



**Economic Development and Tourism Strategy
For
District Council of Elliston
2022—2026**

Adopted by Council 18 January 2022 Minute # 2022.11

Growing for tomorrow

The District Council of Elliston recognises that tourism is an integral component of the economic viability of the District and that an effective Economic Development and Tourism Strategy will develop and promote tourism while balancing the needs of residents with the expectations of visitors in a responsible and considered manner.

Executive Summary

The Economic Development and Tourism Strategy for the District Council of Elliston provides Council with a framework to support the growth of vibrancy, diversity and sustainability of the communities in the Elliston District for tomorrow and beyond.

It presents a plan of action, informed by a well developed understanding of the District's economic development and tourism structure, dynamics and potential and builds on the partnerships and alliances between Council, State and Federal Government agencies, regional development bodies, local businesses and the community.

Council recognises it can help to create the conditions for more effective economic partnerships and an environment that enables local entrepreneurship, particularly through promotion, facilitation, information sharing and advocacy. This Strategy will provide the direction for Council to grow for tomorrow.

When implemented, the Strategy will help facilitate the resilience, competitiveness and success of the local business community and will improve the capacity of the community to attract investment, diversify the economy and tourism opportunities and provide the foundations for our future growth.

Economic development, the process of growing income and capital and distributing that wealth to the community, is also measured by improvements in education, skills, health, culture, community wellbeing and a sense of place and environment.

To enable this to occur, Council requires a strategic, informed and targeted approach, and the Economic Development and Tourism Strategy will provide the foundation for this approach.

The Eyre Peninsula is the second largest tourism region in South Australia and is considered to be one of the regions with the most growth potential in the state. Visitor spend has been tipped to increase significantly. However, Council recognises the adverse impact of the COVID-19 pandemic on the economy and commits to developing an Economic Development and Tourism Strategy which considers the significance of this impact.

The Strategy

This Strategy will aim to improve services, facilities and infrastructure, benefit local businesses and ensure widespread benefits to the District.

A key focus will be to boost the District as a tourism destination, deliver on the visitor expectations and provide a consistently high standard of product offering, attractions and experiences.

The South Australian Regional Visitor Strategy 2025 (SARVS) Eyre Peninsula priorities comments that:

“The opportunity for the Eyre Peninsula is to capitalise on its pristine nature, immersive wildlife experiences and coastal lifestyle, to drive increased overnight stays from international and domestic visitors. The region has approximately 100 State, National and Conservation Parks, 10 State Marine Parks and three Commonwealth Marine Reserves. A whole of tourism approach is needed across marketing, events, product development, council collaboration and investment.”

The Strategy will be a key driver for the District Council of Elliston with significant positive flow-on effects for the local community.

It sits under Council’s Strategic Plan 2021-2025 and aligns with the Eyre Peninsula Strategic Plan December 2019, the Eyre Peninsula Regional Tourism Plan 2020 and the South Australian Regional Visitor Strategy 2025.

It focuses on providing a welcoming, safe and active community where resident, visitor and business prosperity meets and encompasses the five strategic objectives from Council’s Strategic Management Plan 2021-2025 to effectively build for our future and

aligns specifically to the objective

“To support economic development and tourism.”

The Strategy will endeavour to achieve the following objectives:

- Align with Council’s Strategic Management Plan 2021-2025 Strategic Objective to support economic development and tourism
- Establish a vision for economic development and tourism that is supported by the community
- Maintain and enhance key coastal infrastructure and parks and support the Eyes on Eyre Project which includes camping infrastructure, regional trails, wayfinding and signage, Wi-Fi and visitor interpretation experiences.
- Invest in infrastructure that supports the drive market and encourages long term and overnight stays
- Create growth in visitor demand in identified markets
- Guide improvement and development of the District’s tourism product offerings
- Be business friendly with all stakeholders to enhance tourism growth and development through collaboration and partnerships
- Address reliability of water, energy supply and telecommunications for regional tourism related businesses
- Build on existing collateral and partnerships with RDAEP, SATC, Local, State and Federal Governments and other stakeholders

