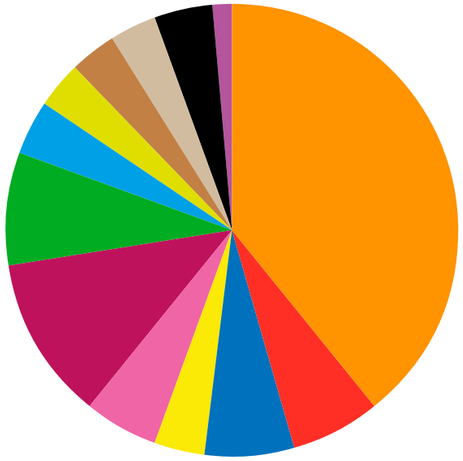
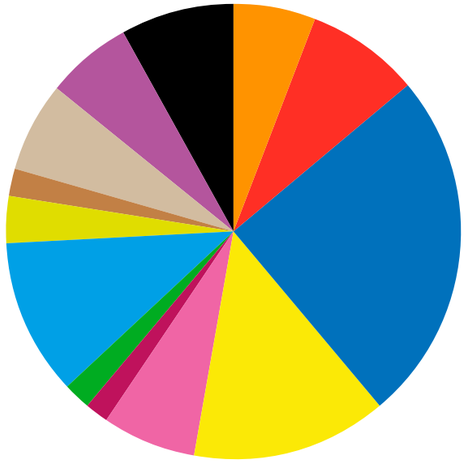
Membership



Members by Region	#	%
Adelaide	454	39.32
Adelaide Hills	74	6.41
Barossa	75	6.49
Clare Valley	39	3.38
Eyre Peninsula	62	5.37
Fleurieu Peninsula	136	11.77
Flinders Ranges & Outback	93	8.05
Kangaroo Island	44	3.81
Limestone Coast	40	3.46
Murray River, Lakes & Coorong	36	3.12
Riverland	40	3.46
Yorke Peninsula	46	3.98
Interstate & national	16	1.39



Members by Sector	#	%
Local govt & industry associations	70	6.00
Attractions	91	7.87
Accommodation	289	25.03
Caravan parks	160	13.85
Cellar doors	77	6.60
Events/conventions	20	1.73
Restaurants/cafes	24	2.08
Transport & tour operators	126	10.91
Visitor information centres	40	3.46
Campsite/outdoor activity providers	22	1.95
Students & Young Professionals	73	6.35
Retail & Suppliers	72	6.30
Other	91	7.87

TiCSA Board

Siggi Frede
(Chair)
Managing Director,
Effektiver

Penny Gale
(Vice Chair)
Self-employed

Lauren de Cesare
(Treasurer)
Director,
Pineapple Media

Craig Costello
Owner,
Costello Hotels

Felicity Brown
Chief Pilot,
Chinta Air

Justyna Jochym
Chief Executive Officer, Festival City Adelaide

Caroline Phillips
Mayor, District Council of Karoonda East Murray

Haydyn Bromley
Executive Director,
Bookabee Australia

Simone Douglas
Chief Executive Officer, Digital Marketing AOK

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 2024/25

TiCSA
TOURISM INDUSTRY COUNCIL

TiCSA is the peak body for South Australia's tourism industry.

Established in 2009, TiCSA has two primary objectives: advocacy and tourism business development.

TiCSA brings South Australia's tourism businesses together to build skills and capability, lift standards, and shape a sustainable industry. We offer practical support, accreditation, advocacy, and a trusted community with a shared ambition to grow South Australian tourism.

Message from the Chair

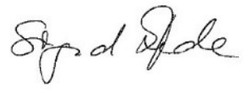
The 2024-25 financial year has been another pivotal one for tourism in South Australia. As we continued to navigate the challenges and opportunities of an industry that is impacted by environment, economic and political events, both at home and globally, it has again been heartening to witness the resilience, passion and innovation that defines tourism in South Australia.

