Southern Flinders
On the lands of the Nukunu, Ngadjuri and Adnyamathanha peoples

Destination Management Plan
2026 - 2030
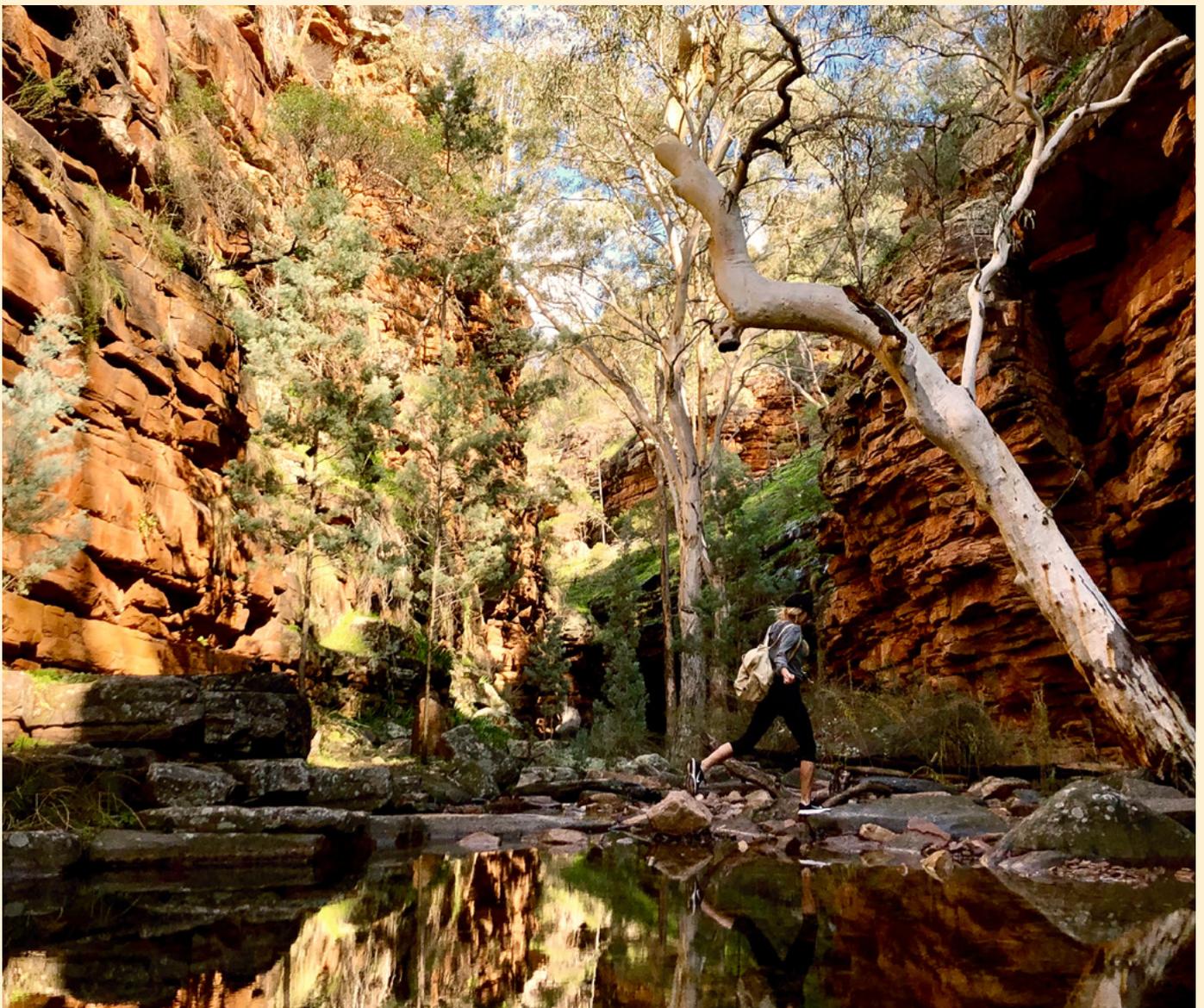
Acknowledgement of Country

We acknowledge and respect Aboriginal people as the State's first people and nations, and recognise Aboriginal people as the traditional owners of the land and occupants of South Australian land and waters.

Executive Summary

The Southern Flinders Destination Management Plan (DMP) 2026-2030 provides a strategic framework to guide tourism development in the region, focusing on delivering positive economic, social and environmental outcomes. The Plan promotes flexible, forward-looking destination management that develops distinctive Southern Flinders visitor experiences while protecting the region's natural and cultural assets.

Built on a stewardship approach, it emphasises shared accountability, a co-designed vision and alignment with community values, connecting stakeholder priorities and fostering collaboration over the next five years.

Nestled in South Australia's heart, the Southern Flinders offers visitors immersive experiences across culturally enriched landscapes, natural wonders, historic architecture and vibrant local arts and heritage. These experiences are enhanced by welcoming communities and a strong sense of place.
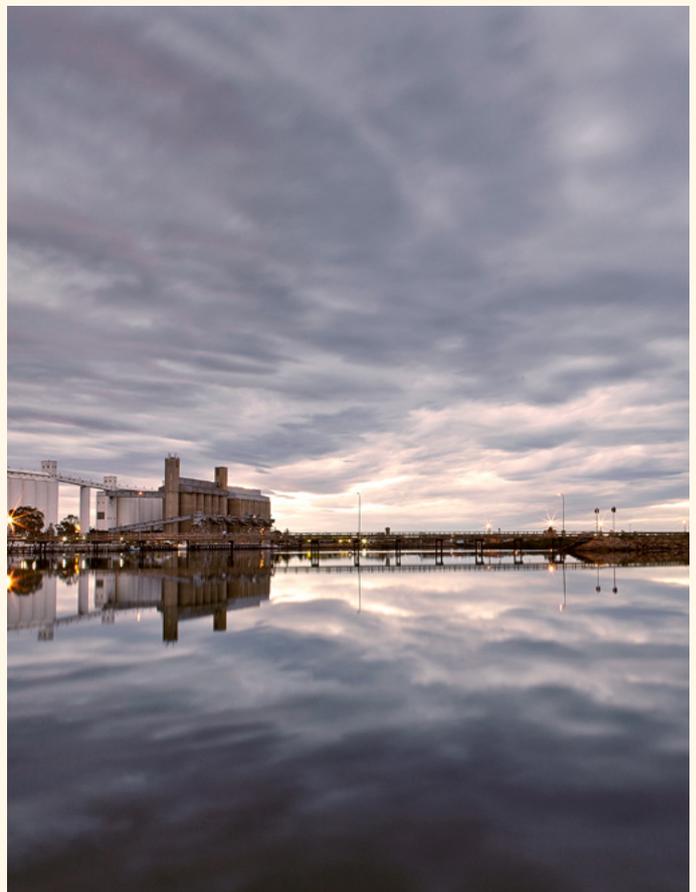
Tourism already contributes an estimated $124 million in annual expenditure and supports 7.6% of jobs in the region. However, the region faces strategic challenges that limit its full tourism potential, including limited destination recognition, under-developed visitor experiences, climate pressures such as drought and extreme heat, and ongoing constraints in agriculture. The community looks to tourism to support long-term liveability, resilience, and economic diversification.

This DMP positions tourism as a driver of sustainable growth, balancing economic return with the protection of nature and culture. Achieving this requires a coordinated, efficient, and consistent approach across all stakeholders. The Plan identifies strategic projects that catalyse tourism potential and strengthen the region's position within South Australia's broader visitor economy. Key initiatives include activation of nature-based tourism assets, such as the Melrose Bike Hub and Wapma Thura-Southern Flinders Ranges National Park, alongside projects that build agritourism, heritage and cultural experiences.

A strong emphasis is placed on storytelling, infrastructure optimisation and experience development to attract values-aligned visitors, particularly from interstate and overseas. By leveraging the region's natural, cultural and agricultural credentials, the Southern Flinders can deliver distinctive, market-ready experiences that grow visitor yield, strengthen regional collaboration and support community aspirations.

The vision guiding this Plan is clear: "Tourism actively contributes to sustainable futures across the Southern Flinders", grounded in the values of community connection, resilience and stewardship. Through strategic activation and ongoing collaboration, the Southern Flinders will evolve into a distinctive, sustainable, and highly appealing destination for visitors and locals alike.

(1)

Contents

Purpose of the Plan

The tourism industry is experiencing remarkable growth, with national forecasts indicating a sustained upward trajectory of 4.7% annual growth through to 2029 for South Australia[1].

Capitalising on this growth potential will remain a significant challenge, with the coming decade characterised by complexity and uncertainty.

Globally, geopolitical shifts, the urgent need for decarbonisation and sustainable practices, advancements in artificial intelligence and automation, and societal shifts will redefine the tourism sector. Climate change and environmental resilience will increasingly influence visitor demand, behaviour and regional capacity, underscoring the importance of adaptive solutions.

Closer to home, Australians are facing a cost-of-living crisis, with rising cost of housing, essential services and everyday expenses reducing household budgets and limiting the ability to spend on travel.

To stay ahead of these challenges, destination planning must remain flexible and forward-looking, embracing innovation while safeguarding natural and cultural assets.

This Destination Management Plan (DMP) provides a strategic analysis of tourism opportunities for the Southern Flinders. It is a focused, future-facing framework designed to unlock the region's tourism potential.

To ensure balance and focus, the DMP has been informed by consultation and research, addresses strategic regional issues, and draws on the latest insights from local, regional and state stakeholders.

This is not a typical Destination Management Plan; rather, it is a Tourism Stewardship Plan, built on shared accountability for delivery. Guided by a co-designed vision and grounded in community values and aspirations, the DMP identifies opportunities to align resources, connect stakeholder priorities, and strengthen collaboration. It aims to deliver sustainable economic, environmental, and social benefits for the entire region.

While the DMP provides direction for the next five years, it also takes a long-term perspective to ensure today's actions contribute to building a sustainable region for future generations.

Plan Development Process

The DMP has been prepared through consultation across the community, industry, business and government.

Individual interviews and meetings

36 representatives from local and state government, industry organisations, community and tourism business interviewed across 19 in-depth interviews.

Stakeholder workshops

23 attendees at one community and industry workshop held in Gladstone.

Community and industry survey

105 individuals completed, including:
  —80% permanent residents
  —27% business owners
  —68% of business owners have been operating for 4+ years
  —24% own a business that is connected to the tourism industry
  —27% work in a business that is connected to the tourism industry
  —70% volunteers

Desktop analysis

20+ strategies and plans reviewed (refer to Reference Documents on page 52).

[1] Tourism Research Australia
Tourism Forecasts for Australia 2023 - 2028

Strategic Context

See the Supporting Information at the end of this document for:

— Definitions of key tourism terms.

— A list of strategic plans that the DMP aligns with, along with descriptions of their alignment.

Tourism Stakeholders

Effective collaboration among tourism stakeholders is essential to create a sustainable and resilient tourism sector that benefits both visitors and the destination. The diagram below outlines the key tourism stakeholders across local, regional, state and federal levels.

Federal	Tourism Australia, Austrade, Department of Foreign Affairs and Trade
State	SATC, TiCSA, State Government agencies (DSD, DEW, DIT, OSFB), other industry bodies
Regional	Regional Tourism Organisations, tourism associations, Aboriginal Corporations
Local	Operators, councils, residents, volunteers

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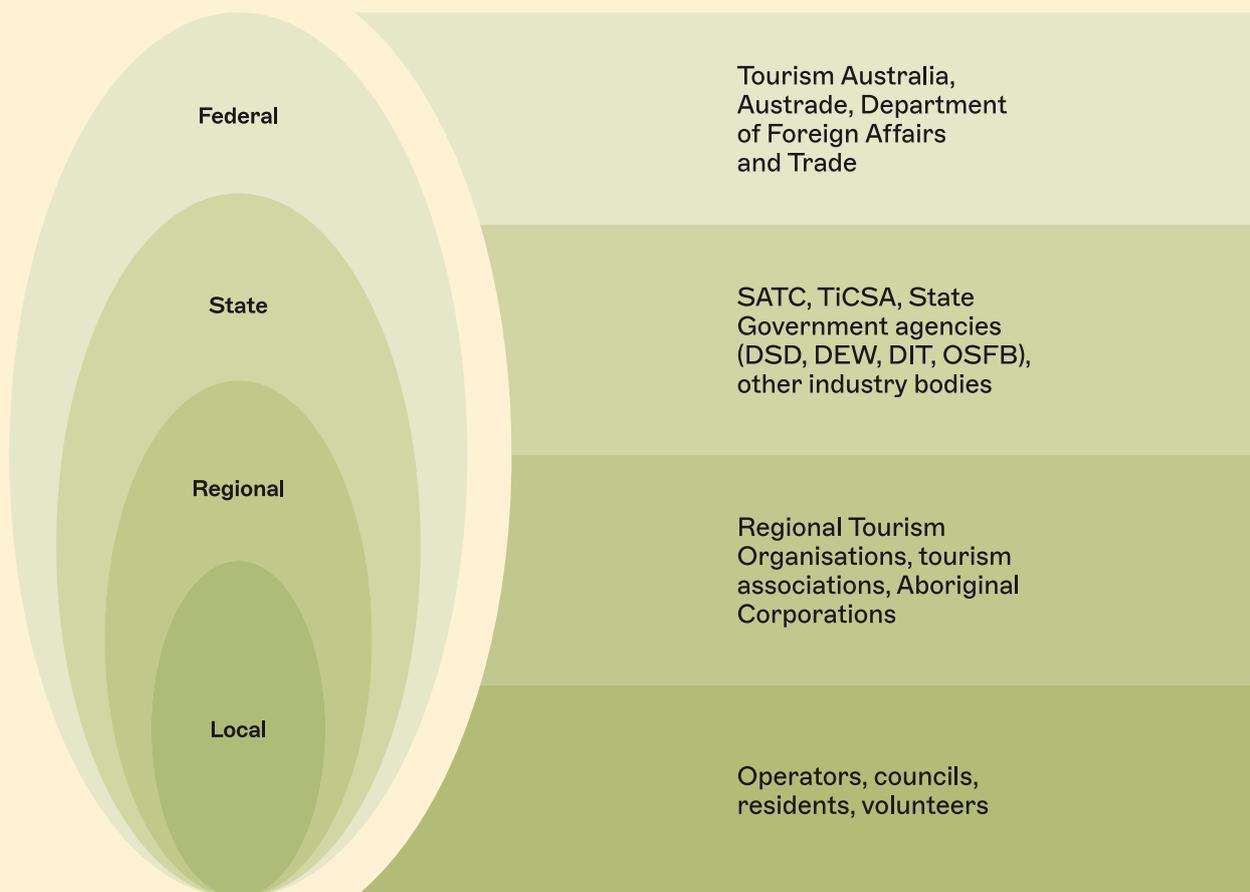
Southernm Flinders Tourism Stakeholders

The table below outlines the primary stakeholders who play a part in delivering tourism outcomes for the region.