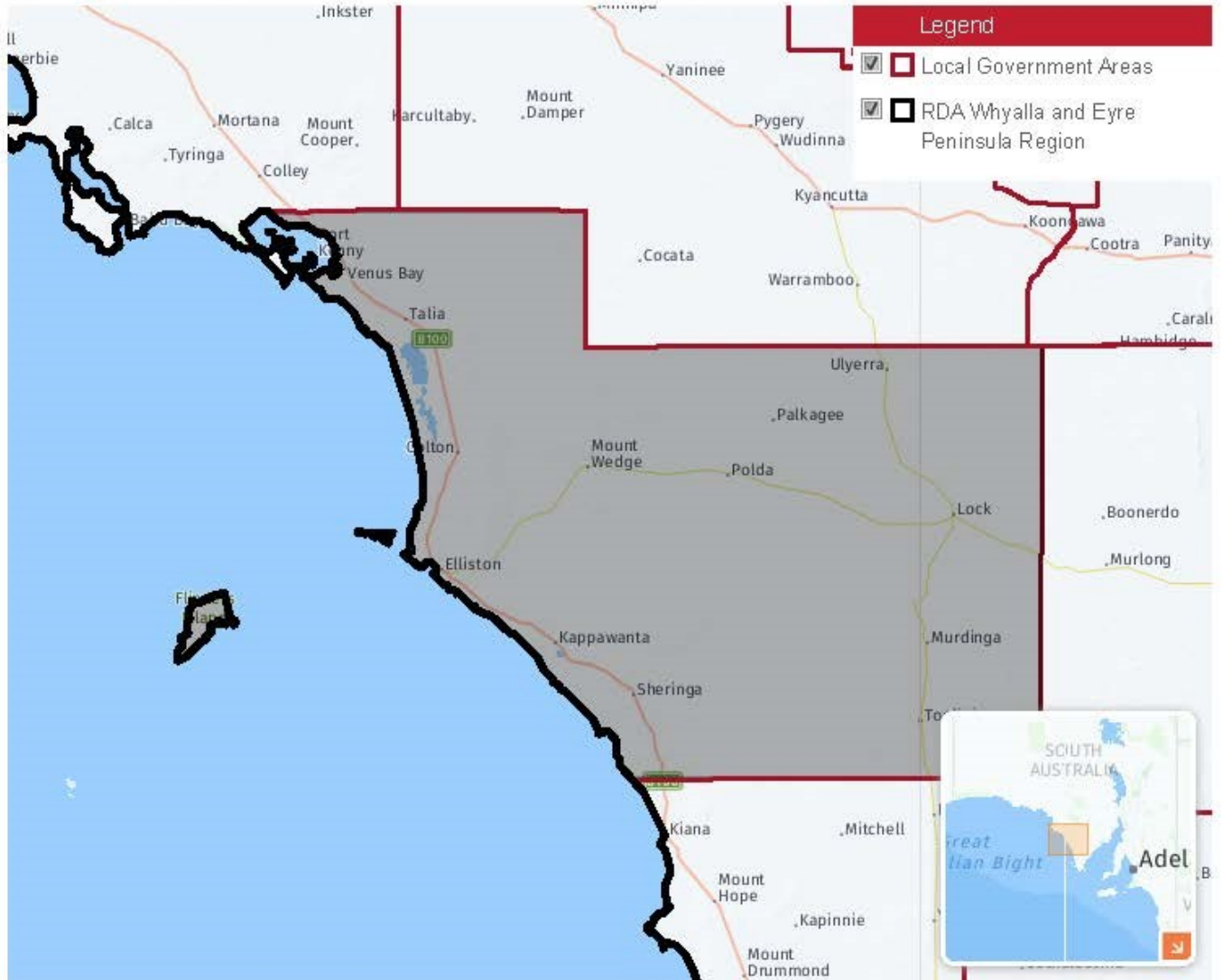
Statistics

Population: 1,019—(2018 ABS ERP)

Land Area: — 6,741 km²

Profile areas

District Council of Elliston



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Strategic Management Plan 2021-2025

Strategic Objectives

Provide Transparent Strong and Accountable Leadership

Provide Community Health and Mental Wellbeing

Protect And Enhance Our Environment and Natural Resources

Develop and Maintain Infrastructure Services

Support Economic Development and Tourism

Elliston District

Opportunities/strengths

- Increase accommodation options to encourage to encourage skilled workers to the District
- Increase population through employment opportunities created through economic development
- Develop Council and crown lands
- Develop more cycling and walking trails throughout the District
- Upgrade and /or develop more interpretive signage on existing trails and high foot traffic areas
- Develop more established self drive touring routes to more comprehensively promote all attractions in the District
- Increase involvement in marketing in the District to increase visitor awareness of what we offer
- Continue to improve facilities to enhance the visitor experience
- Increase awareness and understanding of the importance of tourism to our District at an internal level and in the wider community
- Supply potable water to the Port Kenny and Venus Bay townships
- Access grant funding for regional/remote areas for tourism development

