



Welcome to this month's edition of Regional Development Australia Yorke and Mid North's Southern Flinders Tourism e-newsletter, aiming to support tourism operators and organisations in the Southern Flinders region.

If you would like to share an interesting article, piece of information or useful link, please email carcher@yorkeandmidnorth.com.au or call us on **1300 742 414** so that we can share the great news.

CONTENT - APRIL 2017

- Events & Workshops
- Awards & Grants
- Tourism Information and Resources

New Visitation Record

Tourism expenditure in South Australia has reached a record \$6.3 billion, driven by an increase in domestic and international visits.

Data released by Tourism Research Australia shows **domestic expenditure** increased to \$5.4 billion, up 14 per cent (\$678 million) while **international expenditure** reached \$971 million, up 8.2 per cent (\$74 million), comparing December 2015 to December 2016.

Latest data also shows:

- Domestic travel continued to be the highest contributor to the South Australian visitor economy, with day trips and overnight stays injecting \$5.4 billion.
- South Australians enjoy exploring their state with 3.9 million intrastate overnight visits and 13.3 million day trips recorded.
- South Australia attracted a record high 6.2 million domestic overnight visits, up 6.1 per cent, while the number of international visits grew by 5.8 per cent to reach 432,000.
- Adelaide attracted the highest number of domestic visits (2.5 million), followed by the Fleurieu Peninsula with 700,000.

See the infographic below for further information on these results or read the [South Australian summary report](#) and [media release](#).



EVENTS & WORKSHOPS

Exhibit at Think Food 2017

As South Australia's only dedicated food tradeshow, Think Food is the 'must attend' event for buyers looking for great South Australian food and beverage products.

Think Food offers the opportunity for over 500 invited buyers to meet around 50 food and beverage producers from South Australia, all in one area. Showcase your products to local, interstate and international buyers, including retailers, distributors, purchasing managers, chefs, caterers, tourism operators and more. It's your chance to increase your reach, develop new sales channels, and connect with new customers and markets. This year, our guests will include a select group of Chinese buyers, hungry to see and taste the best of South Australia.

Date: Monday 1 May 2017

Time: 12:00pm to 5:00pm

Venue: Ridley Centre Adelaide Showgrounds

Cost: Food South Australia members price: \$495 (inc GST) | Non-members price: \$605 (inc GST)

Enquiries: 8303 9627

Register [here](#).



New Online PR Workshops For Tourism Operators

The SATC is offering a new online PR training program in 2017 and registrations are now open. There are a wide range of public relations tactics which tourism operators can use to raise their profile, gain media coverage and share their stories. Delivered by Michelle Prak – PR consultant, lecturer, and former SATC digital content manager – the online workshops are 90 minutes long, beginning at 9.30am, and free to attend. Participants will receive instructions on how to use the online software.

The dates and topics of each workshop are below. For more information [click here](#) or Jessica Justin on 8463 4637.

Registrations now open

- Tues 11 April 2017 – Online PR and your reputation
- Wed 17 May 2017 – Managing issues and crisis



Regional Summit 2017

South Australia's regions contribute about \$25.5 billion each year to the state's economy, and produce around half of our state's merchandise exports.

Recognising the important role South Australia's regions play in the state's economic success, an annual Regional Summit is hosted by the State Government in partnership with South Australia's leading universities to gain independent, expert advice on regional policy.

The summit provides a valuable forum for engagement in ideas for regional economic growth and the development of potential opportunities in employment, skills and education. It forms part of the Government's commitment to regional South Australia as outlined in the Charter for Stronger Regional Policy.

While the summit is held in a different location each year, the themes and speakers are relevant statewide, with a distinctly regional flavour.

The Regional Summit is a State Government initiative, hosted by the Department of State Development and Primary Industries and Regions SA.

SAVE THE DATE: MONDAY 22 MAY

REGIONAL SUMMIT 2017

THE CHANGING NATURE OF WORK

Monday 22 May

9.30 am to 4.30 pm, with drinks and networking to follow.