Throughout the year, TiCSA remained committed to empowering and advocating for our members, and I'm pleased to deliver this report on our impact. From delivering over 30 capability building workshops to hosting another outstanding South Australian Tourism Conference, our efforts have been focused on supporting a thriving, future-ready visitor economy.
Our Quality Tourism Framework continues to strengthen operator professionalism, while our advocacy efforts ensured member voices were heard on important matters, in South Australia and nationally.

A key highlight of the year was our continued positive collaboration with the South Australian Tourism Commission. The TiCSA Board met twice with the SATC Board, and we worked together to co-design with industry a collective commitment to position tourism as a force for good. We look forward to further developing this important initiative in the year ahead.

I'm pleased to report that TiCSA remains in a sound financial position, enabling us to continue investing in services that matter to our members. This stability is thanks in no small part to the exceptional leadership of CEO Shaun de Bruyn and the dedicated TiCSA team. Their passion for serving our members and supporting the wider industry is a true asset.

To our members, partners, and industry collaborators, thank you for your continued engagement, trust and support. Together, we are building a stronger, more inclusive, and sustainable tourism sector for South Australia.



Siggi Frede
Chair
Tourism Industry Council South Australia

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GPO Box 2071, Adelaide SA 5001
ABN 64 992 585 804

TiCSA in Action

- **1155 Members**
- **543 Accredited members**
- **113 Star Rated members**
- **369 ReviewPro Accounts**
- **8 Top Tourism Town entrants**
- **335.5 hours of expert coaching & mentoring**
- **32 Workshops/webinars**
- **836 Attendees to workshops/ webinars**
- **315 Conference attendees**
- **7 Leadership Luncheons**
- **2 Visitor Economy Coalition meetings**
- **270 South Australian Tourism Summit attendees**
- **11 In Conversations**
- **426 In Conversation attendees/views**
- **247 Media mentions (print, radio & digital)**
- **60 Professional service partners**
- **$296,533 Value of professional service partners**
- **106 2024 SA Tourism Award Final Entries**
- **625 2024 Gala Dinner attendees**

Our Digital Community

Facebook	7,699 followers
Instagram	3,254 followers
LinkedIn	5,950 followers
Newsletter	5,146 subscribers

Quality Tourism Framework

The Quality Tourism Framework (QTF) empowered South Australian tourism operators to develop and grow their businesses. 543 businesses demonstrated their commitment to being professional, ethical and reliable operators delivering high-quality visitor experiences.

Access to online reputation management tool ReviewPro remained a valuable QTF benefit. 369 members used the power of ReviewPro to better manage visitor feedback and improve experience delivery.

- South Australia's GRI score 91.2%
- Australia's GRI score 88.8%

Beyond quality assurance, QTF's suite of programs supported operators to drive meaningful impact through practical tools and resources. In 2024-25, we saw growing engagement with programs targeting accessibility and inclusive tourism, cyber security and risk management, and tourism emissions reporting and reduction. These tools help businesses future-proof their operations, meet changing visitor expectations, and contribute to a more sustainable and resilient tourism industry.

543 QTAB Sustainable Tourism Businesses

113 Star Rating Accounts

31 QTAB Accessible Businesses

12 Tourism Emissions Reduction Businesses

We continued to support the formation South Australian Aboriginal Tourism Operators Council (SAATOC). The interim Board focused its energies on the development of a robust constitution that will invite Aboriginal owned and non-Aboriginal owned businesses to join in growing this important sector. SAATOC ensured Aboriginal people working in tourism were able to access professional development by sponsoring attendance at the Australian Indigenous Tourism Conference and the South Australian Tourism Conference.

2024 South Australian Tourism Awards

Tourism business excellence was in the South Australian Tourism Awards. The awards program provide dedicated assistance to ensure that entrants leverage the submission process as a business development opportunity; we want all businesses to benefit from participating.

