

Annual Report 2018/19



Our Purpose

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

Message from Chairman

2019 has been a momentous year for TiCSA as it marks ten years as your peak tourism body, a milestone we would have not been able to achieve without the ongoing support of our members and sponsors.

Advocacy has been a primary focus for the Board particularly in the lead up to the 2019-20 State Budget. We have been actively working to voice the needs of the industry through meetings with Members of Parliament and key stakeholders, Chairman's Luncheons with industry leaders, various media activities, government submissions and our series of regional Meet the Minister events.

Unfortunately, the recent Budget did not deliver on the priorities we had been lobbying for, including an increasing marketing budget for the South Australian Tourism Commission and funding to drive business development programs. However, there were some positive announcements regarding tourism infrastructure, including \$150 million for the Aboriginal Arts and Cultures Gallery at Lot Fourteen.

Another core focus for the team was refreshing the former SATIC brand to better distinguish the organisation. The TiCSA brand was officially launched in January 2019 and we have been thrilled with the positive feedback.

In line with our new branding, we launched the TiCSA website (www.ticsa.com.au) - a

user-friendly platform that provides resources, news and opportunities to support business growth. In addition, TiCSA's Strategic Plan for 2019-22 was released highlighting our goals and strategies for the next three years.

TiCSA's State Tourism Conference and ServelQ workshops were once again a great success, as were the State and National Tourism Awards. I wish to congratulate all award winners on their outstanding achievements.

With tourism in South Australia now worth \$7.6 billion, we are well within reach of achieving the 2020 targets of \$8 billion and 41,000 jobs. That said, this will only be achieved with ongoing support from State Government agencies.

Moving forward, we remain committed to creating a united voice for the industry through our advocacy activities, and we will continue to push hard to ensure tourism in South Australia reaches its full potential.

Eoin (Owen) Loftus
Chairman
Tourism Industry Council South Australia

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.

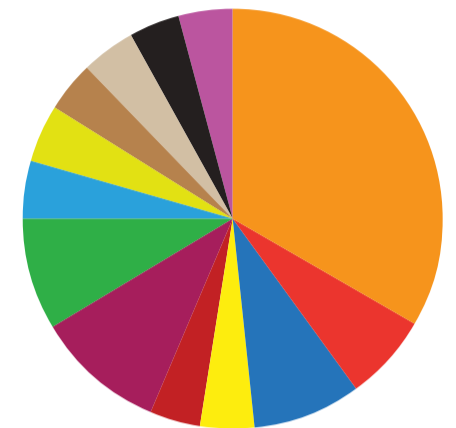
TiCSA in Action

- 920 members
- 549 Accredited products
- 21 ServelQ workshops - 458 attendees
- 6 Talking Tourism networking events - 750 attendees
- 3 Chairman's Luncheons
- 15 Meet the Minister events - 660 attendees
- 132 #SATA2018 entries
- 754 #SATA2018 gala dinner guests
- 325 #2019TiCSA conference delegates
- Co-hosted Flinders Ranges & Outback Tourism Forum - 145 attendees
- \$3K raised for Adelaide Coastrek charity walk
- 174 media appearances
- 3,247 Mailchimp subscribers

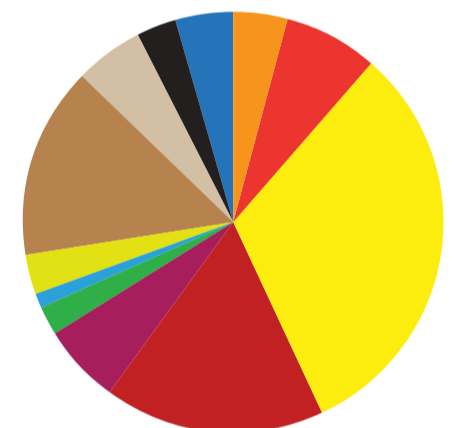
Website
On Thursday, 31 January TiCSA launched its new website www.ticsa.com.au. 16,751 sessions as of June 2018.

- Social Media**
- Facebook 4,138 followers
 - Twitter 8,460 followers
 - Instagram 1,427 followers
 - LinkedIn 2,666 followers

Membership



920 Members by Region		No.	%
Adelaide	296	33.5	
Adelaide Hills	57	6.5	
Barossa	75	8.5	
Clare Valley	41	4	
Eyre Peninsula	40	4	
Fleurieu Peninsula	88	10	
Flinders Ranges & Outback	74	8.5	
Kangaroo Island	44	4.5	
Limestone Coast	43	4.5	
Murray River, Lakes & Coorong	41	4	
Riverland	40	4	
Yorke Peninsula	41	4	
Interstate & National	40	4	



