



South Australian Tourism Commission
&
Arts South Australia
**ARTS AND CULTURAL TOURISM STRATEGY
2025**

WHAT IS ARTS & CULTURAL TOURISM?

The proposed definition for Arts and Cultural Tourism is to include all travellers who engage in one of the following activities:

- *Aboriginal experiences*
- *Performing Arts*
- *Museums/galleries/studios*
- *Festivals/cultural events*
- *History/Heritage buildings or sites*

There are a range of additional activities that have been identified through the consultation, such as viewing of Public Art, and visitation to Libraries.



THE STORY SO FAR

- It is proposed that the Arts and Cultural Tourism Strategy will use the framework established by the South Australian Visitor Economy Sector Plan, which was released in 2019, involving consultation with 700 stakeholders across all South Australian Tourism Regions.
- Prior to COVID the Visitor Economy was worth \$8.1 billion, employing over 40,000 people and growing at a faster rate than the overall South Australian economy.



PROPOSED STRATEGIC PRIORITIES

- From these consultations and based on direct industry feedback, six strategic priorities were established.
- It is proposed to use these same Strategic Priorities for the Arts and Cultural Tourism Strategy.
- For further information please visit:
<https://www.tourism.sa.gov.au/strategies/strategies/tourism-plan-2030>

THE SIX STRATEGIC PRIORITIES:



