



AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

10 MARCH 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 10 February 2020.

REPORTS

TVSC1	Future Reports for the Tourism and Visitor Sub Committee	7
TVSC2	Promotion of Salisbury Community Hub and Council Area	9
TVSC3	Verbal Update – Pokemon Stops	

OTHER BUSINESS

CLOSE



**MINUTES OF TOURISM AND VISITOR SUB COMMITTEE MEETING HELD IN
WITTBER & DR RUBY DAVY ROOMS, SALISBURY COMMUNITY HUB, 34 CHURCH
STREET, SALISBURY ON**

10 FEBRUARY 2020

MEMBERS PRESENT

Cr M Blackmore (Chairman)
Mayor G Aldridge (ex officio) – *(from 5.08pm)*
Cr K Grenfell *(from 5.06pm)*
Mr J Pinney
Cr D Proleta
Cr S Reardon
Mr L Virgo
Mr D Waylen
Cr J Woodman (Deputy Chairman)

STAFF

Chief Executive Officer, Mr J Harry *(from 5.14pm)*
General Manager Business Excellence, Mr C Mansueto
Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 5.00 pm.

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

APOLOGIES

Nil.

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Mr D Waylen
Seconded Cr S Reardon

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 12 November 2019, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 Future Reports for the Tourism and Visitor Sub Committee

Moved Cr D Proleta
Seconded Mr J Pinney

1. The information be received.

CARRIED

TVSC2 Accommodation Availability in Salisbury and Surrounds

Moved Cr J Woodman
Seconded Mayor G Aldridge

1. Receive and note the information

CARRIED

TVSC3 Verbal Update - Promotion of Salisbury Community Hub and Council Area

General Manager Business Excellence, Mr C Mansueto provided a verbal update on the promotion of the Salisbury Community Hub and Council area.

OTHER BUSINESS

Nil

CLOSE

The meeting closed at 6.05 pm.

CHAIRMAN.....

DATE.....

ITEM	TVSC1
	TOURISM AND VISITOR SUB COMMITTEE
DATE	10 March 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: March 2020 General Manager Business Excellence will provide a verbal update at the meeting.	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 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
Date: 02/03/2020 28/02/2020

ITEM	TVSC2
	TOURISM AND VISITOR SUB COMMITTEE
DATE	10 March 2020
HEADING	Promotion of Salisbury Community Hub and Council Area
AUTHOR	Julie Kushnir, Communications & Customer Relations, Business Excellence
CITY PLAN LINKS	1.2 Be the place of choice for businesses to invest and grow within South Australia, nationally and internationally. 3.2 Have interesting places where people want to be.
SUMMARY	This report is a summary of last month's presentation at the Tourism & Visitor Sub Committee meeting regarding the most appropriate promotional strategy for the Salisbury Community Hub, as a venue for conferences and conventions.

RECOMMENDATION

1. That the report and information is noted

ATTACHMENTS

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

1. Presentation to TVSC - Hub Promotion - February 2020

1. BACKGROUND

- 1.1 At its 25 November 2019 meeting the Tourism & Visitor Sub Committee resolved that:
 - 1.1.1 *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.*
- 1.2 Given this is a substantial body of work, an informal presentation (copy attached) was made at the February Tourism & Visitor Sub Committee meeting in order to garner feedback on the proposed tactics prior to their development, and to ascertain suitable budgets to deliver the promotional materials.
- 1.3 We have a responsibility to attract people to utilise our exciting new space as soon as possible, from community and cultural groups, to business, training and educational sectors – and beyond.
- 1.4 Additionally, a comprehensive review of the City of Salisbury events is being undertaken to be reported to Council in May 2020 to assess the current Council event schedule and ensure they are aligned to providing value to our community.

- 1.5 Our strong and continued relationship with the Salisbury Business Association enables us to work together on key strategies and initiatives that bolster the Salisbury Community Hub and Plaza plus the Council area more generally.
- 1.6 It is important to note that within the Hub's operational model, Council has not proposed to offer users a full conference management service, such as the service an accredited Professional Conference Organiser (PCO) would provide.
- 1.7 Council endorsed a set of parameters for the use of the spaces available for community use:
 - 50% of the first floor (including the terrace) will be allocated for commercial use
 - 80% of Community Hall use will be allocated to the community or events and programs
 - Priority will be given to six 500 person events on the ground floor per year
 - one to two small meeting rooms should be available at any given time to allow for walk-in bookings
 - Priority should be given to (approximately) 50 training events per year, most likely to be held in training rooms
 - Priority should be given to (approximately) 5 Polaris business events per year
 - Ongoing scheduled programming will not exceed 65% of total space usage at any given time.
- 1.8 The Salisbury Community Hub acts as the catalyst for rejuvenation of the Salisbury City Centre which will serve to provide greater place activation within the vicinity, investment attraction, the development of the Salisbury Oval and specific activations within the Community Hub and its immediate surrounds.
- 1.9 The aim is for the Salisbury Community Hub and the Salisbury City Centre to become destination brands, whilst maintaining a balance with the values and vision of our residents.
- 1.10 Considered attention needs to be focused on ensuring that these places and brands deliver on the community's expectations by way of activations, engagement and city rejuvenation.
- 1.11 Major venues such as the Adelaide Convention Centre, and Adelaide Entertainment Centre, plus other smaller venues in similar Council areas were investigated (Stretton Centre, Tea Tree Gully Council etc), with a focus on how they promote their services and offer their users an integrated on-line enquiry mechanism (in addition to a personal contact as required).
- 1.12 In the main, councils have a corporate/organisational online presence; in addition to having their own micro-sites specific to the space/venue – a very tactical solution and one which we must employ.