- **Five Entrant Masterclass webinars**
- **Three video resources to support businesses**
- **221.5 hours of one-on-one mentoring through our Submissions Excellence program and Ask the Experts service**
- **25 judges volunteered their time and expertise**
- **30 gold medals and one Hall of Fame awarded at our Gala Dinner at Adelaide Oval on Friday 1 November**

Gold winners represented South Australia at the 2024 Qantas Australian Tourism Awards in March. We took home:

- **Two Gold medals**
- **Four Silver medals**
- **Three Bronze medals**

2025 hello SA Top Tourism Town Awards

The hello SA Top Tourism Town Awards turned the spotlight on South Australian towns that are passionate about tourism and attracting visitors.

The Top, Small and Tiny and People's Choice tourism towns for 2025 were showcased at our Tourism Conference on Friday 13 June.

- **Top Tourism Town: Victor Harbor**
- **Small Tourism Town: Normanville**
- **Tiny Tourism Town: Robe**
- **People's Choice: Robe**

2025 South Australian Tourism Conference

The annual South Australian Tourism Conference took place on Thursday 12 and Friday 13 June at Morphettville Racecourse. Our conference program examined the complex issues and exciting opportunities shaping tourism in South Australia, nationally, and across the world. From AI and economics to emerging workforce and visitor markets, conference delegates enjoyed a mix of inspiring presentations and tangible learning opportunities.

315 attendees | **43 speakers** | **12 workshop sessions** | **2 master classes**

Partnerships

TiCSA proudly partnered with a range of respected organisations that share our values and commitment to the tourism industry and business growth. Our partnership program offered tailored opportunities for like-minded organisations to increase their visibility, build meaningful connections, and contribute to the strength of our community. In the 2024/25 financial year, TiCSA partnered with 60 organisations, generating a total partnership value of $296,533.

Careers in Tourism

Growing tourism's workforce today and into the future remained an industry priority. We participated in career promotion activities at schools and universities, including the Adelaide Careers & Employment Expo which was attended by 18,000 people. We continued to advocate for industry training needs through a position on tourism's relevant Industry Skills Council. A second edition of our successful Careers in Tourism guide, the centre-piece of our career activities, was produced. It showcases 13 case studies, 14 employers, and 113 role descriptions.

2025 South Australian Tourism Summit

The 2025 South Australian Tourism Summit, our key tourism policy event, was held on 20 February 2025. This sold-out event brought together political and tourism leaders for a discussion that looked to the future of tourism as a force for good, the importance of collaboration in achieving goals, and the enablers required to generate tourism business investment.

Advocacy and Industry Representation

As the state's peak tourism body, TiCSA remained committed to advocating on behalf of our members and the broader industry. This year we delivered:

- Seven Leadership Luncheons
- Two Visitor Economy Coalition meetings
- Ongoing engagement with Members of Parliament and Government

Advocacy activity included:

- Input into statewide Planning and Design Code Review
- Representations on behalf of TiCSA members to State Planning Commission
- Submission to Treasurer urging consideration of a dedicated tourism loan scheme
- Select Committee on Short Stay Accommodation submission and inquiry representation
- Cuttlefish site management and experience
- Federal election advocacy with Australian Tourism Industry Council
- Representations made on behalf of members to State and Federal Ministers and Government departments on various issues impacting business operations

Business Capability Program

Through our Business Capability Program we provided practical, hands-on training and coaching to support businesses develop and grow essential tourism business skills and knowledge. We delivered 32 workshops, in person and online, to 836 people. In addition to tourism business foundation topics, we delivered industry training in:

- **'Welcome With Pride' LGBTQI+ inclusion**
- **Aboriginal Cultural awareness & respect**
- **Regenerative tourism storytelling**
- **Agritourism**
- **AI**
- **Operator wellbeing & resilience**

Our In Conversation webinar series brought together industry experts and leaders for discussions on relevant topics to keep members engaged, updated and informed at time that best suits them. This year:

- **11 webinars**
- **295 attendees**
- **131 on demand views**

Businesses gained subsidised access to expert advice through our one-on-one business coaching program. We supported 38 businesses with 114 hours of coaching.

- **Business Coaching NPS 87**
- **Workshop average NPS 52**