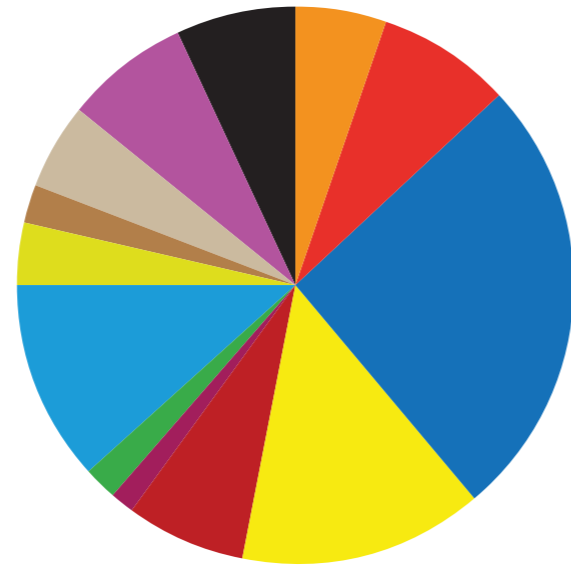
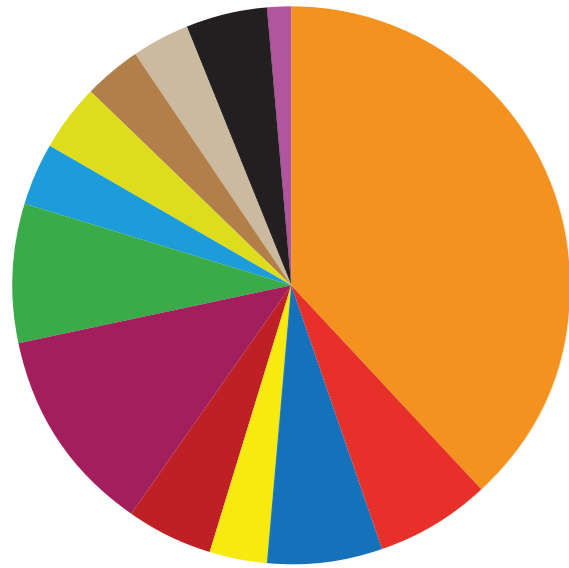


# Membership



## Members by Region

	#	%
Adelaide	430	38.2
Adelaide Hills	74	6.6
Barossa	75	6.7
Clare Valley	39	3.5
Eyre Peninsula	56	5.0
Fleurieu Peninsula	136	12.0
Flinders Ranges & Outback	88	7.8
Kangaroo Island	41	3.6
Limestone Coast	46	4.1
Murray River, Lakes & Coorong	35	3.1
Riverland	39	3.5
Yorke Peninsula	53	4.7
Interstate & National	14	1.2

## Members by Sector

	#	%
Local Govt & Industry Assoc.	61	5.4
Attractions	89	7.9
Accommodation	289	25.6
Caravan Parks	160	14.2
Cellar Doors	77	6.9
Events/Conventions	16	1.4
Restaurants/Cafes	24	2.1
Transport & Tour Operators	129	11.4
Visitor information Centres	41	3.6
Campsite/Outdoor Activity Providers	26	2.4
Students & Young Professionals	56	5.0
Retail & Suppliers	82	7.3
Other	76	6.8

## TiCSA Board



**Eoin Loftus**  
(Chair)  
Director, Loftus  
Business Advisory



**Penny Gale**  
(Vice Chair)  
Self-employed



**Siggs Frede**  
(Treasurer)  
Managing  
Director, Effektiver



**Traci Ayris**  
Director,  
Vislex Media



**Craig Costello**  
Owner,  
Costello Hotels



**Justyna Jochym**  
Chief Executive  
Officer, Festival City  
Adelaide



**Caroline Phillips**  
Mayor, District  
Council of  
Karoonda East  
Murray



**Felicity Brown**  
Chief Pilot, Chinta Air



**Lauren de  
Cesare**  
Director,  
Pineapple Media

Transactions involving related parties including Board Members, as disclosed in the financial statements, are conducted on normal commercial terms and conditions no more favourable than those available to other parties.

# Annual Report 2022/23



## Our Vision

A strong and valued voice for South Australia's tourism industry.

## Our Purpose

Building capabilities, advocating for, and bringing together South Australia's diverse tourism industry to enable a sustainable and growing visitor economy.

## Message from the Chair

2022-23 was a big year for the South Australian tourism industry, and for TiCSA.

In the past year, South Australian visitor expenditure has reached new heights, broke records, and exceeded pre-COVID-19 levels. In the 12 months to June 2023, visitor expenditure hit \$9.9 billion, and June 2023 marked the highest visitor spend month ever recorded. Along with this, we saw new challenges emerge for the industry, in part due to a constantly changing economic environment. As your peak tourism body, TiCSA remains committed to supporting the industry through these challenges and into the future.

TiCSA had a highly productive year, with our small yet dedicated team accomplishing several significant milestones. We released our new Strategic Plan, which will guide our work over the next three years. The plan outlines a new Vision and Purpose for TiCSA: to be a strong and valued voice for South Australia's tourism industry, whose purpose is to build capabilities, advocate for, and bring together South Australia's diverse tourism industry to enable a sustainable and growing visitor economy.