MARKETING



EXPERIENCE & SUPPLY DEVELOPMENT



COLLABORATION



INDUSTRY CAPABILITY



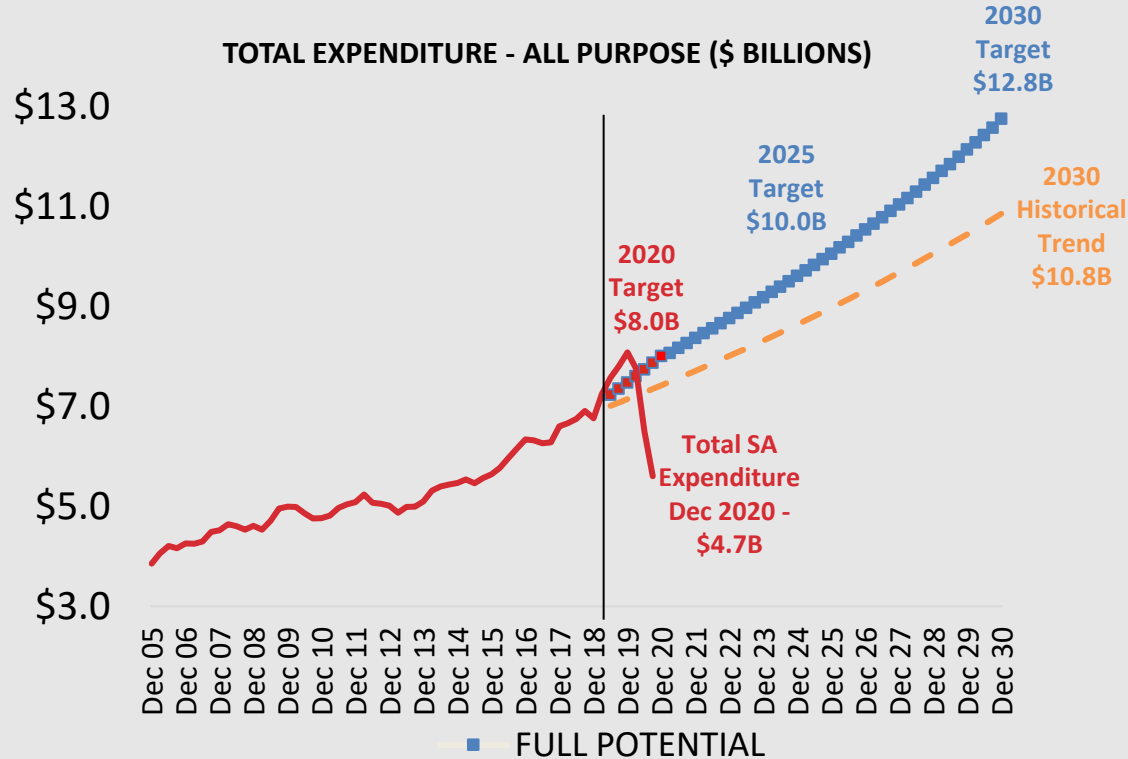
LEISURE & BUSINESS EVENTS



**PROMOTING THE VALUE
OF TOURISM**

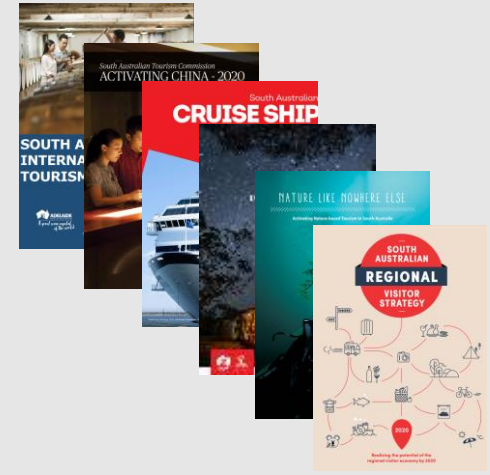
PROGRESS TO 2030 GOAL | COVID IMPACTS

- The South Australian Visitor Economy Sector Plan set an ambitious target of \$12.8B by 2030.
- Prior to COVID impacts, performance was ahead of required waypoints, peaking at \$8.1B in December 2019.
- Due to COVID, expenditure has since fallen to \$4.7B in the year to December 2020.
- Arts and Cultural Tourism have been more affected, peaking above \$1.2B and falling by almost 50% in the latest data.



STRATEGIC FRAMEWORK | TOURISM

- The South Australian Visitor Economy Sector Plan has a range of strategies and plans that sit below it.
- The Arts and Cultural Tourism Strategy will sit alongside of these Strategies, which collectively seek to achieve the overall growth ambition for the tourism sector.



STRATEGIC FRAMEWORK | ARTS AND CULTURE

- The Arts and Cultural sector likewise has critically important plans that will be aligned with it.
- The headline plans are the Arts & Culture Plan and the Creative Industries Sector Plan, although there are a range of other plans with relevance and importance. Some examples are listed here.

Arts & Culture
Plan South
Australia
2019-2024

Creative
Industries
Sector Plan

Statutory
Authorities
have their
own
strategic
plans

Local
Councils
Arts and
Culture
Strategic
Plans

Arts
Industry
Council

Festivals
Adelaide

Aboriginal &
Torres Strait
Islander
Arts
Strategy for
SA

*Strategy currently under
development*

ARTS AND CULTURE PLAN SOUTH AUSTRALIA 2019-2024

- The Arts and Culture Plan outlines 6 Key Pillars, which have a strong level of overlap with the Visitor Economy's Six Strategic Priorities (e.g. promotion, advocacy, industry development and collaboration).

6 KEY PILLARS FOR THE PLAN

1

To promote the role of arts and culture in enriching the lives of all South Australians.

4

To amplify South Australia's signature strengths that define the character of the arts in the State.

2

To empower South Australia's makers and creators.

5

To enhance the physical and organisational arts and culture infrastructure in South Australia.

