

SOUTH AUSTRALIAN TOURISM COMMISSION BOARD PERFORMANCE AGREEMENT 2017-18
REPORT AGAINST STRATEGIC PRIORITIES

PRIORITY 1: DRIVING DEMAND		
Priority	Responsible Department	Action
Utilise the additional government investment for international and domestic marketing to drive the achievement of the 2020 tourism industry potential.	Marketing	<p><u>Domestic Market</u></p> <p>Additional Government funding to the SATC was utilised to drive marketing activity in core domestic markets throughout the year. This additional activity helped grow the value of tourism expenditure in the domestic market from \$5.25 billion to \$5.5 billion in the year to March 2018, a growth rate of five per cent. Results indicate record highs for domestic overnight trips, up five per cent to 6.4 million; domestic nights, up nine per cent to 23.5 million; and day trip expenditure, up 17 per cent year on year to a record \$1.6 billion.</p> <p><u>Global Markets</u></p> <p>Increased funding was allocated towards direct to consumer cooperative digital marketing campaigns in the Singapore, Malaysia and India. The campaigns were undertaken with airline partners as the booking partner and resulted in 4,134 bookings to South Australia. Additional funds for China enabled the SATC to appoint Mr Huang Xiaoming as the Global Tourism Ambassador for South Australia in China. Huang Xiaoming is an influential Chinese superstar, actor and singer with a social media following of more than 59 million. In his role as Global Tourism Ambassador, Mr Huang visited South Australia in November 2017 and the SATC created images and video content for use extensively in marketing activities in China and in Hong Kong.</p> <p>Funds allocated for digital marketing resulted in 5.4 million visits to southaustralia.com in 2017-18, amounting to a 43 per cent increase year on year. These visits generated 175,000 leads to South Australian</p>

		<p>tourism operators and 158,000 leads to key industry partners (e.g. airlines), an increase of 215 and 505 per cent respectively year on year.</p> <p>For the year end March 2018 total expenditure (international plus domestic) was \$6.7 billion, an increase of 5 per cent compared to March 2017.</p>
<p>Influence Brand perceptions, awareness, consideration and intention of the interstate target market via marketing campaigns and public relations activities that build brand and encourage visitation through retail distribution partners and via traditional and digital mechanisms.</p>	<p>Marketing</p>	<p>Domestic Best of South Australia Campaign:</p> <p>The SATC's 'Best of South Australia' campaign aimed to increase awareness, consideration and intention amongst the key interstate markets of Sydney, Brisbane and Melbourne. Activities included TV commercials, outdoor advertising and digital advertising and promoted South Australia as an accessible destination with a diverse range of experiences.</p> <p>The SATC's 'Best of South Australia' TV commercials promoted seven retail packages including Discover Australia Holidays, Helloworld Travel, and Qantas Holidays, to target markets Sydney, Brisbane and Melbourne. The results were strong with all partners reporting an increase in sales.</p> <p>Domestic Food & Drink Campaign</p> <p>The SATC aligned with MasterChef in 2018 and launched a domestic food and wine campaign aligned with the popular television show. As at June 2018, consumer testing indicated 75 per cent of consumers are now more aware of the food and wine experiences available in South Australia, after viewing the SATC's Food and Wine TVC with Gary Mehigan. In addition, 23 per cent of consumers and 31 per cent of SATC's target market in New South Wales and Victoria, were more likely to consider South Australia as a Food and Beverage holiday destination after watching the TVC.</p> <p>During the year, the SATC has focussed on working with partners who deliver strong return on investment. For example, the SATC worked with Webjet on two campaigns delivering 27:1 and 6:1 return on investment. A partnership with Discover Australia packaged an</p>