	Organisations	Acronym
Tourism Governance	Regional Tourism Organisation* South Australian Tourism Commission	RTO SATC
Local Government	District Council of Mount Remarkable District Council of Orroroo Carrieton District Council of Peterborough Northern Areas Council Port Pirie Regional Council	DCMR DCOC DCP NAC PPRC
Regional Partners	Regional Development Australia Yorke and Mid North Regional Development Australia Far North Flinders Ranges and Outback South Australia Tourism	RDAYMN RDAFN FROSAT
Community	Residents Community and progress associations Community events organisations	
Traditional Owners	Nukunu Wapma Thura Aboriginal Corporation Ngadjuri Nations Aboriginal Corporation Ngadjuri Adnyamathanha Wilyakali Native Title Aboriginal Corporation	NWTAC NNAC NAWNTAC
Tourism Industry	Southern Flinders Tourism Association Tourism Industry Council of South Australia Tourism businesses and committees Retail trader groups	SFTA TiCSA
Environment Partners	Department for Environment and Water Northern and Yorke Landscape Board Local conservation organisations	DEW NYLB
State Partners	Department of the Premier and Cabinet Department of State Development (including Invest SA) Department of Primary Industries and Regions South Australia Office for Recreation, Sport and Racing Office for Small and Family Business SA Water History Trust of South Australia Bike SA	DPC DSD PIRSA ORSR OSFB SA WATER

*At the time of publication, the Regional Tourism Organisation for the Southern Flinders is South Australia's Mid North and Yorke Tourism Zone.

(4)

Additional acronyms used throughout this document:

ABS......................Australian Bureau of Statistics
ATDW ....Australian Tourism Data Warehouse
DMP.....................Destination Management Plan
FIFO.....................fly-in/fly-out
FRO.....................Flinders Ranges and Outback
LGAs ....Local Government Authorities
SASEC.................South Australian Social Enterprise Council
TA........................Tourism Australia
TRA.....................Tourism Research Australia
VFR.....................Visiting Friends and Relatives
VIC ....Visitor Information Centre (accredited)
VIO......................Visitor Information Outlet

Roles and Responsibilities

Tourism stakeholders play multiple roles, depending on the project.

Lead
- Set strategic tourism goals
- Develop DMP
- Define tourism investment priorities
- Coordinate response to tourism crises e.g. bushfire, COVID

Partner
- Collaborate on experience development projects e.g. trails, self-drive itineraries
- Contribute to joint marketing campaigns

Advocate
- Lobby for better transport access
- Advocate for visa changes to support workforce
- Campaign for protection of tourism assets e.g. coastlines, heritage sites
- Raise community and council awareness of the value of tourism

Service delivery
- Deliver industry capability workshops
- Operate visitor centres
- Manage grant programs
- Maintain tourism websites
- Deliver events and festivals

Regulate
- Approve planning and development applications
- Regtulate short-term rentals
- Licence tour operators
- Facilitate food safety and liquor licencing
- Set and enforce cultural and environmental protection regulations

Invest
- Grant funding for product development
- Invest in tourism infrastructure e.g. trails, signage, accommodation
- Financially contribute to marketing campaigns
- Fund research or feasibility studies
- Subsidise workforce development programs

Within this DMP, the roles and responsibilities for each project will be determined by the respective project stakeholders.

Regional Overview

Located in the geographic heart of South Australia, the Southern Flinders region lies around two and a half hours north of Adelaide.

It stretches from Spalding and Yacka in the south to Orroroo and Carrieton in the north, framed by Port Pirie and Port Germein on the western coast and Peterborough to the east. The main townships are supported by a network of small rural communities set among open paddocks, rolling ranges, pastoral country and the coastal waters of the Spencer Gulf. Together, they form a landscape that bridges the state's agricultural heartland with the edge of the outback.

The region is defined by its natural beauty and ecological significance. Expansive areas of native bushland are protected within national, conservation and marine parks, sustaining diverse plant and animal life adapted to the semi-arid climate.

The land has long sustained the Nukunu, Ngadjuri and Adnyamathanha peoples, whose deep cultural connection to Country continues through the stewardship of the Nukunu Wapma Thura, Ngadjuri Nations, and Ngadjuri Adnyamathanha Wilyakali Native Title Aboriginal corporations.

The fertile land has supported a range of industries over generations, including agriculture, manufacturing, rail, and retail. These sectors have left a strong legacy of heritage buildings, townscapes and community pride.

Locals remain closely tied to the land through a generational farming lifestyle that they endure with a sense of duty and gratitude. Communities are sustained by rivers, reservoirs, and a shared resilience that has shaped their way of life. For visitors, the Southern Flinders offers a genuine connection to South Australia's landscapes, stories, and people. Distinctive and culturally rich landscapes, heritage architecture and creative expression reveal the region's depth of character.

Visitors are welcomed by locals who share their knowledge, traditions and hospitality, creating a rich and memorable experience grounded in nature, culture and community.

Fast Facts

Population	27,215[2]
Major centres	Port Pirie, Jamestown, Melrose, Peterborough, Orroroo, Laura
Total area	11,151 km^2
Traditional owners	Nukunu, Ngadjuri and Adnyamathanha
Local councils	District Council of Mount Remarkable, District Council of Orroroo Carrieton, District Council of Peterborough, Northern Areas Council, Port Pirie Regional Council
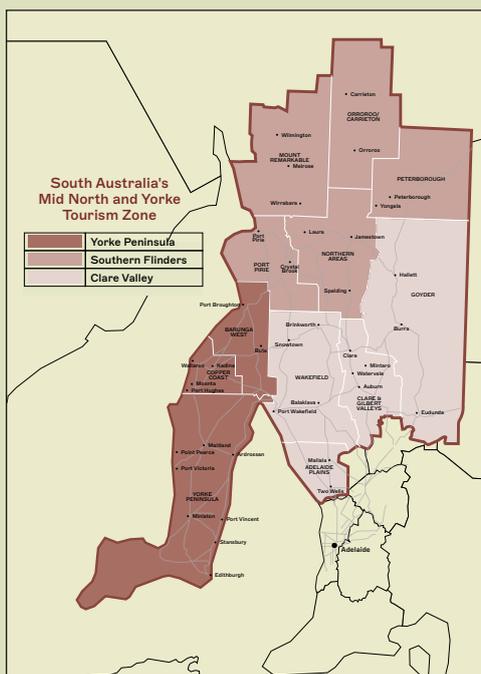
[2] Australian Bureau of Statistics (2021)

Economic Profile

Visitor Expenditure
to December 2024[3]

$124m

Tourism Jobs

795

7.6% of total jobs
in the region[4]

NOTE: Historically, visitor expenditure data for the Southern Flinders region have been reconciled in the Flinders Ranges and Outback Regional Tourism Satellite Data, and National and International Visitor Surveys.

Moving forward, efforts should be made to capture and analyse data specific to the Southern Flinders to better inform decision-making, monitor performance and track the impact of tourism in the region.

Visitor Profile

December 2024 Visitor Profile

Total Visitors: 548,000

Daytrip Visitors:

375,000
visitors

$48m
expenditure

Overnight Visitors:

167,000

$76m
expenditure

381,000
nights

2.3 nights
Per length
of stay

$200
Average spend
per night

$455
Per spend
per trip

NOTE: *The above insights are supplied by the South Australian Tourism Commission, 2 years rolling Annual Average, December 2024.*

For the year ending December 2024, the Southern Flinders received an estimated 167,000 overnight visitors, staying 381,000 nights (an average length of stay of 2.3 nights, with $200 average spend per night).

In addition, the region welcomed approximately 375,000 day trips, with an average spend of $128 per visitor.

Most visitors originate from within South Australia, with limited visitation from interstate and international markets.

While visitation to the Southern Flinders has followed a similar trend to the broader Flinders Ranges and Outback (FRO) tourism region over the past decade, tourism expenditure has remained largely unchanged. In contrast, the FRO region recorded 167% growth in expenditure over the same period.

This indicates that while visitor numbers have remained consistent, the Southern Flinders has not captured the same yield growth as the wider region.

Visitation peaks in autumn and spring, with limited travel during summer months, likely due to extreme heat and a lack of visitor experiences suited to warmer conditions.

The region also experiences a high proportion of through-travellers, with many visitors passing through as part of longer road trips rather than choosing the region as a primary destination for leisure travel.

Leisure visitors (Visiting Friends and Relatives [VFR] and Holiday) make up 63% of all visitors, accounting for 54% of visitor spend.

VFR travellers have slightly lower volume but higher average spend than holiday visitors. Business travel is typically associated with the mining and fly-in/fly-out (FIFO) workforce.

[3] Yorke and Mid North - Region Overview
[4] Yorke and Mid North - Region Overview

Regional Strengths

Ancient, untouched landscapes

The Southern Flinders is home to some of South Australia's most distinctive and culturally significant landscapes. The region's pristine natural environments feature rugged outback scenery, expansive national parks, clear dark skies, and geological formations that reveal millions of years of Earth's history.

The ever-changing colours of the landscape create a serene and striking backdrop for life-enriching moments and memories.

Deep cultural connection

The Nukunu Wapma Thura, Ngadjuri Nations, and Ngadjuri Adnyamathanha Wilyakali Native Title Aboriginal corporations lead the region's focus on cultural recognition, natural resource protection, and self-determination. Their ancient storylines and significant sites are woven throughout the national parks, riverbeds, and vast landscapes. To share nature is to share culture and protecting and celebrating Aboriginal heritage through partnership with Aboriginal Elders and leaders remains a shared aspiration for all.

Outdoor adventure paradise

The Southern Flinders offers an extensive network of shared-use tracks and trails for nature-based adventure seekers. The region is home to one of Australia's most unique and technically challenging mountain biking trails (the Remarkable Epic Trail), recognised nationally and internationally for its quality and cultural significance.

From hiking and trail running to mountain biking and four-wheel-driving, the region provides immersive and memorable active experiences surrounded by awe-inspiring natural beauty.

Rich settler history and rural culture

Charming towns across the Southern Flinders offer an authentic rural experience through local cafes, artisan shops and community-driven attractions.

The people of the region embody resilience and pride in their way of life - working the land, raising families, and sharing their hospitality with genuine warmth. Their openness and community spirit are central to the Southern Flinders' identity and visitor appeal.

(5)

Regional Issues

Recognition as a tourism destination, strategic leadership and investment

Strong regional leadership and recognition remain long-standing challenges for the Southern Flinders and are key barriers to realising the region's tourism potential.

The Southern Flinders has lacked a recognised and funded regional tourism organisation, resulting in limited focus, data insights and investment.

While local councils actively support tourism, their capacity is constrained, and most community groups operate independently, leading to fragmented efforts and duplication.

Establishing a unified strategy through South Australia's Mid North and Yorke Tourism Zone and this Plan represents a crucial opportunity to strengthen leadership, coordination and investment across the region.

Destination awareness outside of South Australia

Whilst the Southern Flinders is well known among South Australians, its recognition as a distinct travel destination by interstate and international visitors remains low.

The region has a wealth of cultural and rural stories that stakeholders are eager to share, but limited investment in consistent regional storytelling has constrained its visibility and appeal. Inconsistent or incomplete pre-arrival information also affects itinerary planning and may be contributing to reduced visitor yield. Without an aligned regional narrative, the destination struggles to attract new markets or maximise engagement from existing ones. Stakeholders recognise that defining and amplifying the region's unique identity will be critical to unlocking its full tourism potential.

(6)

Limited contemporary visitor experiences

The region has limited bookable, contemporary visitor experiences that reflect the Southern Flinders' identity and meet the expectations of future travellers.

While several strong experiences celebrate the region's strengths, there is a clear need to grow the volume and quality of commercial visitor offerings to position tourism as a meaningful contributor to the regional economy. Specific challenges include:

— The heart of the visitor experience is being active in nature, which is largely free of charge and generates limited economic return.

— Local community groups that manage events and historic attractions face sustainability challenges, including succession planning, resourcing and governance.

— Many major regional attractions are owned by external stakeholders, creating development challenges due to competing priorities and lengthy timelines.

— Accommodation options vary in quality, with limited distinctive or group-capable offerings.

— The regional food and beverage offering lacks distinctiveness and consistent visibility.

Supporting local operators to evolve existing experiences, develop new ones, and attract investment into the visitor economy has been identified by stakeholders as an immediate priority.

Seasonality and climate change

Summer heat and prolonged drought present complex challenges for the region that require a stewardship-based approach.

The Southern Flinders experiences increasingly extreme summer temperatures and longer heatwaves, directly impacting visitor demand. Reduced visitation makes it difficult for businesses to remain viable year-round, with many forced to reduce hours or close during summer, creating instability across the tourism sector. For some, however, the slower summer period provides valuable time for environmental and community regeneration.

Prolonged drought has also affected the local economy and community wellbeing, leading to reduced local spending, business closures and declining investment confidence. These pressures test the region's capacity for innovation and renewal.

