



## **AGENDA**

**FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON**

**15 SEPTEMBER 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 August 2020.

### **REPORTS**

TVSC1	Future Reports for the Tourism and Visitor Sub Committee .....	5
TVSC2	Cycling and Walking Path Signage .....	9
TVSC3	City of Salisbury Digital Asset Enhancement and Tourism Kiosks .....	13

---

**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 AUGUST 2020**

**MEMBERS PRESENT**

Cr M Blackmore (Chairman)  
Mayor G Aldridge (ex officio)  
Cr K Grenfell  
Cr D Proleta  
Cr S Reardon  
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 5.01 pm

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 Mayor G Aldridge  
Seconded Cr D Proleta

The Minutes of the Tourism and Visitor Sub Committee Meeting held on  
14 July 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**

*Mayor G Aldridge left the meeting at 05:26 pm.  
Mayor G Aldridge returned to the meeting at 05:28 pm.*

**TVSC2 City of Salisbury Digital Asset Enhancement**

Moved Cr D Proleta  
Seconded Cr K Grenfell

1. The information be received.
2. Staff investigate and a report be brought back on three internal sites for kiosks.
3. The Tourism and Visitor Sub Committee supports the enhancement of the Salisbury Discover website within the proposed budget of \$15,000 to include consideration of information relating to accommodation and historical sites.

**CARRIED**

**OTHER BUSINESS**

**TVSC-OB1 Salisbury Recreation Precinct**

Moved Mr D Waylen  
Seconded Cr K Grenfell

1. That staff bring back a report on the promotion of the Salisbury Recreation Precinct, including signage.

**CARRIED  
UNANIMOUSLY**

**CLOSE**

The meeting closed at 5.58 pm.

CHAIRMAN.....

DATE.....

<b>ITEM</b>	TVSC1
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	15 September 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 Presented as part of item TVSC2 at the 10 August 2020 meeting.	Julie Kushnir
27/07/2020 1.0.2-TVSC2	<b>Status Report on Historical Signage Installation</b> 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	Craig Johansen
24/08/2020 1.0.2-TVSC-OB1	<b>Salisbury Recreation Precinct</b> 1. That staff bring back a report on the promotion of the Salisbury Recreation Precinct, including signage. <b>Due:</b> November 2020	Adam Trottman

**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  
Date: 07/09/2020





<b>ITEM</b>	TVSC2 <b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	15 September 2020
<b>HEADING</b>	Cycling and Walking Path Signage
<b>AUTHOR</b>	Julie Kushnir, Manager Community Experience & Relationships, Business Excellence
<b>CITY PLAN LINKS</b>	3.2 Have interesting places where people want to be. 3.4 Be a proud, accessible and welcoming community. 4.4 Embed long term thinking, planning and innovation across the organisation.
<b>SUMMARY</b>	In response to Council’s resolution from its May 2020 meeting, this report provides an update on installing signage and public mural art along the new Cycling and Walking path Ta Martinthi Yala to encourage cyclists to venture into Salisbury.

## RECOMMENDATION

1. The information contained within this report be received and noted.
2. That staff will install signage along the Cycling and Walking path Ta Martinthi Yala to promote key destinations
3. Consultation with neighbouring councils who have property that the path passes through, be carried out, to investigate a collaborative desire to partner and further beautify the entire strip.

## ATTACHMENTS

There are no attachments to this report.

### 1. BACKGROUND

- 1.1 At its May 2020 meeting Council resolved:

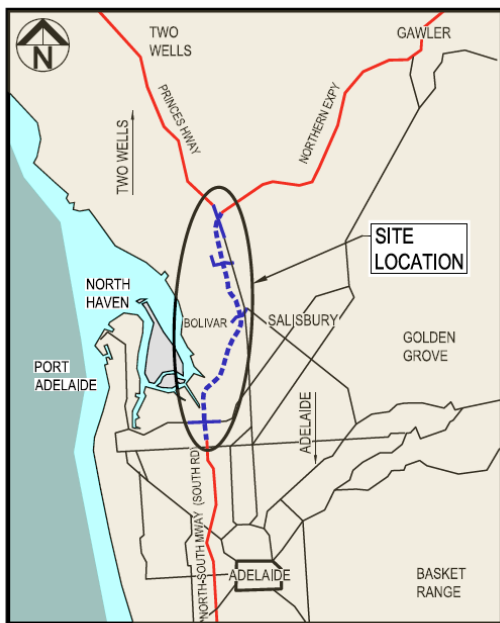
***TVSC-OB2      Cycling and Walking Path Signage***

*“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.”*

***Resolution No 0540/2020***

- 1.2 The new trail has been developed by the Department of Planning, Transport and Infrastructure (DPTI) as part of the Northern Connector project and they are currently responsible for the maintenance of it. The path is newly constructed and over time will alter as the landscape is installed as part of the project stages and reaches maturity.

