



STRATEGIC TOURISM MARKETING PLAN

APRIL 2025 – 2028



Acknowledgment of Country

The Wattle Range Council acknowledges Traditional Owners of Country throughout Australia and recognises the continuing connection to lands, waters and communities. We pay our respects to Aboriginal and Torres Strait Islander cultures; and to Elders past and present.

We respect and acknowledge the Boandik and Pinechungga Peoples as the Traditional Custodians of this region and as our land’s first storytellers. These cultures and traditions play an important role in how our tourism marketing tells the region’s story.

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Relevant Strategies

There are a number of existing Council strategies that feed into this Strategic Tourism Marketing Plan. The actions within this plan support the delivery of some of the key objectives. These documents include and are not limited to;

- Wattle Range Council Strategic Plan
- Community Visions across the Wattle Range area
- Disability Access and Inclusion Plan
- Wayfinding Signage Strategy
- Wayfinding Style Guide and Implementation Plan
- Penola and Millicent Town Centre Concept Designs

Disclaimer

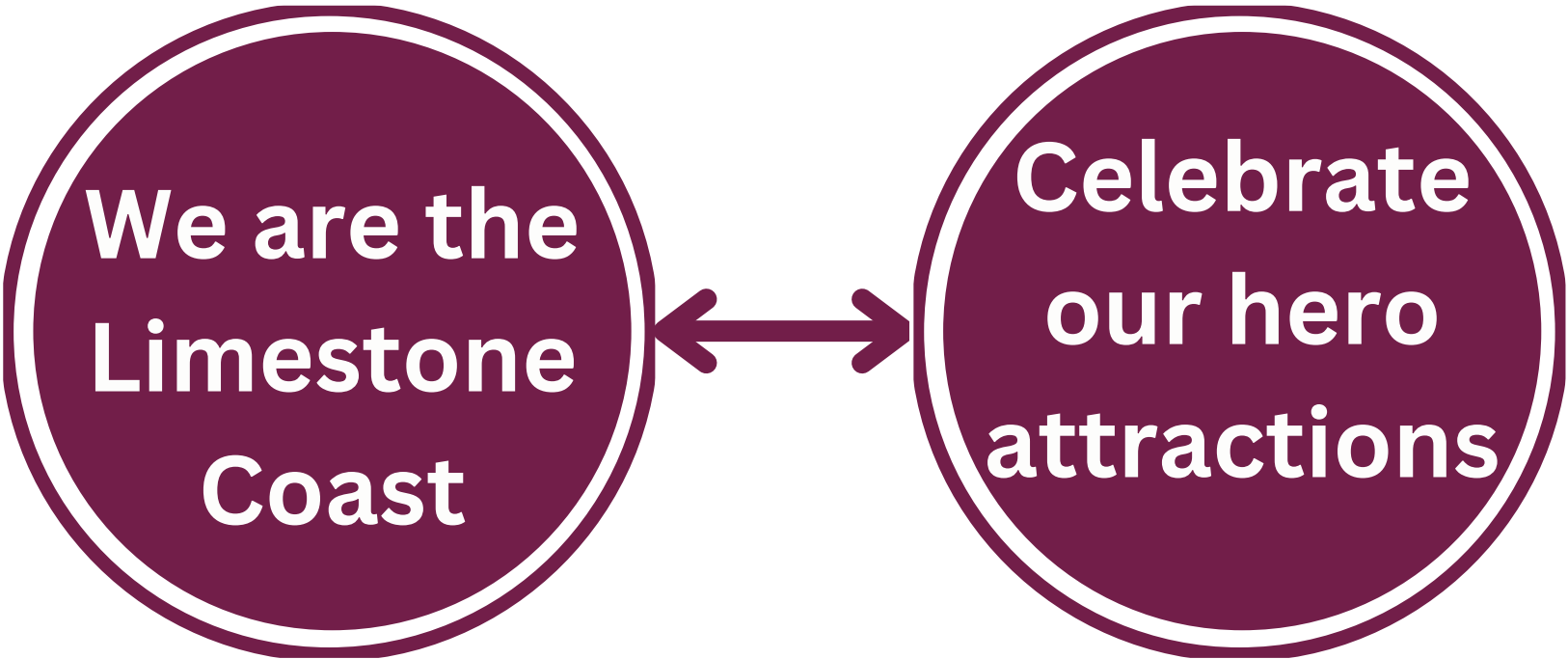
The information presented in this report is provided solely for informational purposes, and it is expected that all recommendations be thoroughly examined. The suggestions made throughout this document are based on information from the consultation process and various data sources. There may be some assumptions drawn from this information. The actions being recommendations do not equate to council commitments.



1.0 Executive Summary

This Strategic Tourism Marketing Plan provides direction and purpose for Council’s tourism related marketing. This is not a document to read in isolation, just as a tourist traverses a destination, locality boundaries become insignificant and blurred. It’s all about the experience. This plan is intrinsically linked to the tourism plans of the Limestone Coast Region, the state of South Australia and the Nation.

The Wattle Range Council endeavours to support local businesses and tourism operators through advocacy, engagement, promotion and support. The aim is to celebrate existing offerings, leveraging off those that are most renowned, while reinforcing the “Limestone Coast” brand. To achieve this, a series of objectives and actions have been centred around two key themes:



Our commitment will span collaboration, coordination, marketing support and grant funding with the overall purpose to increase the visitor experience and connect stakeholders with services that support their tourism needs and desires. The actions identified in this plan are prioritised into five objectives:

1.

Build a strong foundation based on our tourism aspirations
2.

Develop storytelling and brand visibility
3.

Support product and experience development
4.

Increase awareness and promotion
5.

Increase regional and national visitation and servicing

The time frame of this document addresses the short-term objective; to adapt to a changing tourism landscape along with the medium to long term objective; to be clear in our regional marketing objectives ensuring all outputs align with regional, state and national tourism objectives.

Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6
SHORT TERM	MEDIUM TERM		LONG TERM		
DEC 2025	2026 - 2027		2028 and beyond		

The strategy has been developed through multiple consultations and input from local community members and stakeholders in Millicent, Penola, Beachport and surrounding townships. Information sources are included but not limited to Tourism Australia, Tourism Research Australia, Austrade, South Australian Tourism Commission (SATC), Limestone Coast Local Government Association (LCLGA), Visitor Information Centre Statistics (VIC) and the Wattle Range Council website information (refer to list of references). This plan aims to bring clear communication and purpose to the combined efforts of our tourism champions within the Wattle Range Council area.



2.0 Introduction

2.1 Purpose

This Strategic Tourism Marketing Plan provides a steadfast ‘roadmap’ within a tourism environment that is currently in a state of change. Its laser focus is to leverage the brand and hero attractions of the Limestone Coast for the direct benefit of the Wattle Range region and the tourism operators and businesses within it.

The Strategy also provides clarity to stakeholders and tourism operators of our role and capacity as a council to offer support and investment. The Plan should inform, support and engage stakeholders, businesses and consumers, providing insight into Council’s tourism-related objectives and actions throughout the remainder of the 24/25 Financial Year and the proceeding three years.

3.0 The Context

3.1 Government Strategies

There are multiple layers of government playing in the tourism space, and this Plan aligns with the priorities and actions in each of their over-arching strategies to avoid duplication and facilitate consistency.

However, it is worth noting that the strategies and related tourism models at both a State and Limestone Coast regional level are currently under review. These reviews are expected to impact the services presently provided at a regional and state level to the Wattle Range Council, however exactly the extent of this impact is still unknown. Therefore, there has never been a more important time to develop a strategic plan relating to tourism and firm up the Council’s priorities into the short to medium term.



3.2 About Wattle Range

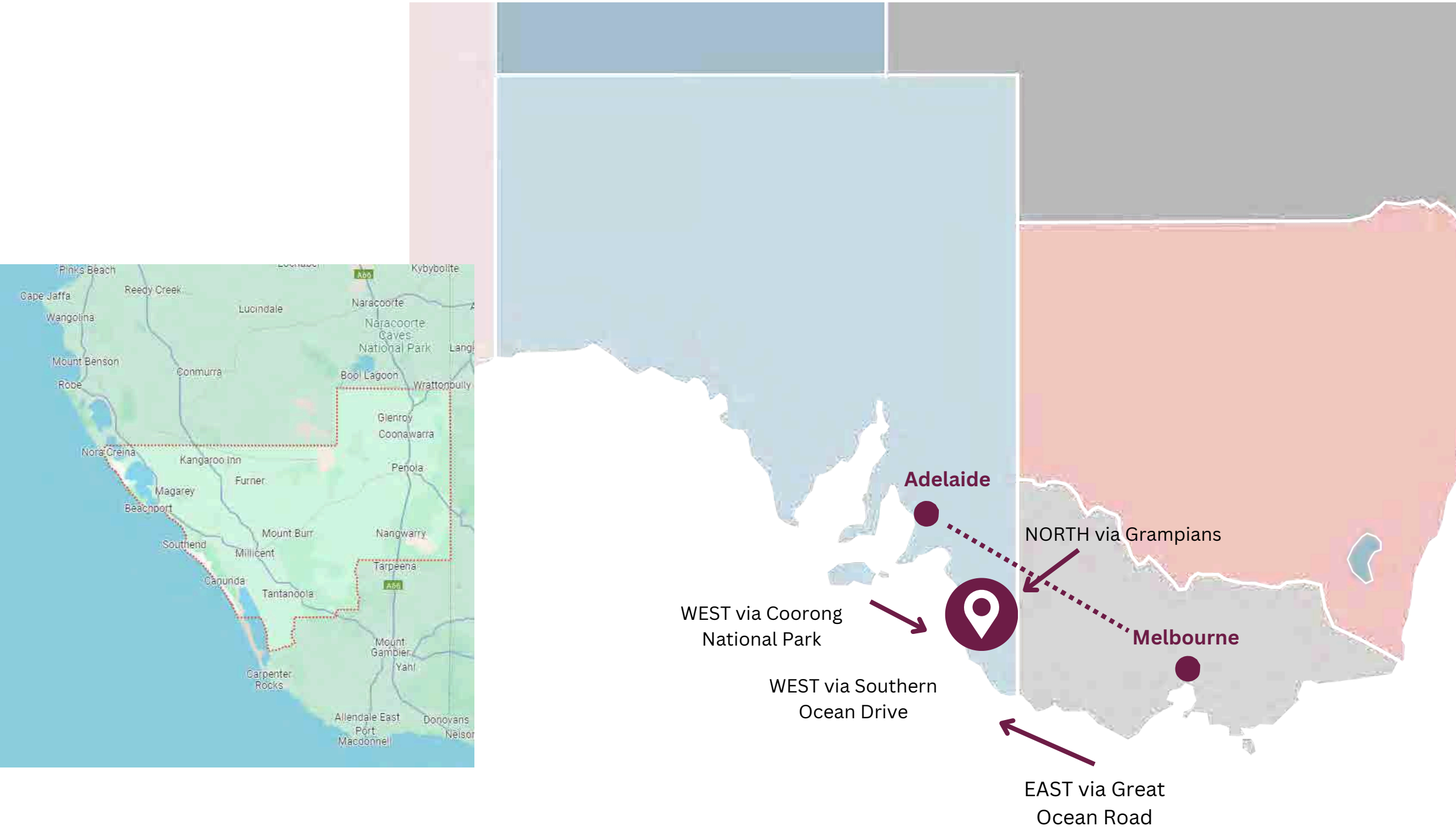
Wattle Range is renowned for its stunning landscapes, thriving agricultural industries, and vibrant tourism opportunities. Located approximately 400 kilometres southeast of Adelaide and 450 kilometers west of Melbourne, this region with over 12,000 residents, covers 3,924 square kilometres, stretching from the picturesque Beachport coastline to the Victorian border.