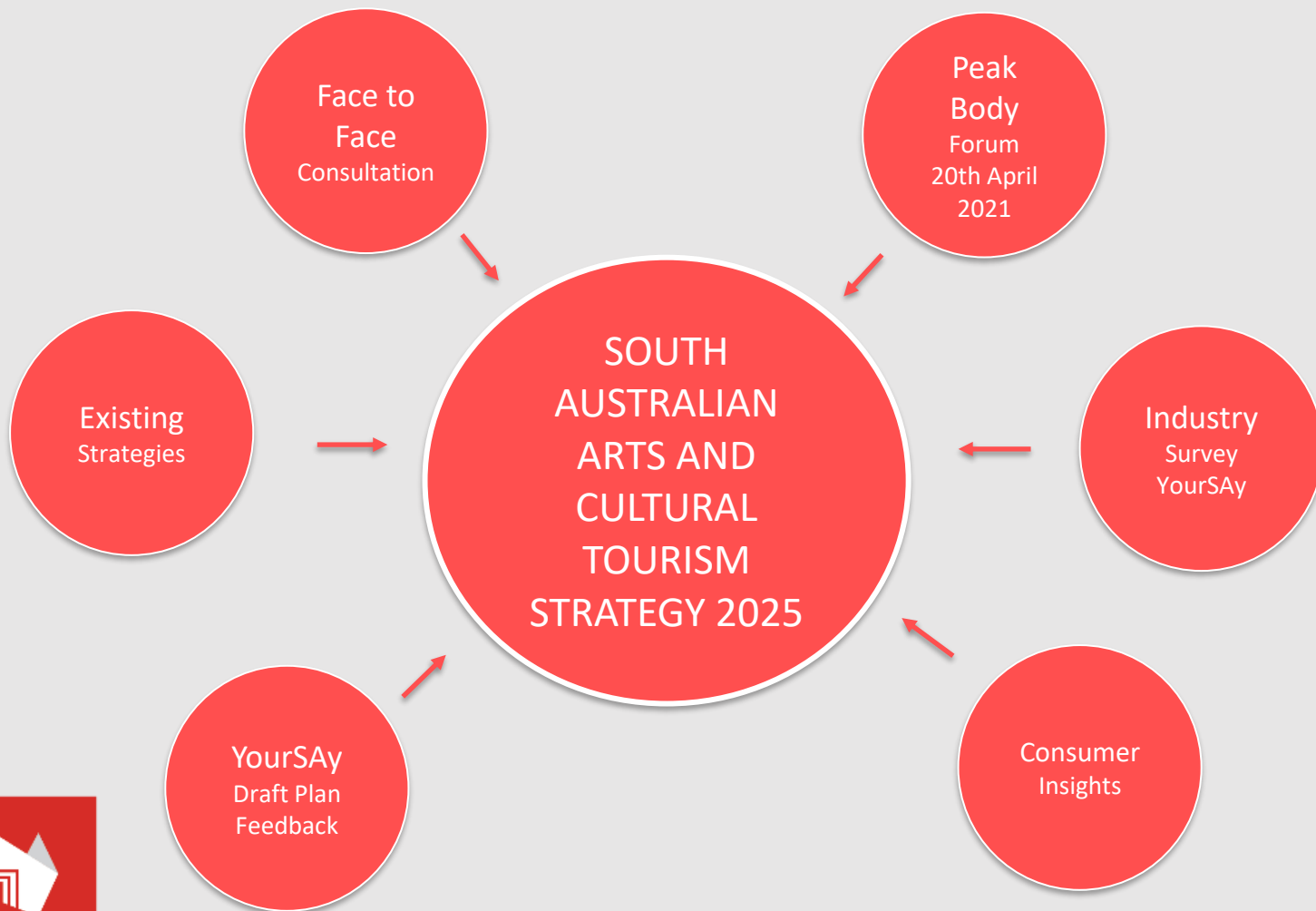
3

To champion Aboriginal and Torres Strait Islander arts and culture.

6

To drive a connected approach to advocacy and future government investment in arts and culture.





TIMELINE

- Project kick-off in late 2020 with the Premier's Office.
- First steering group, including the South Australian Tourism Commission and Arts SA, established in December 2020 and continue to meet on a monthly basis.
- Face to face consultation commenced in March 2021.
- Broad community and industry survey in April and May (hosted on YourSAy).
- Draft Plan to be available for feedback in June (hosted on YourSAy).
- Tentative launch date of September 2021.





SOUTH
AUSTRALIA