Flinders Ranges & Outback

Destination Management Plan
2026 - 2030



SOUTH AUSTRALIA

Government of South Australia
South Australian Tourism Commission

Flinders Ranges and Outback

Regional Development Australia
FAR NORTH

Acknowledgement of Country

(Cover image) Bunyeroo Valley, Ikara-Flinders Ranges National Park (1) Nilpena Ediacara National Park, Nilpena

We recognise the uniquely diverse Aboriginal communities across the state.

We value the knowledge Aboriginal peoples hold of Country and cultures and are committed to growing genuine relationships with Traditional Custodians.

We will continue our journey of reconciliation and support Aboriginal tourism operators and communities to tell their own stories and share their cultures with the world.

The Flinders Ranges & Outback tourism region is home to more than 30 Aboriginal Nations and language groups. Together, they reflect the extraordinary cultural diversity, histories and living traditions of the region, and continue to contribute to its cultural practice, environmental stewardship and community life.

Aboriginal Nations and language groups represented across the Flinders Ranges & Outback:

- Adnyamathanha
- Antakirinja
- Arabana
- Arrernte
- Barngarla
- Danggali
- Dieri
- Eringa
- Karangura
- Karuwali
- Kokatha
- Kuyani
- Lower Southern Arrernte
- Luritja
- Malyangaba
- Matu-Yankuntjatjara
- Ngadjuri
- Ngamini
- Ngura ritja
- Nukunu
- Pirlatapa
- Pitjantjatjara
- Tjayiwara Unmuru
- Wadigali
- Wangkangurru
- Wangkumara
- Wilyakali
- Yandruwandha
- Yankunytjatjara
- Yawarrawarrka
- Yarluyandi



This Acknowledgement was created in collaboration with Jack Buckskin from Kuma Kaaru Cultural Services. Artwork by Gabriel Stengle Kaurna, Ngarrindjeri, Narungga and Wirangu artist.

Executive Summary

The Flinders Ranges & Outback Destination Management Plan (DMP) 2026-2030 provides a strategic framework to grow the visitor economy in ways that deliver positive economic, social and environmental outcomes for communities across the region. In alignment with the South Australia Tourism Plan 2030, it responds to the need for destination planning that is adaptive, forward-looking and grounded in stewardship, supporting the development of distinctive visitor experiences, while protecting the region's natural and cultural assets.

Built on a shared vision and collective responsibility, the Plan adopts a destination stewardship approach that aligns resources, connects stakeholder priorities and encourages collaboration across industry, community and government. It provides a framework to guide tourism activities and decision-making through to 2030.

The Flinders Ranges & Outback tourism region extends from the Upper Spencer Gulf city of Port Augusta through the ancient ridgelines of the Flinders Ranges and the arid landscapes of Outback South Australia. Encompassing the local government areas of Port Augusta, Flinders Ranges, Roxby Downs and Coober Pedy, together with communities under the stewardship of the Outback Communities Authority, the region is defined by deep time, living culture and a character unlike anywhere else in Australia. Its ancient landscapes, globally significant Ediacaran fossil sites, exceptional dark skies and iconic outback identity make it one of Australia's most distinctive and compelling destinations.

Tourism in the region contributed $603 million in visitor expenditure in the 12 months to December 2024, an increase of 17% since 2019, and supported approximately 1,482 jobs[1]. Future growth will depend on increasing visitor yield, expanding the range of visitor experiences available and encouraging more visitors to stay overnight and engage more deeply with the region.

Shaped through targeted engagement with industry, community and stakeholders, the DMP is guided by a shared vision for tourism: the Flinders Ranges & Outback is a place of ancient landscapes and enduring cultures, where a spirit of discovery, resilience and deep connection shapes authentic experiences that celebrate the unique character of the Outback and its people.

The Plan is underpinned by four community values: Respect for Country, Outback Character, Connected Communities and Enduring Value. Achieving this vision and aligning with these values will require coordinated action across the tourism ecosystem, with operators, Traditional Custodians, councils, community organisations, government agencies and residents all contributing to the region's long-term success.

Four strategic priorities guide implementation of the Plan:

1. **Distinctive Visitor Experiences:** Developing high-quality, bookable experiences that celebrate the region's landscapes, cultures and outback character, increasing visitor appeal, yield and length of stay.
2. **Caring for Place:** Protecting and enhancing the region's natural and cultural assets through regenerative tourism principles, environmental stewardship and Aboriginal care for Country.
3. **Impactful Regional Storytelling:** Telling a compelling and authentic regional story that strengthens destination identity, deepens visitor connection and supports visitor dispersal.
4. **Destination Stewardship:** Building the partnerships, capability and resources needed to sustainably manage tourism and deliver shared benefits for communities, industry and visitors.

The Plan identifies two State Catalyst Projects of statewide significance, alongside nine Regionally Significant Projects and 11 Enabling Projects. Together, these initiatives are intended to grow visitor yield, diversify markets, strengthen business and community resilience, and reinforce tourism as a positive force for the region's economic, social and environmental wellbeing.

(1)



[1] Tourism Research Australia – Regional Tourism Satellite Account 2024/2025



(2) Kanku-Breakaways
Conservation Park

Contents

Executive Summary 3

Purpose of the Plan 6

Strategic Context 7

Flinders Ranges & Outback Tourism Stakeholders 8

Roles and Responsibilities 10

Regional Overview 12

Economic Profile 13

Visitor Profile 14

Regional Strengths 16

Regional Issues 17

The Strategy 18

Plan on a Page 18

Vision, Values and Aspirations 19

Measuring Success 21

Target Visitor Markets 23

How to Read and Understand the Strategic Priorities 26

How to Read the Project Tables 27

Strategic Priority 1: Distinctive Visitor Experiences 28

Strategic Priority 2: Caring for Place 39

Strategic Priority 3: Impactful Regional Storytelling 43

Strategic Priority 4: Destination Stewardship 49

DMP Management and Reporting 57

DMPs and Adaptive Tourism Management 60

DMP Project Agility 60

Supporting Information 61

Acknowledgements 61

Definitions 62

Strategic Alignment 63

Appendix 66

Table A: Experience Development Focus 66

Table B: Regional Tourism Advocacy Priorities 68

Purpose of the Plan

The tourism industry is experiencing remarkable growth, with national forecasts indicating a sustained upward trajectory of 4.0% annual growth through to 2030 for South Australia[2].

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 cost-of-living challenges, with rising costs 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 DMP provides a strategic analysis of tourism opportunities for the Flinders Ranges & Outback. It is a focused, future-facing framework designed to unlock the region's tourism potential. To ensure balance and focus, the DMP draws on consultation, research and the latest insights from local, regional and state stakeholders to address strategic regional issues.

This is not a typical DMP; 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.

The Flinders Ranges & Outback has an established tourism system and strong partners already working together. In this context, the Plan focuses on setting clear strategic direction and identifying shared opportunities, while recognising that governance and resourcing arrangements may evolve over time.

Where appropriate, the Plan identifies key stakeholders with an interest or role in regionally significant projects, supporting shared understanding and coordination. At the same time, the Plan deliberately allows space for any future governance structures, partnerships and funding models to emerge.

In this way, the DMP serves both as a practical guide for near-term action and a foundation for longer-term collaboration, providing a stable platform for delivery now while keeping the Flinders Ranges & Outback well positioned should new arrangements take shape.

While this plan is designed to guide tourism activities for the Flinders Ranges & Outback to 2030, it is grounded in a longer-term perspective, ensuring that decisions made today contribute to a resilient, 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

40 representatives from local and state government, industry organisations, tourism business and community interviewed across 25 in-depth interviews.

Stakeholder workshops

19 attendees at two community and industry workshops held in Port Augusta and Leigh Creek in November 2025.

Community and industry survey

30 respondents, including:

- 77% permanent residents
- 57% own a business that is connected to the tourism industry
- 37% of business owners have been operating for more than 10 years
- 33% work in a business that is connected to the tourism industry
- 67% volunteer in the local community

Desktop analysis

20+ strategies and plans reviewed (refer to Reference Documents on page 65).

[2] Tourism Research Australia - Tourism Forecasts for Australia 2025-2030 www.tra.gov.au/en/economic-analysis/tourism-forecasts

Strategic Context

(3) Pichi Richi Railway, Quorn

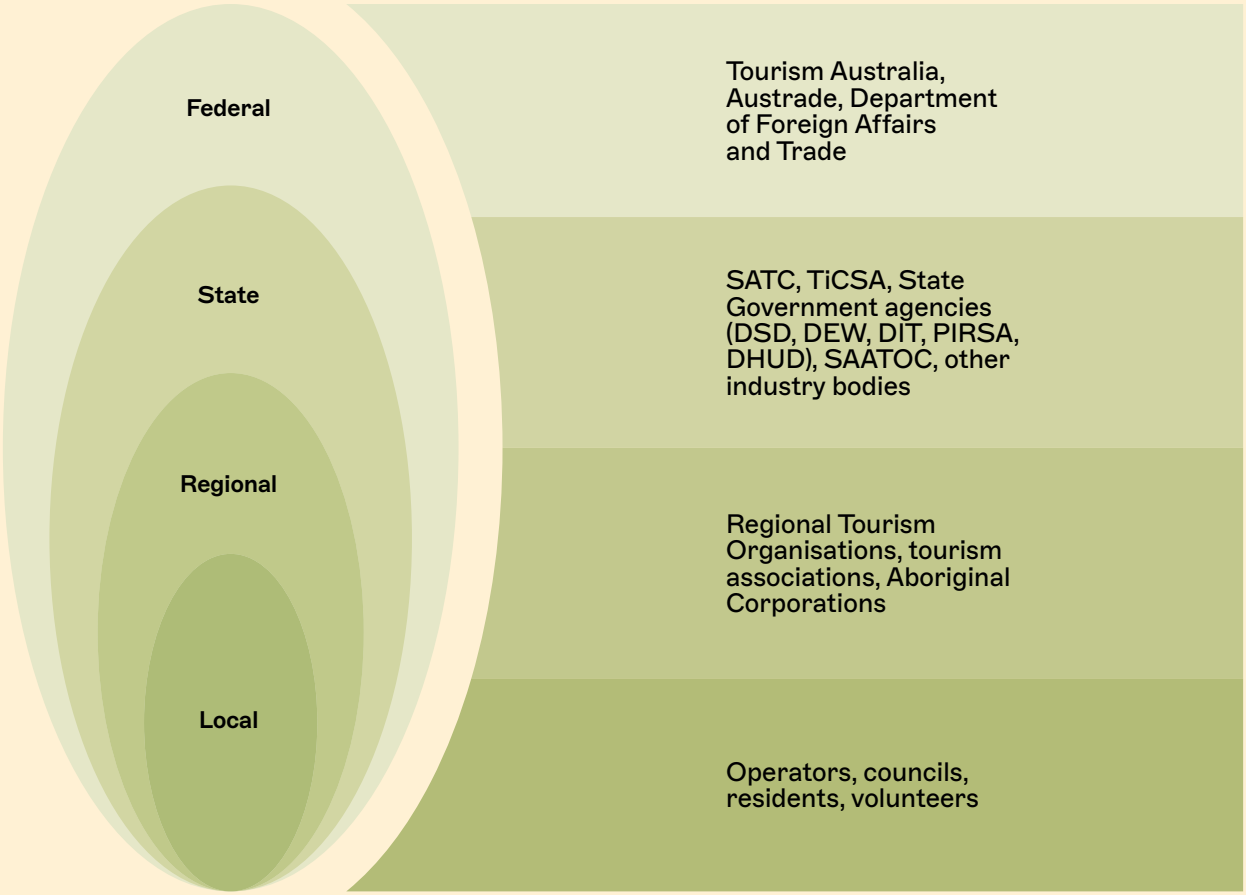
See the Supporting Information at the end of this document for:

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



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Flinders Ranges & Outback 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 Coober Pedy Municipal Council of Roxby Downs Outback Communities Authority Port Augusta City Council The Flinders Ranges Council	DCCP MCRD OCA PACC FRC
Regional Partners	Regional Development Australia Far North	RDA Far North
Community	Residents Community and progress associations Community events organisations	Collectively referred to as the 'community'
Traditional Custodians	There are more than 30 Aboriginal Nations and language groups across the Flinders Ranges & Outback tourism region. The following Prescribed Body Corporates represent Aboriginal peoples' native title rights and interests: — Adnyamathanha Traditional Lands Association — Antakirinja Matu - Yankunytjatjara Aboriginal Corporation — Arabana Aboriginal Corporation — Barngarla Determination Aboriginal Corporation — De Rose Hill - Ilpalka Aboriginal Corporation — Irrwanyere Aboriginal Corporation — Kokatha Aboriginal Corporation — Ngadjuri Adnyamathanha Wilyakali Native Title Aboriginal Corporation — Ngadjuri Nation Aboriginal Corporation — Nukunu Wapma Thura (Aboriginal Corporation) — The Dieri Aboriginal Corporation — Tjayuwara Unmuru Aboriginal Corporation — Walka Wani Aboriginal Corporation — Wangkangurru Yarluyandi Aboriginal Corporation — Wilyakali Native Title Aboriginal Corporation — Yandruwandha Yawarrawarrka Traditional Land Owners — Yankunytjatjara Native Title Aboriginal Corporation	 ATLA AMYAC AAC BDAC DRHIAC IAC KAC NAW NNAC NWT TDAC TUAC WWAC WYAC WNTAC YYTLO YNTAC
Tourism Industry	Andamooka Opal Fields Tourism Association Coober Pedy Retail Business & Tourism Association Flinders Ranges & Outback Tourism Marketing Committee Flinders Ranges Tourism Operators Association Stations Stays SA Tourism Industry Council of South Australia South Australian Aboriginal Tourism Operators Council Local tourism organisations Tourism businesses and committees Retail trader groups	AOFTA CPRBTA FRO FRTOA SSSA TiCSA SAATOC Collectively referred to as 'industry'
Environment Partners	Department for Environment and Water South Australian Arid Lands Landscape Board Local conservation organisations	DEW SAALLB
Other State Government Bodies	Department of the Premier and Cabinet The Office for Small and Family Business, Invest SA and The Circle within the Department for State Development Department for Infrastructure and Transport Department for Housing and Urban Development Department of Education Department of Primary Industries and Regions South Australia Office for Recreation, Sport and Racing	DPC DSD DIT DHUD DoE PIRSA ORSR

*At the time of publication, the Regional Tourism Organisation for the Flinders Ranges & Outback is the Flinders Ranges & Outback Tourism Marketing Committee (FRO). FRO works closely with Regional Development Australia Far North, which employs the Regional Tourism Manager (RTM).

(4) Parachilna Gorge

Additional acronyms used throughout this document:

ABS.....Australian Bureau of Statistics
DMP.....Destination Management Plan
LGAs.....Local Government Authorities
TA.....Tourism Australia
TRA.....Tourism Research Australia
VFR.....Visiting Friends and Relatives
VIC.....Visitor Information Centre
VIO.....Visitor Information Outlet

(4)



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 - Regulate short-term rentals - Licence tour operators - Facilitate food safety and liquor licensing - 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.



(5) The Big Miner,
Coober Pedy

Regional Overview

The Flinders Ranges & Outback tourism region extends from the Upper Spencer Gulf city of Port Augusta through the Flinders Ranges and across the vast pastoral and desert landscapes of Outback South Australia.

It encompasses the local government areas of Port Augusta, Flinders Ranges, Roxby Downs and Coober Pedy, together with communities under the stewardship of the Outback Communities Authority.

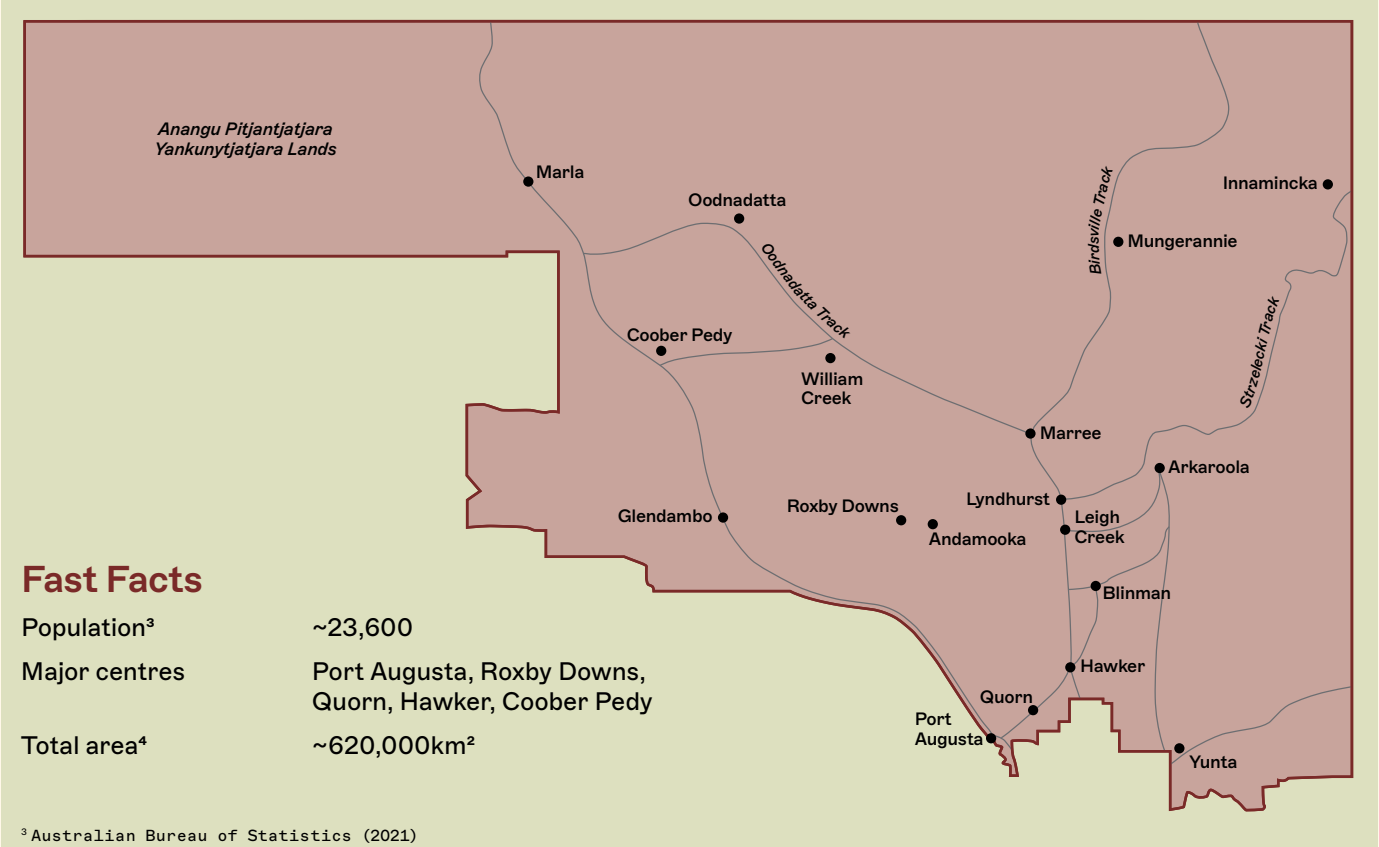
The region is defined by its globally significant landscapes, rich Aboriginal cultures and distinctive outback communities. The Flinders Ranges contains one of the world's most significant geological records of the emergence of complex life and is progressing towards World Heritage listing. Across the region, Aboriginal Nations maintain enduring connections to Country, contributing rich cultural knowledge, land management practices and opportunities for Aboriginal-led tourism and cultural exchange.