920 Members by Sector		No.	%
Accommodation	320	30	
Attractions	55	7	
Campsite/Outdoor Activity Providers	27	3	
Caravan Parks	163	16	
Cellar Doors	56	6	
Events/Conventions	21	2	
Houseboats	12	1	
Local Govt & Industry Assoc.	27	4	
Restaurants/Cafes	30	3	
Transport & Tour Operators	132	14	
Visitor Info Centres	42	5	
Other	35	4	

TiCSA Board



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



Michelle Hocking
General Manager, Royal Agricultural & Horticultural Society of SA (Vice Chair)



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



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



Traci Ayris
Director, Vislex Media re-elected Oct 2018



Anthony Coles
Director, Sinosphere Pty Ltd retired Oct 2018



Siggie Frede
Strategy & Marketing Consultant, Effektivier elected Oct 2018



Donna Gauci
Chief Marketing Officer, SeaLink Travel Group



Tanya Mitchell
Manager Tourism, Alexandrina Council retired Oct 2018



Peer Norsell
General Manager, Hilton Adelaide resigned Dec 2018



Elaine Ratcliffe
General Manager, Barossa Farmers Market re-elected Oct 2018

Quality Tourism Framework (QTF)

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

549 Quality Tourism Accredited Businesses

	393	72%
	7	1%
	149	27%



Advocacy and Industry Representation

TiCSA delivers a range of advocacy initiatives to create a credible and unified voice for the industry. We engage broadly with our members and undertake regular consultation via meetings, events and forums throughout the state to ensure our advocacy efforts are reflective of industry concerns.

In March 2019 TiCSA established the Visitor Economy Coalition (VEC). The VEC consists of representatives from 13 diverse tourism industry bodies who meet to discuss statewide issues of significance for the visitor economy.

-  **3** Chairman's Luncheons
-  **15** Meet the Minister events - 660 attendees
-  **3** major submission papers:
 - SA Tourism Sector Submission
 - Budget Submission (Visitor Economy Funding Priorities)
 - Submission to the Joyce Review
-  **60+** meetings with Members of Parliament and key stakeholders
-  **2** VEC meetings
-  **63** media appearances related to advocacy

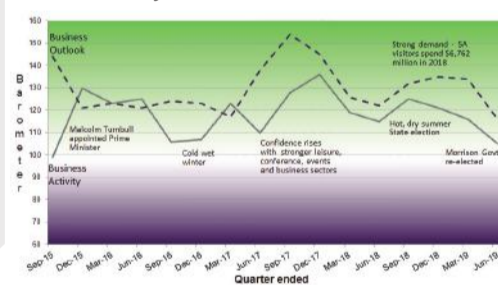
Professional Services Partner Program

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

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

Tourism Barometer

The TiCSA Tourism Barometer is an independent quarterly survey of TiCSA Members designed to measure recent activity and the outlook for the future. The results are also combined with the international and national visitor statistics by Tourism Research Australia.



The View

The View is TiCSA's bi-annual member magazine featuring news, topics of interest and issues related to the tourism industry.



ServiceIQ Smarter Business Workshops

ServiceIQ is designed to help raise the standards, productivity and quality of tourism businesses across the state. The workshops are followed by one-on-one business coaching sessions.

-  **21** workshops
-  **458** participants
-  **250+** businesses represented
-  **30** one-on-one coaching sessions

“ServiceIQ workshops are excellent for small business operators who don't have a huge budget to fund external training and development. They're pitched at the right level and it's also a great way to meet other tourism operators within Adelaide and our region, fostering a closer community and collaborative approaches to drive increased tourism.”
Kim Thomas, Oyster Farm Tours - Coffin Bay

2018 South Australian Tourism Awards



2018 
South Australian Tourism Awards

-  **152** nominations | **132** entries
- The 2018 South Australian Tourism Awards Gala Dinner was held on Friday, 9 November at the Adelaide Convention Centre.
-  **754** guests  **34** winners
-  **4** Hall of Fame
-  **90** attendees at the Winners' Circle function at Government House

2018 Qantas Australian Tourism Awards

 **SA wins: 3 gold, 2 silver, 4 bronze**

2019 TiCSA Tourism Conference

TiCSA's tenth annual tourism conference brought together a significant number of delegates for two days of professional development and networking. The conference featured new opportunities for networking, including a Trade Stand Expo where more than 14 operators, service providers and TiCSA Members promoted their businesses.

-  **8** masterclasses  **39** speakers
-  **11** plenary sessions  **15** workshops
-  **325** delegates



“The Tourism Industry Council SA Conference is an essential networking and development opportunity. It brings together so many different approaches of like-minded people, enabling the tourism sector to linkup and actively forge partnerships and start conversations that will benefit us all for years to come.”
Glen Christie, Manager – Tourism & Events, Port Pirie Regional Council

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