- 1.13 They use services such as the Adelaide Convention Bureau and other certified companies and associations in order to increase their exposure and conference connections more strategically.

2. CONSULTATION / COMMUNICATION

2.1 Internal

2.1.1 Fuller Marketing Communications Strategy 2017-2020

2.1.2 “Desktop” research of various council and convention/function venue websites.

2.2 External

2.2.1 Consultation with Adelaide Convention Bureau

3. PROPOSED STRATEGY

- 3.1 Following the discussion at the February Tourism & Visitor Sub Committee meeting, members provided feedback on the most appropriate strategic approach to the promotion of the Salisbury Community Hub.
- 3.2 Our numerous stakeholders need to be identified and confirmed in order to develop an overarching and all-encompassing Stakeholder Communications Plan.
- 3.3 Within the Stakeholder Communications Plan, it is recommended that 4-5 core streams be identified where we can obtain the most traction.
- 3.4 It is envisaged that these core streams could include (but not be restricted to):
- Outreach programs – inviting stakeholder groups to visit and “come see and experience” the Salisbury Community Hub, Plaza and greater City Centre. For example, the Adelaide Convention Bureau has indicated interest in holding “northern region” showcases of the facility – opportunities which will be fostered more broadly in the coming months.
 - Business Association affiliations – (such as the Salisbury Business Association and the Adelaide Convention Bureau), where strong and mutually beneficial partnerships can be fostered.
 - The Adelaide Convention Bureau is the peak independent body for business events in South Australia. The Bureau’s membership – approximately 180 businesses and service providers share a common interest in conventions, exhibitions, incentive tourism and more. The Adelaide Convention Bureau’s role is to provide assistance and guidance to convention and event organisers through every stage of planning, free of charge.
 - The Adelaide Convention Bureau offers event planning guides, advertising space on their website, information on hosting events in different venues around South Australia, bidding for conferences or conventions, plus considerable networking opportunities for its members.

- Amongst its members are a number of Accredited Professional Conference Organisers (PCOs), a very specialised sector, who are integral in sourcing and making final selections on potential venue locations. Networking opportunities with this cohort of members is anticipated to fast-track our ability to connect and promote the Salisbury Community Hub as a venue, and we shall be actively securing membership which is very reasonably priced.
- Professional networking programs – connecting with relevant business associations and PCOs to promote our facilities and services, and conduct specifically targeted “mini-events” to showcase our offering
- Dedicated and targeted marketing and advertising efforts, particularly focused on using digital media channels and downloadable PDFs as the most economical way to promote, but not at the exclusion of other mainstream/alternative media options such as printed brochures
- Strategic review of our corporate website, and the inclusion of a dedicated micro-site for the Salisbury Community Hub, complete with virtual tours, professional photography, room layouts and plans, details of our audio visual technologies etc

3.5 It is envisaged that stakeholders include (but are not limited to)

Internal:

- Various City of Salisbury business units
- Polaris Centre in conjunction with the City of Salisbury Economic Development team
- Elected Members
- City of Salisbury Executive Team

External:

- Industry Association affiliations, such as the Salisbury Business Association, PIA, UDIA, Community Services Network etc
- Associations (general) such as the Catering Association
- Membership organisations such as the Adelaide Convention Bureau (entry level membership suitable to our needs approximately \$800pa, with pro rata membership for the remainder of the financial year offered at approximately \$300)
- Professional Conference Organisers and Adelaide’s Event Management and staging personnel
- Education & Training – ie local and neighbouring regional R-12 schools and tertiary education providers, childcare and training providers in addition to the Department for Education, connecting our internal facilities and activities to the STEM curriculum
- Creative Industries – such as art, performance, music, dance and creative therapies (for disabled and elderly citizens) within the public and private sectors
- Job Seeker Industry – various federal, state and local job-network providers
- Disability Sector – NDIS and beyond

- Cultural and community groups (wide and varied) – such as Scouts, Guides, Service Groups
- Historic groups and societies

3.6 It is recognised that there are a number of operational factors to navigate during the time the Strategic Communications Plan and outreach approach is developed and finalised, but these are in hand and manageable.

