



## AGENDA

**FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON  
10 AUGUST 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 14 July 2020.

### REPORTS

TVSC1	Future Reports for the Tourism and Visitor Sub Committee .....	7
TVSC2	City of Salisbury Digital Asset Enhancement .....	11

### 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**

**14 JULY 2020**

**MEMBERS PRESENT**

Cr M Blackmore (Chairman)  
Mayor G Aldridge (ex officio) (*from 5.03pm*)  
Cr K Grenfell  
Cr D Proleta  
Cr S Reardon  
Mr L Virgo  
Mr D Waylen  
Cr J Woodman (Deputy Chairman)

**OBSERVERS**

Nil

**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

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

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**PRESENTATION OF MINUTES**

Moved Mr D Waylen  
Seconded Cr J Woodman

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 12 May 2020, be taken and read as confirmed.

**CARRIED**

**REPORTS**

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

Moved Cr S Reardon  
Seconded Cr D Proleta

1. The information be received.

**CARRIED**

**TVSC2 Status Report on Historical Signage Installation**

Moved Cr S Reardon  
Seconded Cr D Proleta

1. That the information within the report be received and noted.
2. That staff consider further locations and a priority list be presented to the sub-committee at a future date (November 2020 meeting of TVSC), for inclusion in future budget bids.

**CARRIED  
UNANIMOUSLY**

**TVSC3 City of Salisbury Calendar of Events & Exhibitions review**

*Mayor G Aldridge left the meeting at 5:14 pm.*

*Mayor G Aldridge returned to the meeting at 5:15 pm.*

*Cr D Proleta left the meeting at 6:13 pm.*

*Cr D Proleta returned to the meeting at 6:16 pm.*

Moved Mayor G Aldridge

Seconded Cr D Proleta

1. That the report be noted.
2. That the Tourism & Visitor Sub Committee consider this report and make the following recommendations to the Innovation and Business Development Sub Committee.
  - a. The Proposed 3 Year Exhibition & Events Calendar be endorsed as contained in Attachment 2 to this report (TVSC 14/07/2020, Item No TVSC3)
  - b. Endorse the introduction and staging of a brand new community (nature play style) activity, “The Discover Salisbury Challenge” in December 2020, to kick off school holiday activations, whilst still enabling the appropriate management of social distance requirements, anticipating that they are still in place at the time.

**CARRIED**

*Mr D Waylen requested that the Minutes note that he voted against the Motion*

**OTHER BUSINESS**

Nil

**CLOSE**

The meeting closed at 6.17 pm.

CHAIRMAN.....

DATE.....



<b>ITEM</b>	TVSC1
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	10 August 2020
<b>HEADING</b>	Future Reports for the Tourism and Visitor Sub Committee
<b>AUTHOR</b>	Michelle Woods, Projects Officer Governance, CEO and Governance
<b>CITY PLAN LINKS</b>	4.2 We deliver quality outcomes that meet the needs of our community
<b>SUMMARY</b>	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:

<b>Meeting Item</b>	<b>Heading and Resolution</b>	<b>Officer</b>
25/11/2019 TVSC-OB1	<b>Signage – Purling/Commercial Road, Salisbury North</b> 1. That staff provide an audit report on existing directional and historically significant signage in the City of Salisbury. <b>Due:</b> November 2020	David Boothway
23/03/2020 1.0.2-OB1	<b>Tourism Strategy</b> 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. <b>Due:</b> September 2020 <b>Deferred to:</b> November 2020 <b>Reason:</b> Requires further investigation regarding status of delivered objectives.	Julie Kushnir
23/05/2020 1.0.2-TVSC2	<b>Promotion of Salisbury Community Hub and Council Area</b> 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. <b>Due:</b> June 2021	Julie Kushnir
25/05/2020 1.0.2-TVSC2	<b>Promotional method for identifying properties of historical significance plus other attractions within City of Salisbury</b> 2. That further information and / or presentations of suitable technologies be prepared for presentation to the Committee. <b>Due:</b> September 2020	Julie Kushnir
25/05/2020 1.0.2-TVSC-OB2	<b>Cycling and Walking Path Signage</b> 1. That a report be prepared by August 2020 investigating the feasibility and cost of installing signage and public mural art along the new Cycling and Walking path Tapa Martinthi Yala, to encourage cyclists to venture into Salisbury. <b>Due:</b> August 2020 <b>Deferred to:</b> September 2020 <b>Reason:</b> Further strategic thought is required regarding the potential alignment of neighbouring councils to contribute to the beautification of the entire pathway, which is a DPTI owned and maintained asset.	Julie Kushnir



27/07/2020	<b>Status Report on Historical Signage Installation</b>	Craig Johansen
1.0.2- TVSC2	2. That staff consider further locations and a priority list be presented to the sub-committee at a future date (November 2020 meeting of TVSC), for inclusion in future budget bids.	
<b>Due:</b>	November 2020	

#### 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	A/GMBE	A/GMCI
Date:	03/08/2020	31/07/2020	31/07/2020



<b>ITEM</b>	TVSC2
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	10 August 2020
<b>HEADING</b>	City of Salisbury Digital Asset Enhancement
<b>AUTHOR</b>	Julie Kushnir, Manager Community Experience & Relationships, Business Excellence
<b>CITY PLAN LINKS</b>	4.1 Members of our community receive an exceptional experience when interacting with Council 4.2 We deliver quality outcomes that meet the needs of our community 1.4 We are proud of our strengths, achievements and cultural diversity
<b>SUMMARY</b>	This report provides information with respect to the installation of kiosks within various locations around the City’s key tourist locations to assist Council in its deliberations together with a visual presentation to be made at this meeting of the Sub Committee which will present some alternative options.