Our Business Capability Program saw the delivery of 37 workshops, 51 business coaching sessions, 14 'In Conversation' webinars, and our three major annual events – the SA Tourism Awards Gala Dinner, our Visitor Economy Policy Breakfast and the South Australian Tourism Conference.

We saw success in the 2022 Qantas Australian Tourism Awards, with a South Australian operator taking out the coveted 'Major Tourist Attraction' category at the national level for the first time. Congratulations to the Adelaide Zoo on this achievement, and our further six medallists.

Steps towards the formation of an independent body for Aboriginal-owned tourism businesses were also taken. The South Australian Aboriginal Tourism Operators Council (SAATOC) came together to lay strong foundations for what will become the peak, authoritative representative for Aboriginal tourism in South Australia. The establishment of SAATOC will mark a significant new chapter for tourism in our state.

I share this message as one of my final official communications as TiCSA's Chair. During my nine years on the Board, including six years in the role of Chair, I have seen TiCSA's membership grow from 640 to a thriving community of over 1,100 operators across the state. Thank you to Shaun, the TiCSA team and community, and the entire industry for their support throughout my tenure.

**Eoin (Owen) Loftus**  
Chair  
Tourism Industry Council South Australia

## TiCSA in Action

- 1,126 Members
- 542 Accredited members
- 120 Star Rated members
- 403 ReviewPro accounts
- 37 workshops
- 708 workshop attendees
- 320 Conference attendees
- 7 Leadership Luncheons
- 2 Visitor Economy Coalition meetings
- 211 2030 & Beyond breakfast attendees
- 14 In Conversation series
- 659 In Conversation attendees
- 123 media appearances
- 5,504 eNews subscribers
- 68 professional service partners
- \$300,267 value of professional service partners
- 153 Tourism Award nominees
- 723 Gala Dinner attendees
- Website 70,638 sessions | 52,578 users
- Social Media Facebook 7,267 followers
- Instagram 2,753 followers
- LinkedIn 4,833 followers

# Quality Tourism Framework

The Quality Tourism Framework (QTF) is a business pathway to support the continuous growth and development of Australian tourism businesses.

The framework is delivered by TiCSA in SA, and includes Quality Tourism Accreditation, Star Ratings and additional niche modules.

Accreditation includes a complimentary ReviewPro account which collates all online reviews from 175 websites into a streamlined dashboard.



536 Quality Tourism Accredited Businesses



120 Star Rated properties



403 ReviewPro accounts



# Business Capabilities Program

TiCSA's Business Capabilities Program includes workshops and one-on-one business coaching in four key areas. The program is designed to develop the skills and capabilities of the tourism industry with short, practical, and relevant sessions.

- 37 workshops
- 708 attendees
- 51 one-on-one coaching sessions



# 2022 South Australian Tourism Awards

The South Australian Tourism Awards celebrate and acknowledge tourism businesses that have demonstrated outstanding achievements and success throughout the year.

32 winners and 2 Hall of Fame inductees were recognised at the 2022 South Australian Tourism Awards Gala Dinner on Thursday 3 November at the Adelaide Convention Centre.

- 153 nominations | 111 entrants
- 723 guests | 32 winners | 2 Hall Of Fame



# Tourism Summit: 2030 and Beyond

The Tourism Summit: 2030 and Beyond breakfast event on 1 February 2023 encouraged robust conversation on developments and emerging opportunities within tourism as we look to 2030 and beyond.

211 attendees

# Advocacy and Industry Representation

As the state's peak tourism body, TiCSA remains committed to advocating to Government on behalf of our members and the broader industry to help businesses remain resilient and thrive.

- 7 Leadership Luncheons
- 2 Visitor Economy Coalition meetings
- Ongoing correspondence with Members of Parliament
- 41 media appearances related to advocacy

# Partnerships

TiCSA is proud to have valuable partnerships with leading groups that are passionate about the tourism industry and business development. Our partnership model provides tailored platforms for organisations to raise their profile, make connections, and support our community. In the 2022/23 financial year TiCSA partnerships with 68 organisations were valued at \$300,267.

# In Conversation series

TiCSA's In Conversation series bring together industry experts and leaders for discussions on relevant topics to keep members engaged, updated and informed.

- 14 In Conversation sessions
- 659 attendees



# 2023 South Australian Tourism Conference: Tourism for good

The annual South Australian Tourism Conference took place on Tuesday 30 May at the National Wine Centre. This year's event explored the theme of "Tourism for good", delving into tourism's sustainable future and the visitor economy's role as a driver for positive change.

- 320 attendees
- 30 speakers
- 9 workshop sessions



# 2023 SA Top Tourism Town Awards

The South Australian Top Tourism Town Awards celebrate SA towns that work collectively to offer great experiences and drive visitation to their region.

The 2023 SA Top Tourism Town winners were announced at the South Australian Tourism Conference on May 30.

- Top Tourism Town: Victor Harbor
- Small Tourism Town: Coober Pedy
- Tiny Tourism Town: Port Broughton
- People's Choice: Victor Harbor

7 entrants 3,927 consumer votes

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