



South Australia's
Mid North and Yorke
Tourism Zone

Yorke Peninsula/Guuranda

On the lands of the Narungga people

Destination Management Plan
2026 - 2030



Acknowledgement of Country

(Cover image) Port Vincent,
Yorke Peninsula Valley,
(1) West Cape Lighthouse,
Yorke Peninsula

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



Artwork by Gabriel Stengle
Kurna, Ngarrindjeri,
Narungga and Wirangu artist

Executive Summary

The Yorke Peninsula Destination Management Plan 2026–2030 is a strategic framework designed to harness the region’s tourism potential, with a focus on delivering positive economic, social and environmental outcomes for Yorke Peninsula communities.

The Destination Management Plan (DMP) recognises the need for flexible, forward-looking destination planning that embraces innovation to develop distinct ‘Yorke Peninsula’ visitor experiences, while protecting the region’s natural and cultural assets. It takes a stewardship approach to tourism, based on shared accountability, a co-designed vision, and community values and aspirations.

The plan aims to align resources, connect stakeholder priorities, and foster collaboration to guide tourism activity over the next five years.

Beginning 1.5 hours from Adelaide, Yorke Peninsula/Guuranda is known for its pristine beaches, striking coastal landscapes, and relaxed country communities. Dhilba Guuranda-Innes National Park is one of South Australia’s most spectacular parks, offering visitors a chance to connect with nature, and Narungga culture and stories.

Across the region, fishing, surfing, hiking and diving are long-time favourites. Moonta Mines, a site of international significance, remains a living museum of the area’s rich history. A vibrant year-round events calendar, an emerging food and drink scene, and diverse cultural, heritage and arts experiences add to the region’s appeal.

Visitors contributed an estimated \$358 million in annual visitor expenditure and supported 2400 jobs in 2024, but the region also faces significant challenges.

Nature is the foundation of the region’s visitor experiences; however, climate change has catastrophic potential impacts, such as the harmful algal bloom crisis.

Addressing climate change impacts, maintaining camping, coastal and beach infrastructure, and managing visitor compliance in nature is beyond the capacity of councils and progress associations, threatening the very assets that attract visitors.

At the same time, agriculture - the region’s main economic pillar - faces increasing uncertainty from changing rainfall patterns and technological disruption, reinforcing the need for tourism to support the local economy and community wellbeing.

Peak summer visitation strains local infrastructure, services and community tolerance, while limited year-round, bookable experiences and low awareness in interstate and international markets limit growth.

In the face of these challenges, tourism must strengthen Yorke Peninsula’s economic resilience while protecting the natural environment, coastal assets, and cultural heritage that define its appeal.

With strong foundations, the region can achieve significant growth through the activation of strategic tourism projects. This will require a coordinated commitment from all stakeholders to align and deliver projects effectively.

To realise the region’s tourism potential in line with community aspirations, this DMP is underpinned by a community vision of “Thriving communities and nature through tourism” and guided by the community’s values of contribution, lifestyle, sustainability and inclusion.

The plan identifies projects of regional and state significance, including continued investment in the Dhilba Guuranda-Innes National Park visitor experience, supporting Moonta Mines towards World Heritage listing, activating Walk the Yorke as an iconic coastal trail, and connecting visitors with the Marna Banggara conservation project.

Additional priorities include developing distinctive bookable experiences, expanding off-peak events, embedding responsible visitor practices, and elevating Narungga storytelling throughout the tourism narrative.

Growing both volume and yield from values-aligned visitors - across intrastate, interstate and international markets, particularly via nature-based travellers, sports tourism, business events and cruise - remains a priority for local businesses and councils.

Leveraging the region’s strengths of pristine nature and welcoming communities, while building its food, drink, festivals, arts, culture, and heritage offerings, will create distinct Yorke Peninsula experiences.

This, in turn, will increase economic returns from tourism investment and build the region’s long-term capacity to achieve its aspirations.

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Purpose of this Plan

The tourism industry is experiencing remarkable growth, with national forecasts indicating a sustained upward trajectory of 4.7% annual growth through to 2029 for South Australia¹.

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

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

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

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

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

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

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

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

Plan Development Process

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



Individual interviews and meetings

42

leaders from local and state government, industry organisations, community and tourism business interviewed across 23 in-depth interviews.



Stakeholder workshops

34

attendees at two community and industry workshops held in Kadina and Minlaton.



Community and industry survey

223

individuals completed, including:

- 81% permanent residents
- 14% business owners
- 80% of business owners have been operating for 4+ years
- 12% own a business that is connected to the tourism industry
- 16% work in a business that is connected to the tourism industry
- 52% volunteers



Desktop analysis

30+

strategies and plans reviewed (Reference Documents on page 53).

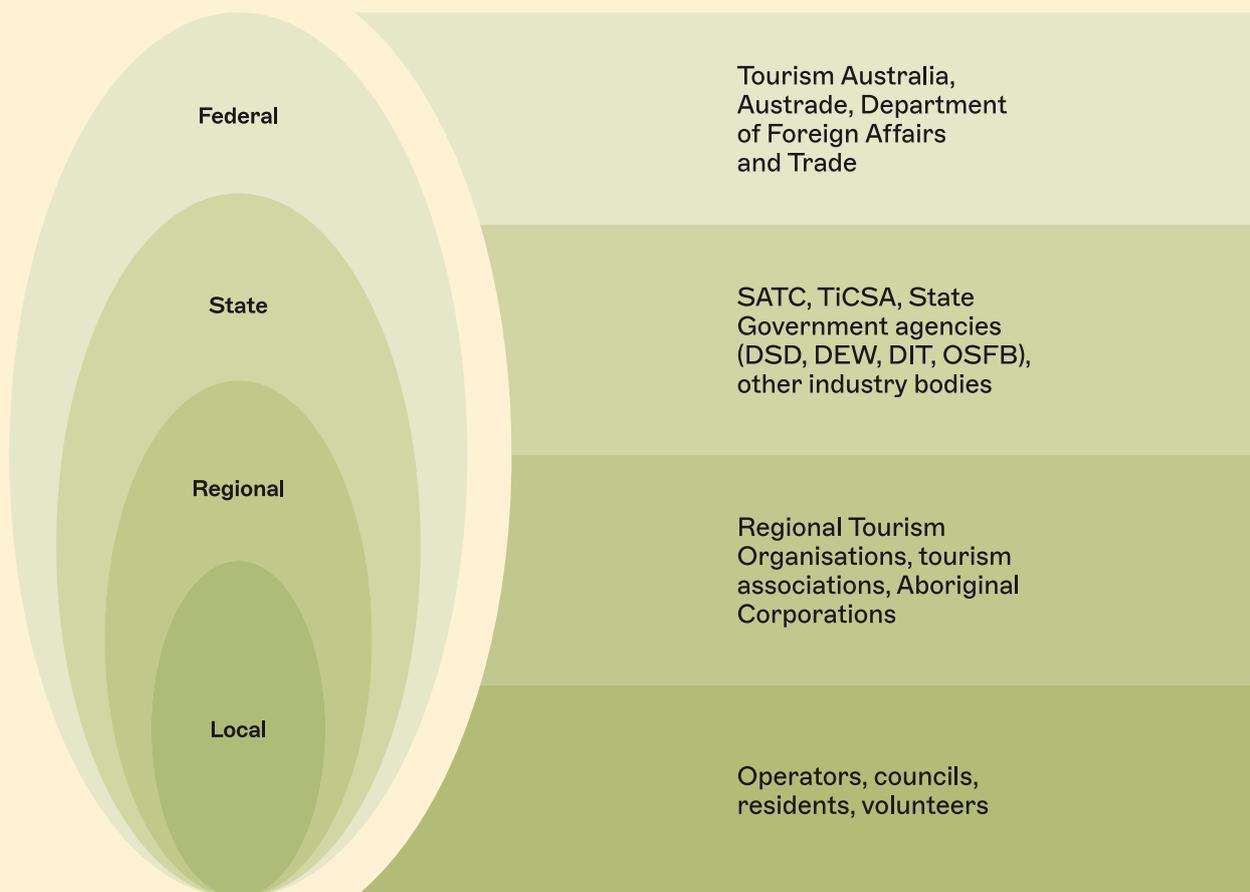
¹Tourism Research Australia
[Tourism Forecasts for Australia 2023 - 2028](#)

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

- Definitions of key tourism terms.
- A list of strategic plans that the DMP aligns with, along with descriptions of their alignment.

Tourism Stakeholders

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



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Yorke Peninsula 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 Yorke Peninsula Tourism	RTO SATC YPT
Local Government	Barunga West Council Copper Coast Council Yorke Peninsula Council	BWC CCC YPC
Community	Residents Community and progress associations Community events organisations	
Traditional Owners	Narungga Nation Aboriginal Corporation	NNAC
Tourism Industry	Tourism businesses and events Retail trader groups Tourism Industry Council of South Australia	TICSA
Environment Partners	Department for Environment and Water Northern and Yorke Landscape Board Local conservation organisations	DEW NYLB
Regional Partners	Regional Development Australia Yorke and Mid North	RDAYMN
State Partners	Department of the Premier and Cabinet Department of State Development (including Invest SA) Department of Infrastructure and Transport Department of Primary Industries and Regions Office for Recreation, Sport and Racing Office for Small and Family Business Bike SA Walking SA History Trust of South Australia	DPC DSD DIT PIRSA ORSR OSFB

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

Additional acronyms used throughout this document:

ABS Australian Bureau of Statistics
ATDW Australian Tourism Data Warehouse
DMP Destination Management Plan
DGINP Dhilba Guuranda-Innes National Park
LGAs Local Government Authorities
TA Tourism Australia
TRA Tourism Research Australia
VFR Visiting Friends and Relatives
VIC Visitor Information Centre (accredited)
VIO Visitor Information Outlet
WTY Walk the Yorke

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Roles and Responsibilities

Tourism stakeholders play multiple roles, depending on the project.

Lead	<ul style="list-style-type: none">- Set strategic tourism goals- Develop DMP- Define tourism investment priorities- Coordinate response to tourism crises e.g. bushfire, COVID
Partner	<ul style="list-style-type: none">- Collaborate on experience development projects e.g. trails, self-drive itineraries- Contribute to joint marketing campaigns
Advocate	<ul style="list-style-type: none">- 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	<ul style="list-style-type: none">- Deliver industry capability workshops- Operate visitor centres- Manage grant programs- Maintain tourism websites- Deliver events and festivals
Regulate	<ul style="list-style-type: none">- Approve planning and development applications- Regulate short-term rentals- Licence tour operators- Facilitate food safety and liquor licencing- Set and enforce cultural and environmental protection regulations
Invest	<ul style="list-style-type: none">- Grant funding for product development- Invest in tourism infrastructure e.g. trails, signage, accommodation- Financially contribute to marketing campaigns- Fund research or feasibility studies- Subsidise workforce development programs

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

Regional Overview

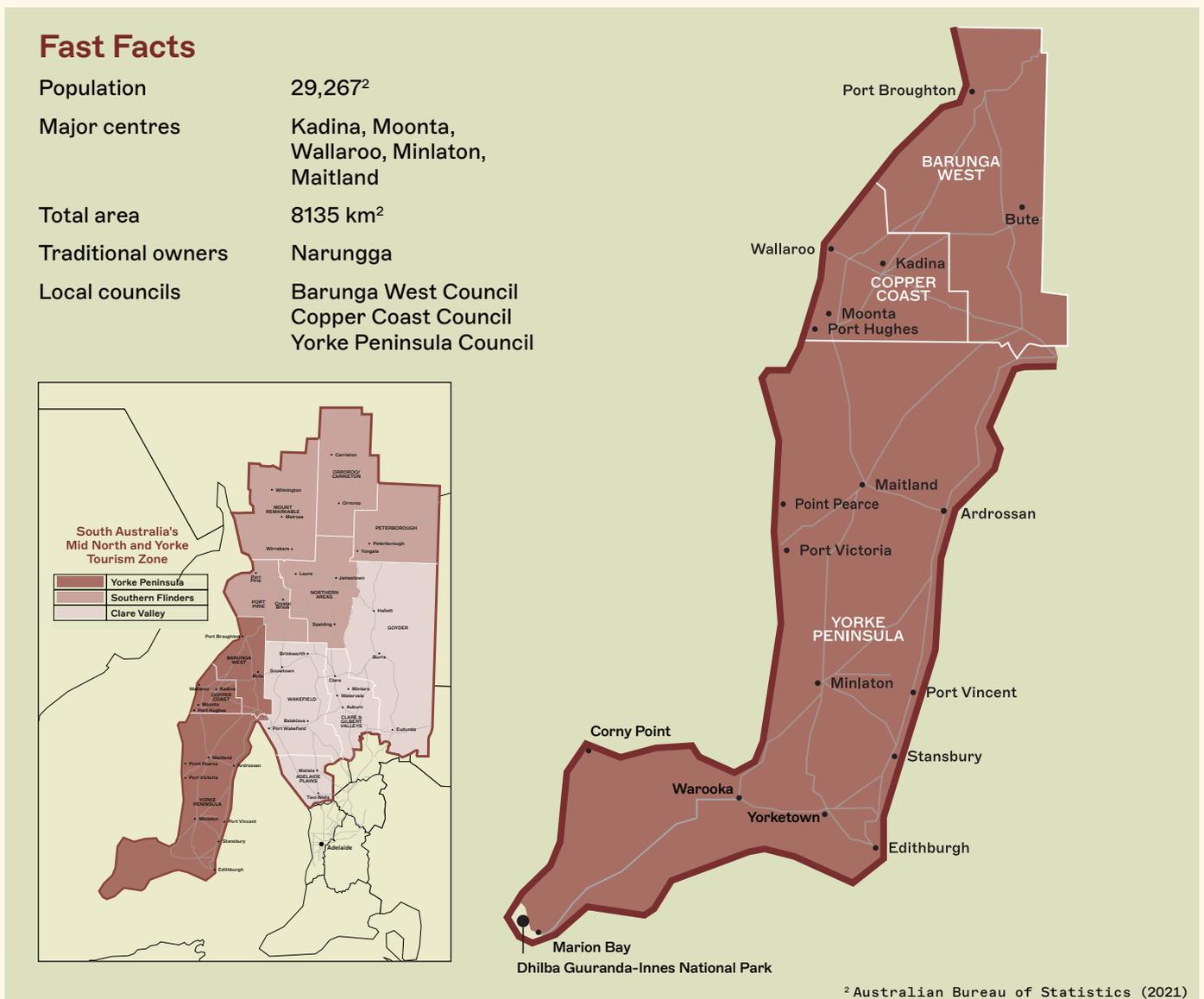
The Yorke Peninsula begins 1.5 hours northwest of Adelaide and is positioned between the waters of Gulf St Vincent and Spencer Gulf. Shaped and defined by the ocean, it features some of South Australia’s most striking coastal scenery, pristine beaches and four of South Australia’s 19 marine parks.

