AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

12 MAY 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 March 2020.

REPORTS

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 MARCH 2020

MEMBERS PRESENT

Cr M Blackmore (Chairman)
Mayor G Aldridge (ex officio)
Cr K Grenfell
Mr J Pinney *(from 5.13pm)*
Cr D Proleta
Cr S Reardon
Mr L Virgo
Mr D Waylen
Cr J Woodman (Deputy Chairman)

OBSERVERS

Nil

STAFF

General Manager Business Excellence, Mr C Mansueto
Manager Community Experience and Relationships, Ms J Kushnir
Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 5.05pm

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

APOLOGIES

Nil.

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Cr D Proleta
Seconded Mr L Virgo

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 10 February 2020, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 **Future Reports for the Tourism and Visitor Sub Committee**

Moved Cr K Grenfell
Seconded Cr S Reardon

1. The information be received.

CARRIED

Mr J Pinney entered the meeting at 5.13 pm.

TVSC2 **Promotion of Salisbury Community Hub and Council Area**

Mr D Waylen declared a perceived conflict of interest on the basis of being the Executive Officer of the Salisbury Business Association. Mr Waylen managed the conflict by remaining in the meeting and voting in the best interest of the community.

Moved Mr D Waylen
Seconded Cr J Woodman
1. That the report and information is noted.
2. The Tourism and Visitor Sub Committee support the proposed strategy as set out in this report (Item TVSC2, Tourism and Visitor Sub Committee, 10/03/2020), with a review to be conducted of the strategy by June 2021.

CARRIED

TVSC3 **Verbal Update – Pokemon Stops**

The General Manager Business Excellence, Mr C Mansueto and the Manager Community Experience and Relationships, Ms J Kushnir provided a verbal update on the position of the Pokemon Stops report status.

OTHER BUSINESS

TVSC-OB1   Tourism Strategy

Moved Mr D Waylen
Seconded Mr L Virgo

1.   That a report be brought back to the Tourism and Visitor Sub-Committee on the remaining elements of the Tourism Strategy that are yet to be completed and their associated costings.

2.   This report consider the need to develop a revised Tourism Strategy addressing future tourism projects and initiatives.

CARRIED

CLOSE

The meeting closed at 6.16 pm.

CHAIRMAN…………………………………….

DATE…………………………………………….

ITEM	TVSC1
	TOURISM AND VISITOR SUB COMMITTEE
DATE	12 May 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
25/11/2019 TVSC-OB1 **Due:** **Deferred to:** **Reason:**	**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. May 2020 November 2020 Historical sign audit of whole City of Salisbury being carried out.	David Boothway
23/03/2020 1.0.2-TVSC2 **Due:**	**Promotion of Salisbury Community Hub and Council Area** 2. The Tourism and Visitor Sub Committee support the proposed strategy as set out in this report (Item TVSC2, Tourism and Visitor Sub Committee, 10/03/2020), with a review to be conducted of the strategy by June 2021. June 2021	Julie Kushnir
23/03/2020 1.0.2-OB1 **Due:**	**Tourism Strategy** 1. That a report be brought back to the Tourism and Visitor Sub Committee on the remaining elements of the Tourism Strategy that are yet to be completed and their associated costings. September 2020	Julie Kushnir

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:	04/05/2020	01/05/2020	01/05/2020

ITEM	TVSC2
	TOURISM AND VISITOR SUB COMMITTEE
DATE	12 May 2020
HEADING	Promotional method for identifying properties of historical significance plus other attractions within CoS
AUTHOR	Julie Kushnir, Manager Community Experience & Relationships, Business Excellence
CITY PLAN LINKS	3.4 Be a proud, accessible and welcoming community. 3.2 Have interesting places where people want to be. 3.3 Be a connected city where all people have opportunities to participate.
SUMMARY	Whilst considering appropriate signage for properties of historical significance (ex Tourism and Visitor Sub Committee meeting 12 November 2019) it became apparent that a more holistic approach to capturing and promoting information on a raft of tourism attractions such as destinations, sites of historic relevance, activities, entertainment, accommodation etc is more appropriate. To that end, research has commenced into the most suitable method to adopt, be that an "App", further development to the Discover Salisbury website or investigating other technologies that prove to be effective and cost efficient.

RECOMMENDATION

1. That this interim report be noted

2. That further information and / or presentations of suitable technologies be prepared for presentation to the Committee.