Perfectly located in the Limestone Coast, the Wattle Range region is blessed with breathtaking coastline, a world-renowned wine region, unique national parks and rich historical sites. These hero attractions are complemented by year-round exciting events, exceptional recreational infrastructure and a passionate visitor servicing team. With something for everyone, all visitors can create unforgettable memories during their stay.

There are several existing gateways to the Wattle Range area, with tourists filtering through neighbouring hero attractions into our patch. From the East, the National Heritage-listed Great Ocean Road, sends us coastal scenery and ocean lovers. From the North, the tremendous Grampians sends us nature-lovers and adventurers. From the West, the stunning Coorong National Park and Southern Ocean Drive send us beach-lovers and keen fisherman.

The thoroughfare between Adelaide and Melbourne and vice versa holds great potential to increase both domestic and international traveller visitor numbers.

Regional Map

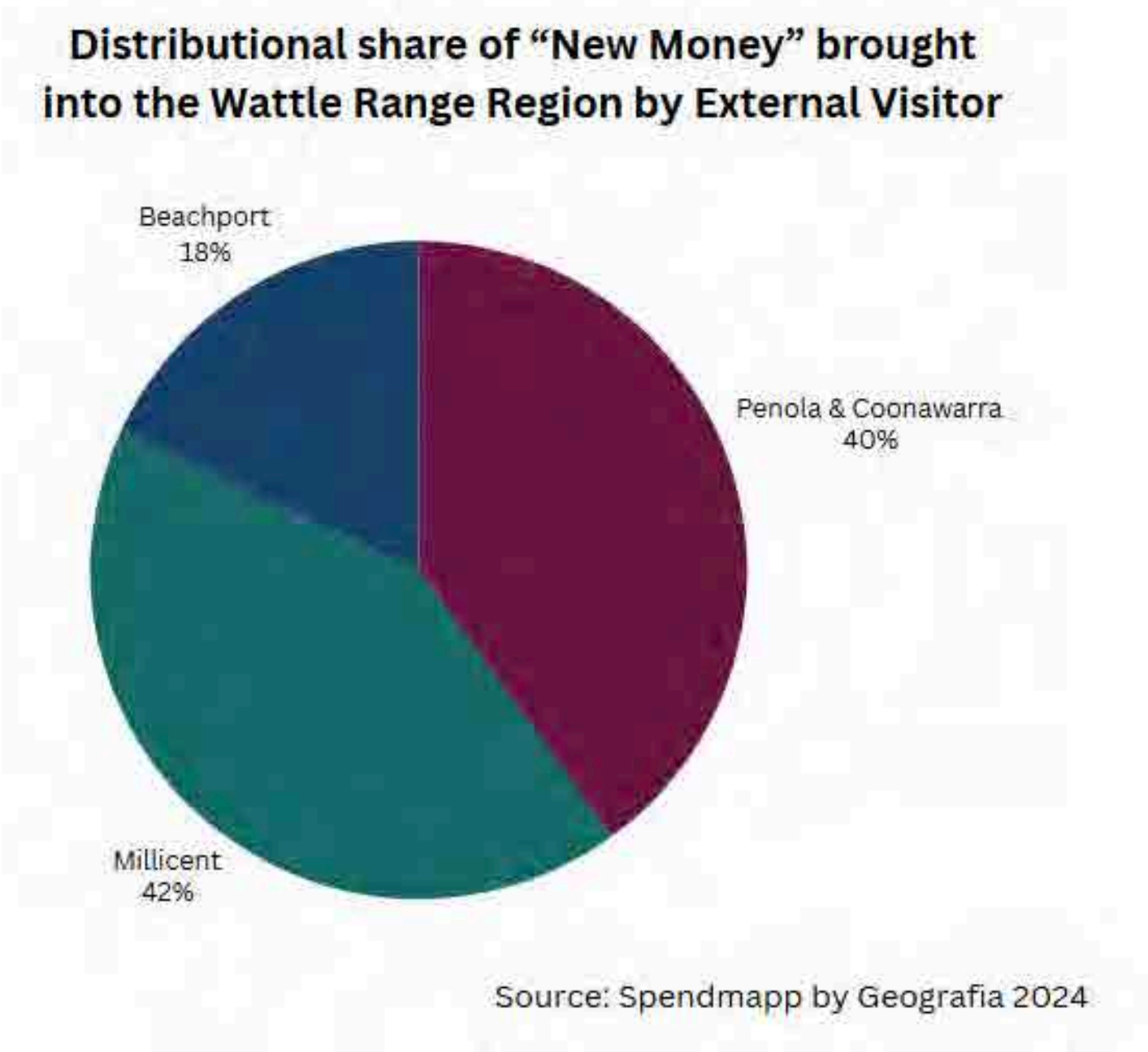


3.3 Limestone Coast / Wattle Range Industry Profile

Tourism is a significant economic driver for the Limestone Coast/ Wattle Range area. The South Australian Tourism Commission published the December year-end 2023 Regional Profile where it was stated the Limestone Coast contributes \$520 Million to the South Australian expenditure of 10.1 billion*.

The Wattle Range Council visitor economy is a major player within the Limestone Coast region, with 112 direct tourism businesses supporting 244,000 visitors and approximately \$47 million in visitor expenditure*.

Spendmapp by Geografia data shows “External Visitor Spend” across all categories within the Wattle Range Region during 2023 was 48.18M. The share of visitor spending proportional to each main town equated to Millicent 42%, Coonawarra and Penola represented 40% and Beachport 18%.



