



**ADELAIDE HILLS TOURISM
TOURISM
RECOVERY PLANNING WORKSHOP
THURSDAY 16 January 2020, 4-6pm
The Haus Conference Centre, Hahndorf**

ATTENDEES: 29 stakeholders, including representation from the Adelaide Hills Tourism Board, SATC, TICSA, Tourism Operators, Industry Organisations and Local Government

AGENDA / NOTES

1. Welcome and Introductions

Helen Edwards acknowledged the way the Adelaide Hills community has responded to current challenges with positivity, courage and a focus on the future. She thanked local councils, tourism operators and business associations for their hard work and support.

Update from the South Australian Tourism Commission (Adam Stanford) in regards to current industry size and broad potential impacts.

2. Our Tourism Recovery Scorecard

- Speedy recovery essential
- Regeneration and reinvention of nature and business
- A strong economy – employment is vital
- Humanity – people have come together and no longer worry about small issues
- Community retention – desire and ability for individuals and businesses to rebuild and stay in the region
- Business resilience – greater ability to adapt and reinvent after any disaster/challenge which will stand them in good stead for the future
- United voice and messaging
- Collective approach
- Visitor numbers and expenditure as a success measure
- Healing as a community – good mental health vital for innovation and regeneration
- Stronger relationships built on collaboration
- Learning from our experience and from other regions – sharing ours as well

3. Stages and Timeframes (group discussion)

Relief – immediate response, safety (currently still in this phase)

- Broad discussion of current situation and challenges, as well as operators reporting back current business conditions (which are mixed)

Reconstruction – human, financial, physical infrastructure, restoration of order

- Clearance of roadways, vineyards, road safety – need to consider improved water supplies, underground power lines for future

Renewal – longer term plans, innovation and outcomes

4. Key Priorities (group discussion)

Economic Recovery

- Consistent messaging and wider focus than the fire
- Also focus on places and businesses that have not been physically impacted
- Remember impact is broader than fire scar
- Events – Crush, Tour Down Under, Autumn – more than just open for business, there is plenty to do
- Infrastructure – need to fix some in the short term but need to think carefully about medium/long term ... reimagine how it could be better (both public and private). Roads, power etc. important but focus on iconic experiences too.
- Short term - cash flow, stock losses
- Marketing – short term need for media communications e.g. TDU at a great time to showcase the reality (not perception)
- Marketing - medium to long term – SATC and regions need resources (TA to play a role)
- Marketing – brand damage for Australia and our destinations through media – especially nature and environment
- Visitors need reassurance – positive visual imagery including environment, business activity

Built Environs

- Site clearance, waste removal (CCA posts, asbestos etc.), road safety
- Black spots (telecommunications/internet) – addressed for future asap
- Some copper line damaged
- Contractors – are there sufficient or rebuilding? Labour and supplies in huge demand and short supply & +50% price
- Signage has always been an issue and much has been lost – important for wayfinding and safety – catalyst for review of this
- Timeframes for people to receive approval for redevelopment – streamlining / fast tracking planning applications

Natural Environment

- Potential for a regional tree planting program – consider species for the future (less flammable) – rethink vegetation and make informed decisions
- Suggestion to develop iconic experiences in northern and central Adelaide Hills instead of where many already exist (e.g. Hahndorf) to maximise dispersal
- Key natural spaces that have been damaged/destroyed – Fox Creek trails in Mt Crawford, Lobethal Bushland park - regeneration stories will be key
- Alex Zimmerman stressed importance of getting answers out to the community (about land management)

Social and Wellbeing – The how of survival, adaption and innovation

- Balancing act – respecting loss/grief of those who have been impacted but working towards the future
- Visitors don't want to be disrespectful or intrusive – sense of grief and sadness
- Some people are hurting deeply but won't ask for or accept help – go and see them, make the first move

- Re:Gathered market being held 8-9 February at Fabrik – businesses invited to take part
- Cudlee Creek Bushfire Benefit Concert ('Thank You' event) – 9 February at grounds of National Motor Museum in Birdwood.
- Wide support for follow-up workshop in 6-12 months
- Recommend recovery centre for one-on-one support – nothing beats face to face
- Alex Zimmerman advised the recovery centre has outreach programs – if you have concerns for anybody please share with recovery centre so they can be proactive and visit/make contact – could save a life, it can be that serious
- Recover centre likely to run up to 18 months

5. Communication Strategies

- Perception to date: feedback on AHT and regional messaging has been good
- 'Open for business' messaging is OK but need something with more impact
- SATC will launch campaign with footage from the Adelaide Hills this weekend #BookThemOut
- Open for business – need images and stories to show the truth of that – not from tourism bodies and businesses but from friends, relatives, media
- Australian Tourism Export Council social media initiative - #bushfirebounceback
- AHT industry communications to date: hope, looking to the future, gratitude for support
- Would like others to stop using pictures of fire
- Must ensure messages convey that visitors are more than a commodity – we value their smiles and personal support

6. Summary & Close

Agenda Attachments / Handouts:

[The Value Of Adelaide Hills Tourism](#)