Each community contributes a distinct chapter to the visitor experience. Quorn, Hawker, Leigh Creek and Blinman offer heritage townscapes, rail and pastoral stories, and access to Ikara-Flinders Ranges National Park. Port Augusta serves as the region's gateway, linking coastal and outback environments and providing an important touring base. Coober Pedy is internationally recognised for its opal mining heritage and unique underground lifestyle, while Roxby Downs reflects the region's contemporary mining story. Further north, communities such as Marree, Innamincka and Oodnadatta anchor some of Australia's most iconic outback journeys, providing essential services, accommodation and opportunities to connect with the landscapes and stories of the interior.

Tourism plays an important role in supporting regional communities, businesses and services. National parks, station stays, accommodation providers, transport networks and visitor services collectively contribute to local economies while helping visitors experience the region's natural and cultural assets. Seasonal and natural events such as Kati Thanda-Lake Eyre flood seasons can generate significant visitation, creating economic opportunities while also increasing pressure on roads, services and sensitive environments. As a result, stewardship, resilience and sustainable management are central to the region's tourism future.

The region's long-term tourism ambition is to increase visitor yield by attracting travellers who stay longer, spend more and engage more deeply with place. This approach recognises the sensitivity of many of the region's natural and cultural assets and seeks to balance economic opportunity with environmental protection, cultural respect and community wellbeing.

Achieving this outcome will require ongoing collaboration between local government, the Outback Communities Authority, state agencies, Traditional Custodians, industry and community organisations. Together, these partners play an important role in aligning investment, destination management and storytelling across one of Australia's largest tourism regions.



Fast Facts

Population[3]	~23,600
Major centres	Port Augusta, Roxby Downs, Quorn, Hawker, Coober Pedy
Total area[4]	~620,000km²

[3] Australian Bureau of Statistics (2021)
[4] Land area of combined LGAs and Far North areas of unincorporated South Australia

Economic Profile

Visitors contributed $603 million in expenditure in the year ending December 2024[5], reaching 95% of the region's 2025 target of $638 million and 75% of its 2030 target of $804 million. This represents an increase from $514 million in 2019 to $603 million in 2024, demonstrating growth in the overall economic value of tourism despite changes in visitor patterns since 2019.

The region's tourism industry is supported by 478 businesses, including 277 employing businesses, and supports 1482 direct jobs, representing 7.4% of total employment in the region[6].

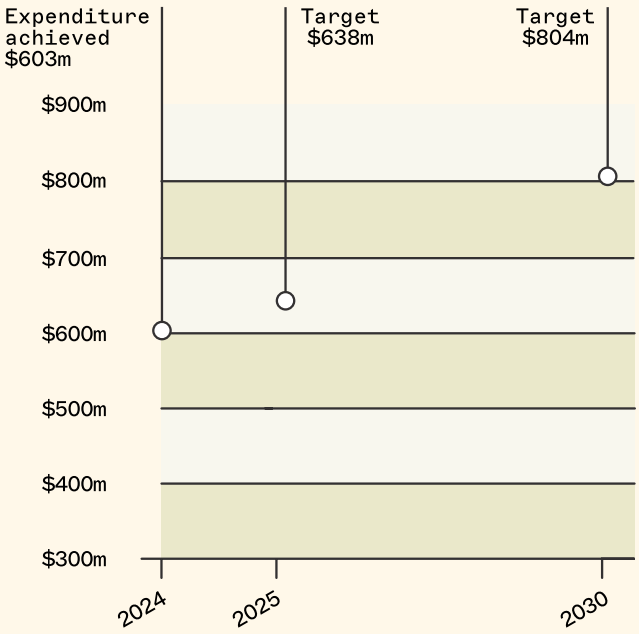
Visitor Expenditure

Visitor Expenditure
to December 2024
$603m

Visitor Expenditure
28%
of all international spend in regional SA

Tourism Businesses
as of June 2025
478
277 employing businesses: 133 micro, 120 small, 24 medium

Tourism Jobs
as of June 2025
1,482
7.4% of total jobs in the region



(6)



(6) Witjira National Park, Simpson Desert

[5] Flinders Ranges & Outback Regional Profile, December 2024
[6] Tourism Research Australia - Regional Tourism Satellite Account 2024/2025

Visitor Profile

December 2024 Visitor Profile[7]

Total Visitors: 1,255,000

Daytrip Visitors:

556,000	$142m Expenditure

Overnight Visitors:

699,000	$461m Expenditure
3.272m Nights	4.7 nights Average length of stay

Intrastate Overnight Visitors:

460,000	$279m Expenditure	1.809m Nights
3.9 nights Average length of stay	$154 Average spend per night	$606 Average spend per trip

Interstate Overnight Visitors:

202,000	$158m Expenditure	917,000 Nights
4.5 nights Average length of stay	$172 Average spend per night	$781 Average spend per trip

International Overnight Visitors:

37,000	$24m Expenditure	545,000 Nights
14.7 nights Average length of stay	$44 Average spend per night	$649 Average spend per trip

NOTE: Due to changes in Tourism Research Australia's data collection methodology in 2025, visitation results are not directly comparable with previous years. To ensure a consistent basis for analysis, this DMP uses year ending December 2024 data for historical trends and benchmarking.

Visitation to the Flinders Ranges & Outback remains strong compared with other South Australian regions and continues to recover well in the post-COVID environment. While total visitation remains below 2019 levels, the region has strengthened its yield performance, reaching 95% of its 2025 expenditure target by December 2024.

The region attracts 15% of total visits to regional South Australia but captures 28% of international overnight visits in regional SA. This highlights the region's strong appeal to international markets, while also pointing to an opportunity to increase the value generated from these visitors.

Overnight visitors are central to the region's visitor economy. They account for 57% of total visitors but generate 76% of total visitor expenditure, reinforcing the importance of growing overnight stays, increasing yield and encouraging deeper engagement with the region.

Intrastate visitors are the region's largest overnight market, accounting for 66% of overnight visits and 61% of overnight expenditure. Of these visitors, 36% are from Adelaide and 34% are from regional South Australia. The Flinders Ranges & Outback receives a 14% share of regional SA's intrastate overnight visitors. Intrastate spend per trip is $606, which is above the regional SA average of $509.

Interstate visitors account for 29% of overnight visits and contribute 34% of overnight visitor expenditure, making this a high-value market for the region. The region receives an 18% share of regional SA's interstate overnight visitors. Interstate spend per trip is $781, which is below the regional South Australian average of $840, indicating an opportunity to increase yield through stronger experience development, packaging and longer stays. The majority of visitors are from Western Australia and New South Wales.

International visitors represent 5% of overnight visits to the Flinders Ranges & Outback, but the region captures 28% of all international overnight visitors to regional South Australia. International visitors stay an average of 14.7 nights, which is around 3.5 times longer than domestic visitors. However, their spend per trip of $649, is significantly below the regional SA international average of $1,614. This lower spend is largely influenced by the high proportion of working holidaymakers in the region. Around 87% of international nights are related to employment purposes rather than leisure, and many working holidaymakers receive accommodation and meals as part of their employment arrangements. This reduces their recorded visitor expenditure. Key international leisure markets for the region include Europe, the United Kingdom, the United States, New Zealand and Southeast Asia.

[7] Flinders Ranges & Outback Regional Profile, December 2024

Day trip visitors are a substantial part of the region's overall visitor numbers, but not all day trips represent core tourism demand. Around 50% of day trips are made by residents travelling within the region, largely for services, work and social reasons rather than leisure tourism. While these trips are included in visitor data, this DMP focuses primarily on holiday and visiting friends and relatives (VFR) travel, particularly from outside the region, because these markets are more likely to generate visitor spend, overnight stays and broader economic benefits.

Purpose of visit

Overnight visitation is made up of:

Leisure visitors: 53%

- Holiday visitors: 33%
- Visiting friends and relatives: 20%

Business visitors: 38%

Business visitation is a distinctive feature of the Flinders Ranges & Outback visitor economy. It reflects the region's scale, remoteness and the economic activity generated by mining, pastoral industries and service provision. Many business visitors are FIFO workers, long-stay contractors or visiting service providers, many of whom stay in dedicated or employer-provided accommodation. This influences both the region's accommodation profile and average visitor spend.

Since 2019, business visitor expenditure has grown strongly by 84%, while the holiday market has declined by 32% and the VFR market has remained steady. Despite this decline, holiday visitors remain the highest-yielding leisure market, spending an average of $190 per night, compared with $143 per night for business visitors and $60 per night for VFR visitors[8]. Rebuilding and retaining holiday visitation is therefore a strategic priority for the region.

Additional visitor insights[9]

Overnight domestic visitation is strongest among visitors aged 25-34 (20%) and 45-54 (21%). International visitors are most commonly aged 45-54 (25%) and 65 years and over (28%).

Visitors primarily arrive by self-drive travel, which accounts for 75% of arrivals. 21% of visitors arrive by aircraft, primarily reflecting FIFO and work-related travel.

Visitation is strongest during the cooler months from June to October, peaking in July and October supported by school holiday periods.

27% of domestic visitors stay in caravan parks. 33% stay in "other accommodation", which largely reflects FIFO accommodation.

Domestic visitor dispersal is strongest in the Outback areas, with 45% visiting Outback areas, 16% visiting Roxby Downs, 12% visiting Port Augusta and 7% visiting Coober Pedy[10].

(7)



[8] Flinders Ranges & Outback Regional Profile, December 2024
[9] Flinders Ranges & Outback Regional Profile, December 2024
[10] Regional Roadshow Slide Deck. Data supplied by SATC

Regional Strengths

Globally significant landscapes and natural assets

The Flinders Ranges & Outback is distinguished by its ancient geology, globally significant fossil sites, opal fields and diverse natural environments that provide a world-class foundation for tourism. The Ediacaran fossil sites at Nilpena Ediacara National Park contain some of the earliest evidence of complex life on Earth and underpin the region's progressing World Heritage nomination.

The region is also home to an extraordinary collection of natural assets, including the Ramsar-listed Coongie Lakes, the rugged landscapes of Ikara-Flinders Ranges and Vulkathunha-Gammon Ranges national parks, the ochre landscapes of the Painted Desert, Munga-Thirri–Simpson Desert National Park - Australia's largest national park and one of the world's best examples of a parallel dunal desert - and Dalhousie Springs and the mound springs of the Great Artesian Basin. Together with the spectacle of Kati Thanda-Lake Eyre and some of Australia's darkest skies, these landscapes offer visitors experiences found in few other destinations in the world.

Deep cultural heritage

The region is rich in cultural heritage, encompassing the living cultures of more than 30 Aboriginal Nations, alongside expedition, pastoral and multicultural histories expressed through art, heritage places, railways and community storytelling.

Aboriginal communities continue to maintain enduring connections to Country, with distinct cultural knowledge, stories and land management practices deeply connected to the landscapes visitors experience today. A growing number of Aboriginal-led tourism experiences provide opportunities for visitors to learn directly from Traditional Custodians. Combined with the region's pastoral and community histories, this creates a layered and authentic narrative that spans deep time through to contemporary life.

Distinctive outback character

Few destinations offer the scale, authenticity and sense of place found in the Flinders Ranges & Outback. From the underground world of Coober Pedy and the hospitality of iconic outback pubs and station stays to the raw beauty of remote pastoral country and character-filled communities, the outback experience is central to its appeal. Coober Pedy alone produces around 70% of the world's opals and offers a globally distinctive visitor experience shaped by its mining heritage, underground lifestyle and multicultural community. Across the region, genuine encounters with people, place and outback culture create a powerful point of difference that resonates strongly with visitors seeking authentic experiences.

Resilient and welcoming communities

Strong and resilient communities are at the heart of the visitor experience. Across the region, residents, volunteers, community organisations and local businesses contribute their time, knowledge and resources to support tourism and welcome visitors. From local events and visitor information services to community-led attractions and experiences, these contributions help create the warmth, generosity of spirit and sense of connection that visitors consistently value and remember.

Uncrowded experiences

The scale and remoteness of the region provide opportunities for immersive nature-based experiences that are increasingly rare in a crowded world. Vast landscapes, minimal light pollution and exceptional dark skies allow visitors to experience solitude, connection with nature and a genuine sense of discovery. As concerns about overtourism grow globally, the Flinders Ranges & Outback offers space, freedom and authenticity as a clear competitive advantage.

Crossroads of iconic journeys

The Flinders Ranges & Outback sits at the crossroads of northern, western and eastern Australia, anchoring some of the country's most iconic touring routes and remote journeys. The region offers bucket-list experiences such as the Oodnadatta Track, Birdsville Track, Strzelecki Track and Simpson Desert crossings, where the journey itself is as memorable as the destination.

Long roads, open skies and constantly changing landscapes are defining elements of the visitor experience. Travel through the region offers a sense of scale, freedom and discovery that is increasingly difficult to find elsewhere. Key centres such as Port Augusta, Marree, Innamincka, Leigh Creek, Coober Pedy and Oodnadatta serve both as gateways and destinations in their own right. Together, they connect visitors to the stories, landscapes and experiences that make the Flinders Ranges & Outback one of Australia's most distinctive touring destinations.

Regional Issues

Dispersed management and limited capacity

Tourism and community activities across the region are supported by approximately 46 organisations, including progress associations, event committees and other volunteer-led community groups.

While these organisations play an important role in sustaining tourism and community outcomes, many operate with limited resources, fragmented funding and overlapping responsibilities.

This can reduce coordination, dilute advocacy efforts and make it more difficult to respond to emerging opportunities, secure investment and deliver a coordinated visitor experience. It also places increasing pressure on a small pool of dedicated volunteers, creating capacity challenges that can slow project delivery and long-term destination development.

Workforce and housing shortages

Attracting and retaining staff remains a significant challenge for tourism businesses across the region. Limited housing availability, remote locations and restricted access to training, career pathways and seasonal workforce programs all contribute to ongoing workforce shortages.

These challenges affect service quality, operating hours and business growth, particularly during peak periods. Workforce instability can also make it difficult for operators to consistently deliver high-quality visitor experiences and meet changing visitor expectations.

Infrastructure constraints

Tourism growth is constrained by gaps in both the provision and maintenance of enabling infrastructure, including roads, visitor facilities, waste systems, utilities and other essential services. These constraints influence how safely and comfortably visitors can travel through the region, affect access to key attractions and services, and can limit confidence to explore more remote parts of the region. They also place additional pressure on local communities and service providers during periods of high visitation.

Telecommunications and digital connectivity gaps

Inconsistent mobile coverage and limited digital connectivity across key touring routes, communities and attractions present challenges for visitors, businesses and emergency services.

For visitors, connectivity gaps can affect trip planning, navigation, access to real-time information and confidence in travel to remote areas. For businesses, they can limit online bookings, digital marketing opportunities and day-to-day operations. While many travellers are prepared for reduced connectivity in remote environments, reliable communications remain increasingly important for visitor safety and experience.

Underdeveloped tourism product and experiences

The region's natural and cultural assets are globally significant, but there remains a shortage of structured, guided and bookable experiences that enable visitors to engage more deeply with them. This limits opportunities to convert visitor interest into longer stays, greater expenditure and repeat visitation. It also constrains the region's ability to attract higher-yield domestic and international markets that increasingly seek immersive, curated and bookable experiences.

Limited accommodation diversity and capacity

Accommodation shortages and gaps in product diversity continue to constrain tourism growth across the region. This is particularly evident in higher-quality, nature-based, accessible and experience-led accommodation. Limited accommodation choice can reduce length of stay, restrict the region's ability to attract higher-yield visitor markets and create capacity challenges during peak visitation periods and major events.