Challenges

- Lower visitation during winter months
- Distance from Adelaide and airports
- Lack of public transport
- Shortage of accommodation during major events
- Shortage of shopping and organized entertainment
- Lack of resource and funding to market the District and encourage visitors
- Perception that economic development and tourism are not a priority for the District
- Limited shopping hours

The District Council of Elliston covers an area of 669,300ha stretching from Lake Hamilton in the south to Port Kenny in the north, then inland to Lock. The larger towns are Elliston and Lock with small communities of Bramfield, Colton, Murdinga, Port Kenny, Tooligie, Sheringa and Venus Bay.

Council's role in supporting tourism

As defined in the State Government Tourism Plan 2020 the role of Local Government is to:

- Work with the Regional Tourism Organisations on specific activities, including festivals and events, investment attraction and marketing
- Support the provision of visitor information through Visitor Information Centres
- Foster local community capacity to be ambassadors for visitors in their area
- Work with the tourism industry to help it deliver the social and economic outcomes to help create resilient and thriving local communities
- Take into account the value of tourism to the local area in broader decision making.

Councils play an integral enabling role in tourism outcomes, including:

- Generating civic pride and positively influencing the community on the value of tourism to their economy funding and delivering visitor information through Visitor Information Centres
- Providing key tourism infrastructure such as boat ramps, trails, amenities, lookouts and signage
- Managing and maintaining tourism assets
- Providing funding and support to events
- Enhancing over all aesthetics of towns to appeal to visitors
- Engaging in region promotion



Council's role in supporting tourism

The District Council of Elliston current involvement includes:

- Contributing funds annually to the Elliston Community and Visitor Information Centre and maintaining a close working relationship with the Centre by way of monthly meetings and collaborating with the Centre on District events
- Supporting the preservation of District history by supporting the Lock District Historical Museum and providing administration and in kind support to the Elliston and District History Group.
- Supporting local businesses through the annual shopfront improvement program grants
- During COVID, Council provided face masks and hand sanitizer to the community and proactively liaised and supported businesses providing regular updates as available.
- Encouraging boutique start up enterprises
- Emailing up to date information on promotions, possible grants to the Community and Business Groups
- Developing and managing community and tourism facilities and assets including the supply and management of waste dump point, maintenance of parks and gardens, development of playgrounds and parks, development and maintenance of walking trails and provision of public facilities such as toilets
- Developing and maintaining District campgrounds at Walker's Rock and Sheringa
- Providing information and assistance to visitors in need through Council's Facebook page, regular newsletters and on the spot assistance
- Supporting and assisting financially with tourism related projects, which recently include:
 - Wayfound signage audit
 - RDA Coastal/Camping Access audit
 - South Aussie with Cosi feature
 - Adelady feature
 - RDA Trails Strategy
 - Supporting events in the Region
 - Elliston Speed Shear
 - Australian Salmon Fishing Championships, Elliston
 - Lock Race Day
 - Elliston Area School Annual Woolshow
 - Annual Christmas Events
 - Annual Sculpture Competition
 - Annual Celebrating Christmas Competition

Hero Experiences

The Elliston District is a destination built on the draw of its spectacular natural assets, lifestyle and culture and is home to many “Hero Experiences”:

Attractions:

- Talia Caves and Talia Beach
- Locks Well
- The Recognition Monument
- Sculpture Trail
- Elliston Coastal Trail
- South Head Walking Trail
- Lock Conservation and Wilderness Parks
- Venus Bay Conservation Park
- Lake Newland Conservation Park
- Lock Swimming Pool
- Lock Heritage Museum

Activities:

- Australian Salmon Fishing Championships
- Swimming, fishing, boating
- Bird watching

Accommodation:

The District offers a variety of accommodation options including campgrounds, caravan parks, motels, apartments and holiday homes. Elliston, Lock, Port Kenny and Venus Bay all offer

caravan park and cabin facilities and campgrounds are available at Walker’s Rock and Sheringa.

Motel and hotel accommodation can be found in Lock and Elliston and holiday homes are located in all four towns.

Amenities:

An accredited Visitor Information Centre is located in the Elliston township and visitor information outlets can be found in Lock, Port Kenny and Venus Bay.