		<p>additional 124 products and developed 96 new itineraries for South Australia, delivering a 50:1 return on investment.</p> <p>Visits to southaustralia.com from the interstate market increased by nine per cent year on year, and use of digital audience segmentation and content personalisation resulted in a 224 per cent increase in the volume of leads and referrals to South Australian tourism operators from the interstate market.</p> <p>The SATC's public relations activity across domestic markets resulted in an approximately \$60 million advertising space rate (ASR) equivalent with a potential collective audience reach of 190 million consumers. This is an increase of more than 50 per cent compared to the ASR achieved in 2016-17.</p>
<p>Continue intrastate marketing and public relations activities to increase consideration and visitation by South Australians within South Australia's regions, via traditional and digital mechanisms.</p>	<p>Marketing</p>	<p><u>Intrastate Visitation</u> Outdoor and Digital media using strong imagery and motivating headlines encouraging locals to not just visit a region but to stay overnight resulted in a record uplift of 15 per cent to 12.346 million nights. Intrastate overnight trips grew seven per cent to a record 4.044 million, with holiday trips up four per cent. Adelaideans heading out to regions grew six percent. Overall intrastate expenditure grew five per cent to \$1.9 billion.</p> <p><u>National Partnerships</u> The SATC partnered with HomeAway (formerly Stayz) on an intrastate campaign as booking partner for the SATC's intrastate television commercials. HomeAway also utilised its database and online presence to make booking an intrastate holiday easier for South Australians. Results included a year on year increase of 44 per cent for bookings in the Murraylands and a 19 per cent increase in bookings on the Yorke Peninsula.</p> <p>Key partners such as 1834 Hotels and Discovery Parks were the booking partners featured in all intrastate road trips television commercials. Visits to southaustralia.com from the intrastate market increased by 73 per cent year on year, while the use of digital audience segmentation and content personalisation resulted in a 204 per cent increase in volume of leads and referrals to SA tourism operators from</p>

		<p>the intrastate market.</p> <p>The combined approach of direct to consumer marketing activities and working closely with trade partners has been crucial in driving consideration and visitation by South Australian's to the State's regions.</p>
<p>Deliver Brand, tactical marketing and public relations activities, in priority international countries and leverage this with partners using traditional and digital mechanisms.</p>	<p>Marketing</p>	<p>In New Zealand, a campaign was undertaken with Air New Zealand to promote South Australia's food and wine experiences and create awareness for the airline's direct flight from Auckland to Adelaide. A dedicated flight from Auckland to Adelaide was re-branded as 'South Australia's Cellar Door Flight' and saw passengers (who specifically bought tickets for the flight) taste Penfolds Wine, including Grange at 30,000 feet. As at March 2018, New Zealand's year on year visitor numbers were up 16 per cent, visitor nights were up 10 per cent and expenditure was up 9 per cent.</p> <p>In the UK, the SATC undertook a campaign focussed on Wildlife and Nature with The Telegraph in the UK. The activity featured a 16-page supplement with full UK circulation of 542,000, a landing page on The Telegraph website viewed by more than 100,000 unique users and four content videos that recorded a total of 65,000 completed views. Audley Travel (a leading UK travel agent) were the retail partner for the campaign and recorded significant increases in their bookings to South Australia during the campaign period. Bookings increased by 43 per cent and room nights by 40 per cent compared to the same period last year.</p> <p>In Germany, the SATC partnered with Tourism Northern Territory and wholesale travel agent Boomerang Reisen on a campaign to promote the Explorers Way (Adelaide to Darwin) touring route and other key experiences in the two destinations. The campaign recorded a 16 per cent increase in bookings to South Australia compared to the same period last year.</p> <p>Targeted tactical digital campaigns in key international markets resulted in 155,000 qualified leads to key international airline partners including Singapore Airlines, Malaysian Airlines & Qatar Airways.</p> <p>The SATC's public relations activity across domestic markets resulted</p>

		in approximately \$57.3 million advertising space rate (ASR) equivalent with a potential collective audience reach of 5.2 billion.
Provide targeted, Brand-aligned, user friendly content and images to help get shared messages out more strongly across our target markets and via multiple digital platforms including mobile, tablet and desktop.	Marketing	<p>Digital marketing campaigns had a strong focus on the mobile platform with 79 per cent of all traffic to southaustralia.com coming through a portable mobile phone or tablet devices.</p> <p>SATC's social media followers grew by 36 per cent to 1.7 million. Almost 4,000 pieces of content were posted by the SATC on social media and there were more than 140,000 social media referral visits to southaustralia.com; an increase of 40 per cent on the previous year.</p> <p>On 12 June 2018, new designs and functionality were launched on southaustralia.com. Since the launch, qualified leads generated and directed to tourism businesses increased by 63.8 per cent for organic website visitors, and 31.2 per cent for paid website visitors.</p> <p>As part of the SATC's media partnership with NewsCorp, a total of 17 South Australian specific articles were published on Escape.com and News.com. These articles had an audience reach of more than 350,000 readers, and generated 220,000 leads to southaustralia.com, subsequently benefitting South Australian tourism operators.</p> <p>In addition, 18 tourism operator videos were produced. Over the course of the NewsCorp activity, the videos were viewed more than 180,000 times.</p>
Establish at least one new branded, 5-star plus accommodation in the Adelaide CBD	Destination Development	<p>The Adelaide Casino redevelopment commenced and will include a 122-room rated luxury hotel.</p> <p>A new Westin branded hotel was announced as part of a GPO redevelopment. The 285 room 5- star property will open in 2022.</p> <p>Site demolition for the construction of the 5-star \$140 million Sofitel hotel commenced in August 2018 and is scheduled to open in 2020.</p>
Develop a reputation for service excellence and unique visitor experiences.	Destination Development	The SATC continued to work closely with tourism operators to further develop their skills and ability to deliver quality experiences and service to international and domestic visitors.