The Narungga People, who call the Yorke Peninsula or ‘Guuranda’ home, have maintained a deep and ongoing connection to its lands and waters for thousands of years.

Since European settlement in the 1840s, the landscape has changed significantly. Copper, gypsum and lime mining have left a lasting legacy. The region is also one of Australia’s most productive dryland agricultural regions, known for wheat, lentils and barley. Its beaches, sand dunes, mangroves, salt marshes, estuaries, remnant mallee scrub and native grassland are vital refuges for endemic and endangered plants and animals and form the foundation of the region’s tourism experiences.

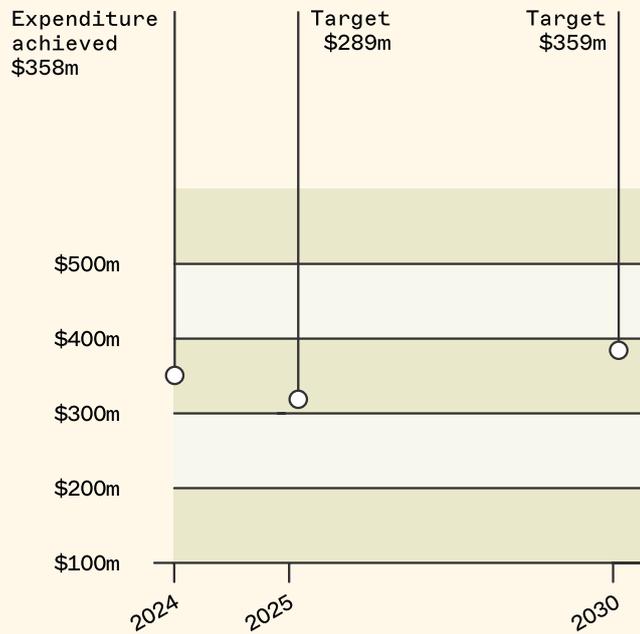
Today, Yorke Peninsula is a well-known and loved South Australian coastal holiday destination, attracting repeat and generational visitors during summer and school holidays. The Copper Coast area includes the three largest urban centres of Kadina, Moonta and Wallaroo, which are well-established visitor destinations and key service hubs for region’s tourism industry. Coastal communities such as Port Broughton, Port Vincent, Stansbury, Point Turton, Port Hughes, Ardrossan, Edithburgh, Black Point, Port Rickaby and Marion Bay are also popular with visitors, while inland towns of Minlaton, Maitland, Warooka and Yorketown provide essential support and services.

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



Economic Profile

Visitor Expenditure





Visitor Expenditure to December 2024³

\$358m



Growth since 2019

49%

Second most substantial growth percentage across all tourism regions in South Australia⁴



Tourism Businesses as of June 2024⁵

430

246 employing businesses: 151 micro, 97 small, 16 medium, and 0 large.



Tourism Jobs

2400

(1,600 direct, 800 indirect)
12% of total jobs in the region⁶

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³ Yorke Peninsula Regional Profile December 2024

⁴ Yorke Peninsula Regional Profile December 2024

⁵ Tourism Research Australia Business Summary, June 2024. Data supplied by SATC May 2025.

⁶ Tourism Research Australia Regional Tourism Satellite Account, 2023/2024. Data supplied by SATC May 2025.

Visitor Profile

December 2024 Visitor Profile

Total Visitors: 1.345 million

Day trip Visitors:

725,000 **\$93m**
Expenditure

Overnight Visitors:

620,000 **\$265m**
Expenditure

2,172,000 **3.5 nights**
Nights Average length of stay

Intrastate Overnight Visitors:

551,000 **\$221m** **1,782,000**
Expenditure Nights

3.2 nights **\$124** **\$401**
Average length of stay Average spend per night Average spend per trip

Interstate Overnight Visitors:

61,000 **\$23m** **199,000**
Expenditure Nights

3.3 nights **\$115** **\$377**
Average length of stay Average spend per night Average spend per trip

International Overnight Visitors:

8,000 **\$21m** **192,000**
Expenditure Nights

3.2 nights **\$820** **\$2625**
Average length of stay Average spend per night Average spend per trip

The region continues to record strong intrastate overnight visitation and an increasing number of interstate and international overnight visitation, recording growth in yield and resulting in a healthy average length of stay of 3.5 nights. This is coupled with a reliable day trip market that continues to generate incremental yield gains year on year.

The region is dominated by intrastate visitors from Adelaide (59%) and regional SA (31%), making up approximately 89% of all visits.

This is the highest of all regions in SA and is a market that has strong ties to the region, often with annual beach holiday pilgrimages.

Interstate visitors account for 10% of visitors to the region, mostly originating from Victoria and Western Australia.

International visitors represent a very small percentage of visitation (1% of visitation); however, they spend on average \$2,625 per trip and these trips are typically characterised by employment in the region.

Since 2019, the region has experienced growth in visitor expenditure across Holiday (62%), VFR (69%) and Business (60%) markets. The business market remains the highest yielding market per night, at \$152p/n, in comparison to Holiday (\$123p/n) and VFR (\$120p/n).

Overnight visitors by purpose:

Leisure 87% (holiday 68%, and VFR 19%)
Business 12%

Additional visitor insights⁷:



In the domestic market, the 45-54 age group represents the largest segment with 27% of visitors.



The international market sees the highest number of visitors in the 65+ age group.



Self-drive is the primary mode of transport (98% of visitors), which is typical of regional South Australian destinations, due to the lack of public transport options.



Visitors typically stay with friends or relatives (31% domestic/48% international), while caravan parks or commercial campgrounds host 28% of all visitors.



December and January experience peak visitation (15% of all visits), with April (10%) and October (9%) school holidays also being significant periods for visitation.

⁷ Yorke Peninsula Regional Profile December 2024

Regional Strengths

Pristine nature

Yorke Peninsula is shaped and defined by the ocean. It's one of the few places in the world where you can watch both brilliant-hued sunrises and sunsets across the water. It's home to some of South Australia's most beautiful coastal scenery, pristine beaches and four of South Australia's 19 marine parks. Dhillba Guuranda-Innes National Park is a jewel in the region's crown, wowing visitors with its rugged cliffs, sandy coves, pristine beaches and turquoise rock pools.

From land, the coastline can be explored through scenic drives, walking trails, lookouts and coastal towns. Wildlife is abundant across the region - emus and kangaroos are regular visitors, while rarer native species of Tammar wallabies and brush-tailed bettongs have been released in the national park as part of the region's Marna Banggara conservation project.

Outdoor adventure paradise

Snorkelling, scuba diving, kayaking and boating are favourite activities for visitors. Pondalowie Bay, Daly Head and Chinamans are globally recognised surfing breaks. Fishing and crabbing are part of the Yorke Peninsula DNA, with blue swimmer crabs and King George whiting local seafood icons.

The 500 km Walk the Yorke shared use trail allows visitors to explore the stunning coastline year-round.

Over 200 pink salt lakes dot the southern Yorke Peninsula, while the unpolluted dark skies make it a paradise for astro photographers.

Engaging events

The region's heritage, cultural and artistic qualities are celebrated through a full calendar of distinctive events throughout the year. Gynburra Festival, held in January, is SA's largest Aboriginal festival, while Grounded Arts Festival is connecting people, culture and place in winter.

Kernewek Lowender (the Copper Coast Cornish Festival), the Yorke Peninsula Field Days (Australia's oldest agricultural field day), and Yorke Peninsula's Saltwater Classic are long-standing regional events. Events such as Yorkes Classic surfing competition, YP Art Exhibition and Car Show 'n' Shines attract special interest visitors. FLAME Festival, Seafood on Spencer and Feast on Foreshore are showcasing the region's food, wine, culture and arts.

Rich culture, heritage and arts

The Narungga People have called Yorke Peninsula home for many thousands of years. Experiences and events are emerging for visitors to connect and learn about their culture and heritage, such as cultural tours, local galleries, public art, and the Nharangga Cultural Day at Minlagawi Gum Flat Reserve and Gynburra Festival at Port Victoria.

Moonta Mines is a site of international significance and remains a living museum of historic buildings and sites that helped establish South Australia's economy and entrenched Cornish culture in Australia.

Mining, maritime and agricultural heritage can be explored through museums, public art and walking trails.

Food and drink

The region has an emerging wine and beverage scene, with wineries, breweries and distilleries crafting local Yorke Peninsula grapes and grains into delicious beverages.

Regional produce includes fresh seafood, honey, olive oil, lentils, gelato, and the iconic Cornish pastry.

Visitors will feel welcome and find a delicious meal at the many local pubs, cafes and bakeries across most of the region's towns.

Accommodation in nature

An extensive network of self-contained holiday homes, caravan parks and bush-camping allows visitors to connect deeply with the Yorke Peninsula coastline, while farm stays, glamping tents, tiny houses and eco stays provide immersive stays in nature.

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Strategic Issues

The summer paradox

The booming demand for summer beach holidays creates significant tensions in local communities.

Yorke Peninsula's population swells in January as South Australians take their annual beach holiday.

The surge in visitors can lead to:

- Pressure on local businesses to meet demand: Workforce shortages, stretched food suppliers, owner fatigue, and owner operators on the tools.
- Strain on utilities: EFTPOS connectivity, mobile phone coverage, water supply and management, and electricity reliability can all be compromised.
- Reduced visitor experience and brand perception: Rubbish collection, toilet cleaning, campground management, and monitoring compliance (campgrounds, beaches, 4WD use) challenge under-resourced councils and progress associations.
- Impacts on health and emergency services: Hospitals, GPs, police, CFS, SES, and ambulance services, who are often already stretched, do not have the resources to cope with the visitor numbers, affecting both residents and visitors.
- Community frustration: Residents recognise the benefits of tourism but experience stress when essential services and safety are compromised during peak periods.

Under-activated spring, autumn and winter travel

Growing the demand for visitors outside of the summer beach holidays is a long-standing issue.

While the summer peak has been a long-standing issue, the region is still primarily marketed as a summer destination, focused on the beach experience. Key contributing factors include:

- Summer-focused marketing: SATC and Tourism Australia campaigns emphasise summer.
- Influencer promotion: Social media influencers share pristine beach photos and videos to their large online audiences.
- Limited off-season marketing assets: Few photos and videos highlight experiences across autumn, winter and spring.
- Niche experiences underpromoted: Opportunities for walkers, photographers, cyclists, scuba divers, surfers and birdwatchers - who could travel outside summer - are largely untapped.
- Strong summer brand awareness: Visitor perception is heavily tied to beaches, with little awareness of other activities.
- Lack of year-round, bookable experiences: Few options exist to support visitation outside peak summer periods.

Local sentiment

Communities have not fully reconciled the relationship between visitation and liveability.

Communities across the Yorke Peninsula value their lifestyle and are still working through how tourism fits within it.

Visitor spending is critical to the viability of many local businesses and the people they employ. Without tourism, a significant number of hospitality, retail and service businesses would not be sustainable year-round.

The region has traditionally relied on agriculture as its economic foundation. Farming families and related industries remain central to the Peninsula's identity and investment. However, advances in technology mean agriculture now employs fewer people, and the sector faces increasing pressure from climate variability and reduced rainfall.

Tourism provides economic diversification. It creates opportunities for new businesses, supports local jobs and helps sustain town centres. Cafes, restaurants, accommodation and retail services contribute to local vibrancy and are used and enjoyed by residents as well as visitors. This helps attract new residents and supports essential services such as schools and health care.

Coastal infrastructure, resources and visitor management

The resources required to effectively manage camping, coastal infrastructure, beach access and visitor compliance is beyond the capacity of councils and progress associations.

The Yorke Peninsula's 700 km-plus coastline is its main tourism drawcard. However, the management and maintenance of visitor experiences around the coast - such as Walk the Yorke, jetties, town foreshores, public toilets, boat ramps, marinas, campgrounds, caravan parks, beach paths and cycle trails - falls largely to under-resourced local government and volunteer-run progress associations. The Department for Environment and Water (DEW) also faces capacity constraints, with extensive areas to manage across the Peninsula.

Visitor compliance is another ongoing challenge for land managers. Negative impacts from 4WD use, camping, over-fishing and littering affect both council and crown land. Within Dhillba Guuranda-Innes National Park, key concerns include visitors leaving designated tracks and trails, anti-social behaviour, and harmful wildlife interactions. Sections of Walk the Yorke are also at risk of closure due to safety concerns and limited resources for upkeep.

Limited bookable experiences

Most visitor experiences on the Yorke Peninsula are not bookable, limiting awareness and reach in interstate and international markets.