Food venues:

Elliston: Elliston Hotel, Elliston Bakery, Saltwater Roadhouse

Lock: Lock Hotel, Lock Deli, Lock Supermarket

Port Kenny: Port Kenny Hotel, Port Kenny Caravan Park

Venus Bay: Venus Bay General Store, Venus Bay Beachfront Tourist Park

RV Dump Points

Elliston: 8 Memorial Drive

Lock: 2 Railway Terrace

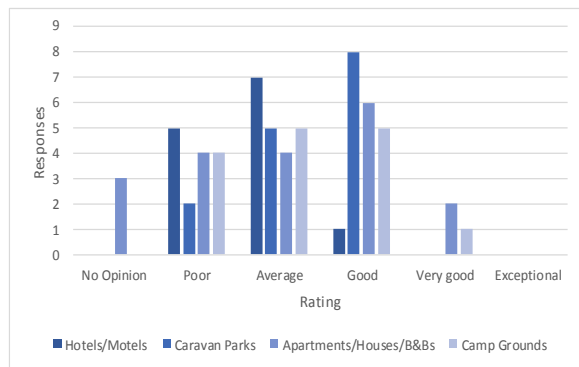
Also available at the Venus Bay Beachfront Tourist Park and Elliston Caravan Park for a fee.



Results of Economic Development and Tourism Survey

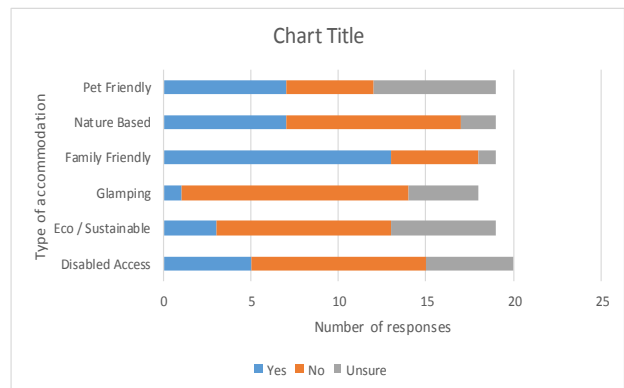


Question 2: How do you rate the quality and range of accommodation available in the Elliston District, by category?



Improve accommodation

Question 3: Do you think there is sufficient accommodation with the following specific characteristics available?



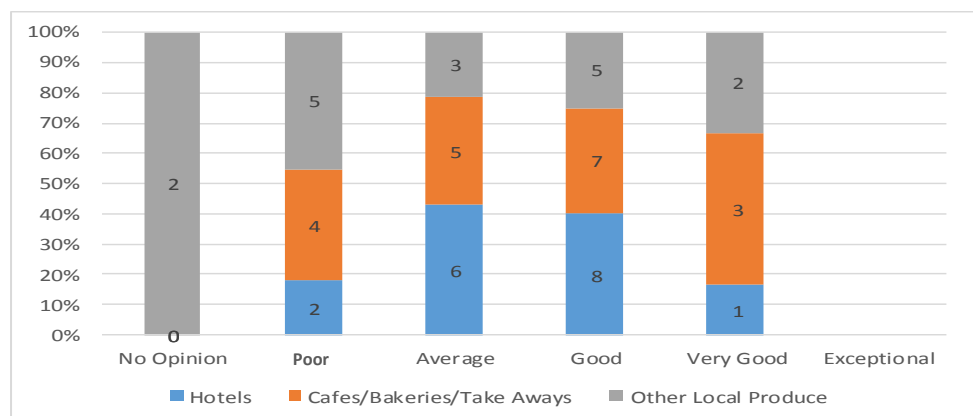
Improve disabled access (DAIP, glamping, nature based)

Question 4: Do you think there are sufficient events held annually?