External visitor spend (Dining, Entertainment & Travel) the Wattle Range July 2023 -June 2024

Rank	Town	Spend	Rank	Town	Spend
1	Mount Gambier	5.93M	16	Port Macdonnell	115.43K
2	Naracoorte	863.36K	17	Reynella	109.56K
3	Robe	745.88K	18	Worrolong	106.91K
4	Burra (SA)	372.92K	19	Eden Valley	101.12K
5	Kingston SE	330.98K	20	Bordertown	95.46K
6	Cloncurry	289.44K	21	Horsham	93.08K
7	Queanbeyan West	234.44K	22	Fox	86.11K
8	Tarpeena	218.14K	23	Bray	85.31K
9	Brighton (SA)	200.58K	24	Melton (Vic.)	84.58K
10	Compton	148.73K	25	Seaford (Vic.)	82.80K
11	Hamilton (VIC)	141.75K	26	Mount Barker (SA)	82.28K
12	Warnambool	131.44K	27	Portland (Vic.)	77.66K
13	Crib Point	119.63K	28	Adelaide	76.65K
14	Dergholm	117.09K	29	Hallett Cove	72.38K
15	Wendouree	115.66K	30	Tea Tree Gully	69.08K

Source: Spendmapp by Geografia 2024

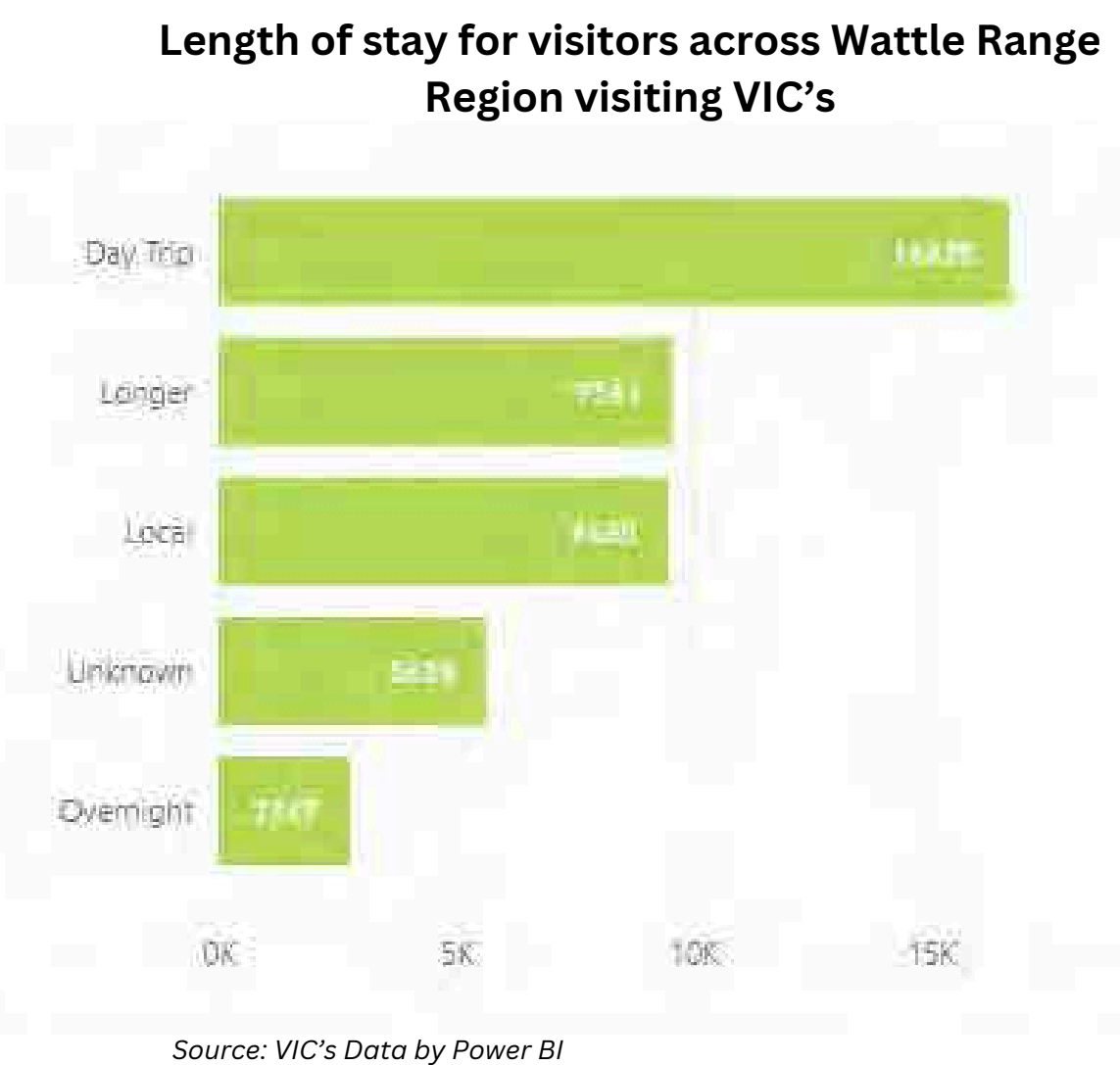
Expenditure on dining, entertainment and travel is a strong indicator of visitor expenditure. Spendmapp data identifies that the top 5 sources of visitor spending in this category in the WRC region over the last financial year is residents from:

- 1. Mount Gambier
- 2. Naracoorte
- 3. Robe
- 4. Burra
- 5. Kingston SE

This highlights the significance of the local *intra*-state visitor economy, but also the opportunity to further grow *inter*-state travel, particularly across the Victorian border.