4. TACTICAL OPPORTUNITIES FOR PROMOTION

4.1 In the shorter term, we have an immediate opportunity for promotion of the Hub via a number of channels.

Word of Mouth and General Visitation to the Hub

4.2 To date, a considerable number of enquiries have already been fielded by our Facilities Promotions and Activations Coordinator, both walk-in enquiries and via telephone and email.

Printed Collateral

4.3 A small “overview” brochure could be printed in reasonable quantities but with the bulk of information stored on line to minimise anticipated substantial printing costs. These brochures could be made available at various community and Council events and provided to walk-in enquiries.

4.4 It is highly recommended to remain with the Salisbury Community Hub landmark, as a subset of the City of Salisbury corporate branding, rather than introducing a separate brand which would need substantial investment.

Social Media

4.5 Our general social media posts have to date included promotion of Hub activities, particularly evident during the recent summer school holidays. We will continue to program our social media in a way that best promotes the Salisbury Community Hub and Salisbury City Centre, enabling the program to adapt as our strategic position matures.

5. CURRENT ENQUIRY LEVELS AND FORWARD BOOKINGS

5.1 To date, we have fielded a large number of enquiries, and conducted personalised tours of spaces to interested parties.

5.2 To date we have on our books a number of larger scale events, ie events with more than 40+ participants, with forward bookings - 16 January to December 31, 2020 as follows:

Events by categories;

- | | |
|---|-----------------------|
| • Private events (once off) | 3 (120 – 300 persons) |
| • Library programs | 21 occasions |
| • One off events | 27 events |
| • Exhibitions (run for 12 days at a time) | 2 large exhibitions |
| • School performances | 5 occasions |
| • Council ceremonies/awards | 11 occasions |
| • Regular meetings | 12 occasions |
| • Outdoor sessions | 10 occasions |

6. CONCLUSION

- 6.1 It is acknowledged that the organisation's initial approach to the attraction of conferences and conventions to the Salisbury Community Hub, and indeed the wider council area has been approached carefully and with a low profile in order to allow time to transition to the Salisbury Community Hub and establish any required processes.
- 6.2 Organically, the enquiry level has increased dramatically since the opening weekend and continues to do so.

CO-ORDINATION

Officer: Executive Group
Date: 02/03/2020



Discussion

Promotion of Salisbury Community Hub
and Council Area
10 February 2020

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Overview

- At 25.11.19 meeting resolved 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.*

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Background

- Substantial body of work to be reviewed strategically at first, then tactically
- Likely to be longer than within 6 months of opening to ascertain suitable budgets for tactical requirements.

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Background

- Salisbury Community Hub acts as the catalyst for rejuvenation of the SCC
- Aim – Community Hub & SCC become destination brands
- Maintain a balance with the values and vision of our residents

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Proposed Strategy

- Identify our stakeholders – to develop an overarching Stakeholder Communications Plan
- Recommend 4-5 core streams where we can obtain the best traction

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Where to gain traction

For discussion

- Outreach programs – “come see and experience”
- Business association affiliations
- Affiliations with Accredited Professional Conference Organisers
- Professional networking programs – showcases & mini-events
- Targeted marketing and advertising
- Strategic review of our corporate website
- Other suggestions

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Likely internal stakeholders

- For discussion
- CofS business units
- Polaris Centre & Eco Dev team
- Executive team
- Elected members
- Other suggestions

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Likely external stakeholders

For discussion

- Industry Associations – such as SBA
- Membership programs – ie Adelaide Convention Bureau
- Professional Conference Organisers and Event Management and staging personnel
- Education sector – local and neighbouring schools, regional schools, providers, Dept Educ



Likely external stakeholders cont.

- Creative industries
- Job Seeker Industry
- Disability Sector – NDIS and beyond
- Cultural and community groups
- Historic groups and societies
- Other suggestions

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Tactical opportunities for promotion

- Word of mouth, general visitation
- Printed collateral
- Social media
- Other suggestions

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Current enquiry levels to Dec 31, 2020

Participants greater than 40

- 3 x 120-300 person private events
- 21 x library programs
- 27 x one off events
- 2 x large exhibitions (12 days at a time)
- 5 x school performances
- 11 x council ceremonies/awards
- 12 x regular meetings
- 10 x outdoor sessions

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Conclusion

- Our initial approach – has been low profile whilst we settled in
- We have had very positive organic growth in enquiry levels
- Resourcing and budget challenges ahead

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Summary & Questions

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