

Annual Report 2019/20

Our Purpose

A strong and valued industry body advocating for, engaging with and strengthening tourism businesses to grow the visitor economy.

Message from Chairman

As always, tourism businesses united at the annual State and National Tourism Awards to celebrate business excellence. Another highlight on the TiCSA events calendar was the inaugural Visitor Economy Summit with the new Minister for Tourism, Premier Steven Marshall. This was a fantastic event and provided a platform for Premier Marshall to connect with industry on the opportunities for future growth.

On top of combating the obstacles caused by the drought and summer bushfires, in early 2020 the COVID-19 pandemic hit our shores. TiCSA's role as the "voice of tourism" had never been more relevant and we worked tirelessly to help businesses through considerable hardship.

COVID-19 required TiCSA to adapt its product offering. As a result, we transitioned our workshop delivery to online and launched 'In Conversation' webinars to keep our members engaged and informed. A new consumer confidence tool - 'COVID Clean' was also introduced as part of the Quality Tourism Framework, which was well received.

I wish to acknowledge the Marshall Government's proactive response to the COVID-19 health emergency. We were the

first state to re-open intrastate regional travel and have since led the way in our balanced approach to lifting interstate border restrictions. During this time, we have seen diverse levels of business activity with some regional operators experiencing record demand. That said, there has also been significant business closures, cancelled festivals and events, and closed CBD hotels. Unfortunately, many of these businesses still face a long road ahead.

Whole of government support and cross-industry collaboration have been stronger than ever and helped many businesses to keep afloat during this challenging time. Moving forward, we are committed to maintaining our positive working relationships with Premier Marshall, whole of government and all stakeholders to ensure a robust recovery for the tourism industry in South Australia.

Eoin (Owen) Loftus
Chairman

Our Vision

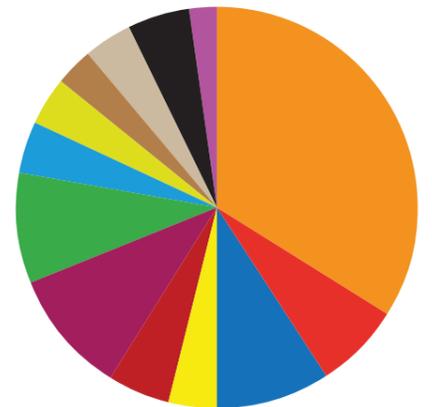
Leading and developing the South Australian tourism industry.

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.

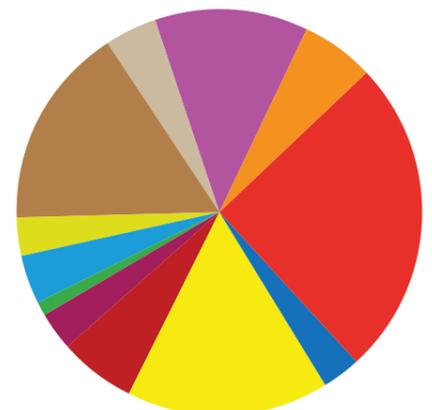
TiCSA in Action

- 943 members
- 488 Accredited members
- 140 Star Rated members
- 178 COVID-19 Clean members
- 120 Digital Champions
- 24 workshops/webinars (826 attendees)
- 5 Talking Tourism networking events (715 attendees)
- 2 Chairman's Luncheons
- 3 Visitor Economy Coalition meetings
- 310 Visitor Economy Summit attendees
- 11 In Conversation webinars (1,239 attendees)
- 3 Nature-Based Tourism webinars (432 attendees)
- 126 #SATA2019 entries
- 723 #SATA2019 gala dinner guests
- 178 media appearances
- 2,937 Mailchimp subscribers
- 2 editions of The View
- 13 professional service partners (valued at \$61,411.00)
- Website**
38,925 sessions
- Social Media**
Facebook 4,733 followers
Instagram 1,695 followers
LinkedIn 3,012 followers

Membership



Members by Region	%
Adelaide	34
Adelaide Hills	7
Barossa	9
Clare Valley	4
Eyre Peninsula	5
Fleurieu Peninsula	10
Flinders Ranges & Outback	9
Kangaroo Island	4
Limestone Coast	4
Murray River, Lakes & Coorong	3
Riverland	4
Yorke Peninsula	5
Interstate & national	2