- Many experiences cater mainly to South Australians and self-driving visitors who engage in outdoor activities (beaches, walking, fishing, camping, 4WD), casual dining, arts, culture, heritage or community events. Most of these activities are free or low-cost.
- Experiences are often weather-dependent, with bookings usually made only once visitors are already in the region.
- Events typically offer few bookable add-ons beyond ticket sales.
- While recent capability-building has supported some new bookable experiences, progress has been constrained by the economic and time pressures facing tourism businesses.

Visitor safety concerns

Visitor complacency and low awareness around safety issues are a community concern.

- Lack of understanding about travelling safely in remote areas of southern Yorke Peninsula puts visitors at risk (for example, running out of fuel in mobile black spots or getting bogged in extreme heat).
- Emergency service call-outs place a heavy strain on volunteer emergency services teams.
- Visitors unfamiliar with ocean conditions face higher risks of drowning, particularly when rock fishing or swimming, compared to local residents who are more aware of the dangers.

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The Strategy

Plan on a Page

Vision	Thriving communities and nature through tourism			
Values	Contribution. Lifestyle. Sustainability. Inclusion			
Strategic Priorities	 <p>1. Distinctive Visitor Experiences</p>	 <p>2. Caring for Place</p>	 <p>3. Impactful Regional Storytelling</p>	 <p>4. Destination Stewardship</p>
Objective	Enable more impactful visitor experiences that drive sustainable visitor demand, connecting visitors with people and place.	Tourism contributes to the prosperity of the Yorke Peninsula while preserving its environment, heritage, communities, and resources.	Share authentic stories that showcase the Yorke Peninsula's unique character to increase awareness and appeal, to ultimately drive visitation and yield.	Destination stewards are working together to plan for the future, address significant sector issues and enhance community support for tourism.
State Catalyst Projects	1.1 Dhillba Guuranda-Innes National Park^ 1.2 Moonta Mines World Heritage Listing^ 1.3 Walk the Yorke*	2.1 Marna Banggara - Wildlife and Conservation Experiences^		
Regionally Significant Projects	1.4 Visitor Experience Development^ 1.5 Off-Peak Events Development* 1.6 Cruise Tourism Development^	2.2 Net Zero and Biodiversity Leadership*	3.1 Yorke Peninsula Stories^ 3.2 Strategic Visitor Servicing*	4.1 Proactive Peak Season Management* 4.2 Climate Change & Risk Management* 4.3 Regional Issues Advocacy^
Enabling Projects	1.7 Industry Innovation and Capability^ 1.8 Contemporary Accommodation^ 1.9 Investment Attraction Support^ 1.10 Pipeline Project Support^	2.3 Responsible Visitors Project^	3.3 Annual Destination Marketing Program - Autumn, Winter Spring Focus^	4.4 Strategic Insights* 4.5 Stakeholder, Industry and Community Engagement*
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	Thriving communities and nature through tourism				
Community Values	<p>Contribution Contribution is the lifeblood of Yorke Peninsula, from running events, volunteering for emergency services, progressing place-based initiatives in their communities or through local conservation, history or arts groups. Local communities are tight-knit and welcome visitors, but they expect respectful behaviour in the places they live and help manage.</p> <p>Lifestyle The community values the Yorke Peninsula's relaxed, quiet and slow-paced lifestyle. For some tourism business owners, their business is often a lifestyle choice and a way to share their passions or a part-time gig around other work or volunteer commitments.</p> <p>Inclusive Local communities are proud of how they can support visitors in having a relaxing and engaging holiday without breaking the bank. From free beach access, engaging community events, public art, walking trails and well-priced camping to the growing number of inclusive play spaces and accommodation, this is a key part of the Yorke Peninsula experience that the community doesn't want to lose.</p> <p>Sustainability Nature is the foundation of why people come to the Yorke Peninsula. Tourism must respect and help protect the region's pristine natural environment and ensure the beauty of the place endures for future generations.</p>				
	Visitor	Economy	Environment	Social	Culture
Aspiration	The Yorke Peninsula attracts visitors who travel respectfully, connect deeply with the people and places, and explore the full diversity of experiences on the Yorke Peninsula.	The visitor economy is a strong, year-round contributor to liveability and community pride, supporting thriving towns, local jobs and services, attracting new residents, and better managing peak summer demand.	A balanced approach to tourism that prioritises environmental stewardship while accommodating visitors in a respectful and sustainable way.	Communities value tourism for the way it enhances liveability and vibrancy, supports environmental care and local organisations, and celebrates and shares the unique history, culture and character of the Yorke Peninsula.	Honour and celebrate the Yorke Peninsula's rich cultural heritage – Aboriginal, multicultural, contemporary and historic - sharing authentic stories of place through experiences that are respectful, inclusive and co-created with communities.

	Visitor	Economy	Environment	Social	Culture
Goal	<p>Increase in number of contemporary visitor experiences and accommodation</p> <p>Increase in net promoter score (NPS) or visitor satisfaction rating</p>	<p>Year-on-year growth in visitor expenditure (specifically in interstate and international markets)</p> <p>Growth in shoulder and off-peak visitation</p> <p>Stability and/or growth in tourism jobs and number of tourism businesses</p> <p>Increase in appropriate accommodation supply</p> <p>Increase in number of businesses participating in tourism (ATDW listings)</p>	<p>Increase in tourism operators with recognised sustainability accreditation</p> <p>Increase in the number of visitor experiences where visitors can learn about and/or contribute to caring for the natural environment (e.g. visitor donations, visitor volunteering, tree planting, citizen science)</p> <p>Increase in uptake of sustainable business practices</p> <p>Increase in attendance at relevant industry capacity building workshops</p>	<p>Maintain positive sentiment for tourism activity and development (social licence)</p> <p>Grow community-led tourism experiences and events</p> <p>Increase in accessible and inclusive experiences</p>	<p>Increase in the number of place-based stories shared with visitors through marketing and experiences</p> <p>Increase in Aboriginal-led tourism experiences or partnerships</p> <p>Inclusion of Aboriginal stories in regional visitor information channels and major experiences</p>
Measurable Indicators	<p>Visitor reviews and stories reference connection to people and place</p> <p>Visitor sentiment surveys</p>	<p>Visitor yield (SATC Regional Tourism Profile)</p> <p>Visitor volume outside peak (SATC Regional Tourism Profile)</p> <p>Tourism filled jobs (Tourism Research Australia)</p> <p>Number of tourism businesses (Tourism Research Australia)</p> <p>Operator feedback indicating improved business resilience (TiCSA Barometer)</p> <p>Distribution of economic benefits across townships. (Localis or similar)</p>	<p>QTF Sustainable Tourism (via TiCSA) or Ecotourism Australia accredited businesses</p> <p>Use of sustainable practices in events and accommodation</p> <p>Perception of Yorke Peninsula as an environmentally responsible destination (via visitor surveys)</p> <p>Tourism industry partnerships with Landcare, National Parks and Wildlife SA etc</p> <p>Number of operators attending relevant training</p>	<p>Local resident sentiment regarding tourism (via LGA community sentiment surveys)</p> <p>Sustainability and continuation of community-led tourism experiences and events</p> <p>Improved accessibility of public infrastructure</p>	<p>Number of history, heritage, or cultural stories shared through destination marketing</p> <p>Increased visitor awareness of local history and culture over time (via qualitative surveys)</p> <p>Number of Aboriginal-led tourism experiences or partnerships</p>

Measuring Success

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

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

State Success

- The DMP contributes to the achievement of the South Australian Tourism Plan 2030 success measures, including tourism expenditure, tourism employment, accessible tourism options, and brand health.
- While the DMP does not directly control these outcomes, progress at the regional and project level supports state-wide targets.

Regional Success

- Regional tourism aspirations, goals and indicators are outlined on the previous page.
- Some benchmarks and measurement methodologies already exist or can be tracked via project delivery. Others will require new or refined approaches over time.
- Quarterly and annual reporting is proposed to track progress against DMP goals and individual projects (refer to Project M.1).

Project Level Success

- The DMP's success will be primarily measured through project delivery.
- When projects are scoped, clear definitions of what success looks like will be established, including outcomes, outputs and measures.
- Progress of State Catalyst, Regionally Significant and Enabling Projects will be tracked and reported annually.
- Specific KPIs and project deliverables will be reported annually by the Project Lead through the agreed DMP accountability mechanism (refer to Project M.1).

(8)



Target Visitor Markets

To achieve its vision, this DMP focuses on markets with the strongest potential to grow yield, spread visitation across the year and align with community values.

High Contribution Visitors

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

SATC's Authentic Connectors and Cultural Contributors are priority segments, as their values align with Yorke Peninsula's nature, culture and community strengths.

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

Intrastate

South Australians make up 89% of visits and are vital to the region's economy. Their repeat summer holidays sustain many local businesses. Priorities include:

- Peak season: encourage greater spend and dispersal into new experiences.
- Off-peak: foster repeat visits and encourage hosting of family and friends.

Interstate

The region has significant potential to grow visitation from interstate visitors, with a focus on:

- Older couples (55+) from Victoria, NSW and WA are well-matched to Yorke Peninsula's relaxed pace, history, culture, and low-impact active pursuits (walking, cycling, fishing, golf, dining). They often travel outside school holidays and stay longer. The region's participatory sporting events, such as the Masters Games or niche interest events such as Show and Shine Events, are also aligned to this market.
- Families show strong potential during autumn, winter and spring school holidays. They seek affordable, inclusive holidays in caravan parks or holiday homes, paired with nature, heritage, food and events.

Growing visitor numbers and yield outside of summer will be activated through storytelling, off-season events and visitor dispersal projects.

International

Nature, wildlife, heritage and fresh seafood align with South Australia's international priorities. However, Yorke Peninsula's limited supply of commissionable experiences and accommodation constrains growth. Long-term growth requires developing bookable experiences and progressing Catalyst Projects. Shorter-term opportunities exist with international students and their visiting families through marketing, visitor servicing and off-peak events.

Special Interest Travellers

Across all markets, there is untapped demand from travellers motivated by scuba diving, surfing, hiking, cycling, birdwatching and photography. Bookable, immersive experiences, paired with targeted marketing, visitor servicing, events and transport options (including walking/cycling), will unlock this potential.

Sports, Business Events and Cruise

While smaller in scale, these segments diversify demand year-round. The region already hosts state and regional sporting competitions, with the Copper Coast offering high-quality sporting infrastructure. Niche events and cruise stopovers also provide opportunities to showcase local experiences and drive dispersal.

How to read and understand the Strategic Priorities

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

Each priority area is equally important to achieving the region's vision. The Strategic Priorities identify where effort should be focused over the life of the DMP, rather than prescribing fixed actions or delivery models.

	Definitions
State Catalyst Projects	Regionally distinctive and 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. <ul style="list-style-type: none"> – 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 metrics⁹. – 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. <ul style="list-style-type: none"> – 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. <ul style="list-style-type: none"> – 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. <ul style="list-style-type: none"> – 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

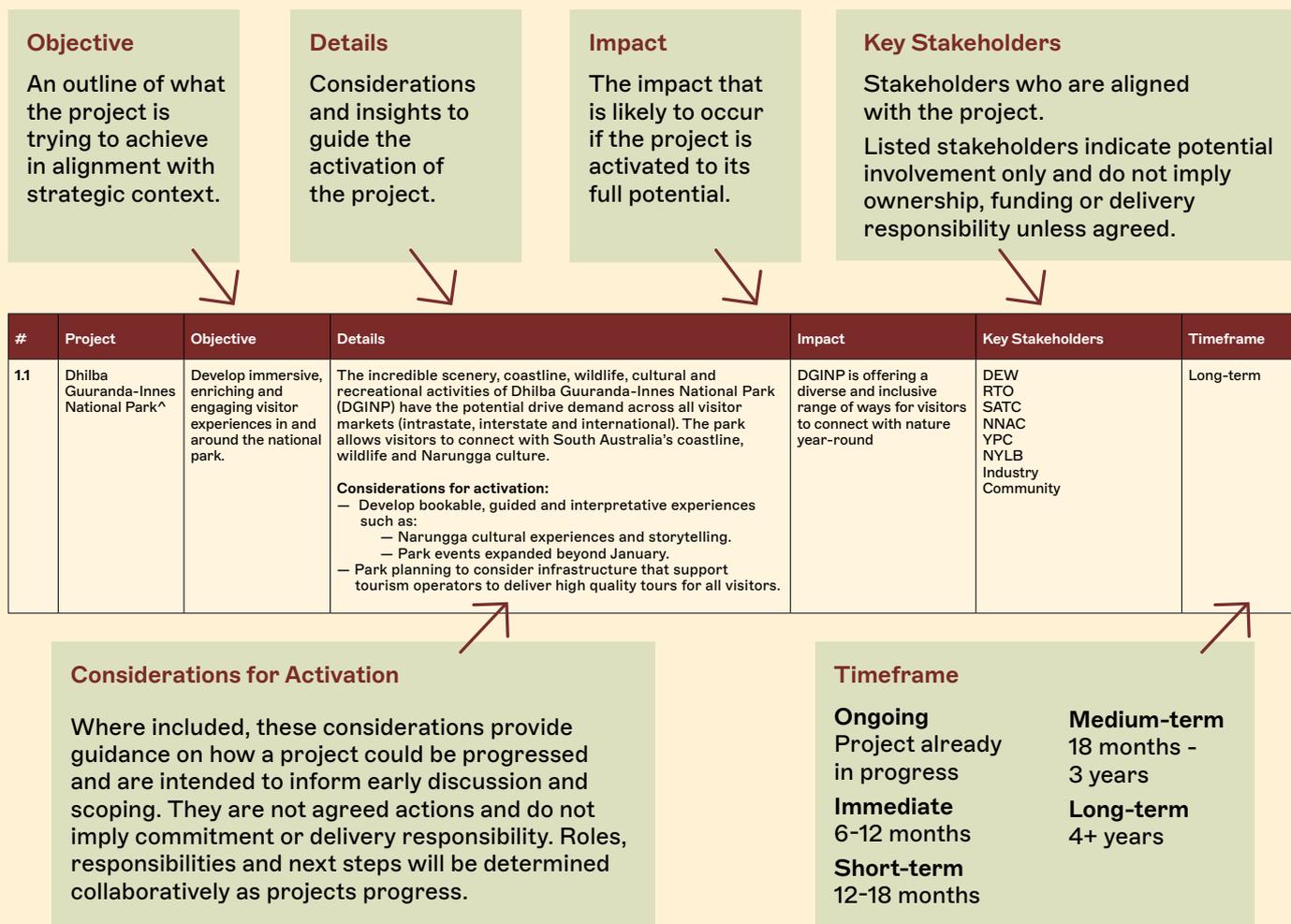
Sustainable Development Goals

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.