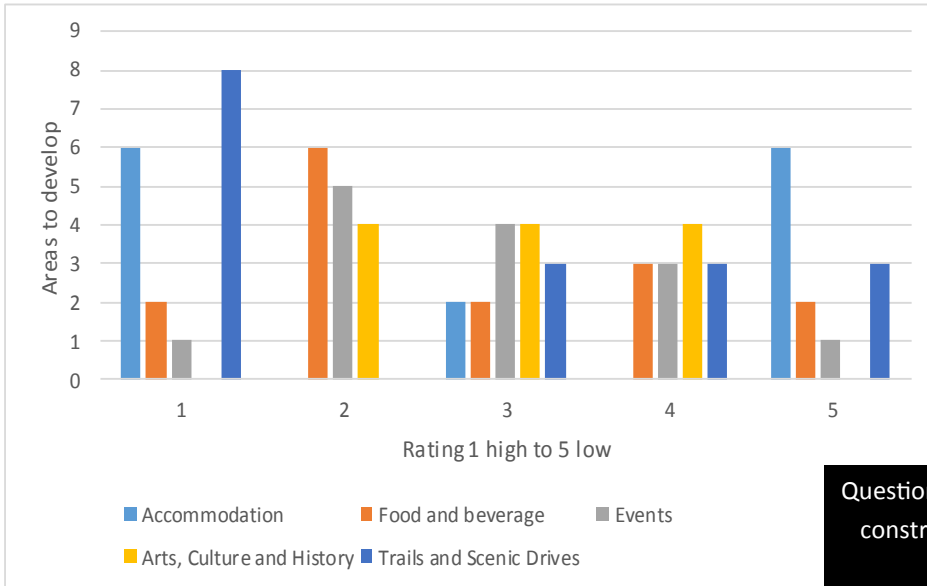
More events

Question 5: How do you rate the quality and range of food and beverage offerings by category?



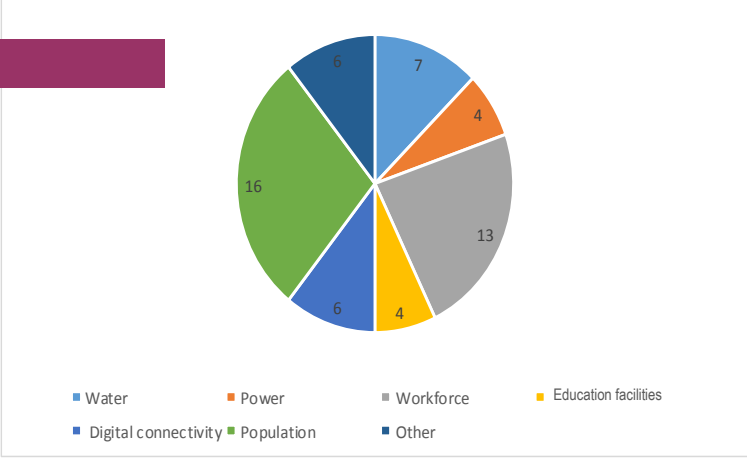
Question 6: Are there areas of the Elliston District tourism industry which you think could be developed significantly to serve existing and attract new visitors to the District? Please rate in order of priority from 1 to 5.

Accommodation



Question 7: What do you consider would be the main constraints to future development of the District?

Population



Question 8: What do you consider to be the economic and tourism priorities in our District which should be addressed? Please rate in priority order 1 to 9.
The Top Four Answers

1. Maintain Boat ramps / Jetties
2. Maintain and enhance parks infrastructure
3. Maintain enhance coastal infrastructure
4. Reduce communication black spots

Question 9: What do we need to do to attract and retain more tourists and to increase their spend?

Promote the area for what it is. Untouched pristine beaches with the natural coastal environment. Take it back to basics. People want to get out of the developed environment to experience the native Australian environment

As per above plus sculptures along the coast at Venus Bay as well as coastal road for cars, walkers or bikers. There is a strong off-road mountain bike movement at the moment so there is opportunity to capture some of that. Fat wheel bikes for hire would work well on many of the beaches—imagine taking a fat wheel bike up Walker’s Rock beach!

Advertise in brochures. Participate in holiday auctions.

More activities for tourists to engage in—board/bike hire, tours and day trips, healthier and more diverse dining options.

Improve / add caravan / camping areas. Make main streets more attractive to visitors that include walking trails and nature play areas which incorporate history of the area for families of all ages to stop and enjoy.

More activities, vibrancy and life back in the towns. Any where to eat out is limited. Sitting at a roadhouse for a coffee is not much chuff! Our small amount of shops are closed on the weekends including the ECVIC. People come here and don’t know what to do.

There isn’t a lot for tourists to spend their money on eg minimal shops, a local seafood / fresh fish shop in summer would be great. People are happy to pay good money for fresh fish.