ATTACHMENTS

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

1. Discover Salisbury App Proposal

2. Discover Salisbury Website update

1. BACKGROUND

1.1 A resolution of the sub-committee meeting July 2019 was; *A report be brought back to the Sub Committee regarding signage for properties of historical significance.*

1.1.1 To that end, the Team Leader, Parks and Open Space Assets, Infrastructure Management submitted a report to the Committee on 12 November 2019 which identified the extent of European and non-European sites of significance and identified the challenges that future budget allocations present to the installation of such signage.

1.1.2   It was at this meeting on 12 November 2019, after recognizing the financial challenges to install and maintain a suitable level of longer term maintenance that it was identified that a more forward thinking approach to the wider range of attractions throughout the City of Salisbury should be investigated and that in all likelihood, technology could address this need in a far more embracing way than static signage.

1.1.3   It would still be appropriate for static signage to be erected at the historic sites possibly in a different format, for members of the community that attend the site and don't have access to the technology.

2. CONSULTATION / COMMUNICATION

2.1   External

2.1.1   Various suppliers of technology, Apps, website technologies etc.

3. REPORT

3.1   The communications team is currently investigating a proposal that incorporates the initial idea for Visitor Kiosks and Historical Signage into a Visitor and Tourist App, somewhat like that being currently used by the City of Port Adelaide Enfield for their Port Adelaide Region.

3.1.1   It is proposed that this App will promote many different facets of the City of Salisbury, including but not necessarily limited to:

- Places to eat
- Places of interest
- Historical Sites
- Walking and Bike Trails
- Local Businesses
- Events
- Playgrounds & Parks
- BBQ areas
- Wetlands
- Culture
- Interpretive self-guided tours
- Visitor Wayfinding with interactive maps
- Visitor day planning tools
- Education (information about plants and animals)
- Push notifications to promote our major events and exhibitions

3.1.2   This particular App would be built in a manner that provides the City of Salisbury with the ability to "future proof" it, enabling us to incorporate new and additional features.

3.1.3   We see this App's potential as an exciting tool to promote all things to see and do in Salisbury.

3.1.4   Indicative pricing has been obtained in the vicinity of $30,000 which can be covered by carried over and budgeted funds, available in this current financial year.

3.1.5 To note is the fact that this price is offered to the organization in good faith, as a special offer during these uncertain business times following the flow on effects of COVID-19. If revisiting this proposal in the future it would be reasonable to anticipate the cost would be closer to $75,000.

3.1.6 If this concept has appeal for further consideration, it should also be noted that a full supporting Communications Plan is to be developed, identifying suitable channels for promotion and publicity. A budget in the vicinity of up to $5,000 is required to fully support the launch of an App such as this. Funding of this communication plan can be absorbed within existing budgets.

3.1.7 In the event this concept is of interest, it is proposed that an Out of Session presentation be given to the Tourism and Visitor Sub Committee within the coming weeks.

3.1.8 It should be noted that in the event this concept is viewed favourably, more detailed and involved scoping is required.

3.2 In addition to the information provided above in 3.1, the communications team has also investigated the potential of further developing the Discover Salisbury Website in order to broaden its scope, widen its service delivery and incorporate additional technologies not currently employed such as:

3.2.1 Interactive Maps – linked to Google Places

3.2.2 Providing a mechanism for local businesses to better utilize the Discover Salisbury website, and as such, providing further benefit to their business

3.2.3 Inclusion of Video Content of our own assets, which can be used both on the Discover Salisbury website, YouTube, social media of both Discover Salisbury and City of Salisbury.

3.2.4 It should be noted that in order to better expand the capabilities of Google Search as noted in 3.2.3, we need to optimize key wording in order for the Salisbury content to rank higher when a visitor uses the search function.

3.2.5 Inclusion of interesting articles and photographs to complement the content that is dedicated to our walks, parks, playgrounds, historical sites etc.

3.2.6 There is also the need to ensure that any enhancement made to the Discover Salisbury Website is done in a way that is Mobile (phone) optimized. (Noting the current website is Mobile optimized, but further improvement is indeed possible, by an external party).

3.2.7 Given this website is currently available to us, we have an ideal opportunity to channel this financial year's funds into refreshing and enhancing the Discover Salisbury website, introducing new photographic, video and written content, and affording a small promotional budget to boost on our social media channels.

3.2.8 Some external resourcing would be required to achieve the enhancement noted in 3.2.7, but this would be contained in the current financial year's budget and does represent potential for better cost efficiencies.