Clare, South Australia

Registrations open soon



Dreamtime

Tourism Australia's signature incentive showcase, **Dreamtime**, will be held in Brisbane from 3 to 6 December 2017. Held biennially, Dreamtime provides Australia's business events industry with the opportunity to network and do business with qualified international incentive buyers.

Dreamtime 2015 resulted in over 80 business leads for Australian industry, with 100 per cent of sellers indicating in the **post-event survey** they were 'satisfied' or 'extremely satisfied' with Dreamtime.

Information for Australian industry wishing to participate in Dreamtime 2017 will be released in April through this newsletter. Or get in touch with us at bea@tourism.australia.com

Fine Food Expo

This year Fine Food will be held from 11 – 14 September at the newly built Darling Harbour Exhibition Centre in Sydney.

Fine Food is recognised by buyers, retailers and distributors as a 'must see' event to find the newest and best products and services on offer. Over 27,000 visitors from 50 countries attend the show each year. As an exhibitor at Fine Food Sydney you will be able to present your brand and your products directly to interstate and international buyers from a cross section of industries. Participating in the show is a great way to generate new leads, grow your sales and build new relationships with customers and colleagues in the Australian food industry

Date: Monday 11 September - Thursday 14 September 2017

Time: 10:00am to 6:00pm

Venue: Darling Harbour Exhibition Centre, 14 Darling Drive, Sydney, NSW 2000

Cost: as detailed above

Enquiries: darren@foodsa.com.au or 8303 9457

<https://www.eventbrite.com.au/e/fine-food-australia-sydney-tickets-32246328637>



SA Regional Tourism Summit

Registrations are now open for the **SA Regional Tourism Summit**, including the SA Accredited Visitor Information Centre Conference in the Riverland, 16-18 May.

**SA Regional Tourism
Summit**

AWARDS & GRANTS

Small Advanced Food Manufacturing Grants

Small grants are now open to South Australian food and beverage manufacturers and processors to boost innovative projects in their business.

Grants up to \$30,000 are available for co-funded projects from South Australian food and beverage manufacturers (excluding wine) in partnership with a research or technology provider.

Program guidelines are available [HERE](#) to help check your eligibility.



2017 SATIC Tourism Awards

Nominations for the 2017 tourism awards opened in March, but the SA Tourism Industry Council is encouraging anyone interested to [nominate now](#).

Key Dates for the 2017 Tourism Awards:

- Monday, 26 June: Nominations Close
- Monday, 14 August: Submissions Due - Categories 1 – 14 at 12 noon
- Monday, 14 August: Submissions Due - Categories 15 – 25, 28 - 31 at 5pm
- Friday, 22 September: Submissions Due - Outstanding Contribution by an Individual
- Friday, 22 September: Submissions Due - South Australian Tourism Student of the Year
- Friday, 10 November: 2017 South Australian Tourism Awards Gala Dinner

This year SATIC is also launching a new Online Awards Portal, with nomination and submissions to be completed online. This will offer a range of benefits, including:

- A more streamlined, efficient application process
- No formatting or designing required
- Mobile accessibility
- Direct feedback from mentors online
- Retain historical application data

This year a new 'International Ready' awards category has been added. This is open to tourism businesses or attractions which deliver or aim to deliver tourism products or services to international visitors, with entrants demonstrating an understanding of the international visitor markets.



SA Agribusiness Growth Program

Food South Australia, on behalf of Primary Industries and Regions SA is delivering the Agribusiness Growth Program to support value adding for small enterprises (with a turnover of \$300,000-\$1.5m) in the agriculture, food and beverage industries.

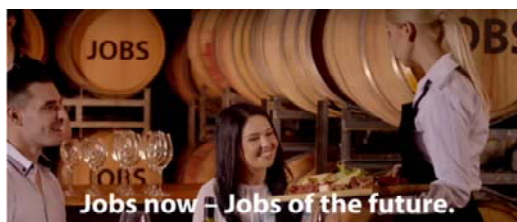
This program aims to accelerate business growth through expert business evaluation and coaching services for activities that will have a direct impact on your growth, and that you would not otherwise have undertaken.