New jetties, better water

Fence the mallee fowl, eradicate vermin

More activities to do locally as well as supermarkets, more maybe 12 shops to visit

More things to look at

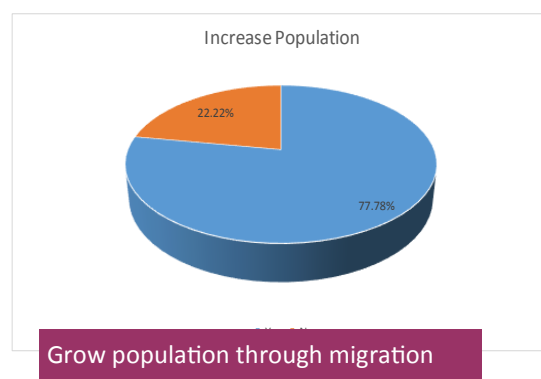
Maintain and improve the facilities we have

Good public relations, open and friendly community, cleanliness and well maintained facilities, family friendly environs including control of wandering dogs

More shop, promoting local foods.

More activities, trails

Question 10: Does Council need to investigate growing the population?



Question 11: Do you have further comments on tourism industry sustainability in Elliston District?

With the COVID-19 situation why would you look to spend money on developing fixed accommodation sites or disturb the natural landscape. This is a time when tourists are looking to escape developed world and explore Australia in its natural state.

Elliston needs a safe boat anchorage and launching facility. Keep the jetty well insured and maintained.

Need a brand and a main tourist hook – the surf and town are great, but not advertised and probably not enough long-term.

Family friendly could be promoted along with serenity!

A very important industry that helps to attract visitors and it needs to be made a priority for our district.

Eco tourism is big business. Walking , hiking trails are very popular in other areas. We have no public transport to get people here. Many overseas people make it to Port Lincoln by plane but are unaware of the distance it is to get here.

Whatever we do it has to be affordable and maintained otherwise it is a waste of money. Grants are our only way to sustain Tourism, but we still have to look after the rate payers who live here permanently and make it a better place for all.

As above and ride on the shirt tails of Eyre Peninsula promotion, link in with events in other communities, eg Oysterfest/ Tunarama have arts event/s along coast at same time, provide “other” things to see and do while tourists are travelling to and from events.

Personally we are living here contributing to the community because we chose a quieter life style with sustainable fishing for the future. Increasing population puts this ideal lifestyle at risk, introducing larger town problems such as theft, vandalism etc are the negative effects. The positive effects would be better services. Although increasing tourism may be good for businesses it also becomes a cost to rate payers to provide better services. So I am on the fence on this one.

Keep pristine, trails

Question 12: Please rate the following areas for potential tourism development focus by Council in priority order from 1—highest priority to 5 = lowest priority.

	1	2	3	4	5	NOT REQUIRED	TOTAL	WEIGHTED AVERAGE
Signage - directions, locations, interpretive	31.58% 6	15.79% 3	26.32% 5	5.26% 1	15.79% 3	5.26% 1	19	2.74
Destination Marketing and Events Development	47.37% 9	10.53% 2	15.79% 3	5.26% 1	15.79% 3	5.26% 1	19	2.47
Trails and Scenic Drives Development	36.84% 7	21.05% 4	10.53% 2	10.53% 2	15.79% 3	5.26% 1	19	2.63
Tourism Product Development	17.65% 3	23.53% 4	29.41% 5	11.76% 2	5.88% 1	11.76% 2	17	3.00
Tourism Industry Stakeholder Networking and Advocacy	11.76% 2	5.88% 1	41.18% 7	17.65% 3	11.76% 2	11.76% 2	17	3.47
Engagement of a Council Tourism Officer	16.67% 3	11.11% 2	11.11% 2	16.67% 3	27.78% 5	16.67% 3	18	3.78
Upgrade of Streetscapes, Street Furniture, Lighting, Public Art and Street Trees	52.38% 11	14.29% 3	9.52% 2	4.76% 1	19.05% 4	0.00% 0	21	2.24
Liaison with Government Tourism Agencies - Regional Development Australia EP, South Australian Tourism Commission etc	33.33% 6	22.22% 4	11.11% 2	16.67% 3	11.11% 2	5.56% 1	18	2.67

Upgrade streetscapes

Question 13: Do you own or manage a business in the District?

YES—4

No—16

Question 14: The new Eyre Peninsula website (developed through consultation with EP Councils) showcases all Eyre Peninsula businesses and attractions which are listed on the Australian Tourism Data Warehouse (ATDW—a South Australian Tourism Commission initiative) website (this is a free website promoting South Australia). If you own a business, attraction or would like to promote an event, you can go to www.atdw.com.au, register and add your listing. Is your business / attraction / event listed on the ATDW website?

Question 15: How is your business performing?