⁹World Travel and Tourism Council, Destination Stewardship Framework.

How to Read the Project Tables



Progressing Projects

Projects in the DMP are designed to be progressed collaboratively.

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

- Whether and how the project should be progressed
- Which elements are in scope (and which are not)
- Roles and responsibilities
- Resourcing, timing and next steps

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

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

(9)



Strategic Priority 1: Distinctive Visitor Experiences



Objective

Enable more impactful visitor experiences that drive sustainable visitor demand, connecting visitors with our local people and place.

Why is this important to the region?

- Diversifies and strengthens the Yorke Peninsula economy, supporting vibrant, liveable towns.
- Enables visitors to connect with and learn about the region’s natural beauty and rich cultural heritage.
- Creates reasons to visit outside of the summer season.
- Encourages visitors to spend more time in Yorke Peninsula communities.
- Ensures accommodation evolves to meet visitor needs.
- Positions tourism experiences and events to innovate, be resilient and future-ready.

Priority Projects

Catalyst Projects	Regionally Significant Projects	Enabling Projects
1.1 Dhilba Guuranda-Innes National Park 1.2 Moonta Mines World Heritage Listing 1.3 Walk the Yorke	1.4 Visitor Experience Development 1.5 Off-Peak Events Development 1.6 Cruise Tourism Development	1.7 Industry Innovation and Capability 1.8 Contemporary Accommodation 1.9 Investment Attraction Support 1.10 Pipeline Project Support

South Australian Tourism Plan 2030 Alignment

- **New and evolving products and experiences**
 - Partner with industry to grow a diverse and brand-aligned product offering.
 - Support our industry to tell the South Australian story.
 - Build industry capability and nurture innovation.
- **Tourism - a force for good**
 - Create a ‘True South’ visitor experience with industry where people, place and planet are celebrated.
 - Be guided by Aboriginal care 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 destinations.

United Nations Sustainable Development Goals Alignment



State Catalyst Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.1	Dhilba Guuranda-Innes National Park^	Develop immersive, enriching and engaging visitor experiences in and around the national park.	<p>The incredible scenery, coastline, wildlife, cultural and recreational activities of Dhilba Guuranda-Innes National Park (DGINP) have the potential drive demand across all visitor markets (intrastate, interstate and international). The park allows visitors to connect with South Australia's coastline, wildlife and Narungga culture.</p> <p>Protecting the sensitive ecological environment is a core principle for all visitor experiences in the park. Activities must align with the Dhilba Guuranda-Innes National Park and Yorke Peninsula Parks Management Plan 2023.</p> <p>Through the Co-Management Board, continued investment in infrastructure and Narungga cultural activations positions the park to build a critical mass of experiences to drive visitation outside peak times and encourage longer stays, including in the gateway community of Marion Bay.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Develop bookable, guided and interpretative experiences such as: <ul style="list-style-type: none"> – Narungga cultural experiences and storytelling. – Park events expanded beyond January. – Surfing lessons and board hire. – Nature-based tours (land and coastal; day and nocturnal). – Food and dining. – Sustainable, low-impact, eco-focused accommodation (in and/or off-park). – Park planning to consider infrastructure that support tourism operators to deliver high quality tours for all visitors. 	<p>DGINP is offering a diverse and inclusive range of ways for visitors to connect with nature year-round.</p> <p>DGINP is driving visitor dispersal across the Yorke Peninsula as visitors travel to get to the park.</p> <p>DGINP is recognised nationally as a must-visit national park when in South Australia.</p>	<p>DEW RTO SATC NNAC YPC NYLB Industry Community</p>	Long-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.2	Moonta Mines World Heritage Listing*	Evolve the visitor experience of Moonta Mines to leverage the significant demand-driving potential of World Heritage Listing.	<p>The Moonta Mines, part of the Australian Cornish Mining Sites alongside the Burra Smelts Historic Site, are tentatively listed and targeted for World Heritage nomination as early as 2027. Inclusion on the UNESCO World Heritage List would recognise the global cultural importance of the site and its connection to the broader Cornish mining legacy including sites in Cornwall, United Kingdom.</p> <p>For the Copper Coast, World Heritage recognition would be transformative, positioning Moonta and the region as a must-visit destination for heritage and cultural tourism. It is expected to encourage longer stays, increase visitor spend and provide flow-on benefits to local businesses and the wider Yorke Peninsula economy.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Strategic planning: determine vision, goals, governance, funding and resourcing needs (including paid, experienced staff), and online presence. – Visitor experience audit and planning: Audit existing experiences and identify opportunities to develop high-quality, bookable, year-round experiences that are immersive, accessible and culturally respectful, with clear consideration of safety, land tenure and operational requirements. – Site master planning including experiences, trails and wayfinding: connect Moonta and Wallaroo townships to the site via cycling and walking trails, integrate with the Copper Rail Trail, and implement wayfinding, shade, water and visitor safety features. – Funding: build a strong business case to attract local, state and federal funding. This requires aligned, long-term commitment from all project stakeholders. 	<p>Moonta Mines has a strategic plan guiding the evolution of its visitor experience towards World Heritage Listing.</p> <p>Funding is secured to activate visitor experiences to be World Heritage-ready.</p>	<p>CCC NNAC Regional Council of Goyder DEW RTO SATC National Trust Industry Community</p>	Long-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.3	Walk the Yorke*	Activate activities to grow transport, accommodation and visitor experiences across focused sections of the Trail.	<p>The 500km Walk the Yorke (WTY) walking and cycling trail has the potential to become an iconic Australian coastal trail. Development and marketing will require a strategic, collaborative and focused approach due to the number of land managers and significant infrastructure and resourcing challenges.</p> <p>Considerations for activation:</p> <p>Stakeholder Engagement</p> <ul style="list-style-type: none"> – Identify and allocate local resources to activate the project. – Work with communities, tour operators, industry and land managers to prioritise key sections of the trail for activation. <p>Trail Experience Development</p> <ul style="list-style-type: none"> – Trail transport: activate through existing accommodation, community and private transport providers. – Trail guides: develop a pool of local guides. – Cultural experiences: integrate experiences led by Narungga guides and develop dual-language interpretation. – Walk-in accommodation: assess feasibility for eco-style accommodation pods along key sections (e.g. within or near Dhilba Guuranda-Innes National Park). <p>Trail Marketing and Bookability</p> <ul style="list-style-type: none"> – Digital assets: develop or enhance website, social media, suggested walking/ cycling itineraries. – Bookable packages: develop bookable transport and accommodation options. – Storytelling and marketing: promote autumn, winter and spring walking/cycling. <p>Trail Management and Infrastructure</p> <ul style="list-style-type: none"> – Infrastructure prioritisation and funding: focused activation of key trail sections, including accessible infrastructure. – Wayfinding: connect to towns and businesses. – Storytelling, interpretation and signage. – Trail extension: plan for extension northwards from North Beach to Port Broughton. 	<p>Walk the Yorke has a secure future with ongoing management and maintenance.</p> <p>The trail is growing the economic and social value for the region.</p> <p>Community and industry embrace walkers and cyclists and support them through new experiences and transport options.</p>	<p>RTO</p> <p>SATC</p> <p>Walking SA</p> <p>YPC</p> <p>CCC</p> <p>BWC</p> <p>DEW</p> <p>NYLB</p> <p>NNAC</p> <p>Progress associations</p> <p>Community</p> <p>Industry</p> <p>RDAYMN</p>	Long-term

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.4	Visitor Experience Development^	Support industry and community to grow the quality and diversity of visitor experiences across the Yorke Peninsula.	<p>This project focuses on developing and diversifying visitor experiences across the region's Experience Pillars (see Appendix: Table A, Experience Development Focus).</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Use insights from the 2024 Yorke Peninsula Latent Demand research to guide priorities. – Activate Project M.2 Industry Database to benchmark and monitor progress in experience development across the region. – Test new, pop-up and non-bookable experiences, including community-led initiatives, alongside bookable experiences. – Prioritise inclusive and regenerative experiences. – Explore partnerships and packaging opportunities between existing businesses. – Identify and refer businesses suitable for SATC's industry development programs. – Engage community organisations in creating and delivering new visitor experiences. – Connect local stakeholders with visitors to support their conservation, community development, social inclusion, youth development, cultural heritage and regeneration projects. – Pilot concepts at peak times (school holidays and major events) before expanding to off-peak. 	<p>Growth in the quantity and quality of distinct bookable visitor experiences that deliver meaningful, lasting connections and understanding of people and place.</p> <p>Growth in visitor volume and yield over time.</p> <p>Traditional Owners and community groups are supported to pursue tourism-related activities to achieve their organisational and community goals.</p> <p>Strengthened cultural respect and understanding of Aboriginal culture and stories.</p> <p>Visitor sentiment strongly aligns with the region's distinctive nature and place credentials.</p>	<p>RTO SATC Training providers DEW RDAYMN YPC BWC CCC TiCSA Local conservation organisations Community NYLB</p>	Ongoing

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.5	Off-peak Events Development*	Deliver targeted activities to grow the value of events across the Yorke Peninsula outside of summer.	<p>A collaborative regional approach to events can increase visitation and yield outside of summer while building community pride. Focus should be on supporting distinctly regional events that reflect community values and have strong visitor appeal.</p> <p>Considerations for activation:</p> <p>Event Committee Capability Building</p> <ul style="list-style-type: none"> – Targeted support and advice for councils to leverage and activate the event opportunity locally. – Event committee training, support and succession planning. – Climate change and risk management training (refer Project 4.2). <p>Event Evolution</p> <ul style="list-style-type: none"> – Identify existing events aligned with the Yorke Peninsula’s DNA that have strong potential to drive future demand eg. Grounded Arts Festival and Seafood on Spencer (Refer Table A: Experience Development Focus, Festivals and Events). – Prioritise capability building for committees overseeing events identified above and those open to evolution. <p>Strategic Event Scheduling</p> <ul style="list-style-type: none"> – Consider visitor flows to neighbouring regions (eg. Clare Valley, Eyre Peninsula and Flinders Ranges) to leverage their peak season markets. <p>New Regional Event Development</p> <ul style="list-style-type: none"> – Explore potential for a major off-peak demand-driving event. – Ensure the event type reflects the regions strengths, such as seafood or agriculture, and catalyses region-wide activation. <p>State-Based Event Participation</p> <ul style="list-style-type: none"> – Increase the region’s participation in state-wide events that align with regional strengths and occur outside peak season. Examples include Illuminate Adelaide, Adelaide Fringe Festival, Tasting Australia, Gather Round, Nature Festival and History Festival. <p>Event Bidding</p> <ul style="list-style-type: none"> – Identify opportunities to bid for niche interest, business and sporting events with interstate and intrastate appeal. <p>Event Infrastructure</p> <ul style="list-style-type: none"> – Support and advocate for recreational and sporting facilities upgrades or expansions (include in Project M.3 Pipeline Project Database). – Advocate for conference delegate accommodation in the Copper Coast. – Support surfing events eg. ability to host the Surfing Australia Pro in Dhilba Guuranda-Innes National Park in 2026/2027. 	<p>Regional events organisations are sustainable, feel supported, and growing in capacity.</p> <p>Increase in volume of visitors, particularly in low and shoulder seasons.</p> <p>Increase in average overnight visitor yield over time.</p> <p>Visitors are more connected with stories of place after attending an event.</p> <p>Visitors have higher satisfaction and increase spending and length of stay to attend regional events in the Yorke Peninsula.</p>	<p>YPC BWC CCC Event Organisers RTO Community Industry</p>	Short-term

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.6	Cruise Tourism Development^	Undertake activities to develop the visitor experience for cruise ship arrivals at Wallaroo.	<p>Increasing cruise ship arrivals into Wallaroo is a priority for Copper Coast Council.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Infrastructure enhancement: ensure a seamless visitor experience from arrival to departure. – Shore Excursion Program Expansion: maximise local economic and community benefits while minimising leakage. Align shore excursions with market trends and future demand and include Moonta Mines as a key visitor experience. – Partnership development: foster collaboration between local businesses and cruise operators. – Strategic insights: collect and share data on the economic benefits of cruise visitation for the community and industry. <p>Alignment with other projects:</p> <ul style="list-style-type: none"> 1.2 Moonta Mines World Heritage Listing 1.4 Visitor Experience Development 3.4 Strategic Visitor Servicing 4.4 Strategic Insights 4.5 Stakeholder, Industry and Community Engagement 	<p>Visitors visiting the Yorke Peninsula through cruise ship shore excursions have exceptional visitor experiences.</p> <p>Residents and business community welcome and support cruise ship arrivals into Wallaroo and see economic benefits within their communities.</p>	<p>CCC RTO SATC Industry Community Flinders Port Holdings</p>	Ongoing