Members by Sector	%
Attractions	6
Accommodation	25
Campsite/outdoor activity	3
Caravan parks	16
Cellar doors	6
Events/conventions	3
Houseboats	1
Local govt & industry assoc.	4
Restaurants/cafes	3
Transport & tour operators	16
Visitor info centres	4
Other	12

TiCSA Board



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



Michelle Hocking
General Manager, Royal Agricultural & Horticultural Society of SA (Vice Chair) re-elected Oct 2019



Elaine Ratcliffe
Head of Retail Sales, Events & Hospitality, Seppeltsfield Wines (Treasurer)



Lisa Anderson
Manager Tourism & Hospitality, Yalumba re-elected Oct 2019



Traci Ayris
Director, Vislex Media



Craig Costello
Owner, Costello Hotels appointed Oct 2019



Sigi Frede
Managing Director, Effektiver



Penny Gale
Self-employed



Caroline Phillips
Mayor, District Council of Karoonda East Murray elected Oct 2019

Quality Tourism Framework (QTF)

Quality Tourism Accredited Businesses (QTAB) are recognised as professional, ethical and reliable operators which deliver high quality tourism experiences.

The COVID-19 Clean Practising Business tool was introduced to provide businesses with the information and systems to develop COVID-19 cleaning procedures and provide assurance to consumers that these steps are being taken.

QTAB accreditation now includes a complimentary ReviewPro account which collates all online reviews from 175 websites into a streamlined dashboard. Over 217 ReviewPro accounts have been activated.

	488
	140
	178

“ The TICSA COVID-19 Clean Practising Business accreditation was straight forward, informative and a comprehensive refresher on cleaning protocols. Having completed this process, we can provide an extra level of assurance to our guests that we are aware of what’s required and have implemented these requirements. Kerry Meares, Owner Operator - Coonawarra Experiences ”



Advocacy and Industry Representation

Advocacy has been a core focus for TICSA throughout the COVID-19 crisis. Key advocacy priorities included the extension of JobKeeper, State Government stimulus and fee waivers, and the safe relaxation of border controls and social distancing restrictions.

TICSA CEO, Shaun de Bruyn was invited by Premier Marshall to sit on his Industry Response and Recovery Council. This group meets weekly to provide the State Government with industry intelligence on what actions are required to rebuild business activity.

- 2 Chairman’s Luncheons
- In Conversation webinars with 4 Members of Parliament: Premier Steven Marshall – 333 participants
Senator Simon Birmingham – 243 participants
Senator Don Farrell – 96 participants
Shadow Tourism Minister, Zoe Bettison – 146 participants
- 3 Visitor Economy Coalition meetings
- 1 major submission paper: COVID-19 Restrictions Advice and Policy Plan
- 70 media appearances related to advocacy
- Over 100 meetings with Members of Parliament and key stakeholders
- Presented at the Budget & Finance Committee as part of the Legislative Council
- National TIC JobKeeper extension petition – over 10,000 signatures

2019 South Australian Tourism Awards



140 nominations | 126 entries

The 2019 South Australian Tourism Awards Gala Dinner was held on Friday, 8 November at the Adelaide Convention Centre.

723 guests 32 winners

6 Hall of Fame

92 attendees at the Winners’ Circle function at Government House

2019 Qantas Australian Tourism Awards

SA wins: 2 gold, 2 silver & 2 bronze



South Australian Visitor Economy Summit

This event provided a unique opportunity for the State Government and industry leaders to come together to have a constructive conversation on how we can work collectively to deliver strong outcomes.

310 attendees

Professional Services Partner Program

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

13 professional service partners

Valued at \$61,411.00



Digital Champions

Digital Champions is a free digital advisory service, supported by the Australian Government. The program helps tourism businesses discover how to promote their product and reach new potential customers by making their online tools do the work.

120 participants

In Conversation Webinars

In Conversation is a new series undertaken each fortnight to keep the South Australian tourism industry and stakeholders engaged and informed as we make our way through the COVID-19 crisis and into recovery.

11 webinars 1,239 attendees



IQ Series

The IQ Series includes ServiceIQ and TourismIQ workshops, supported by the South Australian government. These workshops are designed to build business capabilities and are followed by one-on-one coaching sessions. Due to COVID-19 these workshops transitioned to webinars in early 2020. A self-guided online course was also introduced to help businesses navigate COVID-19.

24 workshops/webinars

826 attendees

Over 345 businesses represented

61 one-on-one business coaching sessions

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