- 1.3 The trail has had directional and distance signage erected throughout which sufficiently provides cyclists and walkers with clear information regarding their chosen route.
- 1.4 The wayfinding signage is consistent with what DPTI has delivered elsewhere as part of pedestrian / cycleway developments across Metropolitan Area.
- 1.5 The style of signage used by DPTI is consistent with their other installations and similar signage will be installed in association with the Gawler Greenway as it proceeds through the City.
- 1.6 It is acknowledged that there are opportunities to further enhance this signage so as to promote key destinations and sites within the City of Salisbury.
- 1.7 Images of the locality plan and signage can be viewed as follows:



LOCALITY PLAN



## 2. CONSULTATION / COMMUNICATION

### 2.1 Internal

- 2.1.1 Acting Team Leader, Events
- 2.1.2 Team Leader Parks and Open Space Assets

**3. REPORT**

- 3.1 The shared use path is not currently a Council asset or under its care or control but may eventually be transferred to Council. Pending this staff would work with DPTI to seek approval to install additional signage and/or artwork as per the resolution of the sub-committee.
- 3.2 It is recognized that additional signage will inform users of the other attractions that they may visit and which aligns to promoting the city's assets.
- 3.3 An additional strategic opportunity to address the need to entice visitors to explore the entire path, would be to collaborate with our neighbouring councils to identify a desire to beautify the entire route, be that with plantings, signage or other.
- 3.4 Where possible, the signage will be funded from existing budgets but should it be required a separate budget bid for 2020/21 will be considered.

**4. CONCLUSION / PROPOSAL**

- 4.1 The new shared trail will form a key part of the City of Salisbury trails with opportunities to leverage of the trail to promote other destinations.
- 4.2 It is noted that staff will look at where it is appropriate to add signage that promotes not only the trail itself but other destinations we would like to promote..
- 4.3 Consideration be made to strategically engaging and collaborating with neighbouring Councils who have property that the path passes through, to investigate a collaborative desire to partner and beautify the entire strip.
- 4.4 The cycling and walking path is regularly featured in our social media channels, Discover Salisbury website, and we have future plans for inclusion in our "Salisbury Aware and Discover Salisbury" printed publications which are circulated to residents three times per annum, of which it was a feature story in the edition circulated 19 August 2020.

**CO-ORDINATION**

Officer: Executive Group  
Date: 07/09/2020



<b>ITEM</b>	TVSC3  <b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	15 September 2020
<b>HEADING</b>	City of Salisbury Digital Asset Enhancement and Tourism Kiosks
<b>AUTHOR</b>	Julie Kushnir, Manager Community Experience & Relationships, Business Excellence
<b>CITY PLAN LINKS</b>	4.5 We engage meaningfully and our community is aware of Council initiatives
<b>SUMMARY</b>	This report provides information with respect to the installation of “kiosks” in three locations around the City’s key tourist locations to assist Council in its deliberations.

**RECOMMENDATION**

1. The information contained within this report be noted and received and that the digital kiosk concept not be progressed

**ATTACHMENTS**

There are no attachments to this report.

**1. BACKGROUND**

- 1.1 At its August 2020 meeting, Council resolved that:

***TVSC2 City of Salisbury Digital Asset Enhancement***

1. *Staff investigate and a report be brought back on three internal sites for kiosks.*
2. *The Tourism and Visitor Sub Committee supports the enhancement of the Salisbury Discover website within the proposed budget of \$15,000 to include consideration of information relating to accommodation and historical sites.*

***Resolution No 0656/2020***

**2. CONSULTATION / COMMUNICATION**

- 2.1 Internal
  - 2.1.1 Team Leader, Marketing & Communications
  - 2.1.2 Digital Officer, Communications & Customer Relations
- 2.2 External
  - 2.2.1 Fuller Communications