		<p>More than 300 Product Assessment Reviews were undertaken across the State to identify current standards of experiences and areas of improvement / assistance.</p> <p>The SATC was also involved in various workshops with partners such as UnionPay to further upskill businesses in catering for the growing Chinese market.</p> <p>The SATC also continues to co-fund SATIC's Service IQ business training program. This program provides a series of training courses for tourism operator focussed on improving levels of service and professionalism.</p>
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PRIORITY 2: WORKING BETTER TOGETHER		
Priority	Responsible Department	Action
Leverage third party Brand equity to further distribute South Australia's key marketing messages to all visitors through a wide range of partners.	Marketing	<p>The Global Markets team works with partners including traditional retail agents such as Helloworld, Flight Centre and Trailfinders, online travel agents such as Expedia and Webjet and airlines including Qantas Airways, Singapore Airlines and Air New Zealand.</p> <p>Working with these partners improves our overall capacity each year to gain maximum return on investment from each market, whether it be domestic or international. Domestically, the SATC undertook three campaigns with the Expedia Group under their Expedia and Wotif.com brands which resulted in a 12.4 percent increase in passenger numbers to South Australia based on the same period last year. Internationally, the SATC partnered with Boomerang Reisen in Germany on a cooperative campaign which resulted in a 16 per cent increase in bookings to South Australia based on the same period last year.</p>
Work with the regions in finalising and implementing the Regional Visitor Strategy to drive regional visitation.	Destination Development	After extensive consultation, the South Australian Regional Visitor Strategy was launched in May 2018 by the Minister for Trade, Tourism

		<p>and Investment, the Hon David Ridgway. The document was well received with positive local and national feedback.</p> <p>The next step for the Regional Visitor Strategy is its implementation, which is being led by a steering committee of key industry representatives tasked with overseeing the delivery of key actions outlined in the Strategy.</p> <p>Formal annual reviews will be undertaken to identify areas of action and delivery of future areas requiring attention and focus.</p>
<p>Facilitate the running of the Australian Tourism Exchange (ATE) in Adelaide in April 2018.</p>	<p>Marketing</p>	<p>The 2018 Australian Tourism Exchange (ATE) saw South Australia host more than 2,200 delegates at the Adelaide Convention Centre. ATE is owned and managed by Tourism Australia and is the largest annual travel and tourism business to business event held in the Southern Hemisphere. More than 600 trade and media familiarisation places were filled during ATE. Key trade partners and media were able to travel to SA's regions and experience our tourism products first-hand. The ATE Welcome Function was held at Tasting Australia's Town Square and was rated as one of the best opening events in ATE's 39 year history. A record number of South Australian tourism businesses exhibited, with 49 located within the South Australian section. Of these operators, 14 attended ATE for the first time.</p>
<p>Support the South Australian Tourism Industry Council to deliver Service Excellence training to South Australian operators.</p>	<p>Policy</p>	<p>The SATC continues to co-fund and monitor SATIC's Service IQ business training program. This program provides a series of training courses for tourism operator focussed on improving levels of service and professionalism. In 2017-18 the SATC also facilitated access to funding through the Tourism Demand Driver Infrastructure program run by the Federal Government.</p> <p>In 2017-18, the program provided 51 workshops exceeding the agreed requirement by 11. The average registration was 22 people per workshop and topics included Customer Service, Business Planning and Finance, Servicing Chinese Visitors, Digital Marketing, Legalities of Tourism, and the very popular Packaging Pricing, Partnerships and Distribution and Commission. The SATC has committed to supporting the program again in 2018-19.</p>