It includes a comprehensive business evaluation of your current business position and growth plans, and provides recommendations for improvement. It also includes one-on-one business coaching to \$10K with 25% co-contribution. Applicants must be ag/food businesses of 2+ years with turnover of \$300K to \$1.5m.

[Read more](#)



Job Accelerator Grant Scheme



Businesses can now register for a Job Accelerator Grant to assist in employing additional full-time, part-time and casual employees in South Australia, with up to \$10 000 available for every new job created.

The grant aims to create jobs now and build a strong workforce for the future. Find out if your business is eligible today to start shaping the jobs of tomorrow.

Can I register for the Job Accelerator Grant?

To qualify for the Job Accelerator Grant, businesses need to:

- employ a new position between **1 July 2016** and **30 June 2018** (inclusive)
- maintain the new position for at least **12 months**
- have Australian taxable wages below \$5 million, across the group. If your business is exempt from payroll tax, see *I'm a small business and exempt from payroll tax – am I eligible?* below
- register the new employee **within 90 days** of their commencement

Your grant will be distributed over two years - up to \$5000 per year - and will be paid at the first and second anniversary date of employment.

If your business is ready to start employing new workers and creating the jobs of tomorrow, check today to see whether you are eligible for the Job Accelerator Grant

[Read more](#)



GRANTassist

GRANTassist provides businesses with access to up to date information on State and Federal Government assistance and programs relevant to Businesses. GRANTassist can help you locate the assistance and program initiatives most relevant to your business needs.

The GRANTassist tool allows you to search for programs across all industry sectors, including manufacturing, arts, small business, medical and assistive devices, environmental, food, beverages and wine, mining and energy resources, forestry and automotive.

If you are looking for support to help you improve your business, the GRANTassist portal can help you connect to the range of funding and support services that are offered by Government.

The content of GRANTassist is reviewed and amended regularly.

Visit the [GRANTassist](#) website.

For further assistance and information please contact info@grantassist.sa.gov.au



Food & Beverage Development Fund

The Food and Beverage Development Fund provides assistance to individuals who want to realise their aspirations and achieve their full potential. We provide financial support of between **\$1,000 and \$10,000** per successful applicant to further skills and knowledge through training and education within South Australia's critically important food & beverage industries.

We are proud to be able to support the learning of individuals in our baking, beverage, chocolate, food processing and meat industry sectors. If you, or people within your network, would like to develop skills and knowledge in any of these chosen areas please contact us to see how we may be able to assist you. We firmly believe in the importance of learning and are committed to assisting those individuals who share this belief.

To date we have assisted 180 people who are now a step closer to realising their aspirations and achieving their full potential. You could be next.

Applications are now open and will be accepted until 2pm Friday June 16 2017.

Application forms are attached for your information or the application process can be completed online via our website www.foodandbeveragefunds.com.au



TOURISM INFORMATION & RESOURCES

Tasting Australia's Program for 2017 out now

The full program for Tasting Australia 2017 has been released and tickets are on sale now. Featuring over 100 events taking place in Adelaide and our regions, the program is jam-packed with events that will provide eating and drinking experiences unlike any other festival. The free festival hub – Town Square – in Victoria Square will be back again for locals and visitors to come together and celebrate our premium food, wine and beverages. Guest chefs including Marco Pierre White, Ana Ros, Paul Carmichael and more will cook up a storm at various events throughout the week-long festival. For more information on this year's Tasting Australia, and to see the full program, [click here](#).



Aerial photo contest Australia from Above

Tourism Australia is sponsoring a new competition to inspire aerial photographers from around the world to share, enjoy and experience new creative perspectives of Australia. The [Australia From Above](#) contest is being run by SkyPixel, the world's most popular aerial photography community, and is co-sponsored by Tourism Australia and drone manufacturer DJI. The contest is open until Tuesday 2 May and welcomes professionals and enthusiasts alike to share their visions of the country. More than 2,500 entries have already been submitted.