Seasonality and visitor concentration

Tourism demand is heavily concentrated around school holidays, cooler months and major natural events such as Kati Thanda-Lake Eyre floods. While these peaks generate significant economic benefits, they can also place pressure on infrastructure, accommodation, services and volunteers. Conversely, quieter periods can affect business viability, workforce retention and industry investment. Managing demand more evenly throughout the year remains important to building a resilient and sustainable visitor economy.

Climate change, environmental pressures and visitor impact

Climate change represents the most significant long-term challenge facing the Flinders Ranges & Outback visitor economy. Rising temperatures, more frequent heatwaves and extreme weather events are expected to influence how, when and where people travel, while increasing risks for communities, visitors and operators.

The region's landscapes, ecosystems, wildlife and water systems are also under pressure from changing environmental conditions. At the same time, growing visitation can place additional strain on fragile desert, pastoral and cultural environments through impacts such as unmanaged camping, waste, off-road driving and inappropriate behaviour at sensitive sites.

These challenges reinforce the need for tourism growth to be carefully managed. Event organisers will need to carefully consider timing, seasonality and visitor safety, while operators may need to adapt product offerings to hotter conditions and changing demand patterns. Land managers and industry will need to respond to shifting environmental conditions, access constraints and seasonal variability, alongside growing expectations for responsible visitor behaviour and stewardship of sensitive landscapes.

Accessibility and transport limitations

The region's vast geography and reliance on self-drive travel can create barriers for some visitor markets, including international visitors, people living with a disability and those without access to a private vehicle. Limited public transport services and aviation connectivity further reduce travel options and workforce mobility across the region. Improving accessibility and transport connections will be important for broadening participation, increasing market reach, and ensuring more visitors can experience the region's landscapes, communities and attractions.

The Strategy

Plan on a Page

Vision	The Flinders Ranges & Outback is a place of ancient landscapes and enduring cultures, where a spirit of discovery, resilience and deep connection shapes authentic experiences that celebrate the unique character of the Outback and its people.			
Community Values	**Respect for Country. Outback Character. Connected Communities. Enduring Value.**			
Strategic Priorities	 **1. Distinctive Visitor Experiences**	 **2. Caring for Place**	 **3. Impactful Regional Storytelling**	 **4. Destination Stewardship**
Objective	Develop high-quality, bookable experiences that celebrate the region's landscapes, cultures and outback character, increasing visitor appeal, yield and length of stay.	Protect and enhance the region's natural and cultural assets through regenerative tourism principles, environmental stewardship and Aboriginal care for Country.	Share the region's unique stories in ways that strengthen destination identity, deepen visitor connection and encourage exploration of the region.	Build the partnerships, capability and resources needed to sustainably manage tourism and deliver value for communities, industry and visitors.
State Catalyst Projects	1.1 Flinders Ranges World Heritage Tourism Activation^ 1.2 Outback Dark Sky and Astronomy Tourism Development*			
Regionally Significant Projects	1.3 Flinders Ranges & Outback Touring Experiences and Signature Trails* 1.4 Port Augusta Gateway Visitor Experience Hub^ 1.5 Station Stays Experience Development^ 1.6 Visitor Infrastructure Improvement^	2.1 Kati Thanda-Lake Eyre Visitor Experience Management Strategy^ 2.2 Aboriginal Cultural Tourism Development*	3.1 Flinders Ranges & Outback Brand Positioning and Storytelling Strategy*	4.1 Visitor Management* 4.2 Building Local Capacity and Resilience*
Enabling Projects	1.7 Visitor Experience Development^ 1.8 Outback Events and Festivals^ 1.9 Contemporary Accommodation* 1.10 Pipeline Project Support and Investment Attraction^		3.2 Annual Destination Storytelling and Marketing Plan^ 3.3 Integrated and Innovative Visitor Servicing^	4.3 Industry Innovation and Capability Program^ 4.4 Climate Resilience and Crisis Management* 4.5 Regional Issues Advocacy^ 4.6 Stakeholder, Industry and Community Engagement^ 4.7 Strategic Insights^
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	The Flinders Ranges & Outback is a place of ancient landscapes and enduring cultures, where a spirit of discovery, resilience and deep connection shapes authentic experiences that celebrate the unique character of the Outback and its people.
Community Values	**Respect for Country** We recognise the deep time, living cultures and enduring significance of Country. We are committed to respecting and protecting its landscapes, stories and spirit by listening, learning and acting with care. **Outback Character** We value the resilience, ingenuity and authenticity of Outback communities. Tourism should reflect and strengthen this distinctive way of life, ensuring the character of the region remains at the heart of the visitor experience. **Connected Communities** We support strong connections between people, places and experiences. Through collaboration, inclusivity and shared opportunity, we seek to ensure communities across the region can participate in and benefit from tourism. **Enduring Value** We prioritise long-term outcomes over short-term gain. Tourism should leave a positive legacy for communities, culture, the environment and future generations, creating benefits that endure beyond individual seasons or visitor cycles.

	Visitor	Economy	Environment	Social	Culture
Aspiration	Visitors enjoy high-quality, authentic experiences that reflect the region's landscapes, cultures and outback character, resulting in longer stays, stronger connection to place and repeat visitation.	Tourism supports a diverse and sustainable regional economy by increasing visitor yield, strengthening local businesses and helping communities to thrive.	Tourism contributes to the protection and long-term sustainability of the region's natural landscapes, biodiversity and cultural sites.	Tourism strengthens resilient, connected communities by enhancing liveability, local pride and shared economic opportunity.	Culture is respected and shared through authentic, locally led experiences that honour Aboriginal heritage, pastoral history and the diverse stories, people and places that shape the region's identity.
Goal	Increase overnight visitation and length of stay. Increase number of contemporary visitor experiences and accommodation. Increase the number of internationally ready, commissionable tourism products. Maintain high levels of visitor satisfaction.	Increase visitor expenditure per visitor. Maintain or grow tourism jobs and businesses. Increase appropriate accommodation supply. Greater visitation outside peak periods.	Increase the number of tourism operators with recognised sustainability accreditation. Increase the number of visitor experiences where visitors can participate in or support environmental activities (e.g. donations, volunteering, tree planting, citizen science). Increase uptake of sustainable business practices.	Maintain positive sentiment towards tourism activity and development. Improve accessibility and inclusion across the visitor experience. Increase community participation in and benefit from tourism.	Increase awareness and appreciation of Flinders Ranges & Outback stories, heritage and cultural identity. Increase the number of Aboriginal-led tourism experiences or partnerships, where there is desire from Aboriginal communities. Increase the inclusion of Aboriginal stories and perspectives within visitor experiences and information channels. Level of Aboriginal community participation in DMP implementation or tourism advisory structures.
Measurable Indicators (and possible source)	Visitor volume (SATC Regional Tourism Profile). Visitor sentiment surveys.	Visitor yield (SATC Regional Tourism Profile). Tourism filled jobs (Tourism Research Australia). Number of tourism businesses (Tourism Research Australia). Operator sentiment on business performance and resilience (TiCSA barometer).	Number of businesses with sustainability accreditation (TiCSA/Ecotourism Australia). Number of events and accommodation providers implementing sustainability practices. Number of tourism-conservation partnerships. Number of operators participating in relevant training.	Community sentiment (SATC community sentiment survey). Sustainability and continuation of community-led tourism experiences and events. Improved accessibility of public infrastructure e.g. signage, toilets, trails.	Number of cultural, heritage and place-based stories shared via destination marketing. Positive feedback from Aboriginal stakeholders regarding engagement and representation. Number of Aboriginal-led tourism businesses, experiences or partnerships.

(8) Dalhousie Springs,
Simpson Desert

Measuring Success

Clear outcomes and regular reporting are critical to understanding whether this DMP is achieving its intent. Measuring success provides accountability to stakeholders, helps direct resources effectively and demonstrates the value of tourism to the community and the state. Success will be monitored at state, regional and project levels.

State Success

- The DMP contributes to the achievement of the South Australia 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.
- Biannual reporting is proposed to track progress against DMP goals and priority 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).

(8)



(9) Australian Arid Lands
Botanic Garden, Port Augusta



Target Visitor Markets

The Flinders Ranges & Outback attracts a diverse mix of visitors, but the greatest opportunity lies in growing visitor yield by attracting markets that stay longer, spend more and engage more deeply with the region's landscapes, cultures and communities.

While increasing overnight stays remains a priority across all visitor segments, not all markets contribute equally to the region's long-term aspirations. This DMP prioritises visitors whose interests align with the region's distinctive strengths, including nature, living cultures, iconic touring routes and authentic outback experiences.

1. Priority Cross-Cutting Segment

High Contribution Visitors

These visitors represent the region's highest-value opportunity for sustainable tourism growth. These visitors actively seek meaningful, immersive experiences and are motivated by destinations that positively contribute to communities, culture and the environment.

SATC's key audience segments, Authentic Connectors and Cultural Contributors[11], are particularly well-aligned with the Flinders Ranges & Outback. They are drawn to the exceptional landscapes, living cultures, dark skies and authentic outback experiences that offer depth, authenticity and genuine connection to place.

Typically travelling as adult couples or independent travellers from interstate and international markets, High Contribution Visitors are more likely to stay longer, travel beyond peak periods and support local businesses through higher-value experiences. Their values also strongly align with the region's aspirations for stewardship, cultural respect and sustainable tourism.

What we will do differently:

- Prioritise structured, guided and immersive experiences that deepen connections with geology, culture, landscapes and community life (Projects 1.1, 1.2, 1.5 and 2.2).
- Support industry innovation and experience development focused on distinctive, place-based visitor experiences (Projects 1.7 and 4.3).
- Measure success through dispersal, yield, length of stay, repeat visitation and visitor behaviour, not visitor numbers alone (Project 4.7).

2. Source Markets

Intrastate Visitors

Intrastate visitors are the region's largest overnight market, accounting for 66% of overnight visitation and contributing $279 million in expenditure. While this market already delivers strong value, visitor data and stakeholder feedback indicate there is considerable opportunity to increase yield and rebuild holiday demand.

Intrastate visitors spend an average of $606 per trip, above the regional South Australian average of $509. However, the holiday market has declined by 32% since 2019. Strengthening the Flinders Ranges & Outback's position as a short break and road trip destination, combined with more bookable experiences, compelling itineraries and contemporary accommodation, presents a significant opportunity to increase visitor spend and length of stay.

What we will do differently:

- Position the Flinders Ranges & Outback as South Australia's premier outback short break and self-drive destination, encouraging multi-night stays through targeted storytelling and marketing partnerships (Projects 3.1 and 3.2 Annual Destination Storytelling and Marketing Plan).
- Invest in shoulder-season events and festivals that encourage overnight visitation and extended stays (Project 1.8).
- Develop curated two-and three-night itineraries that connect townships, station stays, national parks and outback experiences (Projects 1.3 and 1.5).
- Support operators to develop bookable, market-ready experiences, including accessible and family friendly options (Project 1.7).

(10)



[11] SATC Audience Segments

(11) Josephine's Gallery, Coober Pedy

Interstate Visitors

The interstate market accounts for 29% of overnight visitation but contributes 34% of overnight visitor expenditure, making it one of the region's most valuable visitor segments. With an average spend per trip of $781 and an average stay of 4.5 nights, interstate visitors represent a significant opportunity to increase yield and visitor dispersal. Travellers from Victoria, Queensland, Western Australia and New South Wales are attracted by the region's dramatic landscapes, unique geology, iconic driving routes and sense of remoteness. The Flinders Ranges & Outback is often viewed as a bucket-list Australian outback destination.

The opportunity lies in converting that aspiration into longer stays, repeat visitation and deeper engagement through high-quality nature, culture, dark sky and adventure experiences. The World Heritage nomination and 2030 Total Solar Eclipse also provide significant opportunities to elevate the region's profile nationally.

What we will do differently:

- Leverage the World Heritage nomination and 2030 Total Solar Eclipse as major marketing catalysts and develop seasonal, interest-based itineraries that encourage longer stays and repeat visitation (Projects 3.1 and 3.2).
- Strengthen the depth and bookability of nature, geology, dark sky, Aboriginal culture and adventure experiences (Projects 1.1, 1.2, 1.3, 1.7 and 2.2).
- Grow the Station Stays network as a distinctive and bookable tourism product (Project 1.5).
- Support operators to engage with SATC and Tourism Australia's trade, media and famil programs, while ensuring products are accessible and market-ready (Projects 1.7 and 3.2).

International Visitors

The Flinders Ranges & Outback attracts 28% of all international overnight visitors to regional South Australia, making it the state's strongest-performing regional destination for international visitation.

International visitors stay an average of 14.7 nights, more than three times longer than domestic visitors. However, average spend per trip remains relatively low at $649, compared with the regional SA average of $1,614. This is largely influenced by the high number of working holiday makers in the region, creating substantial opportunity to attract more international leisure travellers.

Key international source markets include Europe, the United Kingdom, the United States, New Zealand and Southeast Asia. These visitors are typically drawn to the region's landscapes, wildlife, geology, dark skies and sense of remoteness.

International group touring represents a particularly important opportunity. It provides resilience during periods of economic uncertainty, supports dispersal and offers a practical pathway for delivering accessible, supported visitor experiences.

What we will do differently:

- Develop internationally ready, commissionable experiences across geology, dark sky, Aboriginal culture and outback adventure (Projects 1.1, 1.2, 1.3, 2.2 and 1.7).
- Support trade-ready operators to engage with SATC and Tourism Australia's international trade, media and famil programs (Project 3.2).
- Leverage the 2030 Total Solar Eclipse as an international profile-building opportunity for trade, media and scientific audiences (Projects 1.2 and 1.8).
- Advocate for improved aviation connectivity to support growth in international leisure visitation (Project 4.5).

(11)



3. Other Markets

Special Interest Markets

Caravan, Camping and Station Stays

Independent travellers, grey nomads, families and self-drive couples represent the largest and most dispersed leisure market. They are attracted to the freedom, scale, authenticity and sense of discovery that the Flinders Ranges & Outback offers.

These visitors are motivated by remote landscapes, iconic touring routes, wildlife, heritage experiences and genuine connections with outback communities. Travelling by private vehicle, most stay in caravan parks, campgrounds and station stays, contributing significantly to local economies as they move throughout the region.

Opportunities lie in strengthening the station stays network, improving caravan and camping infrastructure along touring routes, developing compelling multi-night itineraries, and ensuring visitors have access to quality information, services and accessible facilities.

What we will do differently:

- Strengthen and expand the Station Stays network, improving product depth, booking capability and touring connectivity (Project 1.5).
- Improve caravan and camping infrastructure along key touring routes (Project 1.6).
- Develop curated multi-night touring itineraries that connect national parks, heritage experiences, station stays and townships (Project 1.3).
- Strengthen the region's presence in self-drive and touring marketing channels (Project 3.2).

Nature, Geology and Adventure Travellers

Visitors seeking immersive outdoor experiences are among the region's highest-value and fastest-growing markets. Unlike many nature-based destinations, the Flinders Ranges & Outback offers a combination of ancient geology, deep-time discovery, iconic landscapes, dark skies and wilderness experiences found nowhere else in Australia.

From Kati Thanda-Lake Eyre in flood and the Simpson Desert to the Oodnadatta and Birdsville Tracks, the region is home to some of Australia's most iconic journeys and landscapes. Visitors seek opportunities to engage deeply with nature, geology and place through guided experiences, walking trails, cycling, wildlife encounters, four-wheel driving and astronomy experiences.

What we will do differently:

- Invest in guided nature, geology, dark sky, wildlife, walking and 4WD experiences (Projects 1.1, 1.2, 1.3 and 1.7).
- Develop multi-day walking and cycling experiences connected to station stays and accommodation (Projects 1.3, 1.5 and 3.2).
- Position the region as Australia's leading destination for dark sky tourism, geotourism and wilderness discovery through marketing, storytelling and international trade distribution (Projects 1.2, 1.3, 3.1 and 3.2).
- Improve trail infrastructure and interpretation at priority sites (Projects 1.6 and 3.2).

Educational and Special Interest Groups

The region's globally significant geology, Ediacaran fossil sites, dark skies and arid ecosystems create a distinctive opportunity for educational, scientific and special interest tourism.

School groups, universities, citizen scientists and niche interest travellers in geology, astronomy, ecology and conservation represent an important market that can generate year-round visitation and support shoulder-season demand. The 2030 Total Solar Eclipse provides an additional catalyst for attracting science, astronomy and educational travel from Australia and overseas.

What we will do differently:

- Develop curriculum-linked, guided geology and fossil experiences in partnership with the research and education institutions (Project 1.3).
- Build internationally commissionable dark sky and astronomy experiences ahead of the 2030 Total Solar Eclipse (Project 1.2).
- Reach these markets through university networks, scientific institutions and specialist tour operators (Projects 3.2 and 1.7).

How to read and understand the Strategic Priorities

There are four Strategic Priorities that set the direction for this DMP: Distinctive Visitor Experiences; Caring for Place; Impactful Regional Storytelling; Destination Stewardship. Projects within these priorities 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. — 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.