4. CONCLUSION / PROPOSAL

4.1 Considering that the original resolution was to address historic signage, it is proposed that the Parks and Open Space Assets team investigate a signage alternative that is cheaper, and /or indeed smaller than originally proposed.

4.2 This signage could be displayed in the immediate term, and our historic sites can be better promoted via the channels available to us.

In the meantime, it is recommended that:

4.2.1 The Committee consider the appeal to further investigate the App, and if deemed appropriate to proceed, an Out of Session presentation be made to the Committee in the coming weeks, noting that the options outlined in 3.2 offer us more immediate impact, within a more contained budget – albeit not significantly.

4.2.2 Further focus be applied to internal resources to elevate the Discover Salisbury Website to a level of increased user appeal, in a more immediate timeframe.

4.2.3 Greater analysis of user numbers of the current Discover Salisbury Website be interrogated in comparison to similar websites of councils nation wide with consideration as to how we may boost take up via paid media mechanisms.

CO-ORDINATION

Officer:
Date:

Discover Salisbury App Proposal – initial concepts

It is proposed that this App will promote many different facets including:

- Places to eat
- Places of interest
- Historical Sites
- Walking and Bike Trails
- Local Businesses
- Events
- Playgrounds & Parks
- BBQ areas
- Wetlands
- Culture
- Interpretive self-guided tours
- Visitor Wayfinding with interactive maps
- Visitor day planning tools
- Education (information about plants and animals)
- Push notifications to promote major events
- Future proof for the future
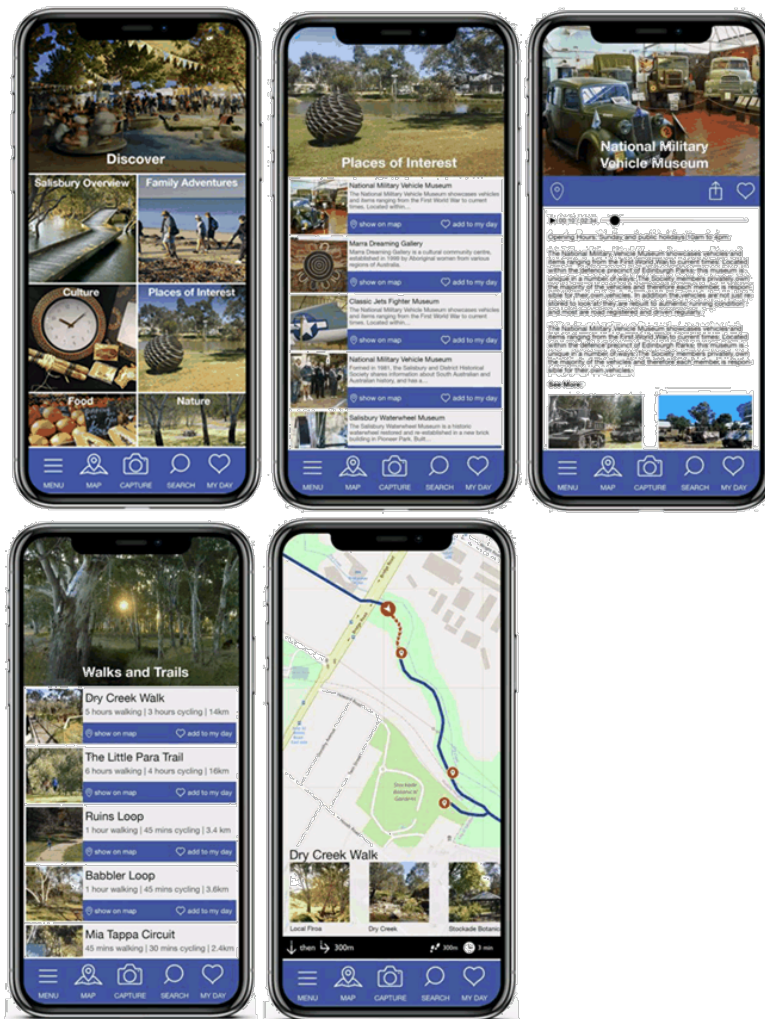
Discover Salisbury Website Update

- Interactive Maps – linked to Google Places
- A mechanism for local businesses to better utilize the Discover Salisbury website
- Inclusion of Video Content of our own assets
- Inclusion of interesting articles and photographs
- Mobile (phone) optimised.