As can be asserted from information captured at the Visitor Information Centres, the Wattle Range Council’s tourism market is largely weighted by day trippers within the region. The opportunity lies within experience development and itinerary planning to encourage visitors to stay longer within the region. Visitor data captured is to be further developed for best use of targeting ideal itineraries for single, two and multiple night stays.

**Source: South Australia Tourism Commission (2019) & Tourism Research Australia Austrade, LGA Profiles, 2019*



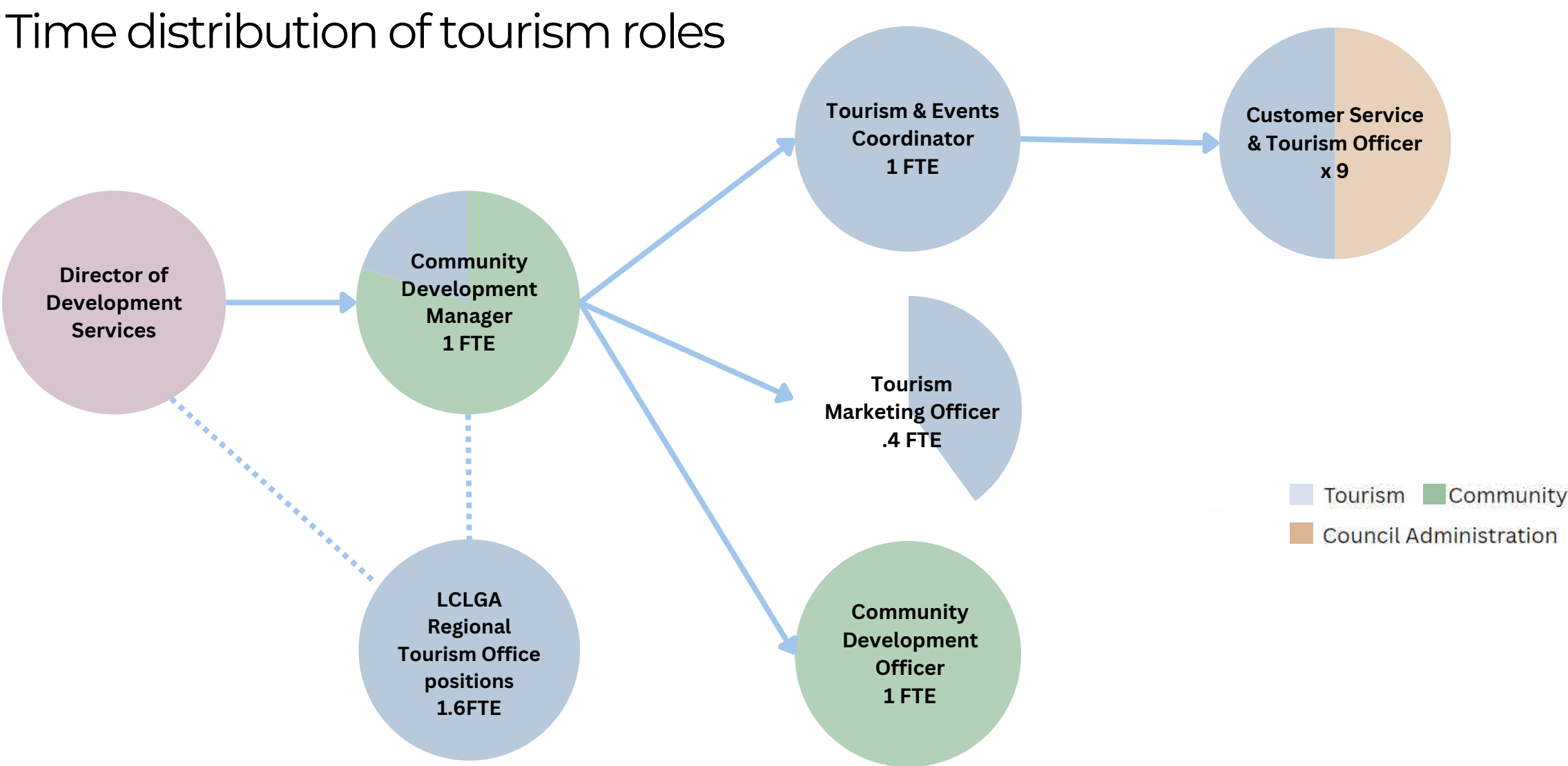
3.4 The WRC Tourism Team

The Wattle Range Council (WRC) employs the following staff within the Tourism, Events and Community Development portfolio:

- 1 FTE (Full Time Equivalent) Community Development Manager (permanent)
- 1 FTE Tourism and Events Coordinator (permanent)
- .4 FTE Tourism Marketing Officer (permanent)
- 50% of 5.37 FTE** Customer Service & Tourism Officers (Mix of permanent and casual staff) based at the Visitor Information Centres in Beachport, Penola and Millicent

**The Visitor Information Centres in Beachport and Penola also act as a Council Administration Offices and at least 50% of the Customer Service and Tourism Officer role is non-tourism Council administration.

The following pie charts denote the portion of time distributed amongst the varying tourism roles within Wattle Range Council. The team is highly skilled, community focused and driven to achieve the best outcomes.



The two-day per week WRC Tourism Marketing role is supplemented by the tourism marketing resourcing through the LCLGA Regional Tourism Office (RTO). The current function of the LCLGA tourism roles is to promote and advocate for the Limestone Coast in accordance with the Destination Development Plan. The roles are partially funded by SATC, with the participating Councils also funding a contribution based proportionately on population size. There is some uncertainty about the future structure of the Regional Tourism Office following the SATC Regional Tourism Review and the Wattle Range Council's recent motion to withdraw membership from the LCLGA.