PRIORITY 3: SUPPORTING WHAT WE HAVE

Priority	Responsible Unit	Action Taken
<p>Work with partners on maintaining and increasing access to and within South Australia, including through joint marketing initiatives.</p>	<p>Destination Development</p>	<p>The SATC partnered with Qantas, Adelaide Airport Ltd and Kangaroo Island Council to establish new Qantas services to Kangaroo Island. The services offered direct routes from Adelaide and Melbourne to Kingscote, commencing in December 2017.</p> <p>The SATC also worked in partnership with Adelaide Airport Ltd to grow international services to Adelaide. China Southern Airlines increased its services to five per week from October 2018 and then seven per week over the Christmas Chinese New Year periods. Qatar increased its flights to daily services commencing in December 2017, and Malaysia Airlines increased to five flights per week from July 2018. Cathay Pacific announced it will increase to six flights per week from December 2018.</p> <p>The 2017-18 cruise ship season experienced its sixth consecutive year of record growth with 65 cruise visits completed, delivering 150,860 passengers and crew to South Australian ports and regions.</p>
<p>Work with Regional Tourism Organisations through the three-year funding agreement, as well as industry and other key players to better connect our tourism industry.</p>	<p>Destination Development</p>	<p>The 11 regional tourism organisations continued to play a key role as the point of liaison between the SATC, their regional stakeholders and industry.</p> <p>A steering committee comprising regional chairs, local government, the State's Regional Development Australia Board and the South Australian Tourism Industry Council worked together to develop the new South Australian Regional Visitor Strategy.</p> <p>Each three-year funding agreement outlines actions to be delivered by each of the eleven regional tourism organisations linked to actions outlined in the new Regional Visitor Strategy.</p> <p>The annual Visitor Information Centre Conference was held in Adelaide in May 2018 focussing on the need to maintain relevance in the face of</p>

		changing consumer needs. The Conference was attended by representatives from all 42 regional visitor information centres.
Establish an international reputation for our premium food and wine experiences, including through participation in the Great Wine Capitals program.	Marketing	<p>The SATC aligned with top rated Australian culinary TV program, MasterChef Australia, to position the State as a premier food and drink destination. A six episode 'SA Week' achieved an average nightly audience of 1.16 million viewers (including TV, online and catch-up TV views) and a total PR value of \$17.6 million for South Australia with a collective audience reach of 10.9 million. The partnership included extensive advertising throughout the entire show duration promoting South Australia's food and drink tourism experiences.</p> <p>The SATC has also partnered with MasterChef judge Gary Mehigan as a food and drink ambassador for the State. A series of videos and content featuring Gary Mehigan works to position South Australia as a food and drink destination. To date, the campaign's landing page has received more than 84,000 visits, with more than 1,200 direct leads to industry operators from the page.</p>
Support operators and other stakeholders to leverage funding sources to drive investment in South Australian tourism. The most significant of these are the South Australian Government's Future Jobs Fund and the federally funded Austrade Tourism Demand Driving Infrastructure program (TDDI).	<p>Policy</p> <p>Destination Development</p>	<p>Communication was led by the SATC to advise operators and potential investors about State and Federal funding opportunities.</p> <p>The Future Jobs Fund saw 25 million in grants and low-interest loans provided to ten accommodation projects across South Australia to cater for growing demand.</p> <p>The Tourism Demand Driver Infrastructure (TDDI) program was leveraged to support three projects in South Australia to the value of \$988,825. This funding supported the development of The Monarto Zoo's Predator Experience, the Naracoorte Caves Visitor Precinct Upgrades, and the Service IQ for Smarter Businesses training program administered by the South Australian Tourism Industry Council.</p>
Work with Music SA to enhance our thriving live music scene.	Events South Australia	<p>Live music in South Australia contributes \$375 million to the State's economy and the music industry provides employment for 6,300 South Australians.</p> <p>Events South Australia (ESA) continued its collaboration with the Music Development Office to jointly administer the Live Music Events Fund.</p>

		<p>Support was provided to the following events:</p> <ul style="list-style-type: none"> • The Australian Independent Record Labels Association Awards and Industry Conference. • Umbrella Winter City Sounds – which saw more than 300 live music events staged in more than 100 venues across metropolitan Adelaide. • Unsound Adelaide - the exclusive Australian leg of an international tour, which brought experimental and underground music to venues across the city. The festival also includes London, New York, Krakow and Toronto. <p>The staging of these events in Adelaide is testament to the recent growth and increased profile of the South Australian music sector and Adelaide’s standing as a UNESCO City of Music.</p>
<p>Further enhance South Australia's position as the cycling State.</p>	<p>Events South Australia</p>	<p>The Santos Women’s Tour Down Under race in 2018 was contested as a UCI 2.1 race, having been elevated from UCI 2.2. This helped attract an even stronger field of international teams, including ten UCI Women’s teams (compared to eight in 2017), with five ranked in the world’s top 10 teams (compared to four in 2017).</p> <p>Revolve 24 was added as an Associated Event to the Santos Festival of Cycling. This endurance cycling challenge saw for teams, pairs and soloists riding at the newly constructed “The Bend” Motorsport Park in Tailem Bend.</p>

