

SATC Action Plan for Assisting Bushfire Recovery in Affected Areas

Published: 28 Feb 2020

Action	Region (Kangaroo Island/ Adelaide Hills/ Both)	Term	Area of Responsibility	Status
Provide mentoring to fire impacted tourism businesses who seek support.	Both	Short term	Destination Development	Ongoing
Leverage the BookThemOut campaign to position the opportunities in affected areas.	Both	Short term	Marketing	Completed
Look at incorporating voluntourism opportunities into existing experiences to enhance the experience and drive demand.	Both	Short term and longer term embedding	Destination Development	Ongoing
Provide a series of messaging statements which operators can select from in communicating about experiences in bushfire affected areas.	Both	Short term	Marketing	Completed
Communicate with operators providing links to imagery and instructions on using the media gallery.	Both	Short term	Marketing	Ongoing
Provide a short factsheet that explains the purpose and audience for the BookThemOut campaign. Enable operators to align their messaging with the campaign targets. Provide this to DEW also to assist in tailoring parks websites.	Both	Short term	Marketing	Completed
SATC to work with Tourism Australia on domestic and international marketing campaigns to drive demand to South Australia.	Both	Short term	Marketing	Ongoing
Social team to look at promoting stories of recovery from the fire to keep interest up. A particular focus on the recovery of nature and wildlife.	Both	Short term	Marketing	Ongoing
Advocate for funding to cover loss of income for indirectly impacted businesses.	Both	Short term	Policy	Completed
Publish a "bushfires" website which provides information and relevant links.	Both	Short term	Policy	Completed
Leverage the #BookThemOut campaign with potential partners.	Both	Short term	Marketing	Ongoing
Leverage social media to tell stories of recovery and focus on myth busting and positive stories.	Both	Short term	Marketing	Ongoing
Leverage and maximise promotion of established and events such as the KI Cup and Crush.	Both	Short term	Marketing	Completed
Provide assistance to ensure events in bushfire affected areas are a success.	Both	Short term	Events Business Development	Ongoing
Ensure messages to visitors reflect appropriate behaviour towards those who have suffered in the fires.	AH	Short term	Marketing	Completed
SATC to provide a factsheet to assist operators to tailor different messages to different international markets.	KI	Short term	Marketing	Completed
Work with DEW on achieving short term reactivations for sites that require rebuild and recovery (i.e. pop-up solutions).	KI	Short term	Policy	Completed
Work with airline partners to ensure good access to the Island.	KI	Short to medium term	Destination Development	Ongoing
Communicate and promote messages about the range of experiences available in the Adelaide Hills, including finding a balance for those tourism offerings that can't be supplemented through increased product purchase.	AH	Short to medium term	Marketing	Completed
Promote opportunities as they reopen particularly around Flinders Chase.	KI	Short to medium term	Policy	Ongoing
Provide data around impact of the bushfires on visitor numbers and expenditure.	Both	Medium to long term	Strategy and Insights	Ongoing
Consider potential for novel events that embrace the fire story.	Both	Medium term	Events Business Development	Ongoing

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Look for opportunities to use the Federal Regional Events Funding to benefit the region.	Both	Medium term	Events Business Development	In progress
Build a library of images which tell the story of recovery.	Both	Medium term	Marketing	Ongoing
Work to ensure that appropriate amounts of Federal funding is directed to recovery in South Australia.	Both	Medium term	Finance and Business Services	Ongoing
Work with the region to ensure that in the medium to longer term, rebuilding efforts improve on what was originally available.	Both	Medium term	Destination Development	Ongoing
Work with DEW to identify appropriate alternative sites to supplement the ones impacted.	KI	Medium term	Policy	Ongoing
Work with DEW on reimagining how assets and infrastructure should be rebuilt.	KI	Medium term	Policy	Ongoing
As new experiences come on line, inform our trade network and encourage promotion.	KI	Medium term	Marketing	Ongoing
Identify areas of potential investment for new and improved experiences and opportunities on KI.	KI	Medium to long term	Destination Development	Ongoing