4.0 Our Offering

The Wattle Range Region has a strong representation in each ‘Experience Category’. By better identification of attractions and experiences, the region could benefit from increased dispersal of visitors by itinerary building from hero attractions such as the internationally renowned Coonawarra wine region. Investigation should be undertaken to leverage those hero attractions, complimenting them with experience offerings that target visitor and experience types.

Millicent



Penola



Coonawarra



Beachport



Surrounding Towns/areas



Millicent is a friendly and thriving community in the heart of South Australia's Limestone Coast region. It's a wonderful area to visit, relax, and explore. Millicent is the ideal location for accommodating all guests because of its extensive choice of facilities and services.

Nature & Wildlife	Food & Beverage	Outdoor & Adventure	History & Heritage	Arts, Culture & Retail
- Nature Playground - Lake McIntyre - Woakwine Range - Wind Farm Tourist Drive - Canunda National Park - Lake Bonney SE	- Award winning Mayura Wagyu Beef Tasting Room - Hotels and restaurants - Bakeries and Cafes	- Millicent Swimming Lake - Mega Playground & Skate Park - Road Safety School - Millicent Golf Course - Millicent Basketball Tournament - Pines Enduro	- Award winning Millicent National Trust Museum - Local History Collection	- Arts Trail & Galleries - Re-A-Range Festival - Geltwood Festival 5THEFM Local Radio "Murder at the Museum" - Showgrounds - Local Town Centre Stores

Penola is nestled amongst vineyards in the famous Coonawarra wine region. Penola is a picture-perfect country town with a fascinating history and an abundance of dining and wine options. Located an easy 383kms drive southeast of Adelaide or 420kms west of Melbourne. Penola boasts diverse landscapes of agricultural offerings displaying a variety of soil types, rainfall and enterprises.

Nature & Wildlife	Food & Beverage	Outdoor & Adventure	History & Heritage	Arts, Culture & Retail
- Penola Conservation Park - Greenrise Recreational Reserve including the Arboretum - St. Marys Garden - McCorquindale Park Nature Playground	- Local wineries and cellar doors - Award winning Restaurants and Hotels - Award winning Pipers of Penola - Cafes and Bakeries	- Penola Swimming Pool - Coonawarra Rail Trail - Arboretum Trail - Penola Golf Course - BMX Pump Track - Skate Park - Horse racing - Penola Rodeo - Lawn Bowls - Playground - Aussie Camino - E-Bike Hire - McCorquindale Sports Complex	- Petticoat Lane - National Trust Walk with History - Yallum Park - War Memorial Park - Mary MacKillop Penola Centre - Woods MacKillop Schoolhouse - John Riddoch History Room - Many stunning Churches	- Many local Art Galleries - Penola/Coonawarra Visitor Information Centre - Penola Coonawarra Arts Festival - Local Town Centre Stores

Regarded as one of Australia’s most internationally celebrated wine regions, Coonawarra is famous for its vivid red soil, Terra Rossa, and world class wines. From elegant red wines, to crisp, aromatic whites and vivacious bubbles, there are varieties and styles a plenty for wine lovers to discover.

Nature & Wildlife	Food & Beverage	Outdoor & Adventure	History & Heritage	Arts, Culture & Retail
- Coonawarra Memorial Park - Famous Terra Rossa Soil - Ever changing expansive vineyard landscape	- Cellar Door Tastings - Dining Experiences - Organised Wine Tours - Ottelia Restaurant - Cabernet Month - Coonawarra Store - Chardonnay Lodge - Hollick Restaurant - Local produce platters at Cellar Doors - Confido Olive Farm Tours - Coonawarra Community Club	- Coonawarra Rail Trail - Coonawarra Wineries - Walking Trails - Glamping Opportunities - Pétanque - Coonawarra Running Festival	- Historical Wineries - Father Woods Park - Coonawarra Railway Siding - Wynns “Three Gabled Cellars”	- Home to over 25 Cellar Doors - Cabernet Month - Cellar Dwellers - Vignerons Cup - Coonawarra Vintage Launch - Coonawarra Fringe Festival - After Dark Festival

Located 37kms north-west of Millicent, Beachport's sandy beaches stretch around Rivoli Bay and offer incredible views, surfing, swimming and fishing. Tourists frequently come here to rest in a quiet beach-side environment while visiting the numerous nature and adventure attractions along with the historical charm of the town centre.

Nature & Wildlife	Food & Beverage	Outdoor & Adventure	History & Heritage	Arts, Culture & Retail
- Surf beaches - Beachport Conservation Park - Wooley Lake - Lake George - Pool of Siloam - Penguin Island and the Marine Reserve	- Southern Rock Lobster - Local Bakeries & Cafes - Seasonal Markets - Lions Club Donut Van (seasonal) - Beachport Hotel	- Bowman Scenic Drive - Beachport Walking Trails - Windsurfing on Lake George - Bike Trails - Sea Urchins Daily Swimming - Beach Four Wheel Driving (approved areas only) - Golf & Lawn Bowls	- Woakwine Cutting - Old Wool and Grain Store Museum - Lanky's Well - Sea Mine Monument - Historic Display Buildings - Newly refurbished Beachport Jetty	- Sculpture Trail - Bi-annual Crayfish Festival - New Year's Eve Fireworks - Local town stores

Furner, Glencoe, Hatherleigh, Kalangadoo, Kangaroo Inn, Mount Burr, Nangwarry, Rendelsham, Southend, Tantanoola. Each town in their own right offering plentiful activities to compliment travelling within the Wattle Range council or as stand alone experiences.