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.7	Industry Innovation and Capability^	Deliver an annual program of activities that foster innovation and strengthen the resilience of the tourism sector.	<p>A strategic approach is needed to ensure tourism businesses receive targeted support aligned with regional strengths and aspirations.</p> <p>Capability focus areas:</p> <ul style="list-style-type: none"> – Business sustainability and entrepreneurship: business management, accessibility, digital disruption and AI, social enterprise models, sustainability across operations and supply chains, climate reporting, and regenerative practices and partnerships. – Customer experience: end-to-end proactive visitor engagement and service best practices. – Event organisation: governance, regulation, administration, sustainability, storytelling and marketing, and grant funding (refer Project 1.5 Off-Peak Event Development). <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Deliver targeted learning and connection opportunities through workshops, training, sector roundtables and mentoring programs. Test diverse methods to get cut through. – Focus support on new and existing tourism businesses and events that strengthen destination experiences, and address experience gaps such as accessibility. – Include retail traders as visitor-facing experiences. – Develop a single source of information regarding support and training opportunities and connect businesses to relevant resources suited to their stage of business. – Partner with capability development providers to leverage training, benchmarking and accreditation programs (eg. Austrade’s Sustainable Tourism Toolkit, Ecotourism Australia’s Strive for Sustainability Benchmarking Program and TiCSA’s Quality Tourism Accreditation). – Invest in capability-building that creates meaningful learning journeys to address gaps not covered by other providers. 	<p>Businesses innovate and evolve their practices and visitor experiences.</p> <p>Businesses report increased visitor volume and yield outside of summer.</p> <p>Businesses feel supported by and connected with the RTO and each other.</p> <p>Positive outlook for tourism businesses, event managers, and community groups.</p>	<p>RTO</p> <p>SATC</p> <p>TICSA</p> <p>OSFB</p> <p>YPC</p> <p>CCC</p> <p>BWC</p> <p>RDAYMN</p> <p>Other training stakeholders inc UniHub Spencer Gulf</p>	Ongoing

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.8	Contemporary Accommodation^	Deliver targeted actions to grow the quality and diversity of accommodation offerings across the Yorke Peninsula.	<p>Yorke Peninsula’s accommodation is dominated by short-stay self-contained homes and motel accommodation, and a strong network of publicly owned caravan parks. There are opportunities to diversify, optimise and commercialise the accommodation supply to attract growth markets.</p> <p>Accommodation opportunities:</p> <ul style="list-style-type: none"> – Conference delegate accommodation in the Copper Coast. – Eco-sensitive, higher-end self-contained accommodation in nature, near Dhilba Guuranda-Innes National Park eg. Marion Bay. – High-quality caravan park cabins overlooking the ocean. – Managed beach camping including overflow camping. – All-inclusive packages for long-distance walkers and cyclists (Walk the Yorke) including transport, catering and servicing eg. portage. – Regulated and commercial bush camping and off-grid accommodation along the coast, across all land tenures. – Farm stays. <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Connect potential investors with relevant data, opportunities and stakeholders. – Advocate for universal design and sustainability on all accommodation projects. – Maintain awareness of the planning codes and educate accommodation investors on opportunities outlined in this DMP. – Use the SATC Tourism Development Facilitation Plan Yorke Peninsula (December 2024) to guide investors. – Add major accommodation projects to the Pipeline Project Database (refer Project M.3) and support progress as needed. 	<p>Accommodation supply and visitor experience align with the expectations, needs and motivations of visitor markets.</p> <p>Increase in experiential accommodation along the coastline that aligns with environmental and community values.</p>	<p>RTO</p> <p>YPC</p> <p>CCC</p> <p>BWC</p> <p>RDAYMN</p> <p>Industry Parks SA</p>	Ongoing

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
1.9	Investment Attraction Support^	State catalyst projects and Experience Development Focus Areas will have adequate funding to be realised in a timely manner.	<p>Investment is essential to develop new visitor experiences across the Yorke Peninsula.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Leverage the work of SATC’s Destination Development team, Invest SA, RDAYMN and local government to attract potential investors to destination-enhancing projects. – Develop an Investment Plan that outlines strategic opportunities aligned with regional strengths, supported by an Investment Prospectus to clearly market the opportunities to investors. – Ensure projects seeking investment meet minimum criteria such as completed concept work, quantifiable product gap, market feasibility, identified site, planning overlay and a viable business model. – Ensure the planning environment supports sensitive growth and development to enable demand-driven infrastructure. – Explore public-private partnership models to progress major pipeline projects. – Identify and support grant applications to advance demand-driving projects in the region. 	<p>The region attracts adequate funding to progress Catalyst and Regionally Significant projects, growing appeal for leisure and business markets.</p> <p>Long-term increase in appeal and visitation with appealing accommodation and experiences.</p>	<p>RTO</p> <p>RDAYMN</p> <p>Local Government</p> <p>State Government</p>	Ongoing
1.10	Pipeline Project Support^	Advocate for and support the progression of identified projects in the Pipeline Project Database (Project M.3).	<p>The region has a pipeline of major visitor experiences (public and private) at various stages of development. Each project required specific support based on its stage.</p> <p>Consideration for activation:</p> <ul style="list-style-type: none"> – Stakeholders to collaborate effectively within the scope of their roles and responsibilities to progress projects. 	Pipeline projects seeking government funding or private investment are progressed via advocacy and collaborative efforts.	<p>RTO</p> <p>YPC</p> <p>CCC</p> <p>BWC</p> <p>RDAYMN</p> <p>Industry</p> <p>Private investors</p> <p>Community</p>	Ongoing

Strategic Priority 2: Caring for Place

Objective

Tourism supports the prosperity of the Yorke Peninsula while protecting its environment, heritage, communities and resources

Why is this important to the region?

- Protects and restores biodiversity, by allowing visitors to connect with, learn and be inspired by initiatives like Marna Banggara.
- Encourages visitors to understand their commitment as temporary locals and the role they play in being prepared and visiting respectfully.
- Demonstrates the tourism industry's commitment to climate action and environmental stewardship.
- Ensures the region is proactively prepared for emergencies, with clear roles for all stakeholders.

Priority Projects

Catalyst Projects	Regionally Significant Projects	Enabling Projects
2.1 Marna Banggara - Wildlife and Conservation Experiences	2.2 Net Zero and Biodiversity Tourism Leadership	2.3 Responsible Visitors Project

South Australian Tourism Plan 2030 Alignment

- **Tourism - a force for good**
 - Create a 'True South' visitor experience with industry where people, place and planet are celebrated.
 - Be guided by Aboriginal care for Country and support Aboriginal people to tell their stories of culture on Country.
 - Take a leadership position on regenerative and inclusive tourism nationally.
 - Grow South Australia's sustainable tourism credentials, positioning us as a top three sustainable tourism destination.

United Nations Sustainable Development Goals Alignment



(10)



State Catalyst Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
2.1	Marna Banggara - Wildlife and Conservation Experiences*	Grow opportunities for visitors and the tourism industry to connect with and learn from Marna Banggara.	<p>The 20-year Marna Banggara conservation and biodiversity project has the potential to capture the hearts and minds of visitors globally, showcasing the regeneration of Australia’s iconic brush-tailed bettongs (yalgi to Narungga). Visitor experiences provide an opportunity for education and connection to the project’s vision of native flora and fauna restoration.</p> <p>Considerations for activation:</p> <p>Short-term opportunities:</p> <ul style="list-style-type: none"> – Voluntourism and citizen science events for visitor education and engagement. – Integration with Walk the Yorke including interpretation, nature walks and birdwatching. – Tourism industry awareness and capability, including for DEW Commercial Tour Operators, to share project stories with visitors. <p>Longer-term opportunities as wildlife populations increase:</p> <ul style="list-style-type: none"> – Development of a visitor centre or interpretation hub for visitor engagement and tours. – Nocturnal wildlife tours (guided or self-guided) (tightly managed to ensure appropriate guide and visitor behaviour). – Private landholder-hosted experiences focused on conservation education. – Dark sky experiences connected to nocturnal wildlife activity. – Narungga-led guided experiences. – Birdwatching experiences including species such as mallee fowls. 	<p>The Marna Banggara project is well understood by locals, and businesses explore on opportunities to support its goals.</p> <p>Visitors learn about conservation and biodiversity efforts and engage in highly respectful (and tightly managed) wildlife experiences.</p>	<p>NYLB DEW RTO Local landholders Conservation organisations NNAC Federal Government YPC</p>	Long-term

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
2.2	Net Zero and Biodiversity Tourism Leadership*	Support tourism businesses and the wider Yorke Peninsula stakeholders to understand the risks of climate change and biodiversity loss and take action in their local businesses and communities.	<p>Climate change and biodiversity loss are the most significant risks to tourism on the Yorke Peninsula. This project focuses on understanding local impacts and enabling industry to take meaningful action to care for the region's lands and waters.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> — Collect and communicate local impact data to help communities understand how climate change and biodiversity loss affect tourism businesses and the wider region. — Audit current initiatives to identify which groups and organisations are actively caring for land and water across the region. — Educate local tourism operators and communities on climate and biodiversity issues, and what they can do at a local level. — Support place-based biodiversity projects that protect and restore local ecosystems, including beaches, coastal waters and endemic/endangered flora and fauna. — Build local networks of businesses and community members committed to caring for the health of the region's environment, economy and community. Start with communities most ready to engage. — Explore a "Beach Stewardship" program for visitors and locals to foster connection and care for their favourite coastal areas. <p>Alignment with other projects:</p> <p>Project 1.7 Industry Innovation and Capability</p> <p>Project 2.1 Marna Banggara</p>	Yorke Peninsula is demonstrating tourism industry leadership in addressing climate change and biodiversity loss, inspiring visitors and communities to connect, learn and contribute to local conservation projects.	RTO DEW NYLB SATC YPC CCC BWC Conservation organisations Progress associations Businesses Community SATC	Long-term

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
2.3	Responsible Visitors Project^	Deliver targeted activities to enhance visitor safety and educate visitors about environmental care and how to be responsible visitors on the Yorke Peninsula.	<p>This project focuses on ensuring visitors to the Yorke Peninsula are safe, prepared and respectful of local communities, cultural heritage and the environment.</p> <p>Key issues include:</p> <ul style="list-style-type: none"> – Visitors arriving unprepared for remote coastal conditions, including limited mobile coverage and extreme heat. – Unsafe or non-compliant behaviours, such as going off designated tracks, inappropriate 4WD use, wildlife disturbance and poor waste management. – Environmental impacts from irresponsible camping, beach driving and rubbish disposal. – Inconsistent signage, wayfinding and safety information at key locations. – Fragmented or uncoordinated messaging across councils, state government and visitor channels. – Limited monitoring of visitor behaviour and the effectiveness of interventions. <p>Considerations for the activation:</p> <ul style="list-style-type: none"> – Coordinate stakeholders to align messaging and communication strategies that promote safe and respectful visitor behaviours. – Establish monitoring and evaluation measures to assess messaging effectiveness and refine approaches. <p>Alignment with other projects: Project 1.1 Dhilba Guuranda-Innes National Park Project 1.3 Walk the Yorke Project 3.3 Strategic Visitor Servicing Project 4.4 Climate Change and Risk Management</p>	<p>Key messages have been developed around positive visitor behaviour.</p> <p>Key messages are being communicated to visitors via the right channels in the right format.</p> <p>Visitors to the Yorke Peninsula are well-informed, act responsibly, are involved in fewer safety incidents and minimise their negative impact on local communities and the environment.</p>	<p>RTO DEW NYLB YPC CCC BWC RDAYMN Industry Community SATC</p>	Long-term

Strategic Priority 3: Impactful Regional Storytelling

Objective

Share authentic stories that highlight the Yorke Peninsula’s character and experiences, increasing awareness and demand year-round.

Why is this important to the region?

- Celebrates the culture, people, and identity of the Yorke Peninsula as a distinct travel destination.
- Strengthens and sustains local tourism businesses through increased visibility and demand.
- Showcases the region’s distinctive nature-based assets, encouraging greater visitor engagement.
- Builds awareness of the region’s diverse experiences, beyond the coast and summer peak.
- Supports coordinated industry storytelling and marketing to attract visitors year-round.
- Expands awareness and drives demand for the Yorke Peninsula visitor experience beyond just South Australia.
- Equips visitors with the right information and tools to understand the region’s offerings and plan safe, rewarding trips that extend their stay and spend.

Priority Projects

Catalyst Projects	Regionally Significant Projects	Enabling Projects
Nil	3.1 Yorke Peninsula Stories 3.2 Strategic Visitor Servicing	3.3 Annual Destination Marketing Program - Autumn, Winter, Spring Focus

South Australian Tourism Plan 2030 Alignment

- **New and evolving products and experiences**
 - Support our industry to tell the South Australian story.
- **Increase appeal to drive demand**
 - Deliver a long-term destination brand platform.
 - Simplify and double down on our strengths.
 - Grow access to and from key markets.
- **Tourism - a force for good**
 - Grow South Australia’s sustainable tourism credentials, positioning us as a top three sustainable tourism destination.