(12) Arkaroo Rock,
Ikara-Flinders Ranges National Park

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	Flinders Ranges World Heritage Tourism Activation^	Position the Flinders Ranges as a globally recognised destination for geological heritage and deep-time discovery.	The Flinders Ranges has been nominated for World Heritage listing in recognition of its outstanding geological, palaeontological and cultural significance. World Heritage recognition presents a significant opportunity to strengthen the region's profile as a destination for geological heritage, nature-based tourism, cultural tourism and educational travel. **Considerations for activation:** — Build industry capability, product readiness including commissionable experiences and international distribution ahead of the World Heritage listing decision. — Enhance interpretation, storytelling and visitor experiences across key geological, cultural and visitor sites throughout the nominated area.	The region is recognised globally as a world-class destination for geological heritage, deep-time discovery and geotourism. High-value domestic and international visitors are attracted to the region through globally significant nature, science, education and cultural experiences. Visitors stay longer, disperse more widely and contribute greater value to the communities and tourism businesses across the region.	RTO/RTM SATC DEW FRC OCA FRO FRTOA Industry Adnyamathanha Traditional Custodians	Short-term

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

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.
- Decision-making arrangements and reporting expectations.

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.

(12)



Strategic Priority 1: Distinctive Visitor Experiences

Objective

Develop high-quality, bookable experiences that celebrate the region's landscapes, cultures and outback character, increasing visitor appeal, yield and length of stay.

Why is this important to the region?

- Supports growth in visitor yield by encouraging visitors to stay longer, spend more and engage more deeply with the region through a stronger portfolio of high-quality, bookable experiences.
- Positions the Flinders Ranges & Outback as a more compelling and distinctive destination leveraging its unique strengths in ancient landscapes, living cultures, dark skies, outback experiences and iconic touring routes.
- Strengthens visitor dispersal across the region by expanding experiences available in townships, outback communities and along key touring routes, spreading the benefits of tourism more broadly.
- Deepens visitor connection to landscape, culture and community, strengthening appreciation of the region's nature, cultural heritage and supporting its long-term sustainability as a destination.

Priority Projects

State Catalyst Projects	Regionally Significant Projects	Enabling Projects
1.1 Flinders Ranges World Heritage Tourism Activation^	1.3 Flinders Ranges & Outback Touring Experiences and Signature Trails*	1.7 Visitor Experience Development^
1.2 Outback Dark Sky and Astronomy Tourism Development*	1.4 Port Augusta Gateway Visitor Experience Hub^	1.8 Outback Events and Festivals^
	1.5 Station Stays Experience Development^	1.9 Contemporary Accommodation*
	1.6 Visitor Infrastructure Improvement^	1.10 Pipeline Project Support and Investment Attraction^

South Australia Tourism Plan 2030 Alignment

Increase appeal to drive demand

- Simplify and double-down on our strengths.

Tourism - a force for good

- Create a 'True South' visitor experience with our 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.

New and evolving products and experiences

- Partner with industry to grow a diverse and brand aligned product offering.
- Build industry capability and nurture innovation.

United Nations Sustainable Development Goals Alignment



State Catalyst Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.1	Flinders Ranges World Heritage Tourism Activation^	Position the Flinders Ranges as a globally recognised destination for geological heritage and deep-time discovery.	The Flinders Ranges has been nominated for World Heritage listing in recognition of its outstanding geological and palaeontological significance. The nominated area spans more than 58,000 hectares and includes key sites within Ikara-Flinders Ranges National Park, Vulkathunha-Gammon Ranges National Park, Nilpena Ediacara National Park, Arkaroola Wilderness Sanctuary and two pastoral lease properties. The Flinders Ranges is the only place in the world where the emergence of complex animal life can be observed through a continuous geological record spanning three geological periods between 510 and 672 million years ago. Following more than a decade of research, conservation and advocacy, the nomination has been accepted for assessment, with a determination expected as early as 2027. World Heritage recognition presents an opportunity to elevate the region's profile for geotourism, nature-based, cultural and educational travel. To maximise this opportunity, the region will need continued investment in visitor experiences, interpretation, storytelling, infrastructure and industry capability. Activation should focus on translating the region's globally significant geology into compelling visitor experiences. This includes strengthening interpretation across key sites, developing commissionable tourism products and building partnerships with research, education and tourism organisations. Adnyamathanha people should continue to lead and guide cultural governance and interpretation as part of the World Heritage and geotourism narrative, in line with cultural authority and community aspirations. **Considerations for activation:** — Build industry capability and product readiness, including commissionable experiences and international distribution, ahead of the World Heritage listing decision. — Enhance interpretation, storytelling and visitor experiences across key geological and cultural sites, including Ikara-Flinders Ranges National Park (Wilpena Pound, Brachina Gorge, Bunyeroo Gorge, Global Boundary Stratotype Section), Nilpena Ediacara National Park, Vulkathunha-Gammon Ranges National Park and Arkaroola Wilderness Sanctuary. — Strengthen partnerships with Adnyamathanha Traditional Custodians, research institutions, conservation agencies and industry to build the region's reputation as a leading geotourism destination.	The region is recognised globally as a world-class destination for geological heritage, deep-time discovery and geotourism. High-value domestic and international visitors are attracted to the region through globally significant nature, science, education and cultural experiences. Visitors stay longer, disperse more widely and contribute greater value to the communities and tourism businesses across the region. Adnyamathanha people lead and guide cultural governance, interpretation and storytelling in ways that reflect cultural authority and community aspirations.	RTO/RTM SATC DEW FRC OCA FRO FRTOA Industry Adnyamathanha Traditional Custodians	Short-term to Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.2	Outback Dark Sky and Astronomy Tourism Development*	Develop the Flinders Ranges & Outback as one of Australia's leading destinations for dark sky and astronomy tourism.	The Flinders Ranges & Outback is home to some of Australia's darkest and clearest night skies, creating a significant opportunity to develop a nationally significant dark sky tourism offering. Established astronomy experiences, including those at Arkaroola Wilderness Sanctuary, provide a strong foundation for growing the region's reputation for astronomy, science and night sky experiences. Dark sky tourism offers opportunities to diversify the visitor economy, increase shoulder season visitation and encourage longer stays. These experiences complement the region's nature-based, geological, cultural and outback tourism offer, creating additional reasons for visitors to stay overnight and explore more widely across the region. Rather than a single tourism route, development should focus on a network of distinct dark sky experience clusters anchored in local communities and existing astronomy destinations. Integrating astronomy into broader tourism experiences can help build a more diverse and resilient year-round visitor economy. The 2030 Total Solar Eclipse presents a rare opportunity to showcase the region to domestic and international audiences. With the path of totality crossing the northern Flinders Ranges, the event has the potential to generate major economic benefits. Realising this opportunity will require a coordinated, government-led response involving investment in accommodation, camping management, road safety, transport logistics, waste management, utilities, emergency services and environmental protection. While the Eclipse is a major catalyst for investment and profile building, long-term success will depend on creating enduring dark sky experiences, infrastructure and industry capability that continue to generate benefits well beyond the event itself. Eclipse planning is addressed in further detail in Project 1.8 and should be read alongside this project. **Considerations for activation:** — Develop distinct dark sky experience clusters anchored by existing astronomy destinations and supported by bookable visitor experiences, interpretation and storytelling. — Build industry capability and support operators to develop accessible, market-ready astronomy and dark sky experiences. — Support Traditional Custodians and existing Aboriginal tourism operators to explore dark sky tourism opportunities, including partnerships with other tourism businesses, where they align with community aspirations and readiness. — Invest in interpretation, observatories, visitor infrastructure and digital storytelling that strengthen the region's dark sky offering. — Leverage the 2030 Total Solar Eclipse to build long-term industry capability, visitor infrastructure, accommodation offerings, trade relationships and destination awareness (align with Projects 1.8 and 1.9). — Align dark sky experiences and marketing with shoulder season visitation opportunities (Project 3.2).	The Flinders Ranges & Outback is recognised as one of Australia's leading astronomy and dark sky tourism destinations. Visitors stay longer and engage more deeply with the region through a diverse range of night-time experiences. Shoulder season visitation increases, supporting business viability and a more resilient year-round visitor economy. The region is prepared to capitalise on the 2030 Total Solar Eclipse opportunity. Aboriginal cultural knowledge and perspectives inform dark sky storytelling where communities choose to share them.	RTO/RTM SATC DEW RDA Far North DCCP FRC MCRD OCA PACC FRO Industry FRTOA AOFTA CPRBTA Traditional Custodians Total Eclipse 2030 Working Group and event organisers	Medium

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.3	Flinders Ranges & Outback Touring Experiences and Signature Trails*	Develop and promote a connected network of thematic experiences that help visitors discover the region, explore with confidence and shape their own journey.	Self-drive is the primary way visitors experience the Flinders Ranges & Outback. Given the scale of the region, visitors tend to build their itinerary as they travel, selecting experiences, attractions and destinations that align with their interests. This project focuses on better organising, packaging and promoting the region's experiences through a series of themed visitor journeys that make it easier for visitors to understand what is available, discover places, connect experiences and explore more widely. Rather than fixed routes, these themes act as flexible discovery tools that help visitors personalise their journey while encouraging longer stays and greater dispersal. Potential themes include: — Geology and Deep Time (fossils, landscapes, opal fields) — Outback Food, Drink and Produce — Heritage and Stories — Film and Screen Delivery will focus on curating existing experiences, attractions and destinations into visitor-friendly themes supported by itineraries, storytelling, trade-ready content and digital visitor information. Walking and cycling experiences will build on assets such as the Heysen and Mawson Trails, improving awareness, accessibility and market-readiness through guided, supported and packaged experiences. This project supports the delivery of the Flinders Ranges World Heritage Tourism Activation project (Project 1.1) by providing connecting geological, cultural and outback stories through visitor experiences and themed journeys. It also provides a framework for destination marketing, trade engagement, and itinerary development through the Annual Destination Storytelling and Marketing Plan (Project 3.2). **Considerations for activation:** — Organise and promote experiences through visitor-focused themes rather than fixed touring routes. — Develop itineraries, maps and digital tools that help visitors discover experiences based on their interests. — Strengthen the packaging and promotion of guided and bookable products for trade. — Use digital platforms as the primary delivery channel, supported by targeted interpretation and wayfinding where appropriate. — Activate existing walking and cycling assets through guided, supported and accessible products. — Assess the feasibility of a new premium guided multi-day walking experience in the Flinders Ranges.	Visitors can more easily discover, navigate and experience the region, encouraging longer stays and greater dispersal. The region's landscapes, cultures and stories are presented through compelling visitor journeys that strengthen destination identity. Tourism businesses and experiences are better connected through themed itineraries, improving visibility, collaboration and commercial opportunities. Smaller towns and attractions gain greater visitor exposure, supporting regional dispersal and local economic benefit. Walking, cycling and touring experiences are more accessible, market-ready and appealing to a broader range of visitors.	RTO/RTM SATC DEW SAALLB DCCP MCRD OCA PACC FRC Traditional Custodians FRO Friends of Heysen Trail South Australian Museum Research institutions including universities Country Arts SA SA Film Corp Screen Australia Industry	Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.4	Port Augusta Gateway Visitor Experience Hub^	Strengthen Port Augusta as the welcoming gateway to the Flinders Ranges & Outback.	Port Augusta is the primary southern gateway to the Flinders Ranges & Outback, and the point of arrival for many visitors entering the region. Located at the intersection of major highways, it is well positioned to shape first impressions and influence how visitors experience the region. Stakeholder engagement identified lingering negative perceptions of Port Augusta and opportunities to strengthen visitor orientation, gateway storytelling and destination activation to encourage more visitors to stop, stay and explore. This project focuses on tourism-led activation, orientation and storytelling and complements broader community safety, social and urban renewal initiatives being delivered by other agencies. Existing assets including Wadlata Outback Centre, Australian Arid Lands Botanic Garden and Upper Spencer Gulf waterfront provide a strong foundation for a more engaging gateway experience. Opportunities also exist to strengthen Port Augusta's role as a service hub, touring base and business events destination, generating additional economic benefits for the city and surrounding region. Improving the gateway experience will help visitors better understand what the region has to offer, prepare for outback travel and build stronger connections to the experiences beyond Port Augusta. **Considerations for activation:** — Strengthen the gateway experience through improved visitor orientation, wayfinding, welcome signage and trip planning information. — Enhance storytelling that introduces visitors to the landscapes, cultures, communities and experiences of the Flinders Ranges & Outback. — Support waterfront activation through events, public space improvements, dining options and low-impact aquatic experiences, including kayaking, stand-up paddleboarding and fishing charters. — Develop a cohesive gateway identity supported by improved trip-planning resources for self-drive visitors. — Expand opportunities for Aboriginal-led interpretation and storytelling at key public sites, where this aligns with Aboriginal community aspirations. — Provide practical travel information and infrastructure that supports safe, accessible and confident outback travel. — Position Port Augusta as the region's business events hub through event attraction and pre- and post-event touring packages. — Develop an events and activation program that strengthens the waterfront and public spaces, supports the evening economy and encourages visitors to stop and stay.	Visitors are encouraged to stop, stay and spend more time in Port Augusta before travelling throughout the region. Visitors are better informed, prepared and confident when exploring the Flinders Ranges & Outback. Port Augusta is recognised as a welcoming and engaging gateway to the region. Visitors gain a stronger understanding of the region's landscapes, cultures and stories from the beginning of their journey. Community pride and support for tourism are strengthened through a more vibrant and attractive gateway experience.	PACC RTO/RTM Traditional Custodians DIT FRO Wadlata Outback Centre Australian Arid Lands Botanic Garden Industry Business Events Adelaide	Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.5	Station Stays Experience Development^	Strengthen and expand the station stays offering across the Flinders Ranges & Outback.	Station Stays are one of the region's most distinctive tourism experiences, providing visitors with opportunities to connect with working pastoral properties, outback landscapes and the people who live and work in them. They offer an authentic experience closely aligned with the region's identity and highly valued by domestic and international visitors seeking meaningful connections to place. While existing operators provide a strong foundation, opportunities exist to enhance visitor experiences, improve booking pathways, strengthen storytelling and increase participation in marketing and trade distribution channels. This program focuses on enabling and supporting Station Stays operators, recognising the diversity of ownership models, locations and business aspirations across the network. Station Stays SA provides an established platform for this work, having represented and supported operators for more than 15 years through member investment, volunteer commitment and industry collaboration. Future initiatives should build on this foundation, strengthen collaboration across the network and avoid duplication of effort. **Considerations for activation:** — Support operators to upgrade or enhance accommodation, camping and visitor experiences, including station tours, wildlife encounters, stargazing, outback skills activities and pastoral and heritage storytelling, which reflect the unique character of each property. — Strengthen the visibility and market readiness of station stays through improved storytelling, digital presence and booking pathways. — Build operator capability across experience development, social media, ATDW listing quality, distribution and trade engagement. — Encourage collaboration across the network to create linked touring routes across multiple properties, encouraging visitors to travel further and stay longer. — Explore opportunities such as grants, mentoring and investment support to address barriers associated with operating tourism businesses in remote areas, including insurance, freight, infrastructure maintenance and workforce housing. — Leverage the Station Stays SA network to support collective marketing, knowledge sharing and coordinated program delivery.	The region's reputation for authentic outback experiences is strengthened among domestic and international markets. Pastoral businesses diversify their income through tourism, supporting business resilience and long-term sustainability. Visitors stay longer and disperse more widely across the region, increasing economic benefits for remote communities and tourism businesses. A broader range of bookable station stay experiences is available to visitors. The stories, heritage and contemporary lifestyles of outback pastoral communities are shared with visitors in authentic and engaging ways.	SSSA Industry RTO/RTM RDA Far North SATC TiCSA OSFB DSD PIRSA FRC OCA FRO FRTOA	Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.6	Visitor Infrastructure Improvement^	Invest in essential visitor infrastructure upgrades across the region to improve safety, amenity, accessibility and visitor confidence, while supporting tourism growth and protecting sensitive landscapes.	Visitor infrastructure plays an important role in shaping how people experience the Flinders Ranges & Outback. Well-planned infrastructure improves safety, comfort and accessibility, encourages visitors to explore more widely, and helps protect the natural and cultural environments that underpin the region's appeal. This project focuses on a coordinated program of visitor infrastructure improvements across key touring routes, destinations and communities. Priorities include rest areas, amenities, campgrounds, wayfinding, waste management and other facilities that support both the visitor experience and sustainable destination management. Given the region's scale and reliance on self-drive travel, wayfinding and visitor orientation are particularly important. Consistent gateway signage from Port Augusta, visitor information and regional storytelling can help visitors navigate the region with confidence while reinforcing a strong sense of place. Digital tools and connectivity provide opportunities to improve trip planning, visitor safety and storytelling across remote areas. This project focuses on visitor-related infrastructure and complements broader community infrastructure investment delivered by local government, the Outback Communities Authority and state agencies. It does not replace broader responsibilities for core community infrastructure held by these agencies. **Considerations for activation:** — Identify priority visitor infrastructure upgrades across key touring routes, visitor destinations and towns. — Improve visitor amenities, campgrounds, rest areas, waste management facilities and visitor services at high-use locations. — Strengthen wayfinding, arrival signage and visitor orientation throughout the region. — Support visitor safety through improved access to travel information, trip planning resources and digital tools. — Explore opportunities to enhance interpretation and storytelling through both physical and digital infrastructure. — Improve accessibility and inclusion across facilities and experiences. — Advocate for sustainable funding and investment models that recognise the visitor economy benefits generated by regional infrastructure (refer Appendix, Table B: Regional Tourism Advocacy Priorities).	Visitors experience a safer, more comfortable and more accessible journey throughout the Flinders Ranges & Outback. Sensitive natural and cultural sites are better protected through appropriate visitor facilities and site management. Visitor infrastructure supports greater dispersal across the region and encourages visitors to explore a wider range of destinations and experiences. Regional communities and tourism businesses benefit from infrastructure that supports a high-quality visitor experience. The Flinders Ranges & Outback presents a more cohesive and recognisable destination identity through consistent wayfinding, visitor information and gateway experiences.	DIT DCCP MCRD OCA PACC FRC RTO/RTM SATC RDA Far North DEW FRO PIRSA Traditional Custodians	Short-term to Medium-term

