

Annual Report 2017/18

Message from Chairman

Advocacy has been a core focus for SATIC over the past 12 months having launched the Tourism Industry Agenda, which outlines the key priority areas that will best contribute towards unlocking the 2020 targets of \$8 billion and 41,000 jobs.

A change in State Government saw Hon David Ridgway MLC be appointed as the Minister for Trade, Tourism and Investment. On behalf of the industry, I thank Leon Bignell for his significant contribution to our tourism industry over many years.

In June SATIC together with Minister Ridgway commenced a series of 19 regional tourism events, to hear firsthand the opportunities and challenges facing tourism operators within our regions as we seek to achieve the 2020 targets.

Thank you to Minister Ridgway and the South Australian Tourism Commission (SATC) for your role in making these events such a great success.

The Regional Visitor Strategy was a significant initiative released earlier this year, highlighting growth opportunities for regional South Australia. SATIC was thrilled to be part of its development and will continue to support this critically important plan. Moving forward we look forward to maintaining our strong involvement in shaping the next State Tourism Plan, together with the SATC.

From a business development perspective, SATIC took hold of the opportunity to manage the Star Ratings program in South Australia, recognising quality accommodation standards. As well as hosting our ninth annual Tourism Conference, SATIC also completed a second round of ServiceIQ Workshops, with both initiatives receiving extremely positive feedback from industry. Having attained 905 members as of June 2018, we are well on track to achieving our target of 1,000 members by the end of 2018.

The State and National Tourism Awards were a great industry celebration, representing

the remarkable commitment our tourism operators put forward to delivering best business practice. I wish to congratulate all Award winners on their success.

Furthermore, SATIC has maintained its branch management service with the Australian Tourism Export Council, as well as positive partnerships with Ecotourism Australia and the Department for Environment and Water to develop a united industry front and enhance the opportunities available to our members.

I would like to extend my thanks to SATIC's new and existing partners for their support, we truly value each of these relationships.

Most importantly, I thank SATIC's Members for their ongoing commitment to an industry which is now worth a record breaking \$6.7 billion for our state. I look forward to continuing working together to deliver sustainable business growth outcomes now and into the future.

What a great time to be in tourism in South Australia!



Eoin (Owen) Loftus
Chairman
SA Tourism Industry Council

Our Vision
To be a strong and valued industry body representing members and actively contributing to the growth of profitable tourism businesses.

Our Mission

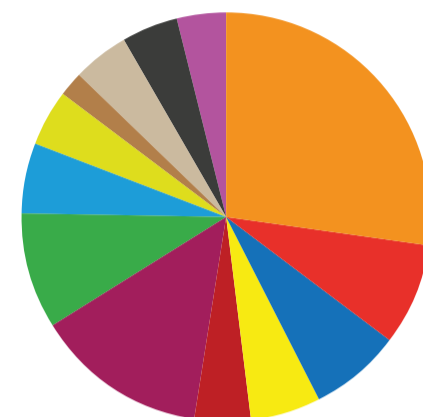
To engage, represent, strengthen and empower the South Australian tourism industry contributing to sustainable growth.

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.

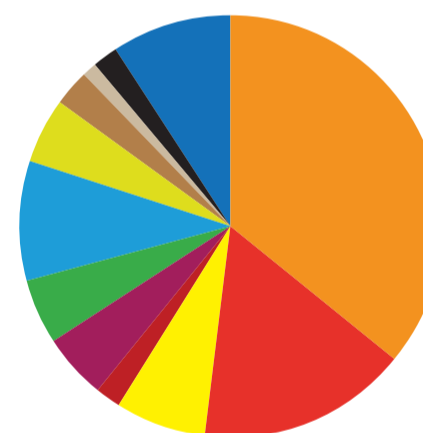
SATIC in Action

-  **905 Members**
-  **492 Accredited products**
-  **62 SA ATEC Members**
-  **51 ServiceIQ Workshops
1140 attendees**
-  **5 Talking Tourism networking events
603 attendees**
-  **2 Chairman's Luncheons
52 attendees**
-  **4 Meet the Minister events
256 attendees**
-  **3 Other industry events
594 attendees**
-  **134 #SATA2017 entries**
-  **875 #SATA2017 Gala Dinner guests**
-  **384 #2018SATC Conference delegates**
-  **143 Media appearances**
-  **3,397 Snapshot subscribers**
-  **Website
33,124 satic.com.au visits**
-  **Social Media**
-  **Facebook 2,785 likes**
-  **Twitter 8,483 followers**
-  **Instagram 1,177 followers**
-  **LinkedIn 2,326 followers**
-  **YouTube 1,623 upload views**

Membership



| Members by Region | % |
|-------------------------------|----|
| Adelaide | 27 |
| Adelaide Hills | 7 |
| Barossa | 7 |
| Clare Valley | 5 |
| Eyre Peninsula | 5 |
| Fleurieu Peninsula | 14 |
| Flinders Ranges & Outback | 8 |
| Kangaroo Island | 6 |
| Limestone Coast | 6 |
| Murray River, Lakes & Coorong | 3 |
| Riverland | 4 |
| Yorke Peninsula | 5 |
| Interstate & National | 3 |



| Members by Sector | % |
|-------------------------------------|----|
| Accommodation | 36 |
| Transport & Tour Operators | 16 |
| Attractions | 7 |
| Visitor Information Centres | 2 |
| Caravan Parks | 5 |
| Local Govt & Industry Associations | 5 |
| Cellar Doors | 9 |
| Restaurants/Cafes | 5 |
| Events/Conventions | 3 |
| Houseboats | 1 |
| Campsite/Outdoor Activity Providers | 2 |
| Other | 9 |