Nature & Wildlife	Food & Beverage	Outdoor & Adventure	History & Heritage	Arts, Culture & Retail
- Ghost mushrooms at Mount Burr and Glencoe - Lake Leake & Lake Edward, Glencoe - Mount Burr Trails - Woakwine Range Wind Farm Drive - Honan Native Forest and Mint Trail	- Mt Burr American Diner & General Store - Post and Rail, Glencoe - Kalangadoo Hotel - Tantanoola Hotel - Kalangadoo General Store	- Tantanoola Caves - Southend Beaches - Canunda Sea View Walk - Cape Buffon Walking Trail - Southend to Beachport Walk - Cave Diving - Four Wheel Driving in National Parks (approved areas only) - Nangwarry Swimming Pool	- Glencoe Woolshed - Nangwarry Forestry & Logging Museum - Kalangadoo walking and history trail - Furner Kangaroo Inn Ruins - Tantanoola Tiger Hotel - Kalangadoo Railway Museum	- Arts Trail - Thyme Cottage

4.1 SWOT Analysis

It is important to identify the strengths, weaknesses, opportunities and threats of the current tourism environment for the Wattle Range Council, in order to plan for effective and efficient marketing. The SWOT should help to identify what makes us ‘unique,’ which assists to achieve cut through in a very saturated market, and provides clarity on what we are ‘selling’. This aligns with matching travellers desires with our offering and makes us a compelling tourism destination.

The below is a representation of the views of community and stakeholders through consultation and engagement.



How do we best leverage the strengths of the Wattle Range Council’s tourism offerings in a local, regional, state and national context?

5. Objectives and Action Plan

The objectives and actions in this plan are aligned with the two key themes, ‘We are the Limestone Coast’ and ‘Celebrate our hero attractions’.



Five objectives have been identified which are underpinned by the themes, ensuring the Strategic Tourism Marketing Plan remains consistent and relevant in the current local tourism context.

1

Build a strong foundation based on our tourism aspirations

Review what we do well, listen to our communities and stakeholders and be clear on what our offer is. Let’s build our areas appeal.

Action Plan 1.1		Action Plan 1.2	
Audit Communications		Key Relationships and Funding Models	
D	• Audit current communication pathways both digital and print such as Facebook, Instagram, website, brochures, online touch points • Assess our communication style and format, ensuring alignment to SATC and Limestone Coast models • Understand social media cycles; identify branding # @ that are leading traffic and develop a social media plan, utilising Council’s existing platforms and resources • Establish quarterly Social Media reporting • Recommend the centralised Council contact for external tourism stakeholders. • Establish a publicly available annual event calendar, outlining major events in the region • Consider and leverage major events in the region and in neighbouring regions when distributing marketing material • Review Agricultural Tourism opportunities and leverage Penola’s win of PIRSA Agricultural Town of the year 2024	D	• Develop a plan to “best use” Wattle Range Council’s tourism allocated funds strategically and operationally • Maintain key relationships with Tourism partners LCLGA/ Regional Tourism Office and SATC • Establish a database of Tourism Operators within the Council region • Build relationships with cross-border Councils • Reinforce collaboration between Council internal departments for smooth and positive customer experiences related to tourism and events • Maintain support of Tourism business, stakeholders and local business associations • Seek out grant funding opportunities to support the actions identified in this plan. • Presence at Limestone Coast Visitor Servicing Network
SHORT TERM			
B			
\$0			
		SHORT - MED TERM	
		B	
		\$55,000	

2

Develop storytelling and brand visibility

Let’s all celebrate our range of offerings, in a consistent way.

Action Plan 2.1		Action Plan 2.2	
Customer Analysis and Opportunity		Communications	
D	• Be clear on ‘who’ our customer is through review of data collected at the Visitor Information Centres e.g. friends and family of locals, business traveller, destination traveller • Ensure all Wattle Range events businesses and activities are listed on the Australian Tourism Data Warehouse • Constantly adapt to visitor data released by SATC • Audit experiences on offer relating to the niche market segment groups as defined by SATC; (Food, Beverage & Produce, Nature & Wildlife, Outdoor & Adventure, History & Heritage, Arts, Culture & Retail) • Develop marketing collateral in a range of mediums that link local experiences to customer interests; (Agritourism, Adventure Tourism E.G. 4WDers, Pines Enduro, Art Gallery & cultural experiences, Caravaners and campers, Nature Lovers, Beach Seekers, Families) • Celebrate our Boandik and Pinechunga cultures • Develop collateral to support ‘long haul’ trips • Develop opportunities for “Stay and Play” weekends in off-peak season • Targeted communication with visitors from greater Melbourne and greater Adelaide areas, linking to major events • Work with Mount Gambier as a gateway for Victoria Interstate visitation.	D	• Focus on dispersal marketing from hero destinations via itinerary building • Communicate consistent marketing messaging through combined “Storytelling” with tourism service providers and stakeholders • Use a range of digital mediums for visitor itinerary planning, including new mediums e.g. video blogging • Identify and utilise touch points through local accommodation providers • Provide Spendmapp expenditure trend data to local businesses and associations and renew subscription each year • Undertake a website review, bringing current assets up to date • Broaden current communication channels to new and innovative methods, such as podcasting, social media videos, online advertising • Develop standard but contemporary templates/ formats for communications such as itineraries, social media posts, blogs in line with Council and regional branding and unique storytelling • Data capture at all events • Develop a dynamic what’s on calendar utilising Australian Tourism Data Warehouse
SHORT - MED TERM			
B			
\$0			

3

Support product and experience development

Visitor experience is key to attracting new and repeat local and interstate travellers along with encouraging them to “linger longer”. Events play an important role in our Tourism appeal and drive collective capability.

Action Plan 3.1

Identification & Opportunity

D

SHORT-MED TERM

B

\$6,000

- Champion SATC Tourism Business Support Framework to more effectively develop products that align with visitor needs and support destination marketing efforts
- Develop procedures to allow more frequent sharing of the new and existing WRC product offerings to tourism partners and stakeholders
- Encourage extended stays in the region by fostering collaboration with:
 - other local councils to use combined assets for itinerary planning
 - Event Venue Owners
 - Local associations
 - Businesses with tourism offerings
 - Leisure / Sporting groups
 - Accommodation, Food & Wine Experiences
- Amend Council’s current Local Event Support grant program to incentivise events that will deliver and measure tourism outcomes
- Value add to “Hero” non-WRC attractions such as ‘Dark Sky’ accreditation.