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.7	Visitor Experience Development^	Diversify the region's visitor offerings by supporting the development of nature-based, heritage, cultural and outback experiences that align with target markets.	The Flinders Ranges & Outback has extraordinary natural, cultural and heritage assets with strong potential to convert visitor interest into higher-yield visitation through a broader range of structured, bookable and market-ready experiences. This project supports the growth and diversification of tourism products aligned with South Australia's strengths in Nature and Place, Food, Wine and Drink, and Events and Festivals. It focuses on transforming the region's natural, cultural and heritage assets into high-quality experiences that meet the needs of priority markets. The project also supports the development of stronger visitor experience clusters across the region. Connecting accommodation, attractions, events, food and drink, culture and visitor services can create more compelling destination experiences, encourage dispersal and strengthen tourism's economic contribution. Specific opportunities are outlined in Appendix Table A: Experience Development Focus Areas. **Considerations for activation:** — Identify priority experience gaps and opportunities aligned with target markets, and support operators to progress from concept to market-ready product. — Support the development of bookable and commissionable experiences ready for domestic and international distribution. — Encourage the development of experience clusters that increase dispersal and support two- and three-night itineraries. — Support Aboriginal communities and operators to explore tourism opportunities that align with community aspirations, building on existing support programs and partnerships (Project 2.2). — Encourage regenerative and conservation-focused tourism experiences that connect visitors with conservation, community stewardship and caring for Country. — Strengthen the long-term viability of volunteer-run heritage experiences through improved commercial sustainability and succession planning. — Support opportunities that leverage the region's film, screen and creative industries to attract visitors and increase awareness (Project 1.3). — Encourage night-time experiences and reduce barriers to development through improved coordination and clearer approval pathways. — Identify opportunities to activate heritage buildings, former pastoral assets and other underutilised sites where appropriate. — Clarify the roles of supporting organisations and establish an industry database (Project M.2) to guide targeted industry development. — Align product development with the Flinders Ranges & Outback Brand Positioning and Storytelling Strategy (Project 3.1).	The quantity and quality of bookable, market-ready visitor experiences across the region increases. Visitors stay longer and contribute greater value to the visitor economy through a broader and more compelling tourism offering. Tourism benefits are dispersed across more communities through stronger experience clusters and destination-based visitor offerings. Tourism operators are supported to innovate and develop experiences that reflect the region's distinctive nature, culture, heritage and outback identity. Aboriginal-led tourism experiences are developed and shared where they align with community aspirations, cultural authority and readiness.	RTO/RTM RDA Far North SATC TiCSA OSFB Industry Traditional Custodians DSD PIRSA DCCP MCRD OCA PACC FRC FRO DEW	Short-term to Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.8	Outback Events and Festivals^	Lead a coordinated regional events and festivals program that grows year-round visitation, strengthens signature experiences, builds delivery capacity, and positions the region for the 2030 Total Solar Eclipse.	The Flinders Ranges & Outback has a diverse events calendar that celebrates the region's landscapes, culture, communities and outback character. Existing events include opal festivals, astronomy nights, Aboriginal arts and cultural events, motorsport, horse events, running and cycling events, and community celebrations across towns and outback communities. Events play an important role in attracting visitors, encouraging overnight stays, showcasing local stories and generating economic benefits. They also contribute to community pride, social connection and destination identity. This project focuses on strengthening and coordinating the existing events calendar rather than simply growing the number or scale of events. Priorities include supporting sustainable event delivery, building sector capability, improving coordination and ensuring events continue to deliver value for communities, volunteers, businesses and visitors. A coordinated regional approach will help align event planning, marketing and promotion, encourage visitation during quieter periods and create stronger links between events, visitor experiences and destination storytelling. The 2030 Total Solar Eclipse presents a rare opportunity to showcase the Flinders Ranges & Outback to domestic and international audiences. Realising this opportunity will require significant coordinated planning and investment across government, industry and communities. It requires consideration of accommodation, camping overflow, road safety, transport, waste management, utilities, emergency services and environmental protection. Immediate progression of trade relationships, visitor infrastructure investment and accommodation development (Project 1.9) will be critical. While the Eclipse can act as a catalyst for visitor growth and destination awareness, planning should focus on creating long-term benefits beyond the event itself. This project links directly to Projects 1.2, 1.6, 1.7 and 3.1, and should be read alongside the Experience Development Focus Areas (Appendix, Table A). **Considerations for activation:** — Strengthen the coordination, promotion and sequencing of events across the regional calendar. — Encourage event programming that supports shoulder season visitation and reduces pressure on infrastructure and volunteers. — Build capability through shared tools, resources, training and support for event organisers and volunteers. — Distribute a regional events calendar through VICs, accommodation providers and trade partners. — Develop partnerships with major Adelaide events including Fringe, Illuminate, SALA, Tasting Australia, Tour Down Under and Gather Round to encourage metropolitan audiences to visit the region.	Visitors have more reasons to visit the region throughout the year, supporting increased visitation and overnight stays. Visitation is more evenly distributed across seasons, strengthening business viability and workforce sustainability. The Flinders Ranges & Outback is well positioned to maximise the opportunities presented by the 2030 Total Solar Eclipse. Volunteer fatigue is reduced through improved coordination, capability and shared resources. The region's landscapes, cultures and communities are celebrated through a vibrant and distinctive events calendar. Community pride, participation and support for tourism are strengthened through locally led events and festivals.	RTO/RTM SATC TiCSA DCCP MCRD OCA PACC FRC FRO Event committees and community organisations 2030 Eclipse Working Group Country Arts SA	Short-term to Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
			— Begin planning for the 2030 Total Solar Eclipse, including trade development, visitor infrastructure investment and accommodation pipeline progression (Project 1.9), in coordination with transport, utilities, waste and emergency management agencies. — Align event marketing and promotion with broader destination storytelling and marketing activities (Project 3.2). — Support community-led and heritage-based experiences to develop seasonal events that strengthen viability (Project 1.7). — Explore ongoing event funding models that reduce reliance on one-off grants and improve event continuity.			
1.9	Contemporary Accommodation*	Increase the capacity, diversity and quality of accommodation across the region.	The Flinders Ranges & Outback has a strong foundation of iconic accommodation assets, including luxury wilderness lodges, underground accommodation in Coober Pedy, premium bush retreats and a well-established network of station stays. However, additional capacity, greater product diversity and upgrades to existing accommodation will be needed to support future visitor growth and yield. Accommodation is a critical enabler of the region's tourism ambitions. Increasing the availability of contemporary, market-ready accommodation will support longer stays, improve visitor choice and attract high-value markets. This project focuses on facilitating investment and accommodation development. Priorities include upgrading existing stock, addressing market gaps, particularly in the mid-range segment, and creating an environment that encourages private investment. Opportunities will vary across locations and should respond to market demand, infrastructure capacity and local aspirations. A coordinated approach involving local government, the OCA, DSD, RDA Far North and industry will be important to identify opportunities, address barriers and support investment across the region. Accommodation development should be aligned with enabling infrastructure and workforce housing, recognising that water, power, telecommunications and staff accommodation can directly influence the feasibility and scale of tourism projects. This project is closely linked to Station Stays Experience Development (Project 1.5), Visitor Infrastructure Improvement (Project 1.6) and Pipeline Project Support and Investment Attraction (Project 1.10). **Considerations for activation:** — Facilitate investment attraction activities that connect investors and developers with priority opportunities, suitable sites and support pathways across the region (Project 1.10). — Support upgrades to existing stock, particularly motels, pubs, caravan parks and heritage accommodation, to improve quality, accessibility and visitor appeal.	Visitors have access to a broader range of high-quality accommodation that supports longer stays and a wider range of travel styles and budgets. Accommodation capacity and diversity increase, improving the region's ability to attract and accommodate high-value visitor markets. Private investment supports the renewal, expansion and diversification of the region's accommodation offering. Heritage buildings and underutilised assets are activated through accommodation and tourism investment where appropriate. Accommodation development is supported by the infrastructure required to sustain long-term tourism growth.	Private investors and developers RTO/RTM RDA Far North SATC DSD OSFB DEW PIRSA DHUD DCCP MCRD OCA PACC FRC FRO Industry	Medium-term to Long-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
			— Support station stay operators to diversify and enhance accommodation offerings, such as premium cabin or eco-lodge options, where this aligns with their business aspirations and visitor demand (Project 1.5). — Identify opportunities to activate heritage buildings and underutilised sites, including opportunities that leverage the distinct character of communities such as Coober Pedy, Quorn, Hawker and Leigh Creek. — Encourage caravan park upgrades, including glamping options and improved accessibility, to broaden market reach. — Explore accommodation opportunities near Nilpena Ediacara National Park in partnership with nearby landowners and private operators, subject to planning and tenure resolution. — Address gaps in accommodation supply across key market segments, including mid-range accommodation, eco-lodges, family-friendly options and accessible accommodation. — Align accommodation development with enabling infrastructure planning, recognising that water, power, telecommunications and workforce housing are critical enablers of sustainable tourism growth (Project 1.6).	Accessible accommodation options increase, improving inclusion and choice for visitors of all abilities.		

Strategic Priority 2: Caring for Place

Objective

Protect and enhance the region's natural and cultural assets through regenerative tourism principles, environmental stewardship and Aboriginal care for Country.

Why is this important to the region?

- Protects the region's ancient landscapes, Aboriginal cultural heritage and iconic outback communities, which underpin its destination appeal and visitor economy, ensuring these assets remain resilient as visitation grows.
- Supports Aboriginal leadership into destination development by respecting cultural authority and community aspirations, ensuring tourism opportunities are guided by community choice and deliver genuine benefits where participation is desired.
- Strengthens community pride, wellbeing and support by ensuring visitors, communities and landscapes all benefit from a well-managed visitor economy.
- Positions the Flinders Ranges & Outback as a leader in sustainable tourism, strengthening its appeal to high-contribution visitors and supporting the long-term resilience of the region's visitor economy.

Priority Projects

State Catalyst Projects	Regionally Significant Projects	Enabling Projects
Nil	2.1 Kati Thanda-Lake Eyre Visitor Experience Management Strategy^ 2.2 Aboriginal Cultural Tourism Development*	Nil

South Australia 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 Peoples' care for place and community 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.
- **New and evolving products and experiences**
  - Build industry capability and nurture innovation.

United Nations Sustainable Development Goals Alignment



Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
2.1	Kati Thanda-Lake Eyre Visitor Experience Management Strategy^	Develop a coordinated long-term management and visitor experience strategy for Kati Thanda-Lake Eyre and surrounding areas that protects ecological and cultural values while supporting safe, high-quality visitor experiences.	Kati Thanda-Lake Eyre is one of Australia's most iconic and dynamic landscapes. Flood events generate significant visitation and economic opportunities for outback communities, while also placing pressure on visitor infrastructure, accommodation, transport networks, emergency services and sensitive environmental and cultural assets. This project will establish a framework for managing visitation to Kati Thanda-Lake Eyre and surrounding areas, recognising that flood events are recurring and require proactive planning, coordinated management and shared responsibility across government, communities, Traditional Custodians and industry. Arabana and Dieri peoples are the Traditional Custodians of Kati Thanda and their cultural authority, knowledge and enduring connection to Country are central to the future management of the destination. Decisions regarding cultural interpretation, storytelling and access to cultural knowledge should be guided by Arabana and Dieri peoples. This strategy will build on the Kati Thanda-Lake Eyre Flood Tourism Management Plan and align with the Kati Thanda-Lake Eyre National Park Management Plan. It will integrate visitor management, environmental protection, infrastructure planning, visitor information and experience development to support a resilient destination that continues to deliver benefits for communities and visitors. A coordinated approach involving Traditional Custodians, local communities, tourism operators, DEW, the OCA, and emergency services will help maximise the benefits of visitation while protecting the values that make Kati Thanda-Lake Eyre globally significant. **Considerations for activation:** — Align visitor management, infrastructure planning and experience development to support long-term destination sustainability while protecting sensitive environmental and cultural values. — Strengthen preparedness and coordination across government, industry and communities to manage future visitation surges. — Establish clear, authoritative visitor information that supports safe and responsible travel. — Support visitor experiences that deepen understanding of the landscape, its seasonal transformations and cultural significance. — Ensure outback communities and service towns, including William Creek, Marree and Oodnadatta, are well positioned to benefit from visitation while managing associated pressures.	The ecological and cultural values of Kati Thanda-Lake Eyre are protected as visitation grows. Visitors are well informed, travel safely and enjoy high-quality experiences throughout the region. Visitor surges are managed more effectively through coordinated planning, infrastructure and visitor servicing. Outback communities and service towns benefit from visitation while maintaining community wellbeing and destination quality. Arabana and Dieri peoples' cultural authority and connection to Kati Thanda is respected and embedded in visitor experiences.	Arabana Aboriginal Corporation Dieri Aboriginal Corporation SAPOL, SES, CFS and SA Health RTO/RTM SATC DEW DIT OCA FRO SAALLB Industry	Medium-term to Long-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
2.2	Aboriginal Cultural Tourism Development*	Support Aboriginal communities across the Flinders Ranges & Outback to explore, lead and deliver authentic cultural tourism opportunities that align with community aspirations and cultural authority.	There is growing visitor interest in authentic Aboriginal cultural experiences across Australia. Across the Flinders Ranges & Outback, opportunities exist to strengthen Aboriginal participation in the visitor economy. However, participation in tourism is not assumed, and visitor demand should not determine whether, how or when Aboriginal people choose to engage in tourism. Decisions about participation, cultural interpretation and tourism development rest with Traditional Custodians and should be guided by community aspirations and readiness. This project focuses on connecting Aboriginal individuals, communities and enterprises with existing programs, networks and support pathways that assist with business development, workforce capability, product development, mentoring and market access. Established programs and organisations, including SAATOC, Tourism Australia's Indigenous Tourism Champions Program, the Department of Small and Family Business, The Circle and the First Nations Tourism Mentoring Program, provide important pathways for Aboriginal people and communities interested in tourism. The project recognises that tourism is only one potential form of participation in the visitor economy. Opportunities may also include cultural interpretation, tourism partnerships, employment, advisory roles and other forms of engagement determined by Aboriginal communities. **Guiding principles:** — Engagement occurs through relevant Aboriginal Corporations and established cultural governance processes. — Cultural knowledge is shared only with the consent of Traditional Custodians and relevant Aboriginal organisations. — Participation in tourism is not assumed and is guided by each community's aspirations, priorities and readiness. — Appropriate time and resources are provided for relationship-building, cultural governance and community engagement. — Tourism outcomes are community-led and guided by cultural authority rather than visitor demand. **Considerations for activation:** — Connect Aboriginal communities, operators and aspiring tourism businesses with existing programs, funding opportunities, mentoring and market pathways. — Support business capability, workforce development and tourism readiness through established training and support programs. — Build education, training and employment pathways with TAFE SA, Port Augusta Technical College and other providers to strengthen long-term Aboriginal participation in the visitor economy.	Aboriginal communities participate in and benefit from the visitor economy in ways that align with their aspirations, priorities and cultural authority. Aboriginal-led tourism experiences are developed and shared where communities choose to engage in tourism. Cultural knowledge, heritage and connection to Country are respected, protected and celebrated. The Flinders Ranges & Outback is recognised as a culturally respectful destination. Aboriginal participation, capability and employment within the visitor economy increase where communities seek these opportunities.	Traditional Custodians SAATOC Tourism Australia First Nations Tourism Mentoring Program National Indigenous Australian Agency RTO/RTM RDA Far North SATC TiCSA OCA DEW OSFB FRO	Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
			— Support partnerships that enable Aboriginal tourism development in culturally appropriate ways where supported by Traditional Custodians and local communities. — Support Aboriginal-led interpretation, storytelling and cultural experiences across nature, heritage and dark sky experiences, where communities choose to share these with visitors. — Promote Aboriginal-led tourism businesses and experiences through regional marketing, visitor information and trade channels (Project 3.2).			

Strategic Priority 3: Impactful Regional Storytelling

Objective

Share the region's unique stories in ways that strengthen destination identity, deepen visitor connection and encourage exploration of the region.

Why is this important to the region?

- Positions the Flinders Ranges & Outback as a distinctive destination by communicating its unique combination of ancient landscapes, enduring cultures, dark skies, outback character and iconic journeys.
- Aligns marketing, storytelling and visitor information across industry, communities and government, creating a clear and consistent destination narrative.
- Encourages visitors to explore beyond iconic destinations, supporting dispersal and spreading tourism benefits across more communities and experiences.
- Celebrates the stories, cultures and lived experiences that make the region distinctive, ensuring storytelling remains authentic, place-led and grounded in local perspectives.
- Attracts visitors whose interests and values align with the region's long-term aspirations, supporting deeper visitor connection, higher yield and repeat visitation.

Priority Projects

State Catalyst Projects	Regionally Significant Projects	Enabling Projects
Nil	3.1 Flinders Ranges & Outback Brand Positioning and Storytelling Strategy*	3.2 Annual Destination Storytelling and Marketing Plan^ 3.3 Integrated and Innovative Visitor Servicing^

South Australia Tourism Plan 2030 Alignment

- **Increase appeal to drive demand**
  - Deliver a long-term destination brand platform.
  - Simplify and double down on our strengths.
- **Tourism - a force for good**
  - Create a 'True South' visitor experience with our 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.
- **New and evolving products and experiences**
  - Support our industry to tell the South Australian story.