United Nations Sustainable Development Goals Alignment



Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.1	Yorke Peninsula Stories^	Activate activities to better understand the Yorke Peninsula's distinct stories, ready for elevation through strategic storytelling and marketing activities.	<p>Broaden and strengthen the Yorke Peninsula narrative beyond beaches, creating storylines that connect with high-value visitors and can be shared consistently across visitor touchpoints.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Identify Simple Pleasures storylines for SATC activation and amplify through Yorke Peninsula's marketing channels (linked with Project 3.3 Annual Destination Marketing Program). – Provide storytelling education for brand custodians, councils, communities and industry, focusing on alignment to values-driven visitors and year-round visitation. – Build capacity of operators and community groups to craft, publish and amplify place-based stories that reflect identity and positive impact (linked with Project 1.7 Industry Innovation and Capability). <p>Story themes include:</p> <ul style="list-style-type: none"> – Coastal landscapes and aquatic life: dunes, beaches, salt lakes, mangroves, stromatolites, wildlife and biodiversity. – Colonial histories: agriculture, mining (copper, gypsum, salt), shipwrecks, towns. – Current industries: agriculture, mining. – Trails: Walk the Yorke, shipwreck trails. – Positive social, cultural and environmental impact stories of place, including the contribution of volunteer-led community events. – Accessibility of Yorke Peninsula: proximity to Adelaide. <p>Note: The inclusion of Narungga stories is a strong aspiration by the community and industry. These stories must be led, told and endorsed by the Narungga community for use in regional storytelling, wayfinding, interpretive signage and visitor experiences.</p>	<p>Distinct stories of place are uncovered, articulated and ready to be told by the right storytellers.</p> <p>The richness of Yorke Peninsula's past and present is being shared to help connect visitors to the people and place and is being leveraged to drive demand for the region.</p>	<p>RTO</p> <p>SATC</p> <p>DEW</p> <p>NNAC</p> <p>Nharungga Aboriginal Progress Association</p> <p>Tourism operators</p> <p>Event organisers</p> <p>Community Groups</p> <p>BWC</p> <p>CCC</p> <p>YPC</p>	Immediate

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.2	Strategic Visitor Servicing*	Deliver an annual program of regionally focused visitor servicing activities that support visitors to have the right information before and during their visit.	<p>There is a significant opportunity to strengthen and align visitor servicing across the Yorke Peninsula to improve dispersal, visitor spending, connection to place, and responsible travel.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Deliver consistent, Yorke Peninsula-wide visitor collateral and digital information (e.g. a regional visitor guide, maps and seasonal content), supported by a clear distribution plan. Ensure all materials embed responsible visitor messaging and use accessible, inclusive language and formats. – Develop targeted digital resources, including themed and seasonal guides (such as coastal and beach experiences), that help visitors make informed decisions based on weather, conditions and location. – Strengthen pre-arrival and in-region communications through coordinated digital updates on What's On and What's Open, shared across accommodation providers, holiday home operators, visitor centres and online platforms to encourage evening, off-beach and shoulder season activities. – Create and promote cross-regional itineraries that connect towns, trails and experiences across the Yorke Peninsula, with priority focus on key drawcards such as Dhillba Guuranda-Innes National Park, arts and food trails, and walking and cycling routes to increase dispersal and length of stay. – Strengthen collaboration across the three councils, visitor centres and outlets, volunteers and community groups to deliver a coordinated regional approach to visitor servicing, improve cross-referrals, and support peak periods, events and cruise arrivals. 	<p>Visitor servicing teams feel united and understand their role in supporting visitors to the region.</p> <p>Visitors are supported with the accurate, inspirational and accessible information they need to plan, book and experience the region across relevant touchpoints during their travel journey.</p> <p>Visitors know how to be respectful of communities and the environment when exploring the region.</p>	<p>BWC CCC YPC RTO SATC DEW Accommodation agents Tourism operators Event organisers Community groups</p>	<p>Short-term then Ongoing</p>

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
3.3	Annual Destination Marketing Program - Autumn, Winter, Spring Focus^	Plan and execute a targeted annual marketing plan to elevate the Yorke Peninsula brand across owned and earned platforms that aligns with and support SATC destination marketing activities.	<p>Strategic, consistent destination marketing is needed to strengthen Yorke Peninsula's profile outside of the peak summer period and to convert demand from target visitor markets.</p> <p>Considerations for activation:</p> <p>Brand Assets</p> <ul style="list-style-type: none"> Continued proactive management and investment of the Yorke Peninsula destination website and social media channels as a high priority for local tourism businesses to capture and convert demand. Optimise brand assets (photos and videos), showcasing what to see and do across autumn, winter, and spring. Share Simple Pleasures storylines for elevation in SATC marketing, optimised through Yorke Peninsula-owned marketing channels and tactics. <p>Storylines</p> <ul style="list-style-type: none"> Share more stories of place, community, nature, history and local culture, uncovered through Project 3.1 Yorke Peninsula Stories. Promote seasonal experiences and activities aligned with Yorke Peninsula Tourism 2024 Latent Demand Research. <p>Messaging</p> <ul style="list-style-type: none"> Embed responsible visitor messaging across all activations (refer Project 2.3 Responsible Visitors Project). Where relevant, and not confusing to visitors, support the sub-regional brands of Copper Coast and Top of the Yorke. 	<p>Awareness and appeal as a distinctive, year-round destination are increased, particularly across autumn, winter and spring.</p> <p>Stronger and more consistent stories of place are amplified through regional, state and national channels.</p> <p>Demand from high-value visitors grows, particularly outside peak summer.</p> <p>The destination's digital channels continue to deliver value to the community and industry.</p> <p>The local community, including young people and content creators, is actively involved in telling the story of place and feels proud and connected to the region.</p>	<p>RTO</p> <p>SATC</p> <p>NNAC</p> <p>NAPA</p> <p>Tourism operators</p> <p>Event organisers</p> <p>Community Groups</p> <p>BWC</p> <p>CCC</p> <p>YPC</p>	Immediate

Strategic Priority 4: Destination Stewardship

Objective

Destination stewards collaborate to plan for the future, tackle major sector issues and build community support for tourism.

Why is this important to the region?

- Yorke Peninsula communities have the infrastructure and services they need to host visitors during peak times.
- Decision-makers have the data and insights to grow the economic, social and environmental value from tourism.
- The tourism industry is supported to mitigate risks of climate change and minimise disruption from crisis events.
- Visitor spending contributes to maintaining essential services and public infrastructure across the Yorke Peninsula.

Priority Projects

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

South Australian Tourism Plan 2030 Alignment

- **Tourism - a force for good**
 - Take a leadership position on regenerative and inclusive tourism nationally.

United Nations Sustainable Development Goals Alignment



Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.1	Proactive Peak Season Management*	Deliver practical actions to scale up essential utility services and activate surge workforce solutions for the peak of summer.	<p>Reliable utility services and a seasonal workforce are essential for Yorke Peninsula communities and businesses to deliver strong visitor experiences and maximise the value of tourism during peak times.</p> <p>Considerations for activation:</p> <p>Priority Issue Scoping</p> <ul style="list-style-type: none"> – Confirm the specific locations and scale of peak summer challenges including: <ul style="list-style-type: none"> – Mobile phone and internet connectivity – Water supply – Electricity supply – Rubbish collection (beaches, campgrounds, smaller towns) – Food supply chain – Workforce availability – Scope actions to address each issue with stakeholders. <ul style="list-style-type: none"> – Region-wide issues may be addressed through Project 4.3 Regional Issues Advocacy. – Place-specific challenges (eg. rubbish management, mobile coverage) will require solutions developed with local stakeholders. <p>Seasonal Workforce</p> <ul style="list-style-type: none"> – Undertake further analysis of peak-season workforce gaps, including barriers to staff attraction and retention (e.g. affordable housing). – Explore opportunities for a seasonal surge workforce across the greater tourism zone, enabling mobility between nearby regions (eg. Southern Flinders, Clare Valley) for year-round employment. Focus workforce gaps are expected to include chefs, cleaners, hospitality staff and tradespeople. 	<p>Essential services and workforce are able to meet peak visitor demand.</p> <p>Community sentiment towards tourism improves during peak seasons.</p> <p>Tourism businesses capture visitor spend to support year-round resilience.</p> <p>Local solutions to workforce challenges are developed and implemented.</p>	<p>RTO</p> <p>BWC</p> <p>CCC</p> <p>YPC</p> <p>RDAYMN</p> <p>Industry</p> <p>State government agencies</p> <p>Skills SA</p>	<p>Immediate then Ongoing</p>

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.2	Climate Change and Risk Management*	Undertake activities to proactively plan for climate adaptation and build industry resilience against climate change and crises.	<p>The Yorke Peninsula’s visitor economy relies on its natural environment. Climate change presents the most significant risk to its future and requires proactive planning and adaptation.</p> <p>Considerations for activation:</p> <p>Scenario Planning</p> <ul style="list-style-type: none"> – Undertake scenario planning across short, medium, and long timeframes. Key climate risks include: <ul style="list-style-type: none"> – Extreme heat: consider event timings, alternative activities on extreme heat days, Walk the Yorke messaging, identification of hot weather refuge locations. – Bushfires: evacuation planning and preparedness across all industries. – Drought: water security planning for experiences and communities not connected to mains supply. – Storms and flooding: crisis management planning. – Marine heatwaves: addressing impacts of unforeseen high-impact environmental events (e.g. harmful algal bloom) on beach and ocean-based visitor experiences. <p>Scenario planning should also inform climate adaptation and business resilience actions across other projects:</p> <ul style="list-style-type: none"> 1.4 Visitor Experience Development: product innovation and adaptation. 3.3 Annual Destination Marketing Program: seasonal repositioning across spring, winter and autumn. 4.1 Proactive Peak Season Management: visitor communications during crisis events. 1.9 Investment Attraction Support and 1.10 Pipeline Project Support: climate resilient infrastructure investment. 1.7 Industry Innovation and Capability: education, training, and climate risk scenario planning. 4.3 Regional Issues Advocacy: state and federal policy change and funding support for climate resilience. 	Tourism stakeholders are taking proactive action across projects, experiences, events and infrastructure design and management to adapt to climate change and mitigate crisis event impacts.	RTO BWC CCC YPC Event organisers Industry Emergency services DEW RDAYMN Climate Council Relevant stakeholder per specific issues	Short-term then Ongoing

Regionally Significant Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.3	Regional Issues Advocacy [^]	A united and focused voice that is advocating for regional issues that are impacting the aspirations outlined in the DMP.	<p>Tourism on the Yorke Peninsula is constrained by a number of regional issues that limit its ability to deliver full economic and social benefits.</p> <p>Priority issues include:</p> <ul style="list-style-type: none"> – Mobile coverage – Digital connectivity – Electricity security – Beach safety – Water security – Food security – Housing <p>(Refer to Appendix: Table B, Regional Tourism Advocacy Priorities for details.)</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Build mechanisms and maintain trusted relationships with key stakeholders at local, regional, state and national levels to stay informed on issues. – Collaborate with other RTOs on shared industry issues, gather evidence and prepare coordinated action plans. – Establish strong two-way communication channels between community and industry stakeholders to support effective advocacy. – Ensure tourism is represented in decision-making forums and advocates for outcomes that benefit both tourism and the region. – RTO to confirm lead stakeholders for each issue, track progress, and report back to stakeholders and industry. – Refer Project M.4 Regional Issues Advocacy Database - maintain a live record of issues. <p>Alignment with other projects:</p> <p>Project 4.1 Proactive Peak Season Management.</p>	Stakeholders across the Yorke Peninsula are working proactively and collaboratively to address regional issues (not just specific to tourism) impacting the future of Yorke Peninsula's visitor economy.	RTO to coordinate Identified partners per specific issue BWC CCC YPC	Ongoing

Enabling Projects

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
4.4	Strategic Insights*	Source and curate data and insights to enable strategic decision-making.	<p>Councils and regional stakeholders require detailed, town- and community-level data to understand visitor impacts and inform decisions about future management, investment and development of the Yorke Peninsula’s visitor economy.</p> <p>Key insights to capture:</p> <ul style="list-style-type: none"> – Visitor spend: understand where visitor dollars are going during holiday periods. – Visitor dispersal: track how visitors move throughout the region. – Business impacts: measure changes in business activity, such as extended operating hours, employment levels, and days open. – Economic impact of events and cruises: quantify the contribution of key visitor events and cruise arrivals to local economies. <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Invest in tools and systems to collect and analyse visitor, business and community insights that inform regional tourism planning and investment. – Establish regular, two-way communication channels to share tourism sentiment and performance indicators with councils, stakeholders and the community. – Track and report key metrics, including visitor economy impacts, community alignment, and local perceptions, to support strategic decision-making. – Explore opportunities to use visitor movement and spend data to guide future projects and investment. 	Timely and relevant data is informing strategic decision making by destination stewards, to grow the economic, environmental and community benefits of tourism.	BWC CCC YPC SATC RTO OFSB RDAYMN Businesses Community	Ongoing
4.5	Stakeholder, Industry and Community Engagement*	Engage and communicate the benefits of tourism to all Yorke Peninsula stakeholders	<p>Activate initiatives to educate the community, on the value of tourism, its critical role in the sustainability of local communities, and ways they can support, participate in, and benefit from DMP projects.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Host events that foster connection, partnerships, learning and innovation across stakeholders. – Enable local councils to share insights on tourism value through resident communication channels. – Regularly communicate the benefits of tourism and progress of DMP projects. – Involve community members in project reference groups to build accountability and social license for sensitive tourism development. – Build engagement and capacity among young people through high school programs: <ul style="list-style-type: none"> – Educate tourism students on the visitor economy and its impacts on communities. – Connect youth with projects, programs and tourism stakeholders to develop skills and positive engagement with nature and regeneration. – Link youth with businesses seeking seasonal workers. 	<p>The value of tourism is understood by decision-makers, industry and community.</p> <p>Locals express positive sentiment about the visitor economy by feeling proud and connected to their home and continue to offer the social license for tourism.</p> <p>Increase in youth engaging in tourism-related projects, programs, jobs and skills development opportunities.</p>	RTO BWC CCC YPC Community groups Education partners (secondary and tertiary)	Ongoing