High summer temperatures and dry conditions also elevate bushfire risk, creating safety concerns for residents and visitors alike. Addressing these challenges requires a coordinated approach to climate adaptation, visitor safety and experience development, with an emphasis on growing visitation during the autumn and spring shoulder seasons to offset summer downturns.

The Strategy

Plan on a Page

Vision	Tourism actively contributes to sustainable futures across the Southern Flinders.			
Values	Community Connection. Resilience. Stewardship and Succession.			
Strategic Priorities	1. Distinctive Visitor Experiences	2. Caring for Place	3. Impactful Regional Storytelling	4. Destination Stewardship
Objective	Grow the volume and diversity of contemporary visitor experiences to better connect visitors with the region's competitive strengths.	Tourism benefits the Southern Flinders without compromising its natural environment, culture, communities or resources.	Share authentic stories that showcase the region's unique character to increase awareness, appeal and visitor yield.	Support strategic tourism leadership, foster collaboration between regional partners, and invest in activities that enable stakeholders to realise the region's tourism aspirations.
State Catalyst Projects	1.1 Melrose Biking Hub^ 1.2 Remarkable Southern Flinders^			
Regionally Significant Projects	1.3 Visitor Experience Development* 1.4 Agritourism Development* 1.5 Visitor Placemaking Guide*	2.1 Responsible Visitor Behaviour* 2.2 Regeneration of Nature-Based Tourism Assets*	3.1 Southern Flinders Stories* 3.2 Storytelling Framework and Action Plan* 3.3 Southern Flinders Touring Map^ 3.4 Southern Flinders Tracks and Trails Visitor Experience Guide*	4.1 Strategic Insights* 4.2 Climate Change and Risk Management* 4.3 Regional Issues Advocacy^
Enabling Projects	1.6 Industry Innovation and Capability* 1.7 Regional Events Development* 1.8 Contemporary Accommodation* 1.9 Visitor Signage^ 1.10 Investment Attraction Support* 1.11 Pipeline Project Support*		3.5 Regional Visitor Servicing^	4.4 Stakeholder, Industry and Community Engagement* 4.5 Regional Workforce^
Management Tools	Table A: Experience Development Focus Table B: Regional Tourism Advocacy Priorities			
DMP Management and Reporting	M.1.DMP Accountability*, M.2 Industry Database*, M.3 Pipeline Project Database*, M.4 Regional Issues Database*			

^ = In progress, * = New project

Vision, Values and Aspirations

Vision	Tourism actively contributes to sustainable futures across the Southern Flinders.
Community Values	**Community Connection** Community connection is a deeply held value across the Southern Flinders, reflected in the strong social bonds, inclusiveness and shared sense of belonging among residents. For generations, locals have worked together to build their lifestyle, support one another's livelihoods and uphold a collective sense of stewardship. This connection is expressed through participation in local events and festivals, support for community groups, intergenerational volunteerism, the creation of welcoming spaces and the celebration of local heritage and culture. **Resilience** Southern Flinders communities are proud of their past and optimistic about their future. Despite the enduring challenges of drought and its impact on wellbeing, locals continue to show up for one another, maintaining a positive outlook and collective strength. Community-led recovery efforts, reinvestment in local initiatives, and collaborative problem-solving demonstrate how the region continues to adapt and thrive through change. **Stewardship and Succession** Residents hold deep respect for the region's landscapes, tranquillity and heritage, with a shared commitment to preserving and passing on their culture, history and way of life. Recognising their role as custodians, they actively contribute to environmental care, cultural celebration and community development through farming, conservation and placemaking.

	Visitor	Economy	Enviroment	Social	Culture
Aspiration	The Southern Flinders attracts more visitors seeking immersive and transformative experiences, and who engage with the people and places of the region as if they were their own.	Tourism contributes broadly and strongly to the regional economy, diversifying activity and fostering a dynamic, innovative, and resilient business community, with economic benefits shared widely and sustained over the long term.	Tourism develops in harmony with the natural environment, safeguarding the region's unique landscapes, biodiversity and natural assets for present and future generations.	Locals recognise the value of tourism and feel confident and empowered to engage with visitors. This active participation enhances community pride, belonging and connection.	Honour and celebrate Southern Flinders' rich cultural heritage – Aboriginal, multicultural, contemporary and historic - sharing authentic stories of place through experiences that are respectful, inclusive and co-created with communities.
Goal	Increase in interstate and international visitation. Increase in number of contemporary visitor experiences and accommodation. Increase in net promoter score (NPS) or visitor satisfaction rating.	Year-on-year growth in visitor expenditure (specifically in interstate and international markets). Growth in tourism jobs. Increase in appropriate accommodation supply. Increase in number of businesses participating in tourism (ATDW listings). Growth in shoulder and off-peak visitation.	Increase in tourism operators with recognised sustainability accreditation. Increase in the number of visitor experiences where visitors can learn about and/or contribute to caring for the natural environment (e.g. visitor donations, visitor volunteering, tree planting, citizen science). Increase in uptake of sustainable business practices. Increase in attendance at relevant industry capacity building workshops.	Maintain positive sentiment for tourism activity and development (social licence). Grow community-led tourism experiences and events. Increase in accessible and inclusive experiences.	Increase in the number of place-based stories shared with visitors through marketing and experiences Increase in Aboriginal-led tourism experiences or partnerships Inclusion of Aboriginal stories in regional visitor information channels and major experiences
Measurable Indicators	Visitor volume (SATC Regional Tourism Profile). Visitor reviews and stories referencing connection to people and place. Visitor sentiment surveys.	Visitor yield (SATC Regional Tourism Profile). Tourism filled jobs (Tourism Research Australia). Number of tourism businesses (Tourism Research Australia). Operator feedback indicating improved business resilience (TiCSA barometer). Distribution of economic benefits across townships (Localis or similar).	QTF Sustainable Tourism (via TiCSA) or Ecotourism Australia accredited businesses. Use of sustainable practices in events and accommodation. Perception of Southern Flinders as an environmentally responsible destination (via visitor surveys). Tourism industry partnerships with Landcare, National Parks and Wildlife SA etc. Number of operators attending relevant training.	Local resident sentiment regarding tourism (via LGA community sentiment surveys). Sustainability and continuation of community-led tourism experiences and events. Improved accessibility of public infrastructure e.g. signage, toilets, trails.	Number of history, heritage, or cultural stories shared through destination marketing Increased visitor awareness of local history and culture over time (via qualitative surveys) Number of Aboriginal-led tourism experiences or partnerships

Measuring Success

Clear outcomes and regular reporting are critical to understanding whether this DMP is achieving its intent. Measuring success provides accountability to stakeholders, ensures resources are directed effectively and demonstrates the value of tourism to the community and state.

The following outlines how success will be monitored at state, regional and project levels.

State Success

— The DMP contributes to the achievement of the South Australian Tourism Plan 2030 success measures, including tourism expenditure, tourism employment, accessible tourism options, and brand health.

— While the DMP does not directly control these outcomes, progress at the regional and project level supports state-wide targets.

Regional Success

— Regional tourism aspirations, goals and indicators are outlined on the previous page.

— Some benchmarks and measurement methodologies already exist or can be tracked via project delivery. Others will require new or refined approaches over time.

— Quarterly and annual reporting is proposed to track progress against DMP goals and individual projects (refer to Project M.1).

Project Level Success

— The DMP's success will be primarily measured through project delivery.

— When projects are scoped, clear definitions of what success looks like will be established, including outcomes, outputs and measures.

— Progress of State Catalyst, Regionally Significant and Enabling Projects will be tracked and reported annually.

— Specific KPIs and project deliverables will be reported annually by the Project Lead through the agreed DMP accountability mechanism (refer to Project M.1).

(7)

Target Visitor Markets

To achieve its vision, this DMP focuses on markets with the strongest potential to grow yield through increased visitation and spend, stay longer and align with community values.

High Contribution Visitors

Visitors who value authentic, sustainable experiences and contribute positively to people and place are the most significant opportunity for the region.

SATC's *Authentic Connectors and Cultural Contributors*[5] are priority segments, as their values align with the Southern Flinders nature, culture and community strengths.

These markets are typically younger travellers and adult couples, from interstate and international markets, seeking immersive nature and cultural experiences with higher spending potential.

To attract and retain these visitors, the region will need to invest in distinctive, place-based experiences and sustainable, unique and immersive nature tourism experiences that have high-yield generating potential.

Families

The Southern Flinders attracts a significant proportion of families from Adelaide and regional South Australia. These groups are often self-accommodating and keen to share meaningful experiences in nature.

While families form a strong foundation for visitation, their yield potential is limited, as they typically self-cater, dine in-house, and engage with nature independently.

There is strong potential to grow this market by developing more bookable experiences, supporting pre-travel itinerary planning, and enhancing the capability of local businesses to generate higher yield from experiences that families are already enjoying.

Opportunities include educational experiences and guided outdoor adventures that deepen engagement and increase economic return.

Older Couples

The region has a history of attracting older couples on extended road trips around Australia. While many travel through rather than specifically to the Southern Flinders, there is potential to encourage longer stays and higher spend by creating unexpected "surprise and delight" experiences. Initiatives such as paid cultural or historical events, immersive local experiences and commercialised self-accommodation options can strengthen connection with the local community and lifestyle.

Positive word-of-mouth in caravan forums, travel apps and blogs can amplify the region's appeal to this market.

Visiting Friends and Relatives (VFR)

VFR visitors form a significant segment, nearly as large as leisure travel. Locals act as informal ambassadors, inviting friends and family and sharing the region's attractions. Energising residents through information and engagement campaigns presents an opportunity to extend visitor stays and increase spend.

Targeted efforts to boost VFR visitation during shoulder and summer seasons can strengthen yield in typically quieter periods. The development of nighttime experiences and events may help to maximise spending from this market who aren't investing in accommodation. Inspiring and connecting residents to tourism through council communications, engagement and local campaigns is an immediate opportunity to inform and mobilise this market.

Special Interest Markets

Nature-Based Tourism

The Southern Flinders' nature, dark skies and pastoral landscapes are central to its tourism potential. Currently, most visitors experience these attractions free of charge. Developing bookable experiences that connect visitors with biodiversity, culture and history will grow this market and encourage multi-night stays and repeat visitation.

Agritourism

Post-pandemic, travellers are increasingly seeking experiences that connect them with regional landscapes, farming and produce origins. The Southern Flinders' agricultural sector - primarily pastoral sheep and cattle, broadacre farming, and some horticulture and viticulture - positions the region to leverage this growing interest. Partnerships with local farmers and alignment with the South Australian Agritourism Sector Plan can diversify tourism offerings, strengthen local businesses and create educational and immersive experiences.

Education

The region has a strong tradition of hosting school groups, particularly for outdoor education in national parks. Expanding holistic education experiences that integrate agritourism, cultural and historical learning can attract school groups of all ages, generate mid-week visitation and create a stable market less influenced by economic fluctuations.

Business and Sport

The Southern Flinders boasts a vibrant sporting culture, supported by local government investment in recreational facilities. The region's range of sporting complexes and self-contained accommodation supports sporting carnivals and events, which can generate mid-week visitation and complement traditional tourism flows.

Port Pirie's central business hub, combined with opportunities like the Northern Festival Centre Masterplan and potential group accommodation, positions the region to attract business and sector events. Advocacy and investment in these facilities will help build capacity for the visitor economy, particularly during summer months when leisure visitation is lower.

[5] SATC Audience Segments

How to read and understand the Strategic Priorities

There are four Strategic Priorities (Distinctive Visitor Experiences; Caring for Place; Impactful Regional Storytelling; Destination Stewardship) that set the path for this DMP, and they are categorised as State Catalyst, Regionally Significant or Enabling projects, or DMP Management (see below).

Each priority area is equally important to achieving the region's vision. The Strategic Priorities identify where effort should be focused over the life of the DMP, rather than prescribing fixed actions or delivery models.
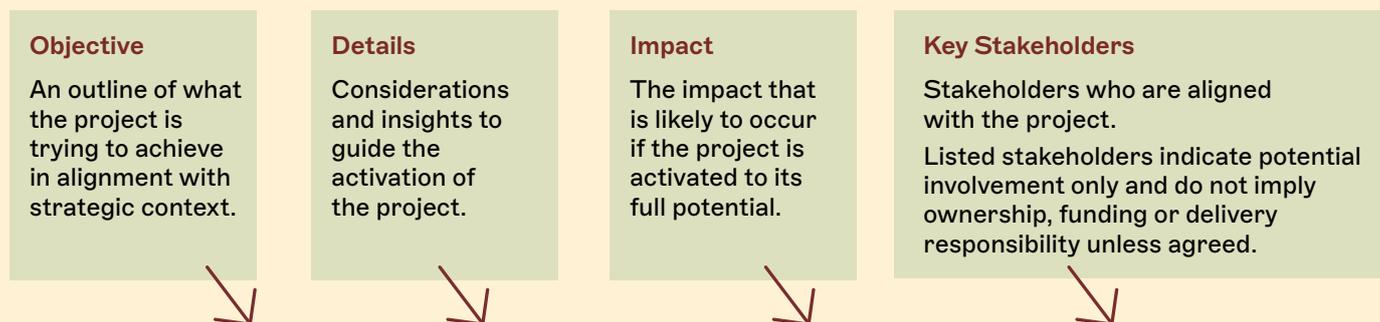
	Definitions
State Catalyst Projects	Regionally distinctive projects that have the potential to lift appeal at both a regional and state level. They are designed to create a step-change in the trajectory of tourism. — Typically long-term projects, often with multiple milestones. — Require a stewardship approach to scope, plan and deliver including developing a shared purpose, collaboration platforms and measures of success beyond traditional growth metrics[9]. — Need clear project management, with roles and responsibilities defined through a steering group or equivalent. — Depend on long-term, collaborative funding and resourcing to be realised.
Regionally Significant Projects	Align with local government priorities and community aspirations for tourism. — May target specific tourism challenges or broader regional impacts. — Connect priorities and actions across stakeholders to maximise impact and resources. — Often multi-stage, with an initial setup phase followed by ongoing management. — Roles and responsibilities must be defined for each project.
Enabling Projects	Are 'good practice' and part of a well-stewarded visitor economy. — Typically tourism industry-specific — Resourcing and funding depend on the project lead. — Generally ongoing, with an annual program to guide actions.
DMP Management	Foundational stewardship projects that keep the DMP agile and relevant throughout its lifespan. — Administrative in nature, involving ongoing or regular management and maintenance. — Tourism stakeholders who are allocated as project 'leads' are accountable for delivery and reporting.
Project Status	^ In Progress * New

Sustainable Development Goals

The United Nations' Sustainable Development Goals (SDGs) provide a global framework for promoting prosperity while protecting the planet. Each Strategic Priority in this DMP aligns with relevant SDGs to ensure tourism development supports both community wellbeing and environmental sustainability.