United Nations Sustainable Development Goals Alignment







(13) Arkaroola Ridgetop Tour

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.1	Flinders Ranges & Outback Brand Positioning and Storytelling Strategy*	Create a unified brand and narrative framework that guides destination marketing, experience development, visitor servicing and interpretation across the Flinders Ranges & Outback.	The Flinders Ranges & Outback is defined by world-class natural assets, living cultures, authentic outback characters, bucket list journeys and vast open skies. While these strengths are significant, their full value can only be realised through clear, consistent and compelling storytelling that helps visitors understand what makes the region distinctive and why it is worth exploring. This project will establish a shared destination positioning and storytelling framework that aligns marketing, visitor information, interpretation and experience development across the region. The framework should provide a strong and consistent regional narrative while allowing individual communities, destinations and operators to retain their own identity and voice. The strategy should build on the community's co-designed vision and values, creating practical tools and guidance that help stakeholders tell the region's stories in ways that are authentic, locally relevant and aligned with the region's long-term aspirations. **Considerations for Activation:** — Establish a regional interpretation of SATC's Celebrate the Simple Pleasures brand platform that reflects the distinctive character of the Flinders Ranges & Outback. — Develop a clear destination narrative built around themes such as 'deep time' (geological heritage, Ediacaran fossils, ancient landscapes), 'living cultures' (Aboriginal stories and on-Country experiences), 'outback character' (pastoral and mining heritage, resilient communities, iconic people and places) and 'dark skies and science' (astronomy and nature-based discovery). — Embed these themes across the Annual Destination Storytelling and Marketing Plan (Project 3.2), visitor information, interpretation, trade engagement and experience development. — Support tourism operators, communities and stakeholders to strengthen storytelling capability and align with the regional narrative. — Develop the strategy in partnership with Aboriginal communities and Traditional Custodian organisations to ensure cultural authority is respected and reflected in regional storytelling. — Improve visitor understanding of seasonal conditions, environmental realities and travel considerations to support positive visitor experiences. — Strengthen gateway storytelling and visitor orientation, particularly in Port Augusta, to help visitors understand the experiences, landscapes and communities that await them (Project 1.4).	The Flinders Ranges & Outback is recognised for its distinctive landscapes, cultures, dark skies and outback character. Visitors develop a deeper connection with the region through authentic and engaging storytelling. Tourism businesses, communities and stakeholders share a clear and consistent destination narrative. Visitors are better informed and prepared, contributing to improved satisfaction and safer travel experiences. Aboriginal cultural authority is respected and reflected in the region's storytelling and interpretation. The stories, people and communities of the Flinders Ranges & Outback are authentically represented across destination marketing and visitor information.	RTO/RTM SATC DCCP MCRD OCA PACC FRC Traditional Custodians FRTOA AOFTA CPRBTA FRO	Short-term to Medium-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.2	Annual Destination Storytelling and Marketing Plan^	Develop and deliver an annual destination storytelling and marketing plan that brings the region's brand and stories to life across marketing, trade and visitor servicing channels.	This plan operationalises the Flinders Ranges & Outback Brand Positioning and Storytelling Strategy (Project 3.1). While the Framework establishes the region's destination narrative and positioning, this project focuses on how those stories are activated, distributed and promoted each year. A coordinated approach will ensure marketing, trade engagement, visitor information and destination storytelling remain aligned, targeted and responsive to emerging opportunities and changing visitor needs. It will provide a framework for annual priorities, seasonal campaigns, content development and market engagement activities that reflect the region's target markets and objectives. The plan should connect regional storytelling with SATC's marketing activity, industry-led marketing, visitor servicing and trade distribution to maximise the impact of resources and create a consistent visitor experience across all touchpoints. **Considerations for activation:** — Align marketing activity with the Flinders Ranges & Outback Brand Positioning and Storytelling Strategy (Project 3.1). — Develop coordinated content, trade and media resources that promote the region's stories, experiences, visitor journeys, product clusters and itinerary content. — Build operator capability in destination marketing, including digital content creation and ATDW listing quality to ensure operator-generated content supports and reinforces the destination narrative. — Align marketing activity with seasonal conditions, visitor capacity and priority visitor markets when timing major campaigns to periods when infrastructure, accommodation and experiences are operating at their best. — Support shoulder season visitation through coordinated campaigns linked to events (Project 1.8). — Leverage SATC marketing activity and partnerships to maximise regional reach and investment. — Monitor performance and adapt annual priorities in response to visitor trends, new products, emerging events, seasonal conditions, market opportunities and destination outcomes.	The Flinders Ranges & Outback's stories are consistently communicated across marketing, trade and visitor servicing channels. Tourism experiences and businesses are more visible to domestic and international markets. Marketing and visitor communications support positive visitor experiences through accurate expectation setting and responsible travel messaging. Shoulder season visitation increases through coordinated storytelling and marketing activity. Aboriginal-led tourism experiences and stories are promoted where communities choose to share them.	RTO/RTM FRO SATC DCCP MCRD OCA PACC FRC	Ongoing (reviewed annually)

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.3	Integrated and Innovative Visitor Servicing^	Optimise the region's visitor information and servicing network to improve visitor safety, confidence and experience quality.	Effective visitor servicing is essential to delivering safe, high-quality experiences across the Flinders Ranges & Outback. Given the region's scale, remoteness and reliance on self-drive travel, visitors need access to reliable information before and during their journey to travel confidently, make informed decisions and explore the region safely. This project focuses on strengthening coordination across the visitor servicing network, ensuring information is accurate, consistent and accessible across visitor information centres, visitor information outlets, tourism operators, accommodation providers and digital channels. A coordinated approach will improve the visitor experience, support dispersal and help visitors better understand the region's landscapes, communities, conditions and travel requirements. **Considerations for activation:** — Establish a single source of visitor information, hosted and maintained by the RTO through the regional website. — Improve access to visitor information in low or no-connectivity environments through appropriate digital and offline solutions. — Provide accurate, timely and consistent visitor information across all visitor servicing channels. — Strengthen visitor safety messaging, including travel planning, road conditions, weather, parks access and remote-area preparedness. — Promote consistent responsible travel messaging, drawing on initiatives such as the Aussie Travel Code to encourage safe, respectful and environmentally responsible behaviour. — Support a coordinated visitor servicing network that clearly defines roles, responsibilities and service expectations. — Support VICs to deliver expanded services, including itinerary planning, trip information and destination discovery tools that encourage visitors to explore more of the region. — Support consistent promotion of regional events (Project 1.8), experiences and destination information across the visitor servicing network. — Ensure visitor information is accessible and inclusive for visitors of different ages, abilities and backgrounds. — Leverage technology and digital innovation (AI, apps, real-time alerts) to complement face-to-face servicing.	Visitors have access to accurate, timely and reliable information that supports safe and confident travel. Visitor information and servicing is delivered consistently across the region's network of visitor touchpoints. Visitors are better prepared for travel in remote environments, contributing to improved safety outcomes and reduced pressure on emergency and support services. Digital and in-person visitor servicing work together to improve accessibility, convenience and visitor experience quality. Visitors are better informed and inspired to explore more of the region, supporting dispersal and longer stays. Tourism operators, visitor information services and communities are better connected through a coordinated regional visitor servicing approach.	VICs and VIOs via: DCCP MCRD OCA PACC FRC RTO/RTM SATC DEW DIT SAALLB FRO TiCSA	Medium-term to Long-term

Strategic Priority 4: Destination Stewardship

Objective

Build the partnerships, capability and resources needed to sustainably manage tourism and deliver value for communities, industry and visitors.

Why is this important to the region?

- Strengthens coordination, collaboration and advocacy across the region, improving the ability to align resources, secure investment and progress shared tourism priorities.
- Supports effective destination stewardship by ensuring tourism growth is planned, managed and resourced in ways that balance visitor, community, cultural and environmental outcomes.
- Respects Aboriginal leadership and cultural authority in destination management, ensuring tourism development is guided by community aspirations.
- Protects the landscapes, cultures, stories and communities that underpin the region's appeal and long-term sustainability as a visitor destination.
- Enables evidence-based decision making through strong stakeholder engagement, industry intelligence and visitor insights, ensuring destination management remains responsive to changing conditions and opportunities.

Priority Projects

State Catalyst Projects	Regionally Significant Projects	Enabling Projects
Nil	4.1 Visitor Management* 4.2 Building Local Capacity and Resilience*	4.3 Industry Innovation and Capability Program^ 4.4 Climate Resilience and Crisis Management* 4.5 Regional Issues Advocacy^ 4.6 Stakeholder, Industry and Community Engagement^ 4.7 Strategic Insights^

South Australia Tourism Plan 2030 Alignment

- **Tourism - a force for good**
  - 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



Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.1	Visitor Management*	Develop a coordinated, region-wide approach to visitor stewardship and environmental management that protects the region's natural, cultural and community values.	The Flinders Ranges & Outback is defined by vast landscapes, sensitive environments, living cultures and remote communities. While it is not a mass tourism destination, seasonal peaks, major events and growing visitation to iconic destinations can place pressure on natural and cultural assets, communities and visitor infrastructure. Stakeholder engagement identified ongoing challenges including unmanaged camping, waste, off-road driving, biosecurity risks and inappropriate behaviour at sensitive sites. This project focuses on strengthening visitor stewardship through consistent visitor communications, responsible travel messaging, environmental stewardship initiatives and coordinated planning for peak visitation periods. It seeks to build a culture of shared responsibility among visitors, tourism operators, land managers and communities, supporting conservation, cultural respect and positive visitor experiences. **Considerations for activation:** — Develop seasonal readiness resources for tourism operators and visitor services ahead of peak periods and major events. — Promote consistent responsible travel messaging across visitor information channels, drawing on the principles of the Aussie Travel Code. — Improve visitor understanding of camping, waste disposal, biosecurity and responsible travel practices, particularly at popular remote locations. — Support land managers, Traditional Custodians and communities to develop locally appropriate visitor management approaches for environmentally and culturally sensitive sites. — Encourage visitor participation in conservation, citizen science, stewardship and caring for Country initiatives. — Strengthen visitor preparedness and safety through clear information, protocols and communication channels before and during disruptions. — Align visitor management approaches with existing emergency management, environmental management and visitor management frameworks, including the Far North Zone Emergency Management Plan and the Kati Thanda-Lake Eyre strategy (Project 2.1). — Apply lessons from managing visitation to Kati Thanda-Lake Eyre (Project 2.1) and other high-profile destinations to improve preparedness for visitation surges, major events and growing tourism demand across the region.	Sensitive landscapes, cultural places and biodiversity are better protected through proactive visitor management and stewardship. Visitors travel responsibly and contribute to the protection of the region's natural, cultural and community values. Visitors are well informed and prepared, supporting safer travel and higher-quality visitor experiences. Communities, land managers and tourism operators work together to support responsible and sustainable visitation. Visitors have opportunities to contribute to conservation, citizen science and caring for Country initiatives that strengthen connection to place.	RTO/RTM SAALLB DEW SATC PIRSA Traditional Custodians DCCP MCRD OCA PACC FRC FRO SAPOL SES	Medium-term to Long-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.2	Building Local Capacity and Resilience*	Build the resilience and long-term sustainability of the region's community-led organisations by strengthening collaboration, capability and collective capacity to deliver tourism outcomes.	The Flinders Ranges & Outback relies on a diverse network of community-led organisations, volunteer groups, tourism associations, event committees, progress associations and local partnerships that collectively contribute to destination development, visitor servicing, event delivery and tourism advocacy. These organisations play a critical role in supporting tourism across a vast geographic area. However, many operate with limited resources, small volunteer bases and increasing expectations, creating challenges for long-term sustainability and effectiveness. This project focuses on strengthening the capacity, resilience and coordination of the organisations. The first step is to better understand the region's tourism delivery landscape through a tourism capacity audit that identifies organisations, roles, strengths, challenges and opportunities for greater collaboration. A more coordinated approach has the potential to strengthen advocacy, improve alignment around shared priorities, reduce administrative burden and help ensure limited resources are directed towards activities that deliver the greatest benefit for communities, visitors and industry. The project also seeks to build stronger regional connections between organisations, creating opportunities for shared learning, joint planning and collective action while recognising that local circumstances, community aspirations and organisational models will vary across the region. **Considerations for activation:** — Undertake a regional tourism capacity audit to better understand organisations, roles, resources, strengths and opportunities. — Develop a coordinated regional advocacy framework aligned across councils, OCA, RDA Far North and tourism organisations. — Provide resources, templates, tools, training and support that reduce administrative burden and strengthen organisational capability in areas such as insurance, compliance and event delivery. — Explore alternative delivery models, including commercial models, where supported by community aspirations and local circumstances. — Create opportunities for joint tourism planning, shared learning and collaboration to align priorities and funding opportunities.	Community-led organisations are more resilient, sustainable and better equipped to deliver tourism outcomes. Volunteers and community organisations are better supported, strengthening long-term participation and reducing burnout. Tourism planning, advocacy and delivery are more coordinated and collaborative across the region. Regional advocacy is strengthened, improving the ability to secure investment in tourism-enabling infrastructure and services. Communities across the region, including in unincorporated and remote areas, are better represented in destination planning and decision-making.	RTO/RTM FRO FRTOA SSSA AOFTA CPRBTA Event committees Progress associations DCCP MCRD OCA PACC FRC SATC	Short-term

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.3	Industry Innovation and Capability Program^	Build the capability, resilience and long-term sustainability of tourism businesses through targeted training, industry development and support pathways.	Tourism businesses across the Flinders Ranges & Outback operate in a challenging environment characterised by remoteness, workforce pressures, infrastructure constraints and higher costs of doing business in regional and remote locations. Many are small or micro businesses with limited time and resources to engage in business development, training and industry programs. This project focuses on improving awareness of and access to existing business support, training, workforce and accreditation services. Rather than creating new programs, the priority is to connect operators with established opportunities that strengthen long-term viability, capability and competitiveness. A coordinated approach involving industry bodies, training providers, government agencies and regional partners will help reduce barriers to participation and ensure support remains relevant to business needs. **Considerations for activation:** — Connect tourism operators with existing training, mentoring, accreditation, workforce and business support programs delivered by SATC, TiCSA, Tourism Australia, the Office for Small and Family Business and other providers. — Create a single source of truth for training, accreditation and business support opportunities, supported by online delivery and peer learning. — Support operators to strengthen digital marketing, online booking systems, trade readiness and distribution. — Assist businesses to navigate common challenges associated with operating in remote locations, including workforce attraction, regulations, insurance, compliance and supply chain constraints. — Encourage sustainable tourism practices and recognised sustainability accreditation where appropriate. — Strengthen connections with education providers, workforce development and business support providers including Port Augusta Technical College, TAFE SA, Workforce Australia and RDA Far North. — Monitor industry needs and emerging challenges to ensure support remains responsive and relevant. **Priority capability building topics:** — Digital marketing, online bookings, trade readiness and distribution. — Sustainability and accreditation. — Experience development, innovation and visitor servicing. — Workforce development, compliance, governance and risk management.	Tourism businesses are more resilient, adaptive and better equipped to respond to changing market conditions. Operators have improved access to training, mentoring and business support opportunities. Digital capability, market reach and distribution readiness increase across the tourism industry. More businesses adopt sustainable tourism practices and pursue industry accreditation. The Flinders Ranges & Outback has a more innovative, collaborative and market-ready tourism industry. Workforce capability and business confidence improve through stronger industry connections and support pathways.	RTO/RTM RDA Far North TiCSA OSFB PIRSA DCCP MCRD OCA PACC FRC FRO Port Augusta Technical College TAFE SA Workforce Australia Industry	Ongoing

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.4	Climate Resilience and Crisis Management*	Strengthen the Flinders Ranges and Outback's capacity to anticipate, respond to and adapt to climate-related disruptions, extreme weather events and tourism crises.	Climate change is one of the most significant long-term challenges facing the Flinders Ranges and Outback visitor economy. Rising temperatures, more frequent heatwaves, extreme weather events, flooding, changing seasonal conditions and increasing climate variability will continue to influence when people travel, how experiences are delivered, and the level of risk faced by visitors and operators. For tourism operators, these changes can affect visitor demand, event viability, access to key attractions, workforce wellbeing, operating costs and business continuity. For visitors, they can influence travel decisions, safety, comfort and overall experience quality. This project focuses on helping the tourism industry understand, prepare for and adapt to these changes. It seeks to build industry resilience, strengthen visitor preparedness and ensure the region remains a safe, appealing and sustainable destination despite increasing climate and environmental pressures. **Considerations for activation:** — Support tourism operators to understand climate risks and adapt their businesses, experiences and operating models to changing environmental conditions. — Provide operators with training, support and practical resources, including pre-season readiness checklists and peak season communication protocols, to strengthen business continuity, risk management and crisis preparedness. — Strengthen visitor communication systems so travellers have access to timely information about weather, road conditions, access restrictions, closures and safety considerations. — Improve the availability of consistent visitor information before and during peak risk periods, including extreme heat, flood events and emergency situations. — Promote experiences and destinations that have the infrastructure and capacity to support increased visitation, encouraging dispersal while protecting sensitive landscapes and cultural sites. — Encourage tourism businesses, event organisers and visitor services to incorporate climate resilience and extreme weather contingency planning into their operations. — Align tourism preparedness with existing plans and frameworks, including the Far North Zone Emergency Management Plan, the Kati Thanda-Lake Eyre strategy (Project 2.1) and Outback Communities Authority planning. — Monitor how climate change may influence visitation patterns, seasonality, visitor behaviour and tourism demand over time. — Support operators to develop risk management plans, linked to the OCA's risk management plans for outback towns where relevant. — Identify opportunities to adapt and evolve tourism offerings to changing conditions, including shoulder season experiences, night-time experiences and climate-responsive tourism products. — Review responses to significant disruptions and major events to strengthen preparedness, improve coordination and inform future responses.	The Flinders Ranges & Outback remains a safe, resilient and appealing destination despite increasing climate and environmental pressures. Visitors have access to reliable information that supports safe travel and informed decision making. Tourism businesses are better prepared for climate-related disruptions and changing operating conditions. The tourism industry is more resilient to extreme weather events, environmental change and future crises. Destination marketing, visitor servicing and visitor management respond effectively to changing climate and seasonal events. Communities, tourism operators and emergency services are better coordinated before, during and after disruptive events.	RTO/RTM SAPOL SES CFS SA Health Traditional Custodians DEW SAALLB PIRSA RDA Far North SATC DCCP MCRD OCA PACC FRC FRO	Ongoing