DMP Management and Reporting

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
M.1	DMP Accountability*	The projects outlined in the DMP are being progressed through a cooperative stewardship model of accountability.	<p>Co-designed accountability mechanisms are required to successfully activate the projects in the DMP.</p> <p>Considerations for activation:</p> <ul style="list-style-type: none"> – Activate a governance framework to bring together stakeholders with a lead role in project delivery. – Confirm quarterly and annual reporting structures to track DMP goals and project progress to the relevant stakeholders. – Determine Project Leads on a project-by-project basis to operationalise each project. – For projects without an existing lead, convene an initial stakeholder meeting to discuss project goals, context and nominate a Project Lead. <ul style="list-style-type: none"> – If no external lead is nominated, the RTO will determine its role in the project and prioritise accordingly. – Projects may be deferred if resourcing is insufficient. – Confirmed Project Leads undertake annual action planning to progress projects and meet reporting requirements. 	<p>The progress of State Catalyst, Regionally Significant and Enabling Projects is being tracked and reported annually.</p> <p>Goals are tracked and reported on annually.</p>	RTO Individual project leads	<p>Immediate (governance framework set up)</p> <p>Ongoing (annual planning and reporting)</p>
M.2	Industry Database*	Maintain a dynamic database of tourism experiences within the Yorke Peninsula.	<p>Develop and maintain a dynamic database of all tourism experiences in the region to track business maturity, experience offering and alignment with regional priorities.</p> <p>Activation and then ongoing management of the database will require:</p> <ul style="list-style-type: none"> – Partner with stakeholders to conduct a tourism experience audit, identifying each business's experience profile, marketing maturity and potential to address regional experience gaps. – Implement customer relationship management (CRM) software to monitor business and event development (refer Projects 1.4, 1.5 and 1.6) and to identify opportunities for targeted industry capability building (refer Project 1.7). 	<p>Database is set up and maintained.</p> <p>Database insights are used to inform targeted experience development and industry capability opportunities within the DMP.</p>	RTO SATC Industry BWC CCC YPC	<p>Immediate (database set up)</p> <p>Ongoing (database management)</p>

#	Project	Objective	Details	Impact	Key Stakeholders	Timeframe
M.3	Pipeline Project Database*	Maintain a database of major visitor economy development projects across the region that require advocacy to see them through to fruition.	<p>Maintain a comprehensive, up-to-date record of all Pipeline Projects being delivered by local, regional, state, or private stakeholders across the Yorke Peninsula, ready to be supported through relevant DMP Projects.</p> <p>Pipeline project criteria:</p> <ul style="list-style-type: none"> – Aligns with the DMP’s vision and aspirations. – Supports or connects to State Catalyst Projects. – Located within the Yorke Peninsula tourism region. – Has an embedded, planned visitor economy use. – Is currently in progress (not just an aspiration). – Supported by a solid business case or actively developing one. – Secures local investment commitment. <p>Database management considerations:</p> <ul style="list-style-type: none"> – Review the Pipeline Projects Database annually with stakeholders to ensure accuracy and relevance. – Provide an annual status update of Pipeline Projects as part of Project M.1 DMP Accountability. 	A database is developed and maintained and provided to relevant stakeholders.	RTO BWC CCC YPC RDAYMN	Ongoing
M.4	Regional Issues Database*	Maintain a database of local and regional issues that impact tourism and require consistent, coordinated advocacy.	<p>There are numerous local and regional issues that impact tourism potential in the region. Maintaining a current record of these issues will enable a coordinated advocacy approach.</p> <p>Database management considerations:</p> <ul style="list-style-type: none"> – Annual review of Appendix Table B: Regional Tourism Advocacy Priorities to ensure the list is current and accurate. – Monitor, scope and progress identified issues through Project 4.3 Regional Issues Advocacy. 	A database is developed and maintained and provided to relevant stakeholders.	RTO BWC CCC YPC RDAYMN	Ongoing

Destination Management Plans and Adaptive Tourism Management

Navigating an Ever-Changing World

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

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

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

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

What does this mean for regional tourism?

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

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

Key principles for adaptive management of this DMP:

- The vision, values, aspirations and strategic priorities of the DMP provide the overarching direction for tourism in the region. These aspects are fixed as per the chart below.
- The DMP identifies opportunities for capacity building at a local level.
- The DMP is supported by regenerative and inclusive principles delivered through the South Australian 'True South' promise (refer to SA Tourism Plan 2030).
- The DMP will be reviewed regularly and adapted to respond to changes.

DMP Project Agility

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



Supporting Information

Acknowledgments

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

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

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

State and Regional	Local Government	Industry and Community
Business Events Adelaide	Barunga West Council	Ballara Art and Lifestyle Retreat
Country Arts Yorke Peninsula	Copper Coast Council	Copper Coast Motorsports
Department for Environment and Water – National Parks and Wildlife Service	Yorke Peninsula Council	Copper Trails Bike Hire
Department of Primary Industries and Regions, South Australia		Edithburgh Progress Association
Festivals Adelaide		Forgotten Paddock
Invest South Australia		Maitland Progress Association
Northern and Yorke Landscape Board		Maitland Visitor Information Outlet
Office for Small and Family Business		Minlaton Caravan Park
Regional Development Australia Yorke and Mid North		Neptune's Surf Experiences
SA Parks - The Caravan Parks Association of South Australia		SA Eco Tours
South Australian Aboriginal Tourism Operators Council		Spencer Gulf Searoad
South Australia Tourism Commission		Stansbury Motel
South Australia Wine Industry Association		Stansbury Visitor Centre/Progress Association
Study Adelaide		Swales Surf
Tourism Industry Council South Australia		The Klein Pod
Walking South Australia		The Sparkle Biz
Yorke Peninsula Tourism		Warooka Progress Association
		Watsacowie Brewing Company
		Wellness on Yorkes
		Yorke Peninsula Country Times
		Yorke Peninsula Field Days

Definitions

Term	Description
Tourism	Tourism is a social, cultural and economic phenomenon that entails people moving to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure ¹⁰ .
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 ¹¹ .
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 ¹² .
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 ¹³ .
Sustainable Development Goals	The Sustainable Development Goals are a set of seventeen overarching goals adopted by the United Nations in 2015 as a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. The SDGs recognise that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs, including education, health, social protection, and job opportunities, while tackling climate change and environmental protection ¹⁴ .
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 ¹⁵ .
Tourism Ecosystem	A tourism ecosystem encompasses the interconnected and interdependent elements that contribute to a tourism destination's functionality and development. It's a network of various actors and factors, including businesses, organisations, natural and cultural resources and stakeholders, all working together to provide tourism services and experiences.
Value of Tourism	The Value of Tourism is multifaceted, and its assessment involves a combination of economic, social, environmental and cultural impact signals and indicators.
Placemaking	The process of creating and enhancing public spaces that reflect the unique character and identity of a destination and that provide a sense of place and community for visitors and locals alike. This can include the development of public art, cultural events and community-led initiatives that celebrate the destination's heritage and culture and support the well-being of people and the environment ¹⁶ .
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.

¹⁰ Glossary of tourism terms | UNWTO > unwto.org/glossary-tourism-terms

¹¹ Dr. Jonathon Day, "A Practical Guide to Destination Stewardship and Sustainable Tourism", 2023.

¹² United Nations Environment Program and World Tourism Organisation, Making tourism more sustainable A Guide for Policy Makers, 2005).

¹³ Source: UN World Tourism Organization (now UN Tourism), "Sustainable Development" webpage, 2022.

¹⁴ UN World Tourism Organization (now UN Tourism), "Sustainable Development" webpage, 2022.

¹⁵ Glossary of tourism terms | UNWTO > unwto.org/glossary-tourism-terms

¹⁶ Pacific Asia Travel Association (PATA), "Destination Marketing Handbook", p.42, published 019



Strategic Alignment

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

Organisations	Level	Strategy	Relevance to this DMP
Austrade	National	Thrive 2030	Australia's national strategy for the long-term, sustainable growth of the visitor economy, most recently updated in March 2023.
Department of the Premier and Cabinet	State	SA Economic Statement (2023)	Sets the vision for the SA economy that is fit for the future, improving the wellbeing of all South Australians. An economy that is smart, sustainable and inclusive.
Department of the Premier and Cabinet	State	A Place to Create (2025)	South Australia's 10-year cultural policy to enrich South Australia's future through arts, culture and creativity. Direct alignment and focus of priorities for experience development.
Department for Environment and Water	State	South Australia's Net Zero Strategy 2024-2030	The strategy sets out the government's objectives, policy priorities and actions to reduce greenhouse gas emissions for South Australia and improve the prosperity and wellbeing of South Australians. Implementation of the strategy will help achieve South Australia's interim emissions reduction targets and drive progress towards net-zero emissions by 2050. A number of projects outlined in this DMP directly align with the ambitions of this Strategy.
Department for Housing and Urban Development	Regional	Yorke Peninsula and Mid North Regional Plan (2026)	The long-term vision and direction for strategic planning and land use for the next 15 to 30 years.
Department for Environment and Water	Local	Dhilba Guuranda-Innes National Park and Yorke Peninsula Parks Management Plan 2023 (DEW)	This DMP has direct alignment to support the delivery of this management plan across a number of the Strategic Priority Areas.
South Australian Tourism Commission	State	South Australian Tourism Plan 2030	This DMP is the activation of this strategy at a regional level. Each of the Strategic Priorities of this DMP has a direct alignment to the strategic priority areas in the state sector plan.
	Regional	Regional Visitor Strategy 2025	The high-level framework guided the development of tourism across all SA regions over the last 10 years. This DMP now replaces this document.
	Local	Tourism Development Facilitation Plan - Yorke Peninsula	A strategic tool to influence and guide strategic tourism development across the Yorke Peninsula.
Yorke Peninsula Tourism	Regional	Yorke Peninsula Tourism Strategic Action Plan - Towards 2030	This strategy provided the vision and actions to manage the Yorke Peninsula visitor economy across 2022 - 2025. A number of existing projects and actions are still relevant and have been mapped into this DMP.
Regional Development Australia Yorke Mid North	Regional	RDAYMN Strategic Plan 2024-2033	This DMP has direct alignment to support the delivery of RDA's Strategic Plan across several of the Strategic Priorities.
Northern and Yorke Landscape Board	Regional	Guuranda Yorke Peninsula Coastal Access Strategy 2025 - 2035	The Strategy sets a vision for responsible stewardship and informed access management to preserve and improve the Guuranda /Yorke Peninsula coast for future generations. This DMP is directly aligned with the delivery of this plan across a number of strategic priority areas.
Barunga West Council	Local	Strategic Community Plan 2024 - 2028	These strategies outline the visions for the Yorke Peninsula communities and guide councils' focus, resourcing and investment across economic and community development activities. The DMP looks to support the activation of all aligned actions and projects.
Copper Coast Council	Local	Strategic Plan 2025 - 2035	
Yorke Peninsula Council	Local	Strategic Management Plan 2025 - 2029 and Economic Development and Tourism Strategy 2022 - 2026	

Reference Documents

(12) Sunny Hill Distillery,
Yorke Peninsula

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

- Austrade - Thrive 2030
- Barunga West Council - Strategic Community Plan 2024-2028
- Copper Coast Council - Strategic Plan 2025-2034
- Department for Environment and Water - Dhilba Guuranda-Innes National Park and Yorke Peninsula Parks Management Plan (2023)
- Department for Environment and Water - South Australia's Net Zero Strategy 2024-2030
- Department of the Premier and Cabinet - A Place to Create 10 (2025)
- Department of the Premier and Cabinet - South Australian Economic Statement (2023)
- Landscapes Board Northern and Yorke - Guuranda | Yorke Peninsula Coastal Access Strategy 2025 - 2035 (draft)
- Northern and Yorke Local Government Association - Regional Roadmap 2018-2028
- Office for Small and Family Business - South Australia's Small Business Strategy 2023-2030
- RDA Yorke and Mid North - Strategic Plan 2024-2033
- Department for Housing and Urban Development - Yorke Peninsula and Mid North Regional Plan (draft March 2025)
- South Australian Tourism Commission - Arts & Cultural Tourism Strategy 2025
- South Australian Tourism Commission - South Australia Regional Visitor Strategy 2025
- South Australian Tourism Commission - Tourism Development Facilitation Plan - Yorke Peninsula (December 2024)
- United Nations Sustainable Development Goals
- Yorke Peninsula Council - Economic Development and Tourism Strategy 2022-2026
- Yorke Peninsula Council - Strategic Management Plan 2025-2029
- Yorke Peninsula Council - Coastal Management Strategy (2022)
- Yorke Peninsula Tourism - Yorke Peninsula Product Offerings: Latent Demand Market Research (July 2024)
- Yorke Peninsula Tourism - Annual Business Plan 2024-2025, Annual Action Plan Jan-June 2024, Operational Plan 2024-2025
- Yorke Peninsula Tourism - Destination Situation Analysis (2022)
- Yorke Peninsula Tourism - Implementation Plan
- Yorke Peninsula Tourism - Strategic Action Plan: Towards 2030
- Yorke Regional Alliance - Disability Access and Inclusion Plan 2020-2024

Data & Insights

- South Australian Tourism Commission - Regional Tourism Profile, Yorke Peninsula - December 2024
- Tourism Research Australia - Tourism Forecasts for Australia 2023-2028
- Tourism Research Australia Regional Tourism Satellite Account, 2023/2024 Data supplied by SATC May 2025
- Tourism Research Australia Business Summary, June 2024 Data supplied by SATC May 2025
- Yorke Peninsula Product Offerings: Latent Demand Market Research July 2024

(12)