How to Read the Project Tables

Objective

An outline of what the project is trying to achieve in alignment with strategic context.

Details

Considerations and insights to guide the activation of the project.

Impact

The impact that is likely to occur if the project is activated to its full potential.

Key Stakeholders

Stakeholders who are aligned with the project.

Listed stakeholders indicate potential involvement only and do not imply ownership, funding or delivery responsibility unless agreed.

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.1	Melrose Biking Hub^	Position the Southern Flinders as one of Australia's leading mountain biking destinations by strengthening the Melrose area as the heart of a worldclass trail and visitor experience network.	The greatest opportunity for mountain biking in the Southern Flinders lies in the Melrose area, which serves as the heart of an extensive trail network spanning Melrose township and Willowie. These trails provide accessible, social and repeatable experiences that appeal to a wide range of riders, from local enthusiasts to visiting mountain bikers, supporting longer stays and repeat visitation. **Considerations for activation:** — Destination Stewardship: Maintain and formalise a strong, ongoing partnership between key agencies, trail operators and local stakeholders to ensure sustainable management, maintenance, visitor experience delivery and long-term impact. — Market analysis: Undertake a detailed user profile and market analysis to inform investment, marketing, and product development decisions.	The Southern Flinders becomes recognised as one of Australia's most distinctive and sustainable mountain biking destinations.	DCMR RDAYMN DEW RTO SATC Industry NWTAC Private land managers	Short-term to Medium-term (planning) Ongoing (collaborative activation)

Considerations for Activation

Where included, these considerations provide guidance on how a project could be progressed and are intended to inform early discussion and scoping. They are not agreed actions and do not imply commitment or delivery responsibility. Roles, responsibilities and next steps will be determined collaboratively as projects progress.

Timeframe

Ongoing
Project already in progress

Immediate
6-12 months

Short-term
12-18 months

Medium-term
18 months - 3 years

Long-term
4+ years

(8)

Progressing Projects

Projects in the DMP are designed to be progressed collaboratively.

The first step for any project is for relevant stakeholders to come together to determine:

— Whether and how the project should be progressed

— Which elements are in scope (and which are not)

— Roles and responsibilities

— Resourcing, timing and next steps

Roles, responsibilities and delivery models will be clarified through this process and may evolve over time as projects mature.

The DMP is intended to be flexible and adaptive, providing a shared framework to guide decision-making rather than a fixed implementation plan.

Strategic Priority 1: Distinctive Visitor Experiences

Objective

Grow the volume and diversity of contemporary visitor experiences to better connect visitors with the region's competitive strengths.

Why is this important to the region?

— Strengthens stakeholder collaboration to develop and activate catalyst visitor experiences.

— Diversifies and reinforces the regional economy, particularly as agriculture faces ongoing drought pressures.

— Positions the Southern Flinders as a recognised and compelling travel destination in its own right.

— Expands the breadth and depth of experiences to increase market share, visitor volume and yield from high-value markets.

— Nurtures tourism businesses and events, supporting their sustainability, resilience and readiness for the future.

— Showcases and celebrates the region's distinctive natural beauty to visitors.

— Ensures tourism has a positive impact on people and place, reinforcing the region's commitment to sustainability.

Priority Projects

Catalyst Projects	Regionally Significant Projects	Enabling Projects
1.1 Melrose Biking Hub^ 1.2 Remarkable Southern Flinders^	1.3 Visitor Experience Development* 1.4 Agritourism Development* 1.5 Visitor Placemaking Guide*	1.6 Industry Innovation and Capability* 1.7 Regional Events Development* 1.8 Contemporary Accommodation* 1.9 Visitor Signage^ 1.10 Investment Attraction Support* 1.11 Pipeline Project Support*

South Australian Tourism Plan 2030 Alignment

— **New and evolving products and experiences**

— Partner with industry to grow a diverse and brand-aligned product offering.

— Support our industry to tell the South Australian story.

— Build industry capability and nurture innovation.

— **Tourism - a force for good**

— Create a 'True South' visitor experience with industry where people, place and planet are celebrated.

— Be guided by Aboriginal care fo Country and support Aboriginal people to tell their stories of culture on Country.

— Take a leadership position on regenerative and inclusive tourism nationally.

— Grow South Australia's sustainable tourism credentials, positioning us as a top three sustainable tourism destination.

United Nations Sustainable Development Goals Alignment

State Catalyst Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.1	Melrose Biking Hub^	Position the Southern Flinders as one of Australia's leading mountain biking destinations by strengthening the Melrose area as the heart of a world-class trail and visitor experience network.	The greatest opportunity for mountain biking in the Southern Flinders lies in the Melrose area, which serves as the heart of an extensive trail network spanning Melrose township and Willowie. These trails provide accessible, social and repeatable experiences that appeal to a wide range of riders, from local enthusiasts to visiting mountain bikers, supporting longer stays and repeat visitation. The Remarkable Epic Trail, completed in 2023 through the Remarkable Southern Flinders initiative, acts as a 'lighthouse' project within this network. Co-created by TrailScapes and the Nukunu Wapma Thura Aboriginal Corporation, it celebrates cultural storytelling and biodiversity, drawing national attention to the region and helping raise awareness of the broader Melrose trail offerings. To fully realise the Hub's potential, investment is needed in supporting infrastructure, accommodation, transport and visitor services, alongside strong ongoing partnerships between agencies, operators and the local community to ensure sustainable delivery and growth of the mountain biking experience. **Considerations for activation:** — Destination Stewardship: Maintain and formalise a strong, ongoing partnership between key agencies, trail operators and local stakeholders to ensure sustainable management, maintenance, visitor experience delivery and long-term impact. — Market analysis: Undertake a detailed user profile and market analysis to inform investment, marketing, and product development decisions. — Commercialisation: Engage industry using insights from the Market Analysis to build capability, attract new businesses, and meet the needs of special interest markets and events. — Infrastructure and access: Improve roads, parking and wayfinding around Melrose, Willowie and the Epic Trail, and enhance connections to nearby attractions and town amenities. — Placemaking and planning: Integrate mountain biking into town planning to support new accommodation, transport and visitor services that meet rider expectations. — Storytelling and marketing: Develop a compelling narrative of mountain biking in the Southern Flinders through targeted storytelling, leveraging the Epic Trail as the anchor. — Maintenance and risk management: Identify gaps in trail maintenance, develop a co-designed maintenance plan and explore co-investment opportunities to ensure user safety and experience quality.	The Southern Flinders becomes recognised as one of Australia's most distinctive and sustainable mountain biking destinations. Visitors travel from interstate and international origins, generating multi-night stays and increased economic contribution to the region.	DCMR RDAYMN DEW RTO SATC Industry NWTAC Private land managers	Short-term to Medium-term (planning) Ongoing (collaborative activation)

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.2	Remarkable Southern Flinders	Activate the Wapma Thura–Southern Flinders Ranges National Park as a premier nature-based destination through outdoor experiences, and culturally grounded tourism opportunities in partnership with the Nukunu Wapma Thura Aboriginal Corporation.	The Remarkable Southern Flinders project aims to position the Wapma Thura–Southern Flinders Ranges National Park as a distinctive, multi-day nature-based destination that celebrates the region's dramatic gorges, rugged ranges, biodiversity and rich cultural heritage. Central to this vision is the Gorges Walk Trail Network, a series of stacked loops enabling visitors to choose from short day hikes to extended multi-day experiences, offering a range of adventure levels and access to spectacular vistas across the Southern Flinders. Beyond hiking, the project seeks to deliver nature-based experiences that reflect the cultural values and custodianship of the Nukunu Wapma Thura Aboriginal Corporation. These may include guided cultural and wildlife experiences, immersive outdoor learning, and regenerative activities, designed to connect visitors with the landscape, its history, and local communities. The project will be delivered in partnership with the Department for Environment and Water and the Nukunu Wapma Thura Aboriginal Corporation, establishing a stewardship framework that balances visitor growth with cultural integrity and conservation. **Considerations for activation:** — Partnership and stewardship: Formalise governance arrangements between DEW, Nukunu Wapma Thura Aboriginal Corporation, regional councils, and other stakeholders to support long-term management, maintenance, and visitor experience delivery. — Trail development: Progress construction of the Gorges Walk Trail Network, integrating loops with the Heysen Trail and other regional connections. — Cultural integration: Embed cultural storytelling, place naming, interpretation, and guided experiences in co-design with Nukunu Wapma Thura Aboriginal Corporation. — Visitor experiences: Co-design and deliver diverse nature-based tourism experiences beyond hiking, including wildlife viewing, interpretive programs and regenerative experiences.	Wapma Thura–Southern Flinders Ranges National Park is recognised as a premier destination for multi-day and day-based nature experiences. Visitors engage deeply with the park's landscapes, biodiversity and cultural heritage, fostering connection to Country and local stories.	DEW NWTAC NAC PPRC RDAYMN RTO SATC Industry	Medium-term (planning and delivery) Ongoing (activation)

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.3	Visitor Experience Development	Develop a program of activities that grows the volume and diversity of distinctive visitor experiences aligned with South Australia's Experience Pillars.	This project will deliver an annual program to stimulate the development of new and enhanced visitor experiences and events across the Southern Flinders. The focus is on building marketable, values-aligned experiences that reflect the region's landscapes, culture and community and are aligned with South Australia's strengths in Nature and Place, Food, Wine and Drink, and Events and Festivals. Specific development areas across each of the Experience Pillars are outlined in Appendix: Table A – Experience Development Focus. Strong coordination, data insights, and industry collaboration will ensure development is strategically targeted. **Considerations for activation:** — Use the Project M.2 Industry Database to monitor progress and track business participation. — Conduct needs and gap analysis to prioritise marketable experience clusters and development opportunities. — Support both bookable and non-bookable experiences to improve accessibility and visitor choice. — Coordinate consistent opening hours and seasonal operations to enhance visitor satisfaction. — Support community-led initiatives, linking programs to local skills development (including schools). — Identify and support opportunities for Aboriginal tourism development and co-designed experiences. — Champion projects that integrate conservation with visitor engagement, protecting local ecosystems. — Develop a regional Experience Development Framework that benchmarks best practice in tourism business management and experience design. — Use benchmarking to identify gaps to guide investment and strengthen the overall quality of visitor offerings. — Facilitate an annual Sector Round Table with mentoring and workshops across key sectors, including adventure tourism, agritourism, retail, accommodation, hospitality, tours, transport, and events. — Identify high-potential businesses and events for tailored mentoring and support, and connect them to SATC's industry development programs.	Growth in the quantity and quality of distinct, bookable visitor experiences that deliver meaningful, lasting connections and understanding of people and place. Growth in visitor volume, length of stay and yield. Traditional Owners are supported to pursue tourism-related activities to achieve their organisational and cultural goals and aspirations. Strengthened cultural respect and understanding of Aboriginal culture and stories. Visitor sentiment strongly aligns with the region's nature and heritage credentials.	RTO SATC Industry NWTAB NNAC NAWNTAC DCOC DCP DCMR NAC PPRC DEW TiCSA RDAYMN PIRSA	Immediate (planning) Ongoing (activation)

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.4	Agritourism Development*	Grow the number of agritourism businesses to strengthen the resilience of agricultural businesses and align tourism experiences with the Southern Flinders distinctive place identity.	Drought conditions continue to impact farmer wellbeing and community resilience (refer Project 4.3 Regional Issues Advocacy). There are currently limited experiences that showcase and elevate local produce. Marketing of existing food and beverage outlets is inconsistent and under-optimised across key visitor platforms such as Google Maps and ATDW, limiting visitor planning and dispersal. The Southern Flinders has significant potential to grow its agritourism sector, building on the South Australian Agritourism Sector Plan 2024–2028. Developing authentic farm-based and food-focused experiences will diversify farm income, enhance visitor understanding of local produce and strengthen the region's connection between agriculture, community and tourism. **Consideration for activation:** On-Farm Visitor Experience Development Program: — Collaborate with trusted agricultural stakeholders (e.g. Elders, Nutrien, local banks) to engage farming families and introduce agritourism opportunities, particularly around station stays and agritours in the eastern areas of the region (Orroroo, Peterborough, Jamestown). — Identify and activate local opportunities that align with the South Australian Agritourism Sector Plan 2024–2028, including mentoring and new product development. — Partner with Station Stays SA to expand and connect the regional network of agritourism offerings. Elevated Experience Framework - Food, Drink and Hospitality: — Work collaboratively with food, drink and hospitality businesses to build capability and skills in delivering high-quality, customer-focused visitor experiences. — Co-design a framework that identifies opportunities for operational collaboration and efficiencies (e.g. produce supply databases, shared supply chains, waste management, workforce housing). — Identify visitor experience gaps such as inconsistent opening hours and co-design solutions to improve reliability and accessibility. — Develop a peer-to-peer support program to encourage accountability and ongoing improvement within the sector.	Stakeholders demonstrate a strong understanding of the challenges and wellbeing needs of farmers and primary producers across the region. The number of agritourism experiences and accommodation offerings increases across the region. Visitor participation in agritourism and local food and hospitality experiences grows steadily. The hospitality sector delivers a more consistent, high-quality, and accessible visitor experience year-round.	RTO PIRSA Agricultural industry Hospitality businesses	Immediate (planning) Ongoing (activation)