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.5	Regional Issues Advocacy^	Coordinate and strengthen advocacy on the regional issues that influence the long-term sustainability and competitiveness of the Flinders Ranges & Outback visitor economy.	Many of the opportunities and challenges shaping the future of tourism in the Flinders Ranges & Outback sit beyond the direct influence of the tourism industry. Issues such as transport, telecommunications, housing, workforce availability, infrastructure investment, environmental management and service provision require coordinated advocacy and long-term collaboration across all levels of government and industry. Refer to Appendix Table B: Regional Tourism Advocacy Priorities for further details on identified advocacy issues. This project provides a framework for maintaining visibility of the region's tourism priorities, building relationships with decision-makers and advocating for outcomes that support communities, visitors and businesses. It recognises that tourism is most effective when it works alongside broader regional development priorities and contributes constructively to policy, investment and planning discussions. Success will depend on maintaining a coordinated regional voice, strengthening partnerships and ensuring tourism is appropriately represented in the decisions that influence the future of the region. **Considerations for activation:** — Maintain a clear and current understanding of the issues affecting the region's visitor economy and monitor progress over time (Project M.4 Regional Issues Advocacy Database). — Identify lead stakeholders, support and track progress on advocacy issues, and provide regular updates to industry and community partners. — Build strong, trusted relationships with local, regional, state and national stakeholders to stay informed and ensure tourism priorities are understood and considered. — Work collaboratively with neighbouring tourism regions, state peak bodies and government agencies on shared issues and opportunities. — Ensure tourism is represented in relevant planning, infrastructure, environmental, workforce and community discussions that influence the visitor economy. — Support evidence-based advocacy through data, case studies and industry intelligence.	Stakeholders work collaboratively to address the issues impacting the future of the visitor economy. Tourism has a clear, coordinated and influential voice in regional, state and national discussions. Priority tourism issues are better understood and considered in government policy, planning and investment decisions. Strong relationships between industry, community and government improve the region's ability to influence outcomes and secure support.	RTO/RTM SATC TiCSA Identified partners per specific issue	Ongoing

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.6	Stakeholder, Industry and Community Engagement^	Establish and maintain effective engagement mechanisms that support ongoing community, industry and stakeholder participation in destination management and DMP implementation.	Successful delivery of the DMP relies on strong relationships between industry, communities, councils, the Outback Communities Authority, Traditional Custodians and government agencies. Ongoing engagement helps maintain trust, strengthen collaboration and ensure tourism continues to reflect local aspirations and priorities. The Flinders Ranges & Outback presents unique engagement challenges due to its vast geography, dispersed population and diverse stakeholder groups. Many operators, volunteers and community representatives have limited capacity to participate in traditional engagement processes, requiring flexible and locally relevant approaches. This project focuses on creating clear pathways for participation in destination stewardship, ensuring stakeholders remain informed, can contribute to decision-making and understand how tourism contributes to communities, the economy and the region's natural and cultural assets. The project also seeks to strengthen connections across the tourism network, supporting collaboration, shared learning and collective ownership of the region's tourism future. **Considerations for activation:** — Establish clear and transparent pathways for stakeholder input into destination planning, implementation and decision-making. — Maintain regular communication with industry, communities and partners on DMP progress, tourism trends and visitor economy outcomes. — Deliver flexible and accessible engagement approaches for stakeholders across remote and dispersed locations. — Create opportunities for industry, community and government to connect, share knowledge and collaborate on shared priorities. — Support councils, the OCA, elected members and community leaders to understand and communicate the value of tourism. — Involve community and industry representatives in project reference groups to strengthen accountability, trust and social licence. — Improve stakeholder understanding of roles, responsibilities and points of contact across the tourism ecosystem, making it easier for operators, communities and partners to identify the right organisations and pathways for support, collaboration and decision-making. — Clarify appropriate pathways for operators and stakeholders to engage respectfully with Aboriginal communities and organisations on tourism matters. — Ensure engagement approaches remain inclusive and adaptable to future governance models. — Engage young people through schools and Port Augusta Technical College to build awareness of tourism and career pathways.	Stakeholders are informed, connected and aligned around shared tourism priorities and destination outcomes. Community understanding of tourism's economic, social, cultural and environmental contribution is strengthened. Aboriginal communities are engaged through pathways that respect cultural authority, self-determination and appropriate governance. Young people have greater awareness of tourism, career pathways and opportunities to participate in the visitor economy.	RTO/RTM Industry Community RDA Far North SATC DCCP MCRD OCA PACC FRC Traditional Custodians FRO AOFTA CPRBTA FRTOA SSSA TiCSA Port Augusta Technical College TAFE SA	Ongoing

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.7	Strategic Insights^	Source, curate and share data and insights that support informed decision-making, effective destination management and continuous improvement across the Flinders Ranges & Outback.	Effective destination management relies on access to timely, relevant and locally meaningful data. While the region benefits from state and national tourism research, there is an ongoing need for more localised insights that help industry, councils, communities and government understand how tourism is performing, where opportunities exist and how priorities should evolve over time. This project focuses on strengthening the region's ability to collect, interpret and apply tourism intelligence to support destination development, advocacy, investment attraction and DMP implementation. It recognises that data should not be collected for its own sake, but should help answer practical questions, guide decision-making and ensure resources are directed towards the greatest impact. Strategic insights are also critical to adaptive management. They help identify emerging trends, monitor progress, understand the impacts of tourism on communities and environments, and enable stakeholders to respond to changing visitor expectations, market conditions and regional challenges. **Considerations for activation:** — Establish a coordinated approach to collecting, analysing and sharing tourism data and insights across the region. — Identify the key questions destination managers, councils and industry need answered, including visitor yield, dispersal patterns, investment opportunities, infrastructure pressures and the impact of events and festivals. — Develop a suite of regional insights that support destination management, advocacy and investment attraction including visitor expenditure, visitation trends, business sentiment, community perceptions and tourism's contribution to local economies. — Improve access to localised data inputs and evidence that strengthens funding applications, business cases and regional advocacy efforts. — Monitor emerging issues and opportunities, including climate impacts, workforce trends, visitor expectations, sustainability outcomes and changing travel behaviours. — Share insights in practical and accessible ways that help industry, communities and decision-makers apply data to real-world challenges and opportunities (Projects 4.3 and 4.6). — Build partnerships with government, industry, research organisations and data providers to improve the quality and availability of tourism intelligence.	Tourism planning, investment and destination management decisions are informed by timely, relevant and locally meaningful insights. Industry, government and community stakeholders have greater confidence in decision-making through access to credible data and evidence. Tourism's economic, social, cultural and environmental contribution is better understood and communicated across the region. Localised insights strengthen advocacy, funding applications and investment attraction outcomes. Destination management remains responsive to changing visitor behaviours, industry trends, community expectations and emerging challenges.	RTO/RTM RDA Far North SATC TiCSA DEW SAALLB OSFB DIT DCCP MCRD OCA PACC FRC FRO Industry Community	Ongoing

DMP Management and Reporting

#	Project	Objective	Details	Deliverable	Key Stakeholders	Timeframe
M.1	DMP Accountability*	The projects outlined in the DMP are 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 establish an accountability framework to guide, monitor and support the delivery of projects identified in the Plan. **Considerations for activation:** — Establish a governance framework that brings together stakeholders with a lead role in project delivery. — Confirm reporting arrangements to monitor progress against DMP goals, priorities and projects. — Determine project leads on a project-by-project basis to support implementation. — For projects without an existing lead, convene relevant stakeholders to clarify project intent, identify opportunities and determine leadership arrangements. — If no external lead is identified, the RTO will determine its role in the project and prioritise accordingly. — Projects may be deferred where resourcing is insufficient. — Support project leads to undertake annual action planning and progress reporting.	The progress of State Catalyst, Regionally Significant and Enabling Projects is tracked and reported annually. Progress against DMP goals and outcomes is reviewed and reported annually.	RTO/RTM Individual project leads	Immediate (governance framework set up) Ongoing (annual planning and reporting)
M.2	Industry Database*	Maintain a database of tourism businesses and experiences across the Flinders Ranges & Outback.	Develop and maintain a database of tourism businesses, events and experiences to support experience development, industry capability building and alignment with regional priorities. **Considerations for activation:** — Work with stakeholders to undertake a tourism experience audit, identifying business profiles, experience offerings, market readiness and opportunities to address regional experience gaps. — Maintain a customer relationship management (CRM) software or equivalent database to monitor business and event development and support targeted industry engagement. — Use insights from the database to inform experience development priorities (Project 1.7) and industry capability initiatives (Project 4.3).	Database is established and maintained. Database insights inform targeted experience development and industry capability initiatives.	RTO/RTM SATC	Immediate (database set up) Ongoing (database management)

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
M.3	Pipeline Project Database*	Maintain a database of visitor economy projects across the region requiring facilitation, advocacy or investment attraction support.	Maintain a comprehensive and up-to-date record of Pipeline Projects being progressed by local, regional, state, community or private stakeholders across the Flinders Ranges & Outback tourism region. The database will support advocacy, investment attraction and project facilitation activities across the DMP. Pipeline project criteria: — Aligns with the DMP vision and aspirations. — Supports or complements State Catalyst Projects. — Located within the tourism region. — Includes a current or planned visitor economy component. — Is actively progressing (not just an aspiration). — Has an established or developing business case. — Demonstrates commitment from relevant stakeholders or investors. Database management considerations: — Review the Pipeline Project Database annually to ensure projects remain current and relevant. — Monitor project progress and identify opportunities for advocacy, facilitation and investment attraction support. — Provide annual status updates through the DMP Accountability framework (Project M.1).	A Pipeline Project Database is maintained and regularly updated. Pipeline project progress is monitored and reported annually.	RTO/RTM RDA Far North SATC DCCP MCRD OCA PACC FRC Industry	Ongoing
M.4	Regional Issues Database*	Maintain a database of local and regional issues that require coordinated tourism advocacy and action.	A range of local and regional issues influence the visitor economy across the Flinders Ranges & Outback. Maintaining a current record of these issues supports coordinated advocacy, stronger stakeholder alignment and informed decision-making. Database management considerations: — Maintain a clear record of lead stakeholders, advocacy priorities and progress against identified issues. — Review and update Appendix Table B: Regional Tourism Advocacy Priorities annually to ensure identified issues remain current and relevant. — Monitor the status of identified issues and opportunities through Project 4.5 Regional Issues Advocacy.	A Regional Issues Database is maintained and regularly updated. Priority advocacy issues are monitored and communicated to relevant stakeholders.	RTO/RTM	Short-term



(14) Arkaroo Rock,
Ikara-Flinders Ranges National Park

DMPs and Adaptive Tourism Management

Navigating in a dynamic 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 and droughts, to floods and biological crises, 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 Flinders Ranges & Outback to the Clare Valley, from the Limestone Coast to the Eyre Peninsula - face distinct climate, economic, and social pressures.

What does this mean for regional tourism?

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 South Australia 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 to the South Australia 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 aspirations for tourism	AGILE



Supporting Information

Acknowledgements

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 Flinders Ranges & Outback Tourism Marketing Committee (FRO) as the Regional Tourism Organisation.

State and Regional	Local Government	Industry and Community
Business Events Adelaide	District Council of Coober Pedy	Andamooka Opal Fields Tourism Association
Department for Infrastructure and Transport	Municipal Council of Roxby Downs	Arkaroola Wilderness Sanctuary
Department for Environment and Water	Outback Communities Authority	Business Port Augusta
Department of the Premier and Cabinet	Port Augusta City Council	Coober Pedy Retail Business and Tourism Association
Department of Primary Industries and Regions South Australia	The Flinders Ranges Council	Crossroads
Department of State Development (Invest SA)		Discovery Parks – Wilpena Pound
Festival City Adelaide		Flinders Ranges & Outback Tourism Marketing Committee (FRO)
Office for Small and Family Business		Flinders Ranges Tourism Operators Association (FRTOA)
Regional Development Australia Far North		Hawker Community Development Board
RDA South Australia		Pichi Richi Park
SA Arid Lands Landscape Board		Rawnsley Park Station
SA Parks - The Caravan Parks Association of South Australia		Royal Flying Doctor Service (RFDS)
South Australia Police (SAPOL)		Savvy Pixels
South Australian Aboriginal Tourism Operators Council		Station Stays SA
South Australian Tourism Commission		Tickle Belly Hill
Study Adelaide		Wadna
Tourism Industry Council of South Australia		Wadlata Outback Centre
Walking SA		Workskil Australia
		Yarta Purtli Art Gallery

Definitions

Term	Description
Tourism	Tourism is a social, cultural and economic phenomenon that entails people moving to countries or places outside of 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.[12]
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.[13]
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.[14]
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.[15]
Sustainable Development Goals	The Sustainable Development Goals are a set of 17 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.[16]
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.[17]
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	Placemaking is 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 wellbeing of people and the environment.[18]
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.

[12] Glossary of tourism terms | UNWTO > unwto.org/glossary-tourism-terms
[13] Dr. Jonathon Day, "A Practical Guide to Destination Stewardship and Sustainable Tourism", 2023
[14] United Nations Environment Program and World Tourism Organisation, Making tourism more sustainable A Guide for Policy Makers, 2005
[15] Source: UN World Tourism Organization (now UN Tourism), "Sustainable Development" webpage, 2022
[16] UN World Tourism Organization (now UN Tourism), "Sustainable Development" webpage, 2022
[17] UN World Tourism Organization (now UN Tourism), Glossary of tourism terms unwto.org/glossary-tourism-terms
[18] Pacific Asia Travel Association, "Destination Marketing Handbook", p. 42, published 2019

Strategic Alignment

This DMP has direct alignment with several 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. This DMP contributes to Thrive 2030 through its focus on destination stewardship, regional dispersal, industry resilience and sustainable tourism growth.
Department of the Premier and Cabinet	State	South Australian Economic Statement (2023)	Sets the vision for a smart, sustainable and inclusive South Australian economy. This DMP contributes to that vision by supporting regional economic development, workforce participation, community wellbeing and sustainable tourism growth.
Department of the Premier and Cabinet	State	A Place to Create (2025)	South Australia's 10-year cultural policy focused on enriching South Australia's future through arts, culture and creativity. The DMP aligns with this policy through projects that support cultural tourism, storytelling, heritage activation and 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 within this DMP support the strategy's objectives through climate resilience, regenerative tourism, environmental stewardship and sustainable destination development.
Department for State Development	State	Trade and Investment Strategy to 2030	The strategy provides a whole-of-state framework for growing investment, trade and economic development outcomes and has relevance across all tourism regions, particularly where destination development initiatives seek to stimulate private investment, accommodation development, export-ready tourism products and broader regional economic growth.
South Australian Tourism Commission	State	South Australia Tourism Plan 2030	This DMP translates the South Australian Tourism Plan 2030 into regional action. Each Strategic Priority and project contributes to the Plan's goals of growing demand, enhancing sustainability, developing experiences and strengthening the visitor economy.
	Regional	Regional Visitor Strategy 2025	The RVS provided the overarching framework for tourism development across South Australia's regions over the past decade. This DMP builds on that foundation and replaces it as the region's primary tourism strategy.
	Regional	Flinders Ranges & Outback Tourism Development Facilitation Plan (2024)	A strategic tool that guides strategic tourism development across the region. It complements this DMP by identifying locations and opportunities where tourism growth is best aligned with demand, infrastructure and regional priorities.
Department for Housing and Urban Development	Regional	Far North Regional Plan (2026)	The long-term strategic planning framework for land use, infrastructure and sustainable growth across the Far North region of South Australia, which encompasses the Flinders Ranges & Outback tourism region. Relevant to tourism infrastructure, accommodation development, land use decisions and investment attraction projects in this DMP.
Regional Development Australia Far North	Regional	Regional Strategic Plan 2022-2025	This DMP supports the delivery of several strategic priorities within the Regional Strategic Plan, particularly those relating to regional development, investment attraction, workforce development and economic resilience.