Appendix

Table A: Experience Development Focus

	Nature and Place	Food, Wine and Drink	Events and Festivals
Objective	Expand opportunities for visitors to experience Yorke Peninsula's natural landscapes and cultural heritage year-round. Focus on accessible, inclusive, regenerative and guided experiences.	Increase the quality and availability of "Taste the Yorke Peninsula" experiences. Strengthen connections between visitors and the region's growers, makers, fishers, harvesters, and processors.	Deliver events that reflect Yorke Peninsula's identity, evolve with future visitor needs, and build community pride. Position events to drive visitation in shoulder seasons and highlight local food and drink
Focus	<p>Catalyst Projects</p> <ul style="list-style-type: none"> – Dhilba Guuranda-Innes National Park (Project 1.1). – Moonta Mines (Project 1.2). – Walk the Yorke (Project 1.3). – Marna Banggara (Project 2.1). <p>Nature-based</p> <ul style="list-style-type: none"> – Dark sky eg. hosted tours, astro photography. – Birdwatching eg. hosted tours. – Surf lessons, board hire. – Kayaking, stand-up paddleboard tours and hire. – Scuba diving and snorkelling eg. air refills, equipment hire gear, tours. – Cycling hire and transport. – Walking eg. trail transport. – Voluntourism and citizen Science eg. leveraging Community Action Planning Groups, conservation groups and Friends of Parks projects. – Responsible wildlife encounters and tours (land and water) eg. wildlife walks, nocturnal tours, partnering with Friends of the Osprey. – Inclusive, accessible beach experiences. – Cultural heritage site protection and interpretation. <p>History, Heritage, Arts and Culture</p> <ul style="list-style-type: none"> – Artists and creatives eg. classes, exhibitions, galleries – Public art eg. sculpture, murals on silos, water towers and buildings. – Interpretation eg. signage, town placemaking, stories of place across key public assets (eg Walk the Yorke). <p>Aboriginal Culture</p> <ul style="list-style-type: none"> – Cultural experiences eg. tours, events. – Extend cultural experiences in national parks, supporting the aspirations of the Co-Management Board. – Wardang Island eg. support the progression of planned eco-experiences (refer YPT Situation Analysis 2022). 	<p>Dining</p> <ul style="list-style-type: none"> – Yorke Peninsula Food, Drink and Produce Trail - Local food producers' trail for the whole region. – Quality cafes eg. advocate for cafes in main visitor hubs such as Marion Bay. – Pop-up cafes and food trucks at key visitor locations during summer, where gaps in hospitality exist. – Self-catering packages or catered experiences eg. local chefs, butchers and providores provide local meat, fish, food packages. <p>Seafood</p> <ul style="list-style-type: none"> – Sustainable, responsible fishing and crabbing experiences. – Local seafood dining experiences at seaside dining venues. – Cook and catch packages, equipment and education (local hot spots) via holiday home accommodation or hospitality venues including blue swimmer crab raking and King George whiting. – Stansbury oyster experiences. – Hospitality venues showcasing local seafood on the menu and connecting with local fish suppliers. <p>Agritourism</p> <ul style="list-style-type: none"> – Farm to plate experiences eg. cooking classes. – Farmers markets eg. expand and promote existing – Farm gate stalls eg. activate and promote via a regional trail. 	<p>Regionally Significant Project</p> <ul style="list-style-type: none"> – Off-Peak Event Development (Project 1.5). <p>Existing Events</p> <ul style="list-style-type: none"> – Seafood on Spencer eg. develop bookable VIP experiences and accommodation packages. – Grounded Arts Festival is a priority for industry and a key event for sharing the story of place by Narungga Nations and the local community. – Kernewek Lowender eg. innovate to remain relevant and drive future demand. – Country shows eg. greater potential to connect visitors to the agriculture story of the YP. – Dhilba Guuranda-Innes National Park eg. community organised events outside of January. – Advocate for and pilot new/expanded locally based food and drink experiences eg. Gynburra, Seafood on Spencer, Flame Festival. <p>Event Development</p> <ul style="list-style-type: none"> – Accommodation packaging with events. – More local businesses and community activations during significant regional events. – Accessible events. – Nighttime activations. – Bookable experiences. – Community-led and giving back experiences.
Aligned Strategies	<ul style="list-style-type: none"> – Guuranda Yorke Peninsula Coastal Access Strategy 2025-2035 (Northern and Yorke Landscape Board) – A Place to Create (DPC) – SA's Net Zero Strategy 2023-2030 (DEW) 	<ul style="list-style-type: none"> – South Australian Agritourism Sector Plan 2025 (SATC). – South Australian Agritourism Framework (SATC). 	<ul style="list-style-type: none"> – A Place to Create (DPC)

Table B: Regional Tourism Advocacy Priorities

Issue	Detail	Action
Climate Change Impacts	<p>Climate change is an existential threat to Yorke Peninsula’s communities, economy and visitor appeal. With 1.7 degrees of warming already locked in for South Australia (as of 2025), the region is experiencing direct impacts that will increase in severity and frequency:</p> <ul style="list-style-type: none"> – Warming ocean and changing currents: harmful algal blooms, marine life deaths, declining fish stocks, closures of aquaculture and recreational fishing and restrictions to beach swimming. – Bushfire: increased frequency and severity across the region. – Extreme heat: reduced liveability and visitor comfort at beaches and along Walk the Yorke, particularly in peak season. – Drought: as a dryland farming region with no irrigation, lack of rainfall directly threatens agriculture, the region’s primary economic driver. – Storms, king tides and heavy rainfall: damage to jetties, roads, trails, beach access and coastal infrastructure, alongside flooding and erosion. – Sea level rise: even at 2 degrees of warming, predicted sea rise will significantly impact western coastal communities and key visitor areas¹⁷. 	<p>Industry Innovation and Capability (Project 1.7) Net Zero and Biodiversity Leadership (Project 2.3) Climate Change and Risk Management (Project 4.2) Regional Issues Advocacy (Project 4.3)</p>
Biodiversity Loss	<p>Biodiversity loss presents a major existential threat to the Yorke Peninsula. While pressures began with colonisation and widespread land clearing, climate change is now intensifying the vulnerability of both land and marine ecosystems.</p> <ul style="list-style-type: none"> – Coastal dune and beach systems have been degraded by unmanaged 4WD access and camping. – Illegal fishing in marine sanctuary zones continues to damage fragile fish stocks. – Marine heatwaves and algal blooms have devastated marine life, including at the globally renowned Edithburgh Jetty dive site, the oyster industry at Stansbury and recreational fish populations. – Remnant vegetation is scarce, with only small areas surviving after extensive agricultural clearing. – Endangered species are at risk, including ospreys, hooded plovers, malleefowl, sea eagles, bush stone-curlew, Australian sea-lions and a number of orchids (ghost spider-orchid, large-club spider-orchid, and Halbury greenhood). 	<p>Marna Banggara (Project 2.1) Net Zero & Biodiversity Leadership (Project 2.3) Visitor Experience (Project 1.4) Responsible Visitor Behaviours (Project 2.2). Strategic Visitor Servicing (Project 3.3)</p>
Local Government Resources	<p>Local councils play a key role in managing visitor impacts and delivering visitor experiences across the Yorke Peninsula. Rising service and infrastructure costs mean councils are being asked to do more with less, limiting budgets and resourcing for visitor economy priorities.</p> <p>Climate change further strains resources, with impacts such as storm damage to visitor infrastructure (eg. beach access, jetties), drought and marine algal blooms.</p>	<p>Regional Advocacy including local government funding reform at state and federal levels.</p>
Mobile Coverage and Digital Connectivity	<p>Digital connectivity is a constraint on both visitor experience and business viability.</p> <p>Telstra and Optus networks experience dropouts during peak season, particularly in the early evening. This disrupts visitors (poor experience) and local businesses (loss of EFTPOS and cloud-based services such as guest reservations).</p> <p>Fixed line digital connectivity speed and reliability are a challenge, especially at peak times.</p> <p>Mobile black spots remain a major concern, impacting visitor safety and emergency response times. This is particularly critical at high-use visitor areas such as Dhilba Guuranda-Innes National Park and southern Yorke Peninsula beaches including Berry Bay.</p>	<p>Regional Issues Advocacy (Project 4.3) - mobile blackspot coverage and business digital connectivity funding Proactive Peak Season Management (Project 4.1) - mobile boosting</p>

¹⁷ coastal.climatecentral.org

Issue	Detail	Action
House Availability and Affordability	<p>Limited rental and affordable housing reduce workforce availability, particularly in peak summer. The shortage also limits the ability to attract and retain new residents in local communities.</p> <p>The new Ardrossan Mine is expected to increase pressure on housing supply.</p>	Regional Issues Advocacy (Project 4.3) - affordable housing and rentals
Emergency Services	<p>Volunteer-based services (CFS, SES, SA Ambulance) are already at capacity due to reliance on a small pool of volunteers.</p> <p>Police are under-resourced and responsible for large areas across Yorke Peninsula.</p> <p>Seasonal population increases and underprepared visitors further strain services and create tensions within local communities.</p>	Responsible Visitor Behaviours (Project 2.2) - visitor education. Strategic Visitor Servicing (Project 3.3) - visitor communication
Road Safety	<p>Road Conditions:</p> <ul style="list-style-type: none"> - The region has an extensive network of unsealed roads, creating safety risks for visitors unfamiliar with dirt road driving. - Community tensions exist in some areas (eg. The Pines) where residents oppose sealing roads. - Hire cars are not permitted on unsealed roads, limiting visitor access. <p>Safe Caravan Towing:</p> <ul style="list-style-type: none"> - Limited experience and education in safe caravan and camper trailer towing leads to accidents, including jackknives and rollovers. These incidents increase demand on Emergency Services, placing pressure on resources and potentially delaying other responses. - High infrastructure and signage replacement costs are incurred in DEW due to damage incurred by reversing vehicles. - Driving on beaches presents further safety risks due to lack of knowledge. - South Australia is the only state not requiring specific licensing or training for safe towing. 	Responsible Visitor Behaviours (Project 2.2) - visitor education re safe driving and towing Regional Issues Advocacy (Project 4.3) - priority road upgrades. Regional Issues Advocacy (Project 4.3) - driver training and licensing
Ocean Safety	<p>Most YP beaches, especially on the dynamic southern coast, are unpatrolled. Strong rips and large surf make drownings a significant risk for visitors and the community. Rock fishing is particularly hazardous, with Browns Beach recording multiple fatalities. Limited visitor awareness and lack of safety infrastructure (signage, patrols, education) increase risks for those unfamiliar with local conditions.</p>	Responsible Visitor Behaviours (Project 2.2) - visitor education re beach and fishing safety Regional Issues Advocacy (Project 4.3)
Water Security and Management	<p>Some tourism businesses and communities experience water shortages during peak periods, affecting guest comfort, hygiene and operation of facilities like showers, toilets and kitchens.</p> <p>Wastewater management, particularly for properties using septic systems, is strained during high-demand periods.</p> <p>Drought and declining rainfall exacerbate these pressures, creating ongoing operational and infrastructure challenges.</p>	Climate Change and Risk Management (Project 4.2). Regional Issues Advocacy (Project 4.3) - water infrastructure and management Responsible Visitor Behaviours (Project 2.2) - visitor education re responsible water use
Electricity Supply	<p>Yorke Peninsula communities experience ongoing electricity supply disruptions.</p> <p>Regular or prolonged outages affect accommodation, dining and attractions, impacting lighting, heating/cooling, cooking and digital systems such as bookings and payments.</p>	Regional Issues Advocacy (Project 4.3) - electricity supply. Proactive Peak Season Management (Project 4.1)

Issue	Detail	Action
Food Security	<p>Food availability is constrained during peak periods, with supermarkets sometimes running out of stock.</p> <p>Rising food prices affect the profitability and viability of local hospitality businesses.</p>	<p>Climate Change and Risk Management (Project 4.2) - food resilience planning</p> <p>Regional Issues Advocacy (ref Project 4.3) - food supply chains</p>
Biodiversity Loss	<p>Biodiversity loss presents a major existential threat to the Yorke Peninsula. While pressures began with colonisation and widespread land clearing, climate change is now intensifying the vulnerability of both land and marine ecosystems.</p> <p>Coastal dune and beach systems have been degraded by unmanaged 4WD access and camping.</p> <p>Illegal fishing in marine sanctuary zones continues to damage fragile fish stocks.</p> <p>Marine heatwaves and algal blooms have devastated marine life, including at the globally renowned Edithburgh Jetty dive site, the oyster industry at Stansbury and recreational fish populations.</p> <p>Remnant vegetation is scarce, with only small areas surviving after extensive agricultural clearing.</p> <p>Endangered species are at risk, including ospreys, hooded plovers, malleefowl, sea eagles, bush stone-curlew, Australian sea-lions and a number of orchids (ghost spider-orchid, large-club spider-orchid, and Halbury greenhood).</p>	<p>Marna Banggara (Project 2.1)</p> <p>Net Zero and Biodiversity Leadership (Project 2.3)</p> <p>Visitor Experience (Project 1.4)</p> <p>Responsible Visitor Behaviours (Project 2.2)</p> <p>Strategic Visitor Servicing (Project 3.3)</p>
Ageing Population	<p>The Yorke Peninsula has the oldest demographics in South Australia and attracts retiring visitors. Accessibility of public infrastructure, experiences and events for residents is an ongoing focus for the community.</p>	<p>Visitor Experience Development (Project 1.4) - accessible experiences and events</p> <p>Pipeline Projects (Project 1.10) - accessible experiences and infrastructure</p>
Healthcare	<p>Access to healthcare is a challenge for local communities, with visitor surges placing extra pressure on hospitals and GPs during peak periods.</p> <p>The liveability of towns is critical to attracting and retaining doctors in regional hospitals (Port Broughton and Yorketown noted as key areas).</p>	<p>Monitor Issue - support through tourism communications where relevant</p>
Childcare	<p>Limited childcare and schooling deters younger families, including potential tourism employees, from relocating to the region. Regional advocacy efforts are underway, with 23 councils across SA collaborating to address these gaps.</p>	<p>Monitor issue - advocate where required via Regional Issues Advocacy (Project 4.3)</p>







South Australia's
Mid North and Yorke
Tourism Zone

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and Yorke Tourism Zone

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