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.5	Visitor Placemaking Guide*	Develop a regional Visitor Placemaking Guide to optimise public spaces for shared use between locals and visitors.	The guide will provide high-level principles and considerations to support town and precinct placemaking projects that enhance visitor experiences while benefiting communities. It will help councils and place custodians create welcoming, connected, and story-rich spaces that encourage visitors to stay longer, engage more deeply, and contribute to local vitality. The guide will be co-designed with community and cultural custodians. **Considerations for activation:** — Align with existing LGA placemaking benchmarks and guides. — Co-design the guide with a representative working group including community and cultural custodians. — Provide guidance on integrating cultural heritage, wayfinding, storytelling, and community activation. — Highlight opportunities to connect tracks, trails, and public spaces. — Include suggestions for infrastructure that supports events, dining, and visitor engagement.	Distinctive and cohesive public spaces narrate and strengthen the region's stories, connect locals and visitors, and provide platforms for businesses and events to thrive. Visitors engage with and contribute positively to townships by design. Well-planned, sustainable, and accessible public spaces enhance the visitor experience, support tourism growth, and reflect the identity and values of the Southern Flinders community.	RTO DCOC DCP DCMR NAC PPRC	Medium-term (guide development) Ongoing (activation

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.6	Industry Innovation and Capability	Deliver an annual program of activities that fosters innovation and strengthens the resilience of the tourism sector.	Building industry capability and resilience is essential to maintaining a strong and sustainable visitor economy. This project will coordinate a consistent, region-wide approach to professional development, innovation and collaboration across the Southern Flinders tourism sector. **Considerations for activation:** — Develop a single source of truth for tourism businesses, connecting operators to relevant information, tools and support based on their stage of business growth - from start-up through to maturity. — Work with capability development partners (e.g. TiCSA) to schedule and leverage relevant training, benchmarking and accreditation opportunities. — Connect operators with accreditation programs and grants to support sustainability and innovation goals (e.g. Quality Tourism Framework, Ecotourism Australia accreditation). — Invest in capability building opportunities that fill gaps in business or experience development that is not available through other training providers. — Leverage the Experience Development Sector Round Tables for capability development (refer Project 1.3). **Capability topics:** — Business fundamentals: risk management, commercialisation, profitability and financial sustainability, investment and innovation, artificial intelligence. — Sustainability: inclusion and accessibility, cultural awareness, social and environmental impact, circularity, supply chain optimisation, and climate reporting. — Customer experience: proactive, end-to-end best practice. — Events capability: financial and resourcing sustainability, governance, administration, marketing, grant funding, and sustainable event delivery. — Environmental and biodiversity: building awareness of climate change impacts and encouraging local-level action to prevent biodiversity loss.	Tourism businesses build resilience in their management, ensuring long-term sustainability. Operators report growth in visitor yield across peak and shoulder seasons and are better equipped to manage quieter periods sustainably. Businesses are not reporting hardship throughout the summer off-peak season, rather, they are reporting a sense of relief to have time to regenerate. Businesses feel supported and connected with the Tourism Zone and each other. The outlook for tourism businesses, event managers and community groups strengthens.	RTO SATC TiCSA OFSB SASEC DCOC DCP DCMR NAC PPRC RDA Other relevant training stakeholders	Short Term (Planning) Ongoing (Activation)

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.7	Regional Events Development*	Foster a thriving and collaborative events sector where organisers are empowered to sustainably deliver events that bring the region's strengths to life, connect visitors to community values, and showcase stories of people and place.	Events play a critical role in strengthening community pride, driving visitation, and showcasing the character of the Southern Flinders. This project will build local capability, coordination, and collaboration across the events sector to ensure events are aligned with destination identity, market demand, and regional sustainability goals. The approach will focus on empowering event organisers with the tools, networks, and resources to deliver experiences that reflect the region's unique culture, landscapes, and community stories. **Considerations for activation:** Establish a Regional Events Reference Group — Establish an informal Regional Events Reference Group to act as a feedback mechanism for new ideas, collaboration and innovation in event delivery. Regional Events Management Guide — Co-design a Regional Events Management Guide to help event organisers understand governance, sustainability, market alignment, regulatory requirements and local government support programs (grant and in-kind). — Collaborate with the South Australian Tourism Commission and Festival City Adelaide to align with state-wide capacity-building initiatives. Internal Annual Events Calendar — Develop an internal events calendar housed by the RTO to track event timings, identify collaboration opportunities, and inform marketing and visitor dispersal. Activate Partnerships and Targeted Pitching — Partner with or leverage major state and national events (e.g. Fringe, music festivals, Tour Down Under) to encourage regional participation and visitation. — Identify opportunities to attract sporting events, such as the Masters Games, netball and football carnivals, to activate sporting grounds across the region. — Support mountain biking and trail running events through Melrose and Mount Remarkable National Park that align with the region's active adventure identity and environmental values. Advocacy — Advocate for investment in enabling infrastructure, such as the Northern Festival Centre Masterplan, to increase capacity for hosting major business and leisure events.	Regional events and organisations are sustainable, confident, and connected. Visitor volume increases, particularly during peak and shoulder seasons. Average overnight visitor yield grows over time as visitors stay longer and spend more at regional events. Events strengthen community pride and deepen visitor understanding of the region's stories and identity.	DCOC DCP DCMR NAC PPRC RTO Industry Event organisers	Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.8	Contemporary Accommodation*	Support growth in both the quantity and quality of accommodation to meet the expectations of the region's target visitor markets.	Accommodation in the Southern Flinders is mostly self-contained, motel, caravan and camping options. There is strong potential to diversify and optimise supply to attract higher-yield visitors and meet evolving expectations. Opportunities include farm and station stays, eco and low-impact accommodation, off-grid and hosted camping experiences, group accommodation for events, and commercialisation of council-owned caravan parks. Packages integrating transport, catering, and servicing for walkers and cyclists can enhance visitor convenience and length of stay. **Considerations for activation:** — Audit existing supply and identify gaps, barriers and opportunities. — Co-design a framework with providers to improve visitor experience, accessibility and sustainability. — Support collaboration on workforce, supply chains, waste management and operations. — Use the SATC Flinders Ranges & Outback Tourism Development Facilitation Plan to guide development. — Advocate for caravan, camping, and high-value accommodation needs. — Promote inclusivity, universal design and sustainability across new developments. — Champion projects that align with the region's positioning, maintain the Project M.3 Pipeline Project Database and provide Pipeline Project Support (Project 1.11).	Accommodation supply aligns with visitor expectations, needs and motivations. Growth in experiential and nature-based accommodation offerings. Increased investment in contemporary group accommodation.	RTO DCOC DCP DCMR NAC PPRC RDAYMN Industry NWTAC	Medium

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.9	Visitor Signage^	Undertake a visitor signage audit, with focus on wayfinding and interpretive signage across roads, tracks and trails.	Clear, cohesive signage is essential to improving visitor navigation, safety, and connection to place. A region-wide audit will identify gaps, inconsistencies, and opportunities to enhance both functional and interpretive signage, ensuring visitors can confidently explore the Southern Flinders while engaging with its cultural and natural stories. **Considerations for activation:** — Review wayfinding and directional signage across the region, particularly for experiences, visitor information, amenities and RV/caravan parking. — Consider dual naming signage led by Aboriginal corporations to reflect and respect Traditional Owners' language and heritage. — Address State Government wayfinding signage inconsistencies e.g. current routes from Adelaide direct visitors travelling north via Port Wakefield rather than the more scenic Clare Valley route. — Reconcile the omission of key towns from major route signage to improve access and dispersal. — Improve trail signage to enhance storytelling and orientation along specific trails. — Optimise visitor signage in townships and along trails to include key visitor safety messaging (radio channels, safe refuge points, emergency reporting).	Visitors can easily access and navigate the region. Visitors understand and connect with local experiences and stories, feeling welcomed and safe throughout the Southern Flinders. Visitors are informed and prepared for bushfire and emergency risks.	DCOC DCP DCMR NAC PPRC DEW RTO NWPAC NNAC NAWNTAC	Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.10	Investment Attraction Support*	State Catalyst projects and Experience Development Focus Areas will have adequate funding to be realised in a timely manner.	Investment is essential to develop new visitor experiences and infrastructure in the region. **Considerations for activation:** — Leverage the work of the SATC Destination Development team, Invest SA, RDA and local government to attract potential investors for destination-enhancing projects. — Develop an investment portfolio and prospectus to clearly position the opportunities and make investing in the region straightforward. Consider an Investment Plan outlining strategic opportunities aligned with regional strengths and target audiences. — Ensure projects seeking investment meet minimum criteria e.g. completed concept-stage work, quantifiable identification of a product gap, market feasibility, site identification, planning overlay, and business operation model. — Ensure the planning environment supports sensitive growth and development. — Explore public-private partnership models to support major pipeline projects. — Identify and support grant applications to fund demand-driving projects.	The region attracts sufficient funding to progress State Catalyst and Regionally Significant projects. Projects progress with financial backing, enabling timely delivery. Visitor appeal increases through enhanced accommodation, experiences and infrastructure.	RTO RDAYMN DCOC DCP DCMR NAC PPRC DSD	Medium-term to Long-term
1.11	Pipeline Project Support^	Advocate for and support the progression of identified projects in the Pipeline Project Database (Project M.3).	The region has a pipeline of major visitor experiences (public and private) at various stages of development. Each project required specific support based on its stage. **Consideration for activation:** — Stakeholders to collaborate effectively within the scope of their roles and responsibilities to progress projects.	Pipeline projects seeking government funding or private investment are progressed through advocacy and collaborative support.	RTO DCOC DCP DCMR NAC PPRC Industry Private investors Community	Ongoing

Strategic Priority 2: Caring for Place

Objective

Tourism benefits the Southern Flinders without compromising its natural environment, culture, communities or resources.

Why is this important to the region?

— Enhances visitor trust and appeal by demonstrating a clear commitment to environmental protection, conservation, and community wellbeing.

— Strengthens visitor understanding of the region's challenges, including drought, bushfires and climate impacts, and the effect these have on people and the land.

— Guides safe and responsible exploration, ensuring visitors know how to respond to emergencies such as bushfires.

— Supports locals' desire for tourism that respects the region's unique character, preserves natural ecosystems and balances community wellbeing with visitor engagement.

Priority Projects

Catalyst Projects	Regionally Significant Projects	Enabling Projects
Nil	2.1 Responsible Visitor Behaviour* 2.2 Regeneration of Nature-Based Tourism Assets*	Nil

South Australian Tourism Plan 2030 Alignment

— **Tourism - a force for good**

— Create a 'True South' visitor experience with industry where people, place and planet are celebrated.

— Be guided by Aboriginal care for Country and support Aboriginal people to tell their stories of culture on Country.

— Take a leadership position on regenerative and inclusive tourism nationally.

— Grow South Australia's sustainable tourism credentials, positioning us as a top three sustainable tourism destination.

United Nations Sustainable Development Goals Alignment

11 SUSTAINABLE CITIES AND COMMUNITIES

13 CLIMATE ACTION

15 LIFE ON LAND

17 PARTNERSHIPS FOR THE GOALS

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
2.1	Responsible Visitor Behaviour*	Co-design a Visitor Risk Management Strategy for the region to ensure visitors understand how to safely and responsibly enjoy the region's natural and built assets.	The project will develop a coordinated Visitor Risk Management Strategy that informs and guides visitors on safe and responsible behaviour across the Southern Flinders. It focuses on protecting natural and cultural assets, managing risk during fire season, and promoting respectful use of trails, parks, and community spaces. **Considerations for activation:** — Develop a collaborative, co-designed approach with land managers and visitor servicing partners. — Embed responsible visitor behaviour messaging covering fire season, road and trail use, and waste management. — Work closely with the Department for Environment and Water (DEW) to promote appropriate behaviours within the region's national parks and amplify messaging (refer Project 3.2). — Strengthen accountability and engagement with commercial tour operators to ensure compliance with DEW protocols within national parks.	Visitors behave responsibly when exploring the region, minimising risk to themselves, the community, and the environment. Visitors understand that services and creature comforts may be limited across the region and approach experiences with flexibility and an open mindset.	RTO SATC DEW DCOC DCP DCMR NAC PPRC Visitor servicing teams	Medium-term
2.2	Regeneration of Nature-Based Tourism Assets*	Develop an Opportunities Paper to guide the regeneration of nature-based tourism assets following bushfire, drought, or other environmental events.	The Southern Flinders relies on its national parks and nature-based sites to deliver on its visitor promise. Climatic events such as bushfires and prolonged drought have demonstrated the vulnerability of these assets and their influence on tourism potential. The Opportunities Paper will identify: — Nature-based sites at risk of being impacted by environmental events and their potential for redevelopment to meet current and future visitor expectations. — Gaps in visitor experiences at these sites and opportunities to develop contemporary infrastructure and experiences that are resilient, safe and desirable. — Considerations for long-term ecological and cultural sustainability while aligning infrastructure and experiences with market demand. **Considerations for activation:** — Engage DEW, Traditional Owners and key land managers to review post-event site conditions and priorities. — Map and assess nature-based sites for visitor experience potential, safety and ecological resilience. — Identify opportunities to replace or upgrade infrastructure to contemporary, visitor-focused standards. — Integrate market insights to ensure experiences meet the needs and expectations of target visitor segments. — Consider accessibility, sustainability and cultural interpretation in all design and redevelopment decisions. — Develop a prioritised plan for staged activation, aligned with available funding and resource capacity.	Nature-based assets are redeveloped strategically to support both resilience and visitor appeal. Visitors have access to contemporary, engaging experiences that reflect the region's unique landscapes and ecosystems. The region's tourism offering remains attractive and competitive while protecting natural and cultural values	RTO DEW NWTAC NNAC DCOC DCP DCMR PPRC NAC	Medium-term

Strategic Priority 3: Impactful Regional Storytelling

Objective

Share authentic stories that showcase the region's unique character to increase awareness, appeal and visitor yield.