**RECOMMENDATION**

1. The information contained within this report be noted and received.

**ATTACHMENTS**

There are no attachments to this report.

**1. BACKGROUND**

- 1.1 There is a distinct requirement to continue to dedicate suitable resources to the promotion of the City of Salisbury’s attractions, with a number of initiatives being discussed and reviewed over the last 18 – 24 months.
- 1.2 One of those initiatives was to install “kiosks” within various locations around the City’s key locations (which were not identified at the time). These “kiosks” comprised a plinth style stand of waist height with a secured tablet device on top of the stand. Visitors to the locations would then be able to approach the “kiosk” and access the Discover Salisbury website.
- 1.3 Data analytics (Statista) indicate that considerably more people are using their mobile phones to access the internet and as such, we have recently taken the opportunity to explore how we may alternatively consider this changing usage by the community.
- 1.4 Research has also been undertaken regarding a Discover Salisbury “App” which was tabled at the Tourism & Visitor Sub Committee of 12 May 2020 which was offered at the time by the Developer at a very keen price at the beginning of the COVID-19 pandemic. The App price structure has now reverted to its normal price which is in the vicinity of \$75,000 and as such is now not viable.

- 1.5 A budget of \$15,000 was approved early in 2019 to progress a “kiosk” concept, which would afford only 4-5 “kiosks” throughout the City of Salisbury’s best visitor locations, noting those locations were unidentified at the time. It should be noted also that the tablets are likely to experience a fair amount of wear and tear and that damage is highly likely to be experienced within a short period of time, requiring a separate budget to be identified to provide ongoing replacements.
- 1.6 To date, the “kiosks” have not proceeded mindful of the abovementioned replacement costs.
- 1.7 The unspent funds of \$15,000 have been carried forward as part of the overall unspent Tourism & Visitor Sub Committee budget which totals \$45,000.
- 1.8 We have recently taken the opportunity to explore how we may expand the Discover Salisbury website, an asset we already own that presents boundless opportunities for expansion and enhancement, by including new and more engaging content, an easier menu structure, inclusion of new attractions, new photography and videos. Information, photographs and videos displayed online also appear in Google searches, Map searches and YouTube searches.
- 1.9 Expansion of the Discover Salisbury website can be achieved for a budget in the vicinity of \$12,000 - \$15,000, including an allocation for a small promotional budget.
- 1.10 Research has also been undertaken regarding a Discover Salisbury “App” which was tabled at the Tourism & Visitor Sub Committee of 12 May 2020 which was offered then at a very keen price by the Developer at the beginning of the COVID-19 pandemic. The App price structure has now reverted to its normal price in the vicinity of \$75,000, now not a viable option.
- 1.11 Interestingly, data analytics also show a trend in an increase of website usage, versus a decline in the use of Apps. Source: Statista (digital analytics company) shows a decline in App usage. Source: Global Web Index shows an increase in website use.
- 1.12 Currently the Discover Salisbury website has just under 13,000 users annually, over 26,000 page views and 9.8 per cent of returning visitors, which offers us a substantial base to build on.
- 1.13 It should be noted that the City of Port Adelaide & Enfield App has had approximately only 500 downloads in the Google Play Store. Given Google has a 46 per cent market share and Apple has a 54 per cent market share in Australia, it can be estimated their App has had a total of 1,100 downloads across both Apple and Google stores since its launch in October 2019, which in our view would be regarded as disappointing.
- 1.14 The full gamut City of Salisbury’s attractions (including but not limited to historic walks, museums, parks, playgrounds, boat and kayak launch spots etc) can be featured in the enhanced Discover Salisbury website, complemented by modest signage placed at the City’s most relevant points.
- 1.15 It should be noted that this concept is separate to the #shopsalisbury platform which has its focus on supporting local traders.

- 1.16 By inviting more people to “Discover” Salisbury, and monitoring the analytics of the website, we will be able to benchmark our promotional efforts year on year, and consider and compare any economic benefits to our local traders and community over time.

**2. CONSULTATION / COMMUNICATION**

2.1 Internal

2.1.1 Digital Officer, Marketing & Communication

2.1.2 Team Leader, Marketing & Communication

**3. CONCLUSION / PROPOSAL**

- 3.1 The members of the Tourism & Visitor Sub Committee are provided with this report to be used in conjunction with the visual presentation being made at the meeting of the Sub Committee to highlight alternative options available.
- 3.2 The meeting will provide the forum for discussion and feedback, to inform how best to proceed with the expenditure of the 2020-2021 Financial Year Tourism & Visitor budget in order to gain the best possible reach and promotional exposure for the City of Salisbury.

**CO-ORDINATION**

Officer:	Executive Group	A/GMBE
Date:	03/08/2020	05/08/2020