YES—0

No—3

	NOT AT ALL CONFIDENT	NOT VERY CONFIDENT	SOMEWHAT CONFIDENT	CONFIDENT	EXTREMELY CONFIDENT	TOTAL
Over the past two years how confident have you been about your business prospects?	0.00% 0	0.00% 0	25.00% 1	75.00% 3	0.00% 0	4
How confident do you feel about your business prospects for the next two years?	0.00% 0	0.00% 0	25.00% 1	75.00% 3	0.00% 0	4
How is your business performing now compared to two years ago?	0.00% 0	0.00% 0	50.00% 2	50.00% 2	0.00% 0	4
Are you considering closing or selling your business in the near future?	100.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4
Are you considering expanding your business in the near future?	0.00% 0	0.00% 0	50.00% 2	50.00% 2	0.00% 0	4

Question 16: What potential challenges is your business currently facing?

ANSWER CHOICES	RESPONSES
Lower than normal volume of work / sales	0.00% 0
Increasing competition	0.00% 0
Finding / keeping staff with appropriate skills	25.00% 1
Excessive State or Federal Government regulations	0.00% 0
Excessive local Council regulations	0.00% 0
Cost of staff	0.00% 0
Increasing cost of materials, overheads, etc	25.00% 1
Inadequate internet coverage or speed	25.00% 1
Inadequate utilities, such as power, water, sewer, etc	0.00% 0
Climate uncertainty / less predictable rating	0.00% 0
Cash flow / bad debts	0.00% 0
Taxes	0.00% 0
Employment regulations	0.00% 0
Elliston District is not promoted enough to attract more people and businesses	0.00% 0
Training	0.00% 0
Materials/supplies not available locally	0.00% 0
Education options make it harder for families with skilled workers to move here	0.00% 0
Insufficient lifestyle and recreation choices make it harder for families with skilled workers to move here	25.00% 1
Please specify any other potential challenges.	0.00% 0
TOTAL	4

Question 17: Have staff numbers in your business altered in the past two years?

YES—0

No—4

Strategic Objective:

Support Economic Development and Tourism

Activity 1.

Liaise with South Australian Tourism Commission and regional agencies to promote tourism across the District

Visitors to the region don't differentiate between council areas so it is important to maintain close cooperation between agencies to promote activities and experiences along the visitor's journey and encourage increases visitor nights in the region.

Council continues to network with the South Australian Tourism Commission, South Australian Tourism Industry Council, Eyre Peninsula Local Government Association (EPLGA), the EPLGA Tourism Advisory Committee, the Eyre Peninsula Tourism Group with representation by the Mayor, Chief Executive Officer, Senior Management Team and Executive Assistant as required.

Activity 2.

Action the economic development and tourism plan

The Eyre Peninsula is an incredibly attractive region and the Elliston District offers spectacular scenery, pristine coastline, unique activities, sunsets and starry skies.

It is imperative that these strengths be appreciated but not threatened by increased visitation or mishandling.

While the main economy of the District is currently drawn from primary production, fishing and tourism Council commits to supporting other industries which in turn will provide job opportunities and encourage the youth to remain in the District.

The opportunity to address the accommodation shortage on the Eyre Peninsula by installing high quality infrastructure will offer economic benefit to the District while encouraging longer visitation.

Activity 3.

Explore opportunities for the development of an interpretive centre

The Elliston District has a rich history and the establishment of an interpretive centre would create the opportunity for a collaborative venture to provide a comprehensive snapshot from traditional owners through early settlers to the current diverse community.

Experience has shown that for tourism ventures to remain commercially viable and provide secure employment a diversity of services including accommodation, hospitality and heritage and history tours will be required.

Strategic Objective:

Support Economic Development and Tourism

Activity 4.

Support local tourism and business activities

The economy of the District is primarily farming, fishing, aquaculture with a small contingent of tourism options.

For the District to remain sustainable it is imperative that proposed and fledgling businesses and tourism activities and events are supported by Council.

The continued collaboration and liaison with community and business is an essential component to achieve recognition for our District.

Aquaculture associated industry provides scope for greater influence in our District and Council must continue to support the initiatives for the establishment of an oyster nursery and abalone farm and welcome proposed ventures, while being aware of Council's responsibilities to preserve our pristine environment.

Council must continue to provide assistance to small business by offering the Shopfront Improvement Program, Community Event Support and administrative expertise.

Activity 5.