Engaging travellers through 360-video

Video is becoming more popular online as a method for promoting tourism products and destinations and 360 degree videos, which offer a more panoramic and immersive experience, are standing out as highly effective amongst consumers. In a [recent Tnooz article](#), Jon Mowat managing director of Hurricane Video Strategy, outlines three reasons why 360-degree video should be central to marketing strategies. For more research and trends related to international and domestic tourism and travel, visit Tourism Australia's [Insight Files](#)

World Environment Fair Nature-based Tourism Opportunity

The inaugural World Environment Fair, held from the 3 - 4 of June at the Adelaide Showground, brings together the community to celebrate the environment, providing a **unique opportunity to hear from environment advocates, support brands and businesses**.

Expressions of interest are open to South Australian tourism operators who wish to showcase their business and/or services at this event.

[Read more & express your interest](#)

Changes to penalty rates

On 23 February, the Fair Work Commission handed down a [decision](#) to vary certain penalty rate provisions in some awards for the hospitality, restaurant and retail industries. The decision affects penalty rate provisions for some permanent and casual employees working on Sundays, public holidays, early mornings or late evenings in these industries. [Read more](#)

Get Social and #SeeSouthAustralia

Do you have some amazing photos taken in South Australia? Share them on the SATC social media channels so the rest of the world can see why Lonely Planet named us as the 5th best region to visit in 2017. Use #SeeSouthAustralia or tag @southaustralia on [Instagram](#), [Facebook](#) and [Twitter](#) and join a global fan base of 950,000 people.



Short Breaks Australia

Short Breaks Australia has been a hugely successful program promoting quality tourism experiences for many years and remains a uniquely strong brand in South Australian tourism. Short Breaks Australia packages make great gifts and 80% of Short Breaks sales are via gift cards, these are people giving someone else a holiday.

To receive a copy of the advertising prospectus contact:
wardt@holidaysofaustralia.com.au or by phone on **8311 1196**.

[Download the Media Kit and Booking Form here](#)



I Choose SA

Brand South Australia is excited for you to be a part of the **I Choose SA** campaign.

We want to put SA jobs first by supporting producers, manufacturers, service providers, retailers and businesses throughout the supply chain. The **I Choose SA** campaign will engage the whole of the state and empower them to choose South Australian. The campaign will run till 30th June 2017.

We are calling on you to get behind this campaign and help make a real difference. We believe we can make a genuine impact on consumer mood and employment in South Australia if we have everyone's support.

When you choose SA, you are choosing to support jobs in our state.

[Click here to find out more](#) and to register your business to be a part of the searchable SA business directory.



Industry Toolkit

The South Australian Tourism Commission's Industry Tools and Resources are a series of information fact sheets designed to provide our tourism industry with practical advice and resources that will assist in building the business capabilities of our tourism operators and help them in making informed and strategic decisions that will lead to increased visitation and visitor expenditure.

Please note some new **Industry Resources and Tools** are now available on the South Australian Tourism Commission's [corporate website](#).



Southern Flinders Tourism n' Tastes Group

Did you know the Southern Flinders has a food/wine/tourism group which meets each month?

With approx. 40 members the group is a great way to network with other businesses and also attend monthly meetings (which are fun and include dinner!).

Membership is only \$90 per year and there are some great projects involved e.g. Marketing, Eco Tourism, Tasting Australia, Cellar Door Festival, Consumer Shows, Events, business development opportunities. If you are interested in joining contact shirley.dearlove@bigpond.com



ATDW (Australian Tourism Data Warehouse)

Is your business not featured on www.southernflindersranges.com.au?

Use this link to become listed on ATDW and then you will automatically feature on our Southern Flinders site once registered (www.southernflindersranges.com.au) as well as www.southaustralia.com and www.flindersandoutback.com.au. You will also feature on some other sites – an in depth explanation of ATDW and how it works can be found [here](#) and the list of distributors [here](#).

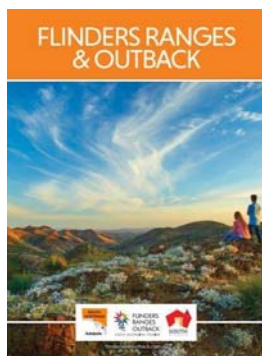
To register your business on ATDW go to: <http://satsc.atdw.com.au/myTourism/registrations>

This [ATDW Info Sheet](#) contains information on why an operator should list their business and how to register and use ATDW. [ATDW FAQs and information](#) can be found on SATC's corporate website.