Why is this important to the region?

— Strengthens local pride by celebrating culture, heritage, and place as a distinct travel proposition.

— Supports existing tourism operators to build sustainable, resilient businesses.

— Enhances demand for the region's distinctive nature-based visitor assets, such as tracks and trails, increasing engagement and usage.

— Optimises peak and shoulder seasons, enabling regeneration during the extreme summer months when bushfire risk and heat limit visitation.

— Ensures equitable economic benefit across communities, enabling all towns to capture positive financial returns from visitors.

— Equips visitors with the information and tools to plan their trip effectively, maximising itinerary potential, length of stay and overall experience.

Priority Projects

Catalyst Projects	Regionally Significant Projects	Enabling Projects
Nil	3.1 Southern Flinders Stories* 3.2 Storytelling Framework and Action Plan* 3.3 Southern Flinders Touring Map^ 3.4 Southern Flinders Tracks and Trails Visitor Experience Guide*	3.5 Regional Visitor Servicing^

South Australian Tourism Plan 2030 Alignment

— **New and evolving products and experiences**

— Support our industry to tell the South Australian story.

— **Increase appeal to drive demand**

— Deliver a long-term destination brand platform.

— Simplify and double down on our strengths.

— Grow access to and from key markets.

— **Tourism - a force for good**

— Grow South Australia's sustainable tourism credentials, positioning us as a top three sustainable tourism destination.

United Nations Sustainable Development Goals Alignment

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.1	Southern Flinders Stories*	Uncover and articulate the region's distinct stories to be elevated through strategic storytelling and marketing activities.	The Southern Flinders hosts some of South Australia's most unique and treasured landscapes, underpinned by a strong sense of shared identity. There is an opportunity to connect visitors more meaningfully with the region's natural environment and place-based stories. **Story themes may include:** — Nukunu, Ngadjuri and Adnyamathanha sites of cultural significance and generational stories that connect with Country — Historical and cultural significance of environmental landscapes e.g. national parks, reservoirs, gorges, beaches, and biodiversity — Tracks and trails e.g. rail trails, shared-use trails, Heysen and Mawson trails — Settler histories including agriculture, manufacturing, minerals, forestry, energy and railways. — Retail icons such as Golden North and RM Williams — Community and environmental impact stories, driven by volunteer community groups — Proximity of the SA outback — Green energy credentials e.g. leveraging ethos and regional initiatives **Important Note:** The community and industry aspire to better understand and share Nukunu, Ngadjuri and Adnyamathanha stories. All storytelling, wayfinding and interpretive signage must be led, endorsed, and delivered by the Aboriginal Corporations (NWTAC, NNAC and NAWNTAC).	The region's distinct stories are uncovered, clearly articulated, and ready to be shared by the right storytellers, enhancing visitor understanding and connection to place.	RTO SATC NWTAC NNAC NAWNTAC DEW Event organisers Community groups DCOC DCP DCMR NAC PPRC	Immediate

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.2	Storytelling Framework and Action Plan*	Develop a Storytelling Framework and Annual Action Plan to plan and execute effective, efficient and aligned storytelling across all owned and earned platforms that support SATC destination marketing activities.	A coordinated approach ensures the diversity of experiences and places across the Southern Flinders is consistently celebrated, enhancing awareness, appeal and visitor yield. The Framework will guide how stories are captured, shared and amplified to reach target markets while supporting operators and community groups to communicate their connection to place. **Considerations for activation:** — Co-design roles and responsibilities for brand marketing with stakeholders and SATC to optimise reach and avoid duplication. — Align regional storytelling with SATC's brand, campaigns, and Simple Pleasures platform. — Maintain and optimise content across owned channels, southaustralia.com, ATDW, and other key online and offline platforms. — Support operators and community groups through capability-building, mentoring, and connection to marketing opportunities. — Develop itineraries and highlight experiences across the Southern Flinders, and craft cross-regional itineraries with the Yorke Peninsula and Clare Valley. — Audit media assets across councils, SATC, local organisations and RDAYMN and establish a centralised database for ongoing use. — Integrate interpretive storytelling around historic and cultural assets.	Growth in awareness and appeal as a distinctive visitor destination. The region's stories are championed and better understood by visitors. Stories and experiences are elevated by SATC, Tourism Australia, and other demand-driving partners. Local content creators and young people actively participate in telling the story of their place. Increased demand from high-value visitors.	RTO SATC DCOC DCP DCMR NAC PPRC DEW RDAYMN Industry Community	Short-term (annual planning) Ongoing (implementation)

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.3	Southern Flinders Touring Map^	Develop a Regional Touring Map to support visitors in pre-travel planning and in-region navigation, encouraging dispersal, longer stays, and increased spend across the region.	The Southern Flinders Touring Map will provide a clear and accessible way for visitors to discover the full range of experiences across the region. It will highlight attractions, nature-based assets, tracks and trails, townships, accommodation, services, vantage points, and visitor amenities. The map will serve as both a pre-travel planning tool and an in-region guide, encouraging visitors to explore lesser-known areas, maximise their itineraries, and connect with multiple communities. By linking experiences, stories, and practical information, the map will strengthen the region's positioning as a cohesive, visitor-friendly destination. **Considerations for activation:** — Include all visitor attractions, accommodation, nature-based assets, tracks/trails, townships, roads, vantage points, and amenities. — Elevate the existing map developed by Southern Flinders Tourism Association to deliver on the objective. — Ensure inclusivity: map remains fee-free to maximise access for all tourism, retail, and service businesses. — Stage 1: Develop a PDF version suitable for pre-travel planning and in-region use (including printed tear-off maps for VICs/VIOs and digital downloads). — Stage 2: Explore a dynamic online map that integrates ATDW listings, supports interactive storytelling, and allows visitors to plan tailored itineraries. — Connect with regional storytelling efforts to ensure the map reflects the region's brand, heritage, and unique experiences. — Monitor uptake and usage to inform future map updates and additional digital tools.	Self-drive visitors navigate the region easily. Visitors are dispersed across multiple locations, increasing economic and social benefits for all communities. Communities feel connected and benefit equitably from visitor activity. Locals are confident and proud to showcase their towns, attractions, and natural landscapes.	SFTA RTO DCOC DCP DCMR NAC PPRC DEW Industry	Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.4	Southern Flinders Tracks and Trails Visitor Experience Guide*	Develop a comprehensive Southern Flinders Tracks and Trails Visitor Experience Guide that outlines the region's trail proposition, maps the network, identifies access to products and services, and highlights regional stories.	The Southern Flinders offers a large and diverse network of trails for hikers, cyclists and nature enthusiasts. Currently, visitors must navigate multiple sources of information to plan their trips, which can limit engagement and dispersal. The guide will provide a single, user-friendly resource that showcases the collective trail network, connects experiences across the region and enhances visitor understanding of opportunities and offerings. It will also integrate cultural, historical and nature storytelling to enrich the visitor experience. **Considerations for activation:** — Establish a project reference group with stakeholders to define scope, content, and inclusions. — Produce both online and offline versions suitable for pre-travel planning and in-region use. — Define the region-wide trail proposition and articulate each trail's topography, usage, amenities, vantage points, and culturally significant sites and stories. — Map trail interconnections within the Southern Flinders and with neighbouring regions. — Demonstrate trail linkages through townships and key visitor nodes. — Identify and include commercial experiences and user services (e.g. bike repair stations, water refill points, accommodation). — Align with regional storytelling and visitor engagement strategies to ensure consistent messaging and experience promotion.	Visitors understand the breadth and depth of the Southern Flinders trail network. Visitors plan trail experiences based on their activity type, skill level, and participation preferences. Increased use of shared-use trails. Growth in demand for services supporting outdoor adventure activities.	RTO DCOC DCP DCMR NAC PPRC DEW Industry Walking SA Bike SA Friends of Trails groups	Medium-term
3.5	Regional Visitor Servicing^	Develop a cohesive and comprehensive approach to visitor servicing across the Southern Flinders.	A unified approach across all visitor touchpoints will ensure visitors have access to accurate, timely and inspiring information pre-travel and in-region. It will connect VICs, VIOs, local businesses and other service points into a coordinated network, supporting trip planning, on-the-ground experiences, and responsible, safe exploration of the region. **Considerations for activation:** — Reactivate the Regional Visitor Servicing Network as a forum for collaboration, sharing ideas, and building referral connections. — Co-design a unified vision and approach for all servicing touchpoints. — Collaborate with storytelling stakeholders (refer Project 3.2) to ensure accurate itineraries, event, and access information is available to visitors. — Integrate responsible visitor behaviour guidance (refer Project 2.1) and safety information (refer Project 4.2) into all communications.	Visitor servicing teams feel aligned and confident in their role supporting visitors. Visitors can easily plan, book, and enjoy their trip with accurate, accessible, and inspiring information. Visitors understand how to explore the region respectfully, safely, and sustainably.	DCOC DCP DCMR NAC PPRC VIOs / VICs RTO	Short-term

Strategic Priority 4: Destination Stewardship

Objective

Support strategic tourism leadership, foster collaboration between regional partners, and invest in activities that enable stakeholders to realise the region's tourism aspirations.

Why is this important to the region?

— Provides a united direction for stakeholders to grow a sustainable tourism sector that supports resilient, future-ready communities.

— Clarifies roles, responsibilities, and the use of regional resources.

— Ensures evidence-based understanding of opportunities to grow the sector.

— Proactively identifies and advocates for solutions that create an enabling environment for tourism.

— Supports increased economic contribution of visitors to maintain essential services and public infrastructure.

— Ensures tourism benefits are inclusive, reaching beyond traditional tourism businesses into wider communities.

— Builds a consistent, skilled workforce able to deliver on the region's visitor promise.

Priority Projects

Catalyst Projects	Regionally Significant Projects	Enabling Projects
Nil	4.1 Strategic Insights* 4.2 Climate Change and Risk Management* 4.3 Regional Issues Advocacy^	4.4 Stakeholder, Industry and Community Engagement* 4.5 Regional Workforce^

South Australian Tourism Plan 2030 Alignment

— **Tourism - force for good**

— Take a leadership position on regenerative and inclusive tourism nationally.

— **Increase appeal to drive demand**

— Grow access to and from key markets.

United Nations Sustainable Development Goals Alignment

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.1	Strategic Insights*	Source and curate data and insights to enable strategic decision-making.	Tourism stakeholders, investors and industry require accurate and actionable insights to guide decisions, support business cases, and optimise development. Historically, visitor data for the Southern Flinders region have been reconciled in the Flinders Ranges and Outback data. Moving forward, efforts should be made to capture and analyse data specific to the Southern Flinders. **Regional-level data will include:** — Visitor insights: volume, yield, source markets, travel purpose, length of stay, and accommodation capacity. — Visitor spending: understand where yield is retained locally and where leakage occurs. — Dispersal and mobility: track how visitors move across the region to identify clusters, experience gaps and itinerary opportunities. — Business sentiment: measure confidence, operations, and engagement with experience and service development. — Community insights: monitor social license, community sentiment, and wellbeing to support sustainable tourism delivery. Investigate a mechanism to measure local tourism sentiment and impact (via LGA community surveys).	Data is collected, analysed and communicated in a timely manner to support evidence-based decision making. Strategic investment, planning and management decisions are informed by robust and actionable	SATC RTO DCOC DCP DCMR NAC PPRC RDAYMN TiCSA Industry Community	Immediate (investigate and plan) Ongoing (activate)

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.2	Climate Change and Risk Management*	Undertake activities to proactively plan for climate adaptation and build industry resilience against climate risk and crisis events.	Nature underpins the visitor economy in the Southern Flinders. Climate change presents the most significant risk to its future and requires proactive planning and adaptation. **Considerations for activation:** Undertake scenario planning across short, medium and long timeframes. Key climate risks include: — Extreme heat: inform event timings and nature-based activities, development of night-time events and experiences, visitor communications. — Bushfires: planning for evacuations and fire preparedness. — Drought: support water security planning and visitor experience preparedness, support for local communities and businesses. Scenario planning should also inform climate adaptation and business resilience actions across other projects: — 1.3 Visitor Experience Development: education on the opportunity of product innovation and adaptation — 3.2 Storytelling Framework and Action Plan: focus on building peak and shoulder season volume and yield to counter the need to increase visitation throughout summer to maintain business sustainability. — 1.10 Investment Attraction Support: climate resilient infrastructure investment and signage updates. — 1.6 Industry Innovation and Capability: embed climate adaption into education and training. — 4.3 Regional Issues Advocacy: support state and federal advocacy for climate resilience funding and policy change.	Stakeholders implement programs, projects and infrastructure upgrades to adapt to climate risks. Visitors are informed and prepared for bushfires and other climate-related risks. Tourism operations are more resilient, ensuring visitor experiences remain safe and sustainable despite climate challenges.	RTO DCOC DCP DCMR NAC PPRC Event organisers Industry Emergency Services DEW RDAYMN Climate Council Relevant stakeholder per specific issues e.g. SA Water	Short-term (plan development) Ongoing (activation)