### 3. REPORT

- 3.1 It is widely acknowledged that there is a 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.
- 3.2 One of those initiatives was to install "kiosks" within various locations around the City's key locations. 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.
- 3.3 A budget of \$15,000 was approved early in 2019 to progress a "kiosk" concept, which was at the time estimated to 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 and IT support.
- 3.4 To date, the "kiosks" have not proceeded as following further consideration other options were considered to provide greater benefits.
- 3.5 Following the meeting of 10 August 2020, more detailed investigation was conducted in order to identify further scope and costings for installing 3 "kiosks" around the City of Salisbury. It was also mooted that if possible, these "kiosks" could be movable.
- 3.6 To that end, it has since been identified that a slightly cheaper option requires WiFi. Assuming that not every location has free WiFi for the purpose of providing this report, we identify costings for Cellular iPads, with Cellular Data connection, which requires an ongoing payment of \$10 per month for the cellular connectivity, ie \$120 per annum + GST.
- 3.7 We have also assumed that a free standing unit would be the most suitable, as the alternative option required desk or counter-top space to be allocated to the units – which is considered to be somewhat of an unfair impost on participating outlets.
- 3.8 To supply 1 x Floor Stand and a 10.2 inch Cellular iPad, including charging cable and lock kit, the cost is \$1,478 + GST each, with an additional \$120 per annum + GST per unit, required on an ongoing basis for the duration of time the "kiosk" remains in operation. The cost therefore to supply 3 units would be \$4,434 + GST, in addition to \$360 per annum for ongoing cellular data provision.
- 3.9 It has been identified that the original concept did not investigate how the software would display on the "kiosks". It was originally thought that the iPad devices could be locked down to a particular website and this would be sufficient to direct users to other destinations and attractions around Salisbury. However upon further investigation it has been determined that the website is not able to be locked down sufficiently to prevent people accessing external links that are housed on the Discover Salisbury Website – namely other businesses on that website. In other words, there is no automated process to bring the "kiosk" back to the Discover Salisbury Website each time after use.

- 3.10 The technical recommendation provided by Fuller Communications (the original Website builders of Discover Salisbury) is that a microsite needs to be developed that lists only the things you would want visitors to be able to see and then defaults to the microsite's homepage after a period of inactivity.
- 3.11 In order to provide that microsite and configuration, an additional investment is required (which is an estimate only at this point in time) of between \$10,000 - \$20,000. For the purposes of the exercise, we have used the average sum of \$15,000 + GST for the initial investment, plus further enhancements and alterations as time progresses.
- 3.12 A number of risks have been identified relative to the "kiosk" model:
- 3.12.1 Initial investment of \$19,434 + \$360 per annum, excluding GST is too cost prohibitive when considering the number of potential users (foot traffic) within the selected locations.
  - 3.12.2 IT support is required, not only for the initial set up and installation but ongoing. Internal resources would need to be allocated.
  - 3.12.3 IT support for standard IOS upgrades to software and periodic trouble shooting would be required, again requiring internal resources.
  - 3.12.4 Floor stands would not be moveable.
  - 3.12.5 Power must be provided.

#### **4. CONCLUSION / PROPOSAL**

- 4.1 Whilst an attractive concept at the time, the "kiosk" method continues to present itself as somewhat problematic with a number of challenges, both physical and financial and is not a viable concept to pursue.
- 4.2 As identified in resolution referred to in section 1.1.2, by enhancing the Discover Salisbury Website for an investment of \$15,000 in addition to wider promotional support, we anticipate a far better and cost efficient solution. Added to that, we have the ability to include information on accommodation options and historical sites.
- 4.3 A small ongoing investment could be made into continuing with the production of printed items such as pull up banners, maps, leaflets and/or small brochures, provided to various tourist attractions/locations around the City of Salisbury such as (but not restricted to) the St Kilda Tackle and Tuck Shop, the National Military Museum, Watershed Café, St Kilda Interpretive Centre etc. It would be reasonable to allocate a budget up to \$6,000 in order to produce a small collection of printed materials and artwork for brochures/leaflets and pull up banners covering attractions such as (but not limited to):
- Parks and playgrounds
  - Little Para Trails
  - Historical Walk through Salisbury including the National Military Museum
  - Arts Trail
  - More Generic Discover Salisbury promotion (pull up banner)

**CO-ORDINATION**

Officer: Executive Group  
Date: 07/09/2020