THIS PROCESS IS FREE TO REGISTER NO FEES ARE INVOLVED.

Ordering Visitor Guides For Your Business

FLINDERS RANGES & OUTBACK GUIDE (plus other SA regional guides).



1. Order direct from SATC's contracted distributor, Staples: If you don't already have login details please email printpromo-cs@staples.com.au, or contact Sam Gill via samantha.gill@staples.com.au. Once you have your login details go to <https://netxpress.biz/> where you can login then place your order. You can order up to a box a month (60 brochures) using this method - for bulk orders see instructions below.
2. Email or phone Shaliza at SATC with your street address and she will order stock for you - Shaliza.Ferragamo@tourism.sa.com or 08 8463 4558. Bulk orders (more than one box of 60 brochures) must be placed through Shaliza

PORT PIRIE & SOUTHERN FLINDERS RANGES GUIDE



The Port Pirie and Southern Flinders Ranges guide can be located at the Port Pirie Regional Tourism & Arts Centre. Speak to a helpful staff member there to find out how guides can be distributed to you. Tel: (08) 8633 8726 Email: teglinton@pirie.sa.gov.au

Eat Local

Don't forget to get on board with "Eat Local" campaign. Eat local is all about offering people more opportunities to enjoy the very best of local food on local menus or shelves. Visit: www.eatlocal.com.au for further information and click on the "SF" button to see who is listed in the Southern Flinders, and then join up to get your business registered.



Buy South Australian' - Register your Business!

South Australian growers, producers, manufacturers and service providers are encouraged to register on the online [Buy South Australian directory](#) to help consumers to identify local goods or services in the marketplace and make informed purchases.

To claim that your produce or product is South Australian it must be:

- Grown or caught in South Australia,
- Made in South Australia, with South Australian ingredients/components, or
- Where 50% or more value has been added and the ingredients/components have been substantially transformed in South Australia, or
- Delivered as a service where 50% or more of the cost is derived from South Australia (ie. labour).

If you're already registered in the Buy South Australian online directory and need to update your listing details, please email Brand South Australia at info@brandsouthaustralia.com.au



Social Media & Websites

[South Australia](#)
[Brand South Australia](#)

[Flinders Ranges Facebook Group](#)
[Flinders Ranges Natures Outback Paradise](#)
[Southern Flinders Ranges Facebook Page](#)
<http://www.southernflindersranges.com.au/>
<http://www.flindersandoutback.com.au/>
<https://twitter.com/SthnFlinders>
[South Aussie with Cosi](#)



Working with the South Australian Tourism Commission

The South Australian Tourism Commission (SATC) is committed to achieving \$8 billion in tourism expenditure potential by 2020. The SATC's purpose is to work with industry to deliver marketing, events and development programs that support tourism growth. Based in Adelaide, the vibrant capital of South Australia, the organisation works closely with representatives in the 11 key regions of the state to promote the state's tourism assets. Further information can be found [here](#).

Business Units at SATC

The South Australian Tourism Commission (SATC) is made up of six business units, each reporting to the Chief Executive. The SATC is governed by a Board of Directors, who guide the SATC's strategic direction, monitoring achievements and goals, and ensure sound corporate governance. Download a copy of the latest [SATC organisational chart](#).

Research and Reports – Latest data can be found [here](#).



FEEDBACK

Please remember, if you'd like to share an interesting article, piece of information or a useful link please email carcher@yorkeandmidnorth.com.au so that we can share the great news! We'd love to hear your suggestions.

Contact Details

Carly Archer
Communications Officer
Regional Development Australia Yorke and Mid North

Phone: 1300 742 414

Fax: (08) 8632 5724

Email: carcher@yorkeandmidnorth.com.au

Web: www.yorkeandmidnorth.com.au
www.southernflindersranges.com.au

Post: 85 Ellen Street Port Pirie, SA 5540

Or drop into one of our offices in Port Pirie, Clare and Kadina.



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carcher@yorkeandmidnorth.com.au

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