Action Plan 3.2

Tourism Business Support & Events

D

MED TERM

B

\$5,000

- Work with Business Associations to facilitate business support for tourism operators such as ATDW training, marketing, graphic design etc and link businesses in with the services offered by the Office for Small and Family Business
- Develop a regular schedule of face to face engagement with tourism operators
- Support local businesses in the application for grant funding
- Develop appropriate tourism resources for local businesses to share and distribute
- Re-invigorate the Spend Local campaign
- Engage tourism providers to develop new unique offerings
- Improve marketing of local events to intra and inter state tourists by building relationships with Visitor Information Centres and accommodation providers within 500km radius.
- Continue to seek out and monitor for opportunities to gain new event partnerships.

4

Increase awareness and promotion

An assessment of the “ease of use” of WRC digital interface inline with visitor behavior will likely transition visitors from exploring our offer online to booking and / or itinerary planning within WRC area.

Action Plan 4.1

Enhance data collection methods

D

MED TERM

B

\$3,000

- Audit and review Visitor Information Centre data collection ensuring both visitor profiling & customer satisfaction information is collected and remains in line with targeted marketing
- Improve capturing post-event feedback and use of information
- Investigate the South Australia Visitor Servicing Network (SAVISN) data available and analyse for use in tracking and assessing Council’s tourism
- Utilise Google Analytics
- Track the micro and macro economy data surrounding visitation, dispersal, visitor sentiment, consumer spending, visitor servicing, event matrix, mostly through SATC
- Expand on the use of Spendmapp data for attracting funding or lobbying to support tourism businesses

Action Plan 4.2

Implement social media & website strategy

D

MED - LONG TERM

B

\$15,000

- Develop a social media and website plan that considers:
 - the efficacy of a single combined social presence
 - Investing in a social media scheduling platform
 - The cost vs benefit of a stand-alone WRC tourism website
 - The potential for AI to assist with online tourist engagement
 - Engaging followers through the use of brand story-telling
 - Monitoring surrounding region social media accounts for opportunities to cross promote and increase reach
 - Digital consumer competitions to increase following of and engagement with digital assets.
 - Implementation of prompts that inspire people to visit other relevant tourism material e.g. signage, web pages, IG stories, and web articles
 - Staff training in best practices e.g. social media marketing, PR writing

5

Increase regional and national visitation and servicing

Working with neighbouring South Australian and Victorian destinations through partnership projects and joint marketing/ servicing activities will help attract and bring new visitors from high traffic areas such as Mount Gambier, Naracoorte, Grampians National Park, the Great Ocean Road and other SA Iconic areas.

Action Plan 5.1

Support Tourism Operators

D

MED - LONG TERM

B

\$8,000

- Develop a cross-border tourism working group
- Train staff and introduce upselling techniques to VIC customers, at a local and regional level
- Trial marketing initiatives and incentives i.e. passport for three regions, a combined kids animal trail
- Trial the effectiveness of ‘Roving’ Ambassadors or live feeds at events e.g. Beachport Crayfish Festival, Pizza and Tunes
- Advocate for private investment into high end accommodation.
- Engage and support volunteers to be champions of our region during events and in day-to-day advocacy
- Provide networking and connection opportunities to stakeholders through the delivery of shared training
- Monitor and manage reputation on customer led touch points e.g. Tripadvisor
- Further development of our signage information to include call to actions and QR Codes to encourage longer stay duration and business interaction.

Action Plan 5.2

Accessibilty and inclusion

D

MED - LONG TERM

B

\$6,000

- Advocate for private investment in accommodation infrastructure to suit accessible tourism
- Advocate for Taxis and transport services to include disability access
- Register accessible facilities on ‘Pavely’ and encourage venues and accommodation providers to do the same
- Increase the equipment in the Council’s Events Disability Inclusion Kit and increase use
- Audit local events for registration as Companion Card Friendly and keep a record. This information may be used in assessment of application for Council funding
- Provide inclusive events training to local events organisers.

D= Recommended Timeframe to Complete B= Recommended Budget

6. How will we measure progress?

Delivering the Wattle Range Council's Strategic Tourism Plan will take a coordinated and consolidated effort by Council, tourism operators and stakeholders alike. Working together collaboratively and supporting the overarching objectives of this plan will ensure that tourism and visitation numbers in the area continue to grow. By working together to build the visitor economy we will ensure the Wattle Range area is considered as a top destination and therefore future proofing our tourism industry.

- A clear regional brand that supports the direction of the RTO and SATC with consistency across all mediums
- Development of consistent and timely marketing collateral
- Increase in user traffic through social interaction mediums
- Increase listings and use of the ATDW platform
- Consistent and timely data capturing and analysis
- Improvements in visitor numbers captured by Visitor Information Centre, Spendmapp and Events Data
- Relationships and promotional development with Cross-Border Councils
- Development of user-friendly tourism website
- Council and community connectedness.

References

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South Australian Tourism Commission 2021, Regional Visitor Strategy, Government of South Australia, viewed 22 August 2021

South Australia Tourism Commission 2019, Limestone Coast Regional Profile, Government of South Australia.

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Spendmapp by Geografia 2024

Acronyms-

WRC - Wattle Range Council

SATC - South Australian Tourism Commission

LCLGA - Limestone Coast Local Government Association

RTO - Regional Tourism Office

VICs - Visitor Information Centres

SOTP - Southern Ocean Tourist Park



