community Hub, the most recommended venue is the Mawson Lakes Hotel and Function Centre. An additional bonus with this venue is that it is within the Salisbury Council zone.

When considering the Outer Harbor region, the most recommended venue is Quest Port Adelaide. When considering the Barossa Valley, the most recommended venue is the Novotel Barossa Valley Resort.

Naturally Adelaide CBD is a viable consideration within an approximate 40 minute drive, some 25km away, or via convenient train connections (approximately 30 minutes to the city). The options within Adelaide CBD are vast and numerous, and do not form part of this assessment.

Summary of Accommodation - 15km Radius, vicinity to the Hub

Overall, the best place for accommodation is the Mawson Lakes Hotel and Function Centre. This is mainly due to a good combination of room quantity (having the most in the immediate vicinity), decent pricing and the short distance travel to the Hub. This venue is suitable for large events accommodating many people. The second best Tier 1 hotel, Quest Mawson Lakes, falls just short of the Mawson Lakes Hotel and Function Centre in its overall rating. The lowest priced option is the Cross Keys Hotel (not really viewed a suitable option though for conference attendees).

The following venues have function centres which could be considered as a competitor when viewed as an overall conference package - Quest Mawson Lakes, Mawson Lakes Hotel and Function Centre, Sferas Park Suites & Convention Centre, Ibis Styles Adelaide Manor, Enfield Hotel, Mansfield Park Hotel, Walkers Arms Hotel, Nightcap at Finsbury Hotel and Quest Port Adelaide.

Within the Salisbury Council zones are:

- Mawson Lakes Function and Convention Centre
- Quest Mawson Lakes
- Pooraka Motor Inn
- Cross Keys Hotel
- Pavlos Motel
- Highway 1 Caravan and Tourist Park. (not considered a suitable option)

Tier System

The rating system used below allocates each accommodation option into tiers, with Tier 1 being the most attractive and Tier 2 being the least attractive.

Tier 1 – 15 km vicinity to the Hub

- Mawson Lakes Function and Convention Centre (F)
- Sferas Park Suites & Convention Centre (F)
- Quest Port Adelaide (F)
- Quest Mawson Lakes (F)

Tier 2 – 15 km vicinity to the Hub

- | | | |
|----------------------------------|--------------------------------|--------------------------------------|
| • Mansfield Park Hotel (F) | • Walkers Arms Hotel (F) | • Comfort Inn and Suites Manhattan |
| • Nightcap at Finsbury Motel (F) | • Enfield Hotel (F) | • Rose and Crown |
| • Enfield Motor Inn | • Windsor Gardens Caravan Park | • Pavlos Motel |
| • Pooraka Motor Inn | • Nightcap at Playford Tavern | • Highway 1 Caravan and Tourist Park |
| • Cross Keys Hotel | • Highlander Hotel | • Ibis Styles Adelaide Manor (F) |

Accommodation venues within the Salisbury Council Zones

- Mawson Lakes Function and Convention Centre
- Quest Mawson Lakes
- Pooraka Motor Inn
- Cross Keys Hotel
- Pavlos Motel
- Highway 1 Caravan and Tourist Park

F = Function centre/facilities on site

TIER 1 VENUES

Business	\$ Price 7 Day	Rooms on Offer	Distance (Km)
Mawson Lakes Hotel & Function Centre	1027	125	5.52
Sferas Park Suites & Convention Centre	949	22	8.29
Quest Port Adelaide	1376	104	15.53
Quest Mawson Lakes	1049	66	5.32

TIER 2 VENUES

Business	\$ Price 7 Day	Rooms on Offer	Distance (Km)
Mansfield Park Hotel	1008	10	12.61
Nightcap at Finsbury Motel	723	14	14.53
Enfield Motor Inn	693	14	11.47
Pooraka Motor Inn	1120	21	7.44
Cross Keys Hotel	630	9	8.14
Walkers Arms Hotel	808	20	14.2
Enfield Hotel	693	14	11.47
Windsor Gardens Caravan Park	763	28	12.71
Nightcap at Playford Tavern	713	10	8.28
Highlander Hotel	700	23	10.07
Comfort Inn and Suites Manhattan	876	40	10.61
Rose and Crown	763	10	3.39
Pavlos Motel	693	30	7.6
Highway 1 Caravan and Tourist Park	812	90	4.65
Ibis Styles Adelaide Manor	693	46	9.85

Tier 1 Venues Within the Salisbury Council Zones

Business	Price 7 Day	Rooms on Offer	Distance (Km)
Mawson Lakes Function and Convention Centre	1027	125	5.52
Quest Mawson Lakes	1049	66	5.32

Tier 2 Venues Within the Salisbury Council Zones

Business	\$ Price 7 Day	Rooms on Offer	Distance (Km)
Pooraka Motor Inn	1120	21	7.44
Cross Keys Hotel	630	9	8.14
Pavlos Motel	693	30	7.6
Highway 1 Caravan and Tourist Park	812	90	4.65

OUTER HARBOR REGION – in summary

Tier 1 – Outer Harbor region

- Quest Port Adelaide – 104 rooms
- Largs Pier Hotel Motel – 38 rooms
- Semaphore Blue Apartments (lower quality rating) – 6 rooms

Tier 2 – Outer Harbor region

- Mansfield Park Hotel – 10 rooms
- Nightcap at Exeter – 11 rooms

The ideal accommodation for those staying in the Outer Harbor area is the Quest Port Adelaide. Albeit a little more expensive than some of the other options, the amount of rooms, user ratings and the distance to the Salisbury Community Hub is excellent for accommodating large groups of people. Note though that Outer Harbor/Port Adelaide is really only accessible by private transport or taxi, approximately 19 km way, a 24 minute drive from the Hub.

Additionally, it is still quite close to the Hub and provides a good opportunity for accommodating events in this region, when considering access to the submarine precinct and other economic development opportunities in the northern region.

BAROSSA VALLEY REGION – in summary

Tier 1

- Novotel Barossa Valley Resort – 50 rooms
- Discovery Parks Barossa Valley – 32 rooms
- Barossa House – 4 rooms
- Lyndoch Hill – 34 rooms

Tier 2

- Valley Hotel (lower quality rating) - 5
- Angaston Vineyards Motel - 21
- Barossa Weintal Hotel Complex - 50

The clear leader for accommodation goes to the Novotel Barossa Valley Resort, due to their room count, quality reputation and price offer.

The Barossa Weintal Hotel Complex, Novotel Barossa Valley Resort and the Lyndoch Hill venues all offer function and event spaces as well as accommodation.