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.3	Regional Issues Advocacy^	Stakeholders work proactively and collaboratively to address the regional issues (not limited to tourism) that impact the future of the Southern Flinders' visitor economy.	Several cross-cutting issues constrain the region's ability to realise the full social and economic benefits of tourism. These include: — Climate change — Biodiversity loss — Economic conditions — Essential services infrastructure — Housing affordability and suitability — Public infrastructure — Public transport — Access (roads, aviation access) — Workforce and skills shortages Refer to Appendix, Table B: Regional Tourism Advocacy Priorities for further detail on each issue. **Considerations for activation:** — Establish mechanisms to build strong, trusted relationships with key stakeholders at local, regional, state and national levels to stay informed and influential on issues affecting the Southern Flinders. — Collaborate with LGAs to advocate for the realisation of the Pipeline Projects within this Plan. — Collaborate with other RTOs and tourism zones on shared industry issues to develop evidence, position papers and coordinated action plans. — Maintain open communication channels with industry and community to ensure advocacy is informed by lived experience and local priorities. — Ensure the RTO is represented on relevant committees and working groups to influence outcomes that support tourism and regional development. — Identify a lead stakeholder for each priority issue and track progress, providing regular updates to industry and community partners.	Stakeholders across the region are working proactively and collaboratively to address the identified regional issues (not exclusive to tourism) impacting the future potential of the region's visitor economy.	Identify partners per specific issue	Ongoing

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.4	Stakeholder, Industry and Community Engagement*	Engage and communicate the benefits of tourism to all Southern Flinders stakeholders, creating a thriving tourism ecosystem and building social license for tourism development.	Ongoing engagement ensures tourism development aligns with local values, fosters trust, and supports shared outcomes. **Considerations for activation:** — Engage regional decision makers on strategic direction, insights and tourism potential. — Develop regular communication mechanisms with industry and community to share relevant and timely information including insights relating to the achievement of the outcomes in this Plan. — Organise an annual calendar of events to foster connection, partnership, learning, inspiration and innovation. — Empower councils to share insights and promote the value of tourism through local resident channels. — Ensure tourism is a standing agenda item for the Flinders Alliance to coordinate aligned outcomes and optimise resources. — Involve community members in project reference groups to build accountability and social license. — Engage youth through schools to build understanding of the visitor economy, skills and career pathways, including seasonal work opportunities (refer Project 4.5).	Regional decision-makers, industry, and community understand the value of tourism. Stakeholders collaborate genuinely and effectively on projects that deliver on the regional tourism vision. The community is aligned, optimistic, and engaged in the positive impacts of tourism on local livelihoods and liveability. Youth engagement in tourism projects, programs, and employment opportunities grows.	RTO DCOC DCP DCMR NAC PPRC NWTAC NNAC NAWNTAC Community groups Education partners (secondary and tertiary)	Short-term (plan development) Ongoing (activation)
4.5	Regional Workforce^	Work collaboratively with industry to co-design solutions for workforce availability and mobility, addressing business sustainability and seasonality challenges across the region.	Seasonal fluctuations create workforce pressures for tourism and hospitality businesses. **Considerations for activation:** — Analyse workforce gaps and barriers to attracting and retaining staff, particularly during summer (Dec–Mar). — Explore a seasonal surge workforce across neighbouring regions (Yorke Peninsula, Clare Valley) to support year-round employment. — Focus on critical roles: chefs, cleaners, hospitality staff, and tradespeople. — Partner with local schools and training institutions (Port Pirie and Gladstone High Schools, Port Augusta Technical College) to build seasonal workforce pathways. — Address housing constraints to enable workers to live locally (see Appendix, Table B: Regional Tourism Advocacy Priorities).	Businesses attract and retain skilled staff throughout the year. Workers have secure employment, supporting population growth and long-term community sustainability.	RDAYMN RTO High schools Tertiary institutions	Medium-term

DMP Management and Reporting

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
M.1	DMP Accountability*	The projects outlined in DMP are being progressed through a cooperative stewardship model of accountability.	The Plan adopts a stewardship approach to tourism, grounded in shared accountability and collaboration. To activate this approach, DMP stewards will co-design an accountability mechanism to guide, monitor, and support the successful delivery of projects identified in the Plan. **Considerations for activation:** — Activate a governance framework to bring together stakeholders with a lead role in project delivery. — Confirm quarterly and annual reporting structures to track DMP Goals and project progress to the relevant stakeholders. — Determine Project Leads on a project-by-project basis to operationalise each project. — For projects without an existing lead, convene an initial stakeholder meeting to discuss project goals, context and nominate a Project Lead. If no external lead is nominated, the RTO will determine its role in the project and to prioritise accordingly. Projects may be deferred if resourcing is insufficient. — Confirmed Project Leads undertake annual action planning to progress projects and meet reporting requirements.	The progress of State Catalyst, Regionally Significant and Enabling Projects is being tracked and reported annually. Goals are tracked and reported on annually.	RTO Individual Project leads	Immediate (governance framework set up) Ongoing (annual planning and reporting)
M.2	Industry Database*	Maintain a dynamic database of tourism experiences within the Southern Flinders Ranges.	Develop and maintain a dynamic database of all tourism experiences in the region to track business maturity, experience offering and alignment with regional priorities. **Considerations for activation:** **Activation and then ongoing management of the database will require:** — Work with RDAYMN to transfer existing information in a legal and sensitive manner to the new RTO (South Australia's Mid North and Yorke Tourism Zone). — Partner with stakeholders to conduct a tourism experience audit, identifying each business's experience profile, marketing maturity and potential to address regional experience gaps. — Implement customer relationship management (CRM) software to monitor business and event development and alignment with the Experience Development Framework (refer Project 1.3) and to identify opportunities for targeted industry capability building (refer Project 1.6).	Database is set up and maintained. Database insights are used to inform targeted experience development and industry capability opportunities within the DMP.	RTO RDAYMN SATC Industry DCOC DCP DCMR NAC PPRC	Immediate (database set up) Ongoing (database management

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
M.3	Pipeline Project Database*	Maintain a database of major visitor economy development projects across the region that require advocacy to see them through to fruition.	Maintain a comprehensive, up-to-date record of all Pipeline Projects being delivered by local, regional, state or private stakeholders across the Southern Flinders, ready to be supported through relevant DMP Projects. Pipeline project criteria: — Aligns with the DMP's vision and aspirations. — Supports or connects to State Catalyst Projects. — Located within the tourism region. — Has an embedded, planned visitor economy use. — Is currently in progress (not just an aspiration). — Supported by a solid business case or actively developing one. — Secures local investment commitment. **Database management considerations:** — Review the Pipeline Projects Database annually with stakeholders to ensure accuracy and relevance. — Provide an annual status update of Pipeline Projects as part of DMP accountability (Project M.1).	A database is developed, maintained, and provided to relevant stakeholders.	RTO RDAYMN DCOC DCP DCMR NAC PPRC	Ongoing
M.4	Regional Issues Database*	Maintain a database of local and regional issues that impact tourism that require consistent and coordinated advocacy.	There are numerous local and regional issues that impact tourism potential in the region. Maintaining a current record of these issues will enable a coordinated advocacy approach. **Database management considerations:** — Annual review of Appendix Table B: Regional Tourism Advocacy Priorities to ensure the list is current and accurate. — Monitor, scope and progress identified issues through Project 4.3 Regional Issues Advocacy.	A database is developed and maintained and provided to relevant stakeholders.	RTO RDAYMN DCOC DCP DCMR NAC PPRC	Ongoing

Destination Management Plans and Adaptive Tourism Management

Navigating an Ever-Changing World

We are operating in the era of the permacrisis (permanent crisis) as global disruptions - from climate change and economic volatility to shifting travel behaviours become more frequent and complex.

From bushfires, to droughts, floods, and the recent algal bloom crisis, our regions are dealing with a wider set of environmental disruptions than ever before. In combination with geopolitical factors, rapidly advancing technology, and ever-evolving consumer preferences, there is a wide set of external risks that South Australia's tourism regions must both respond and adapt to.

While responsive systems are important to handle shocks, adaptive tourism is about embracing uncertainty as a constant, and designing systems, experiences, and partnerships that are flexible, inclusive, and future-ready. It calls for a shift in mindset: from managing tourism as a static product to stewarding it as a dynamic, living system.

In South Australia, this approach is especially vital. Our diverse regions - from the Yorke Peninsula to the Flinders Ranges, from the Limestone Coast to the Riverland - face distinct climate, economic, and social pressures.

What does this mean for regional tourism?

Destination Management Plans (DMPs) are strategic documents that guide the sustainable growth of the local visitor economy. They set the vision, values, aspirations and strategic priorities for a region. This Destination Management Plan is supported by the broader strategies outlined in the Tourism Plan 2030 such as the Tourism for Good approach and our competitive drivers. Together they provide the principles, tools, and strategies that will embed adaptability into destination planning, ensuring South Australia's visitor economy remains inclusive, sustainable, and ready for the future.

Embedding a framework that supports continuous learning, monitoring, and flexible adaptation will ensure this DMP remains relevant and future-focused. It will enable timely responses to emerging challenges and opportunities while maintaining a shared, long-term vision for South Australia's tourism industry and its communities.

Key principles for adaptive management of this DMP:

— The vision, values, aspirations and strategic priorities of the DMP provide the overarching direction for tourism in the region. These aspects are fixed as per the chart below.

— The DMP identifies opportunities for capacity building at a local level.

— The DMP is supported by regenerative and inclusive principles delivered through the South Australian 'True South' promise (refer SA Tourism Plan 2030).

— The DMP will be reviewed regularly and adapted to respond to changes.

DMP Project Agility

VISION	The region's 'North Star' for tourism **Decision making lens**	FIXED
VALUES	DNA of people and place **Decision making lens**	FIXED
ASPIRATIONS	Co-designed objectives for people and place **Success metrics**	FIXED
STRATEGIC PRIORITIES	Align with State Government priorities	FIXED
PROJECTS	Place-based projects and initiatives to achieve the region's, vision, values and aspiration for tourism	AGILE

STRATEGIC PROJECTS

STRATEGIC PRIORITIES

VISION

COMMUNITY VALUES & ASPIRATION

Supporting Information

Acknowledgments

This Destination Management Plan has been developed in consultation with stakeholders across South Australia.

The South Australian Tourism Commission acknowledges and thanks all those who generously contributed their time, insights and information during workshops and interviews throughout the plan's development. Individual names have been redacted for privacy.

The plan has been developed by The Tourism Collective (tourismcollective.com.au) in partnership with the South Australian Tourism Commission and the Southern Flinders Regional Tourism Organisation.

State and Regional	Local Government	Industry and Community
Business Events Adelaide	District Council of Mount Remarkable District	Beautiful Valley Caravan Park
Department for Environment and Water / National Parks and Wildlife Service	District Council of Orroroo Carrieton	Bendleby Ranges
Department of Primary Industries and Regions South Australia	District Council of Peterborough	Beyond the Mount
Department of State Development	Northern Areas Council	Gladstone Community Development & Tourism Association
Festival City Adelaide	Port Pirie Regional Council	Jamestown Development Association
Flinders Ranges Outback South Australia Tourism		Laura Information Centre
Northern and Yorke Landscape Board		Little Blessings Brewery
Office for Small and Family Business		Maple and Pine/Bundaleer Forest Reserve
Regional Development Australia Far North		Nukunu Wapma Thura Aboriginal Association
Regional Development Australia Yorke and Mid North		Ngadjuri Nations Aboriginal Corporation
SA Parks - The Caravan Parks Association of South Australia		Peterborough History Group SA Inc.
South Australian Aboriginal Tourism Operators Council		Peterborough Visitor Information Centre and Steamtown Heritage Rail Centre
South Australian Tourism Commission		Port Pirie Regional Council
South Australia Wine Industry Association		Quentin Park Alpacas and Studio Gallery
Southern Flinders Tourism Association		Scratch@ITCH Arts and Crafts
Study Adelaide		Southern Flinders Tourism Association
Tourism Industry Council South Australia		The Park Jamestown
Walking South Australia		Two Farmers Daughters
		Under the Mount
		Visit Jamestown

Definitions

Term	Description
Tourism	Tourism is a social, cultural and economic phenomenon that entails people moving to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.[7]
Destination Stewardship	Destination Stewardship is the responsible management of a place's resources, culture and environment to ensure that tourism benefits both the community and visitors – now and in the future.[8]
Sustainable Tourism	Sustainable tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.[9]
Regenerative Tourism	Regenerative tourism is a form of sustainable tourism that goes beyond minimising negative impacts to actively restoring and regenerating the natural, cultural and social systems of a destination, with the aim of creating a net positive impact and long-term resilience.[10]
Sustainable Development Goals	The Sustainable Development Goals are a set of seventeen overarching goals adopted by the United Nations in 2015 as a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. The SDGs recognise that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs, including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.[11]
Tourism Sector	The tourism sector, as defined in the Tourism Satellite Account, is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called tourism industries because visitor acquisition represents such a significant share of their supply that, in the absence of visitors, their production of these would cease to exist in meaningful quantity.[12]
Tourism Ecosystem	A tourism ecosystem encompasses the interconnected and interdependent elements that contribute to a tourism destination's functionality and development. It's a network of various actors and factors, including businesses, organisations, natural and cultural resources and stakeholders, all working together to provide tourism services and experiences.
Value of Tourism	The Value of Tourism is multifaceted, and its assessment involves a combination of economic, social, environmental and cultural impact signals and indicators.
Placemaking	The process of creating and enhancing public spaces that reflect the unique character and identity of a destination and that provide a sense of place and community for visitors and locals alike. This can include the development of public art, cultural events and community-led initiatives that celebrate the destination's heritage and culture and support the well-being of people and the environment.
Climate Action	Climate Action refers to a series of strategies, policies, and initiatives aimed at reducing greenhouse gas emissions, transitioning to low-carbon and renewable energy sources, enhancing climate resilience, and promoting sustainable practices to combat climate change.
Visitor Economy	The Visitor Economy encompasses all economic activity and impact generated by visitors in a particular region or destination, including international and domestic travellers as well as those attending events, studying, or visiting for business or personal reasons. The visitor economy covers all related spending (going beyond the traditional tourism sector as defined above), which contributes to the overall economic wellbeing of the destination.[21]

[7] Glossary of tourism terms | UNWTO > unwto.org/glossary-tourism-terms
[8] Dr. Jonathon Day, "A Practical Guide to Destination Stewardship and Sustainable Tourism", 2023
[9] United Nations Environment Program and World Tourism Organisation, Making tourism more sustainable A Guide for Policy Makers, 2005)
[10] Source: UN World Tourism Organization (now UN Tourism), "Sustainable Development" webpage, 2022
[11] UN World Tourism Organization (now UN Tourism), "Sustainable Development" webpage, 2022
[12] Glossary of tourism terms | UNWTO > unwto.org/glossary-tourism-terms

Strategic Alignment

This DMP has direct strategic alignment with a number of strategic plans.