Organisations	Level	Strategy	Relevance to this DMP
SA Arid Lands Landscapes Board	Regional	Regional Landscape Plan 2026-2031	The Landscape Plan outlines aspirations for resilient and productive landscapes that support healthy communities, ecosystems and economies. Several projects within this DMP align with these aspirations through environmental stewardship, regenerative tourism and caring for Country.
Department for Environment and Water	Local	Management Plans including Ikara-Flinders Ranges National Park Management Plan (2017), Vulkathunha-Gammon Ranges National Park Management Plan (2006), Kati Thanda-Lake Eyre National Park Management Plan (2022) and Nilpena Ediacara National Park (pending)	Across the national parks within the Flinders Ranges & Outback, management plans are the conservation-first documents that set the strategic direction for park management, visitor access, cultural heritage protection and environmental stewardship. These plans are directly relevant to nature-based tourism, visitor management, cultural tourism, geotourism and World Heritage activation projects within this DMP.
District Council of Coober Pedy	Local	The Coober Pedy Town Plan 2019-2030	These strategies establish long-term visions and priorities for communities across the Flinders Ranges & Outback and guide the local investment, service delivery and economic development. This DMP supports the implementation of aligned tourism priorities and projects.
District Council of Roxby Downs	Local	The Roxby Downs Strategic Plan 2021-2025	
Flinders Ranges Council	Local	Flinders Ranges Council Community Plan 2023-2033	
Outback Communities Authority	Unincorporated	OCA Strategic Blueprint (2025)	
City of Port Augusta	Local	Port Augusta Tourism Development Strategy 2025-2030	

Reference Documents

The following strategies, plans and reports informed the development of this DMP:

- Far North Zone Emergency Management Committee - Far North Zone Emergency Management Plan (2018)
- Station Stays SA - Strategic Plan (2025)
- Department for Environment and Water - Flinders Ranges World Heritage Information (2018)
- Department for Environment and Water - Flinders Ranges World Heritage Project Update (May 2025)
- 2030 Total Solar Eclipse FRO Stakeholder Working Group Report (August 2025)
- The Coober Pedy Tourism and Events Committee - Coober Pedy Strategic Tourism Development Plan 2018-2021
- Regional Development Australia Far North and the District Council of Coober Pedy - Coober Pedy Economic Growth and Investment Strategy (2019)

Data and Insights

- Australian Bureau of Statistics - Census 2021
- South Australian Tourism Commission - Visit to Regions: Year-end December 2024
- South Australian Tourism Commission - Regional Tourism Profile, Flinders Ranges & Outback, December 2024
- Tourism Research Australia - Business Summary, June 2025. Data supplied by SATC August 2026
- Tourism Research Australia - Regional Tourism Satellite Account, 2024/2025

Appendix

Table A: Experience Development Focus Areas

	Nature and Place	Food, Wine and Drink	Events and Festivals
Objective	Grow a distinctive portfolio of high-quality, bookable nature, adventure, cultural and regenerative visitor experiences that showcase the Flinders Ranges & Outback's world-class natural assets, enduring cultures and outback character, increasing visitor appeal, yield and length of stay.	Strengthen the Flinders Ranges & Outback's food and beverage offering through distinctive produce, hospitality and culinary experiences that celebrate local stories, support visitor dispersal and increase visitor yield and dwell time.	Develop a coordinated calendar of events and festivals that showcase the Flinders Ranges & Outback's unique stories and experiences, attracting visitors year-round while strengthening community pride and participation.
Focus	**State Catalyst Projects** — Flinders Ranges World Heritage Tourism Activation (Project 1.1). — Outback Dark Sky and Astronomy Tourism Development (Project 1.2). **Nature and Adventure** — Kati Thanda-Lake Eyre Visitor Experience Management Strategy (Project 2.1). — Guided geology and fossil experiences. — Dark sky and astronomy experiences. — Station stays and outback immersive experiences. — Multi-day walking and trail experiences. — 4WD, self-drive and touring experiences. — Wildlife, birdwatching and nature-based guided tours. — Scenic flights over iconic landscapes. — Outback camel trekking and horse riding. — Waterfront and aquatic experiences in Port Augusta. — Nature-based experiences linked to mound springs and arid landscapes. **Art, Heritage and Culture** — Self-guided heritage and township discovery experiences. — Digital interpretation, augmented reality and interactive interpretation. — Night-time heritage experiences. — Opal mining and fossicking experiences. — Underground living experiences in Coober Pedy. — Pastoral heritage and outback storytelling experiences. — Aboriginal art and creative culture experiences, including the Malka Aboriginal Art Prize and regional art centres. — Film, screen and creative tourism experiences.	**Regionally Significant Projects** — Flinders Ranges & Outback Touring Experiences and Signature Trails (Project 1.3). **Experience Development** — Waterfront dining and hospitality experiences in Port Augusta. — Distillery, brewery and beverage tourism experiences, including experiences linked to regional producers. — Outback pub experiences that celebrate regional hospitality, local characters and community stories. — Paddock-to-plate and pastoral produce experiences. — Native food, bush tucker and Aboriginal food culture experiences. — Food and produce experiences linked to Aboriginal-led cultural tourism. — Quandong, native ingredient and seasonal produce experiences. — Underground dining experiences that showcase Coober Pedy's multicultural heritage and unique environment. — Food and beverage experiences incorporated into station stays, touring routes and events. **Optimisation Priorities** — Improve the quality, consistency and market readiness of food and beverage experiences across the region. — Increase the visibility and use of local produce, native ingredients and regional products. — Strengthen ATDW participation and digital visibility across food and beverage operators. — Develop simple food-focused itineraries and trip-planning tools that encourage dispersal and longer stays. — Strengthen collaboration between producers, hospitality operators, events and tourism businesses through the Outback Culinary and Produce Trail.	**State Catalyst Project** — Outback Dark Sky and Astronomy Tourism Development (Project 1.2): The 2030 Total Solar Eclipse is a catalyst event requiring coordinated planning across accommodation, transport, infrastructure, emergency management and visitor servicing to maximise long-term economic and destination benefits. **Regionally Significant Projects** — Outback Events and Festivals (Project 1.8): Coordinate and strengthen the regional events calendar while supporting the development of new events aligned with the region's competitive strengths. **Existing Events to Optimise** — Quorn Quandong Festival. — Roxby Downs World Food and Music Festival. — Opal festivals including the Andamooka Opal Classic and Coober Pedy Opal Festival. — Astronomy and dark sky events. — Malka Aboriginal Art Prize and other Aboriginal arts and cultural events. — Fringe in the Flinders and regional creative arts events. — Horse racing, rodeo, bronco branding, gymkhana and motokhana events. — Running, cycling and outdoor adventure events. — Golf and community sporting events. — Community festivals celebrating local character, history and outback lifestyles.

	Nature and Place	Food, Wine and Drink	Events and Festivals
Focus	**Aboriginal Culture** — Aboriginal-led tourism experiences and storytelling on Country. — Experiences that connect culture, Country, geology and deep-time stories. — Aboriginal arts, culture and creative experiences. **Sustainable and Regenerative Tourism** — Citizen science and conservation participation experiences. — Conservation volunteering and caring for Country initiatives. — Regenerative and low-impact nature-based tourism. — Visitor contribution and stewardship programs. — Accessible and inclusive nature, heritage and cultural experiences. **Township and Infrastructure** — Port Augusta tourism experiences and visitor orientation (Project 1.4). — Township activation and visitor experiences in Quorn, Hawker, Blinman and Leigh Creek. — Night-time economy experiences in regional communities. — Visitor servicing and interpretation in remote communities and touring hubs. — Infrastructure that supports visitor dispersal and experience quality (Project 1.6). **Accommodation** — Premium nature-based and wilderness accommodation. — Eco-lodges and immersive outback accommodation. — Luxury camping and glamping experiences. — Station stays accommodation upgrades and diversification. — Boutique accommodation in heritage towns. — Motel, pub and caravan park upgrades. — Accommodation supporting World Heritage, dark sky and touring experiences. — Accessible and inclusive accommodation. — Mid-range accommodation options in priority locations.		**New Event Opportunities** — Dark sky and astronomy festival. — Geology, fossils and deep-time discovery events linked to World Heritage activation. — Outback film and photography festival. — Aboriginal arts, culture and storytelling events led by communities where they choose to participate. — Bush tucker, native food and produce events. — Events that celebrate station life, pastoral heritage and outback culture. **Event Development and Coordination Priorities** — Strengthen shoulder season programming. — Develop stronger links between events, touring routes and visitor experiences to encourage longer stays and dispersal. — Expand partnerships with major South Australian events including Fringe, SALA, Tasting Australia and Tour Down Under. — Support volunteer capacity, event sustainability and succession planning. — Improve accessibility and inclusion across event planning and delivery. — Maintain a coordinated regional events calendar across visitor information, accommodation and trade channels. — Support event storytelling that highlights the region's dark skies, deep-time geology, iconic touring routes, Aboriginal cultures, opal heritage, pastoral history and community character.
Aligned Strategies	— DPC - A Place to Create (2025)	— SATC - South Australian Agritourism Sector Plan (2025) — SATC - South Australian Agritourism Framework	— DPC - A Place to Create (2025)

Table B: Regional Tourism Advocacy Priorities

Issue	Detail	Action
Roads and Transport Infrastructure	Road quality and transport connectivity are critical to the visitor economy and the liveability of remote communities. Poor road conditions, safety concerns and unreliable access reduce visitor confidence, limit dispersal and increase operating costs for tourism businesses. **Advocacy priorities include:** — Advocate for investment in priority touring routes, outback tracks and access roads. — Maintain a coordinated regional road priority list across the South Australian Outback Roads Consultative Forum, councils, the OCA, industry and government. — Support road safety improvements that enhance access to tourism experiences and remote communities.	Project 4.5 Regional Issues Advocacy - maintain road priority list and coordinate advocacy. Project 1.6 Visitor Infrastructure Improvement - prioritise road corridor upgrades and wayfinding.
Workforce, Skills and Visa Settings	Workforce shortages continue to constrain service quality, operating hours, experience development and business growth across the region. Remote locations face additional challenges attracting workers and accessing training opportunities. Tourism and hospitality roles in key townships are not eligible for Working Holiday Maker visa extension purposes, reducing backpacker uptake of available roles and exacerbating workforce shortages. **Advocacy priorities include:** — Advocate for regional tourism and hospitality roles to be recognised under Working Holiday Maker visa settings. — Strengthen tourism workforce pathways through training, education and industry partnerships, including with Port Augusta Technical College and TAFE SA. — Support initiatives that improve workforce attraction, retention and skills development.	Project 4.5 Regional Issues Advocacy - advocate for visa settings and training access. Project 4.3 Industry Innovation and Capability Program - connect operators with training pathways.
Workforce Housing	Housing shortages are a major barrier to attracting and retaining employees across the visitor economy. Limited workforce accommodation restricts business growth, service delivery and long-term workforce stability. **Advocacy priorities include:** — Advocate for workforce housing solutions in tourism communities. — Support staff accommodation development by tourism businesses where appropriate. — Ensure tourism workforce needs are considered in housing and regional development planning.	Project 4.5 Regional Issues Advocacy - advocate for worker housing models.
Planning, Regulatory and Investment Barriers	Planning approvals, licensing requirements, tenure arrangements and enabling infrastructure constraints can create barriers to tourism investment, accommodation development and new visitor experiences across the region. These challenges can be particularly difficult for small and emerging operators to navigate and may reduce investment confidence, delay project delivery and limit tourism innovation. As the region seeks to grow accommodation supply, visitor experiences and private investment, ensuring clear, efficient and well-supported development pathways will be important to maintaining competitiveness and attracting investment to regional and remote areas. **Advocacy priorities include:** — Advocate for streamlined planning, licensing and approval processes for tourism development and experience creation. — Support clearer investment pathways and facilitation services for tourism businesses and investors. — Advocate for enabling infrastructure investment that unlocks accommodation and visitor economy development opportunities. — Reduce barriers to innovation in areas such as agritourism, nature-based tourism, night-time experiences and adaptive reuse projects.	Project 4.5 Regional Issues Advocacy Project 1.7 Visitor Experience Development - reduce regulatory barriers. Project 1.9 Contemporary Accommodation. Connect investors with sites and approvals support.

Issue	Detail	Action
Water Supply	Water supply constraints are limiting tourism growth and accommodation development in parts of the region, particularly in the northern Flinders Ranges & Outback areas. Reliable water infrastructure is essential to supporting future investment and business operations. **Advocacy priorities include:** — Advocate for investment in long-term water infrastructure solutions. — Support water security initiatives that enable tourism and community development.	Project 4.5 Regional Issues Advocacy. Project 1.9 Contemporary Accommodation. - resolve water constraints alongside accommodation development.
Telecommunications and Digital Connectivity	Mobile coverage and digital connectivity remain inconsistent across touring routes and visitor destinations. Connectivity gaps affect visitor safety, business operations, online bookings and access to information. **Advocacy priorities include:** — Advocate for improved mobile coverage and digital connectivity. — Maintain a coordinated register of connectivity issues and blackspots. — Support solutions that improve resilience of communications and payment systems.	Project 4.5 Regional Issues Advocacy. Project 1.6 Visitor Infrastructure Improvement - invest in digital connectivity along touring corridors.
Visitor Infrastructure Funding Models	Visitor infrastructure, such as toilets, rest areas, campgrounds, wayfinding and waste facilities, is essential to delivering high-quality experiences but places increasing pressure on small councils and the OCA to maintain facilities. Existing funding arrangements do not always reflect the costs associated with growing visitor numbers. **Advocacy priorities include:** — Advocate for sustainable visitor infrastructure funding models. — Promote funding approaches that better align contributions with visitor use. — Support investment in visitor amenities, servicing and tourism infrastructure.	Project 4.5 Regional Issues Advocacy - advocate for funding models that reflect visitor use. Project 1.6 Visitor Infrastructure Improvement - deliver infrastructure upgrades across the region.
Aviation and Transport Connectivity	Limited aviation connectivity restricts access for interstate and international visitors and can constrain growth in higher-yield markets. Improved transport connections are important to unlocking future tourism opportunities. **Advocacy priorities include:** — Advocate for improved aviation connectivity to key regional destinations. — Support routes and services that improve access for visitors and tourism businesses. — Work with SATC and industry partners to strengthen the business case for improved connectivity.	Project 4.5 Regional Issues Advocacy - advocate for improved aviation routes and connectivity.
Remote Business Operating Costs	Remote tourism operators face disproportionately high costs associated with freight, insurance, utilities and infrastructure maintenance. These costs reduce business viability and limit investment in new tourism opportunities. **Advocacy priorities include:** — Advocate for mechanisms that reduce the cost of operating tourism businesses in remote areas. — Support exploration of insurance, freight and utilities relief measures.	Project 4.5 Regional Issues Advocacy. Project 1.9 Contemporary Accommodation - support operators to reduce investment barriers.
Cost of Living and Economic Pressures	Rising costs and economic uncertainty affect both visitor spending and business confidence. These pressures can reduce demand for leisure travel and constrain investment in tourism experiences and infrastructure. **Advocacy priorities include:** — Support initiatives that strengthen business resilience and investment readiness. — Advocate for policies that help regional businesses respond to changing economic conditions. — Promote tourism as a contributor to regional economic growth and diversification.	Project 4.5 Regional Issues Advocacy. Project 4.3 Industry Innovation and Capability Program - build operator resilience and diversification capability.

Issue	Detail	Action
Climate Change and Environmental Resilience	Climate change is one of the most significant long-term risks facing the visitor economy. Extreme heat, flooding, bushfires and environmental change affect visitor safety, business continuity, infrastructure and destination reputation. **Advocacy priorities include:** — Advocate for climate-resilient infrastructure and tourism-related adaptation measures. — Support investment in emergency preparedness and regional resilience planning. — Ensure tourism is considered in climate adaptation and environmental management policies.	Project 4.5 Regional Issues Advocacy - advocate for climate-resilient infrastructure investment. Project 4.4 Climate Resilience and Emergency Crisis Management - develop operator readiness and crisis frameworks.
Waste Management	Waste management, including dump points, waste facilities and collection services, is under increasing pressure in high-use locations and during major events. Inadequate infrastructure can affect visitor experiences, environmental outcomes and community wellbeing. **Advocacy priorities include:** — Advocate for investment in waste management infrastructure and services. — Support infrastructure planning that reflects visitor demand and event impacts. — Promote solutions that protect environmental values and visitor experience quality.	Project 4.5 Regional Issues Advocacy. Project 1.6 Visitor Infrastructure Improvement - upgrade waste facilities at key visitor nodes. Project 1.8 Outback Events and Festivals - assess waste management requirements before major events.
Free Camping Regulation and Management	Unmanaged free camping can contribute to environmental impacts, waste issues, infrastructure pressures and community concerns. A coordinated approach is needed to balance visitor needs with environmental protection and community wellbeing. **Advocacy priorities include:** — Support consistent approaches to free camping management across the region. — Advocate for investment in supporting infrastructure and visitor education. — Promote responsible visitor behaviour and clear camping information.	Project 4.5 Regional Issues Advocacy - coordinate cross-agency approach to free camping. Project 1.6 Visitor Infrastructure Improvement - improve facilities at key camping locations.
Aboriginal Cultural Heritage Protection	Protecting Aboriginal cultural heritage is fundamental to the region's identity and long-term tourism future. As interest in Aboriginal tourism grows, appropriate access, cultural authority and site protection become increasingly important. **Advocacy priorities include:** — Support Traditional Custodian-led approaches to cultural heritage protection. — Advocate for investment in cultural site management and protection. — Promote clear frameworks that support respectful visitor engagement and cultural authority.	Project 4.5 Regional Issues Advocacy. Project 2.2 Aboriginal Cultural Tourism Development. Project 4.1 Visitor Management.
Accessible and Inclusive Infrastructure Investment	Many visitors face barriers to participation due to limited accessible accommodation, visitor facilities, experiences and transport options. Improving accessibility and inclusivity will support a broader range of visitor markets and improve inclusion. **Advocacy priorities include:** — Advocate for dedicated investment in accessible visitor infrastructure. — Support accessibility improvements across accommodation, attractions and public facilities. — Promote inclusive tourism as part of broader infrastructure planning and investment.	Project 4.5 Regional Issues Advocacy. Project 1.6 Visitor Infrastructure Improvement Project 1.9 Contemporary Accommodation - support accessible accommodation development.

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