SATIC Board



Eoin (Owen) Loftus
Chief Executive Officer, Majestic Hotels (Chair)



Elaine Ratcliffe
General Manager, Barossa Farmers Market (Vice Chair)



Rob Denton-Brown
Director, Rob Denton-Brown Consulting (Treasurer)



Lisa Anderson
Tourism & Events Manager, Pernod Ricard Winemakers (Jacob's Creek Wines & St Hugo) appointed Oct 2017



Traci Ayris
Director, Vislex Media



Paul Brown
Owner / Managing Director, Kangaroo Island Wilderness Tours appointed Oct 2017 resigned May 2018



Anthony Coles
Director, Sinosphere Pty Ltd



Donna Gauci
Chief Marketing Officer, SeaLink Travel Group appointed Oct 2017



Michelle Hocking
General Manager, Royal Adelaide Show & Wine Show Division appointed Oct 2017



Tanya Mitchell
Manager Tourism, Alexandrina Council



Peer Norsell
General Manager, Hilton Adelaide

Advocacy and Industry Representation

In September 2017 following eight months of consultation with industry, SATiC launched the Tourism Industry Agenda, a ten-point document which highlights key opportunity areas that will best contribute to achieving the 2020 targets of \$8 billion and 41,000 jobs.

Areas of need included whole of government support to undertake projects that grow the visitor economy, as well as ongoing funding to support tourism strategies, business capability programs and global marketing activities undertaken by the South Australian Tourism Commission.

In line with SATiC's advocacy initiatives and following the change in State Government,

in May 2018 SATiC announced a series of 19 regional tourism events with the Minister for Trade, Tourism and Investment – David Ridgway.

These events provided an opportunity for industry to meet with the Minister to discuss tourism opportunities and challenges.

As of June 2018, four of these events had been undertaken: Adelaide, Glenelg, Victor Harbor and Kangaroo Island, with the remaining 15 events to take place over July and August 2018.

Key discussion areas included visitor infrastructure, marketing and experience development.



The View

The View is SATiC's business-to-business magazine featuring news, topics of interest and issues related to the tourism industry at large.



South Australian Tourism Awards



134 entries

2017 nominees were invited to learn from a number of industry experts at our *How to Enter Workshop and Ask the Expert Sessions*. 45 attendees | 130 online views

The **2017 South Australian Tourism Awards Gala Dinner** was held on Friday, 10 November at the Adelaide Convention Centre, with Master of Ceremonies Jason 'Snowy' Carter.

875 guests **33 winners**

5 Hall of Fame

90 attendees at the Winners' Circle function at Government House

2017 Qantas Australian Tourism Awards

SA wins: 2 gold, 3 silver, 5 bronze

“Our participation in the SA Tourism Awards has really helped us improve and grow our business. We think the Tourism Awards process is a fabulous (and fun) way to monitor your business, to increase its profile and instil pride in your team.”

Michele Bain, Owner, Yondah Beach House

Professional Services Partner Program

This program is designed for professional service providers and consultants looking to build their presence in the tourism sector.

12 professional service partners
Value of partnerships: \$78,215

Star Ratings

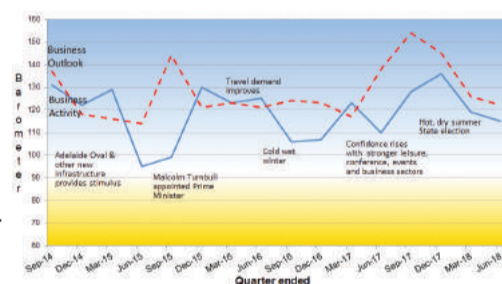
Star Ratings are an internationally recognised symbol for quality accommodation standards and reflect the cleanliness, quality and condition of guest facilities.

SATiC took over management of the Star Ratings program in South Australia in July 2017.

174 Star Rated properties

Tourism Barometer

The SATiC Tourism Barometer is a regular quarterly survey of member sentiment and performance, which is then combined with IVS & NVS statistics.



Accreditation

Accredited businesses are recognised as professional, ethical and reliable operators, which deliver high quality tourism experiences.

SATiC represents a specialised group of tourism businesses with a focus on maintaining high industry standards, quality and professionalism.

492 Accredited products

428

39

10

7

8



ServelQ: Smarter Business Workshops

The ServelQ: Smarter Business Workshops Program is designed to build industry capability, productivity and quality in tourism businesses across the State. The workshops are followed by one-on-one business coaching sessions.

51 workshops conducted

1140 registered participants

550 businesses represented

119 one-on-one business coaching sessions

353 hours of training

“These workshops have been invaluable. They have been informative, practical, perfectly positioned for the visitor economy and extremely well organised. Amy Beardsley, Owner, Adelaide Luxury Beach House

2018 SATiC Tourism Conference

SA Inspired

8 masterclasses **25+ speakers**
9 plenary sessions **15 workshops**

SATiC's ninth annual tourism conference brought together a record breaking number of delegates for two full-days of professional development and networking. The conference featured new opportunities for networking, including SATiC's first Business to Business Exchange.



“It was a great pleasure to attend the 2018 South Australian Tourism Conference. What a fantastic line-up of brilliant speakers and workshops with invaluable lessons and takeaways, which I am sure many attendees will implement to further grow their tourism businesses and our State. Also, a great opportunity to network with so many inspiring tourism operators from across Australia! Steve Pearce, Marketing Manager, BIG4 Hahndorf Resort & Adelaide Hills Convention Centre

South Australian Tourism Industry Council

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Gold Partners