Explore opportunities for economic growth across existing and new industries

The Elliston District as a whole experiences poor connectivity on a regular basis so Council must advocate to improve telecommunications.

Water is also a deterrent to economic growth and Council will continue to liaise with EP Landscape SA, SA Water and interested stakeholders to ensure a reliable water supply to the District.

With the shortage of accommodation on the Eyre Peninsula, Council will investigate options to install high quality infrastructure in the township of Lock which will benefit seasonal workers, and the drive market to encourage overnight stays. This will require attracting investment for a diversity of accommodation options and the upgrade of existing accommodation and by advocating to relevant government and industry partners for focused funding opportunities related to accommodation upgrades.

Implementation Plan

Activity 1. Liaise with South Australian Tourism Commission and regional agencies to promote tourism across the District

Objective/Action	Responsibility/Lead	Year	Outcome
Increase the promotion of the region's competitive strengths	SATC/RDAEP/EPLGA/DCE	Ongoing	Increased visitation throughout the Region
Implement the Regional Trails Strategy	RDAEP/TAC/DCE	2022	Increased number and quality of walking trails
Continue representation on the EP Tourism Advisory Committee	DCE	Ongoing	Consistent branding and promotion of the Region
Advocate to relevant government and industry partners for focussed funding opportunities for infrastructure to encourage extended visitation ie pump track	RDAEP/EPLGA/DCE	Ongoing	Improved visitor experience and sustainable economy
Implement the online campsite bookings, trails story map and regional events calendar	RDAEP/EPLGA/DCE	Ongoing	Improved management of infrastructure and fragile coastal areas

Activity 2. Action the economic development and tourism plan

Implement the Lock Master Plan	DCE	Ongoing	Improved economy and promotion of the Town's strengths
Continue to maintain and upgrade coastal infrastructure	DCE	Ongoing	Improve infrastructure to protect the environment while creating a quality visitor experience
Continue to maintain and enhance boat ramps and jetties	DCE/State Government	Ongoing	Improved infrastructure for long term enjoyment
Develop an Elliston Master Plan and town precinct area	DCE/Community	2022	A Plan which recognises the Town's strengths and provides a blueprint for future development

Implementation Plan

Activity 3. Explore opportunities for the development of an interpretive centre

Objective/Action	Responsibility/Lead	Year	Outcome
Liaise with Regional Development Australia Eyre Peninsula on a strategy to investigate the development of a centre	RDAEP/DCE	2025	A Centre which provides an interactive display of the District's history
Investigate funding opportunities	RDAEP/DCE	2025	Funding obtained for the Interpretive Centre
Investigate potential locations for a centre	DCE	2025	A site which is economically viable and suitable for the installation of the Interpretive Centre

Activity 4. Support local tourism and business activities

Continue to provide financial support to the Elliston Community and Visitor Information Centre	DCE	Ongoing	The Centre continues to provide a hub for locals and visitors
Provide support and mentoring to event managers and encourage cross event collaboration	RDAEP/EPLGA/DCE	Ongoing	Increased events in the District and the Region
Offer financial assistance to business to upgrade building facades, under the Shopfront Improvement Program	DCE	Ongoing	Continuous improvement to building facades in the District
Encourage businesses and tourism operators to register on the South Australian Tourism Commission—Australian Tourism Data Warehouse site	DCE	Ongoing	Increased digital promotion of EP and tourism/events
Continue to work with Zippel Oysters and Dinko Tuna to develop their aquaculture ventures	DCE/State Government	2022-23	Increased employment opportunities, economic benefit to Dis-

Implementation Plan

Activity 5. Explore opportunities for economic growth across existing and new industries

Objective/Action	Responsibility/Lead	Year	Outcome
Provide ongoing support to industry and start-up businesses	RDAEP/DCE	Ongoing	Increased industry capability and improved economy
Advocate for improved telecommunications throughout the District	EPLGA/RDAEP/DCE	Ongoing	All District ratepayers have improved connectivity
Advocate for Black Spot funding at Mount Damper	RDAEP/DCE/State Government	Ongoing	Improved connectivity
Attract investment for a diversity of accommodation options and the upgrade of existing accommodation	RDAEP/DCE	2023	Increased number and quality of rooms available. Accommodation developments funded by grants etc
Address reliability of water supply to towns and industry	DCE/State Government	2023	Potable and ongoing water supply to all towns in the District
Research opportunities to draw skilled workers to the District	RDAEP/EPLGA/DCE	2023	Increased number of ratepayers