Organisations	Level	Strategy	Relevance to this DMP
Austrade	National	Thrive 2030	Australia's national strategy for the long-term, sustainable growth of the visitor economy, most recently updated in March 2023.
Department of the Premier and Cabinet	State	South Australian Economic Statement (2023)	Sets the vision for the SA economy that is fit for the future, improving the wellbeing of all South Australians. An economy that is smart, sustainable and inclusive.
Department of the Premier and Cabinet	State	A Place to Create (2025)	South Australia's 10-year cultural policy for all South Australians to enrich South Australia's future through arts, culture and creativity. Direct alignment and focus of priorities for experience development.
Department for Environment and Water	State	South Australia's Net Zero Strategy 2024-2030	The strategy sets out the government's objectives, policy priorities and actions to reduce greenhouse gas emissions for South Australia and improve the prosperity and wellbeing of South Australians. Implementation of the strategy will help achieve South Australia's interim emissions reduction targets and drive progress towards net-zero emissions by 2050. Several projects outlined in this DMP directly align with the ambitions of this Strategy.
Department for Housing and Urban Development	Regional	Yorke Peninsula and Mid North Regional Plan (2026)	The long-term vision and direction for strategic planning and land use for the next 15 to 30 years.
South Australian Tourism Commission	State	South Australian Tourism Plan 2030	This DMP is the activation of this strategy at a regional level. Each of the Strategic Priorities of this DMP has a direct alignment to the strategic priority areas in the State sector plan.
	Regional	Regional Visitor Strategy	The high-level framework guided the supply and demand side development of tourism across all SA regions over the last 10 years. This DMP now replaces this document.
	Regional	Tourism Development Facilitation Plan - Flinders Ranges and Outback	A strategic tool to influence and guide strategic tourism development across the Flinders Ranges and Outback, where it makes the most sense based on existing visitor demand. To be used in conjunction with this DMP.
Regional Development Australia Yorke and Mid North	Regional	RDAYMN Strategic Plan 2024-2033	This DMP has direct alignment to support the delivery of RDA's Strategic Plan across several of the Strategic Priorities.
Northern and Yorke Landscape Board	Regional	Landscape Plan 2021-2026	The Landscape Plan outlines ambitions for resilient and productive landscapes across the Northern and Yorke Regions that sustain a thriving community, environment, and economy. This DMP has numerous projects that align with these aspirations.
District Council of Mouth Remarkable	Local	Community Plan 2021-2031 and Strategic Tourism Plan 2022-2027	These strategies set visions for the Southern Flinders communities and guide the local government's focus, resourcing and investment across economic and community development activities. The DMP supports the activation of aligned actions and projects.
Northern Areas Council	Local	Strategic Plan 2024-2030	

Organisations	Level	Strategy	Relevance to this DMP
District Council of Orroroo Carrieton	Local	Strategic and Community Plan 2023-2033	These strategies set visions for the Southern Flinders communities and guide the local government's focus, resourcing and investment across economic and community development activities. The DMP supports the activation of aligned actions and projects.
District Council of Peterborough	Local	Tourism Strategy 2023-2028	
Port Pirie Regional Council	Local	Community Plan 2025-2035	

Reference Documents

The following strategies, plans and reports helped shape this DMP:

- Austrade - Thrive 2030
- Department for Environment and Water - Beetaloo Reservoir Visitor Experience Plan (2022)
- Department for Environment and Water – South Australia's Net Zero Strategy 2024-2030
- Department for Environment and Water - Statewide Trails Strategy 2023-2033
- Department of the Premier and Cabinet - A Place to Create (2025)
- Department of the Premier and Cabinet - South Australian Economic Statement (2023)
- District Council of Mount Remarkable - Community Plan 2021-2031
- District Council of Mount Remarkable - Strategic Tourism Plan 2022-2027
- District Council of Orroroo Carrieton - Strategic & Community Plan 2023-2033
- District Council of Peterborough - Tourism Strategy 2023-2028
- Northern and Yorke Landscape Board - Landscape Plan 2021-2026
- Northern Areas Council - Strategic Plan 2024-2030
- Office for Small and Family Business - South Australian Small Business Strategy 2023-2030
- Port Pirie Regional Council - Community Plan 2025-2035

- RDA Yorke and Mid North - Strategic Plan 2024-2033
- South Australian Planning Commission - Yorke Peninsula and Mid North Regional Plan (draft March 2025)
- South Australian Tourism Commission - Arts and Cultural Tourism Strategy 2025
- South Australian Tourism Commission - Tourism Development Facilitation Plan: Flinders Ranges and Outback (2024)
- United Nations Sustainable Development Goals

Data & Insights

- South Australian Tourism Commission - Regional Insights - Southern Flinders (December 2024)
- Tourism Research Australia - Tourism Forecasts for Australia 2023-2028
- Regional Development Australia Yorke and Mid North Economic ID data 2022/2023, (accessed May 2025)

Appendix

Table A: Experience Development Focus

	Nature and Place	Food, Wine and Drink	Events and Festivals
Objective	Connect visitors with the region's breathtaking natural assets and culturally significant sites through distinctive, place-based nature experiences.	Showcase local producers, makers and culinary masters to build a more contemporary and cohesive food and drink identity.	Develop and host events that reflect the region's character and strengths, attract visitors, and foster local pride.

Focus	**Catalyst Projects**
	— Melrose Biking Hub (refer Project 1.1)
	— Remarkable Southern Flinders (refer Project 1.2)
	Experience Potential
	— Guided, commercial, immersive or educational nature and cultural experiences including:
	  — Bushwalking and hiking
	  — Cycling and mountain biking
	  — Horse riding
	  — Fishing and kayaking (coastal and reservoirs)
	  — 4WDing
	  — Dark sky experiences (including 2028/2030 Solar Eclipse)
	  — Marine tourism experiences
	— Regenerative nature experiences that give back to the environment or partner with local conservation groups
	— Mountain biking services - hire, repairs, transport, on-trail accommodation
	— On-farm hosted or tag-along tours (refer Project 1.4)
	— On-farm immersive experiences (refer Project 1.4)
		Experience Potential
		— Signature regional dining experience
		— Farmgate and producer-led immersive experiences
		— Regenerative food and drink experiences showcasing local provenance, low food miles and circular economy principles
		— Self-contained catering options for visitors (e.g. picnic hampers, farm-fresh boxes, pre-prepared meals)
		Experience Optimisation
		— Encourage seven-day-a-week trading through collaboration between operators (refer Project 1.4)
		— Improve quality and consistency of bakery and local café offerings (refer Project 1.4)
		— Infuse local produce into all visitor centres and food and beverage outlets (refer Project 1.4)
			Event Experience Potential
			— Dark Sky and nature-based events during shoulder and off-peak seasons
			— Leverage solar eclipses in 2028 and 2030
			— Night-time and nature events during summer months
			— Walking, cycling and hiking competitions and member events (in partnership with Walking SA, Bike SA and others)
			— Arts and cultural events to activate shoulder and off-peak periods
			— Aboriginal art, cultural and community celebrations
			— Immersive agritourism and food provenance events
			— Sporting carnivals and community events
			Experience Optimisations
			— Develop pre- and post-event activations and itineraries to extend visitor stays.
			— Elevate local food and provenance across all events.
			— Embed sustainability principles and environmentally responsible practices in event delivery.

	Nature and Place	Food, Wine and Drink	Events and Festivals
Focus	**Experience Optimisation** — Reopen and maintain visitor access to Gladstone Gaol. — Optimise Peterborough Steamtown for more immersive and interactive visitor experiences through innovative technology and storytelling. — Revitalise key historical assets to deliver more hands-on, educational experiences with improved interpretation (including colonisation stories, guiding, and VR). Increase cultural storytelling and interpretation on town heritage walks and signage. — Maintain and rejuvenate key heritage attractions. — Support adaptive reuse of heritage buildings for contemporary experiences, including arts, culture, food, drink and events. — Improve trail and driving route connections across the region and with neighbouring regions. — Upgrade trailhead infrastructure. — Audit and optimise the visitor experience along the Silver to Sea Way.		
Aligned Strategies	— A Place to Create (DPC) — SA's Net Zero Strategy 2023-2030 (DEW)	— South Australian Agritourism Sector Plan 2025 (SATC) — South Australian Agritourism Framework (SATC)	— A Place to Create (DPC)

Table B: Regional Tourism Advocacy Priorities

Issue	Detail	Action
Climate Change Impacts	The Southern Flinders is already feeling the effects of climate change, with more frequent drought, extreme heat, and bushfire risk. Drought continues to strain agriculture and local confidence in tourism investment, while hotter conditions make outdoor experiences less appealing in summer. Warming seas and shifting currents are causing algal blooms and fish deaths, disrupting aquaculture and coastal recreation. Rising sea levels will also impact low-lying western communities , highlighting the need for proactive planning and climate adaptation across the region.	Agritourism Development Project (Project 1.4) Industry Innovation and Capability (Project 1.6) -resilience and sustainability Climate Change and Risk Management (Project 4.2) Regeneration of Nature Based Tourism Assets (Project 2.2)
Biodiversity Impacts	The region is home to several endangered and priority species, underscoring its ecological significance and the need for ongoing conservation.	Regional Issues Advocacy (Project 4.3)
Economic Conditions	Drought, high living costs, and rising fuel prices are limiting both local and visitor spending. Businesses face tighter margins, reducing their capacity to invest in tourism. A lack of regional data and insights also constrains investor confidence and the development of viable business cases.	Industry Innovation and Capability (Project 1.6) -resilience and sustainability
Housing Affordability and Suitability	Housing shortages remain a major barrier to workforce attraction and retention across the Southern Flinders. A lack of affordable and diverse housing options limits the ability of tourism businesses and other industries to secure staff, while also deterring new residents from moving to the region. This challenge directly affects community growth and economic sustainability. RDAYMN is currently assessing local housing needs and working toward place-based solutions to improve availability and suitability.	Regional Issues Advocacy (Project 4.3)
Workforce and Skills	The Southern Flinders faces several workforce and skills challenges that directly impact the quality and sustainability of its tourism sector. There is an ongoing shortage of qualified staff to deliver high-quality customer service, manage tourism businesses and operate key visitor services. This lack of skilled labour limits the ability of operators to consistently provide strong customer experiences. Attracting and retaining employees is a persistent challenge, influenced by the shortage of affordable and suitable housing, as well as limited local job opportunities. Seasonal fluctuations in demand further complicate staffing, with many businesses requiring more workers during peak periods and fewer during quieter times - leading to inconsistencies in service quality across the year. A lack of diverse employment options also contributes to youth outmigration, reducing the pool of potential workers for the tourism and hospitality industries. Stakeholders highlighted the need for ongoing training and upskilling opportunities to strengthen the existing workforce and develop a new generation of tourism professionals. It was also noted that the focus should not solely be on retaining young people at all costs, but rather on ensuring they remain connected to the region - so that they may return later in life with new skills, experience and enthusiasm to contribute as active residents.	Industry Innovation and Capability (Project 1.6) - hospitality and customer service skills development Stakeholder, Industry and Community Engagement (Project 4.4) - youth engagement and connection with tourism and nature regeneration

Issue	Detail	Action
Public Transport	Public transport options in the Southern Flinders are extremely limited, making it difficult for visitors to travel to and around the region without a private vehicle. While airstrip upgrades are underway, there are no immediate opportunities for regular public air services, though self-fly air traffic could align with target visitor markets. The Ghan and Indian Pacific both follow the Augusta Highway, skirting the Southern Flinders, but do not currently stop in the region. The Port Pirie Bus Service offers an affordable weekly route between Peterborough and Port Pirie, stopping at Wilmington, Melrose and Murraytown. New rideshare arrangements through the State Government provide an opportunity to increase availability, particularly during major events and peak periods. Promoting local participation as rideshare drivers will improve visitor access. Future advocacy could focus on improving air and public transport access and exploring potential partnerships with Journey Beyond to establish a regular public rail service through the region	Regional Issues Advocacy (Project 4.3) Visitor Experience Development (Project 1.3) - support the uptake of rideshare driving around key townships Storytelling Framework and Action Plan (Project 3.2) - ensure visitors know the availability of rideshare if/as it becomes an accessible solution
Access (roads, aviation)	Roads: General road quality, particularly unsealed and dirt roads, requires maintenance to ensure safety. Data and insights are required to guide investment priorities, including which roads need upgrades, opportunities for EV charger installation, and optimisation of public transport links within and to/from the region. Aviation: Regional airports and aerodromes are being considered for upgrades to improve visitor access. Investigate opportunities to support self-fly visitors through airport/aerodrome access	Regional Issues Advocacy (Project 4.3)
Public Infrastructure	Local councils should collaborate with businesses and community members to identify opportunities for improving visitor infrastructure, particularly for RV and caravan parking near main streets.	Regional Issues Advocacy (Project 4.3)
Essential Services Infrastructure	South Australia's electricity network is being upgraded to meet growing demand and support the transition to low-emission energy. The Northern Transmission Project (NTx) will strengthen connections between the Mid North, Greater Adelaide and Upper Spencer Gulf, with consultations underway in areas including Peterborough and Orroroo. Advocate for improved telecommunications coverage, particularly in known blackspots across Wapma Thura-Southern Flinders National Park and Mount Remarkable National Park, to support visitor safety and experience.	Regional Issues Advocacy (Project 4.3)

South Australia's
Mid North and Yorke
Tourism Zone

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and Yorke Tourism Zone

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SOUTH AUSTRALIA

Government of South Australia
South Australian Tourism Commission