PRIORITY 4: INCREASING THE RECOGNITION OF THE VALUE OF TOURISM

Priority	Responsible Unit	Action Taken
<p>Build on the current strong research program and make evidence-based information available to increase the understanding of the value and relevance of tourism to our stakeholders.</p>	<p>Strategy and Insights Corporate PR</p>	<p>The SATC continued to publish the International Visitor Survey and National Visitor Survey results on its corporate website. Eight infographics were produced to clearly communicate the survey results to a broad range of stakeholders.</p> <p>Updated regional reports were also made available and published to the Corporate website, as well as flowing into the Regional Visitor Strategy, which was launched by Minister Ridgway in May 2018.</p> <p>A series of infographics, media releases, opinion pieces and video content has been developed and shared with key stakeholders, to increase understanding of the value of tourism.</p>
<p>Begin consideration for the planning for tourism beyond the current 2020 timeframe, including inputting into the draft national tourism strategy which is led by Austrade. Austrade advises the next national strategy is not expected to be available until 2019, which aligns well with the SATC's timeframe to begin active development of the next South Australian Tourism Plan Note that the current SATC Corporate Plan commenced on July 1st 2017 and still has over 3 years to run.</p>	<p>Strategy and Insights</p>	<p>The SATC provided written input to Austrade regarding the Beyond Tourism 2020 process and requested that the plan be developed with ongoing collaboration with the States and Territories.</p> <p>The next South Australian Tourism Plan will be developed in 2018-19 with extensive industry consultation.</p>

PRIORITY 5: USING EVENTS TO GROW VISITATION

Priority	Responsible Unit	Action Taken
Attract two additional major events each year.	Events South Australia	<p>To date, 54 events have been secured through the Leisure Events Bid Fund. These events are forecast to inject more than \$245 million into the State's economy.</p> <p>In 2017-18, 17 events were secured through the Leisure Events Bid Fund, including:</p> <p>NRL State of Origin 2020 The NRL State of Origin clash will be held at Adelaide Oval in 2020. It will be the first time a match of the annual best-of-three series between the New South Wales Blues and the Queensland Maroons has been held in South Australia.</p> <p>More than 30 per cent of fans attending the game are expected to come from outside South Australia, delivering an estimated \$15 million to the State's economy.</p> <p>World Twenty20 - Cricket South Australia will host an ICC World T20 men's cricket semi-final in 2020, as well as six Super 12 matches, as the international cricket tournament heads to Australia for the first time.</p> <p>Adelaide will also host warm-up matches for the women's competition at the newly completed Gladys Elphick Park (Narnungga) facility in the city's Parklands.</p> <p>The staging of the World T20 matches in Adelaide is expected to inject approximately \$50 million into South Australia's economy.</p>
Focus sponsorships on core strength areas such as food and wine, arts and culture, live music, national and international sports and mass participation events, with a particular focus	Events South Australia	In 2017-18, 33 events were allocated sponsorship or were staged. Events included:

<p>on off-peak periods and utilising key infrastructure.</p>		<p>Colours of Impressionism The Colours of Impressionism exhibition was held at the Art Gallery of South Australia from 29 March to 29 July 2018. The Exhibition topped Gallery records, attracting 159,442 attendees and an estimated 35,000 visitors to the State. The Art Gallery of South Australia also saw a 40 per cent growth in Gallery memberships during the Impressionism season.</p> <p>2018 ISPS Handa Women’s Australian Open Golf The Women’s Australian Open (WAO) has been a record-breaking success since relocating from Melbourne to Adelaide in 2016, with attendances growing from 22,478 in Melbourne in 2015, to 33,277 attendees at Kooyonga Golf Club in 2018 (the most people ever to attend a WAO). Since being held in South Australia, the tournament has delivered more than \$20.6 million in economic benefit to the State. In February 2018, the event was secured for a further three years (2019-2021 inclusive).</p>
<p>Continue to invest the additional government funding for the Santos Tour Down Under to ensure the event retains its place as Australia’s premier cycling race and festival and increase the economic and tourism benefits to the State. Celebrate the event’s 20th anniversary.</p>	<p>Events South Australia</p>	<p>The 2018 Santos Tour Down Under celebrated its 20th anniversary and achieved record results, including:</p> <ul style="list-style-type: none"> • Event specific visitors grew from 43,000 to 46,000, representing a seven per cent growth on the 2017 event. • Economic impact increased from \$56.5 million to \$63.7 million, representing a 13 per cent growth. • Full time equivalent jobs generated increased from 683 to 774, representing a 13 per cent growth. <p>Event attendance was 810,000, slightly down on 2017, which was attributed to the second hottest event in the 20-year history.</p> <p>The media/PR value of the 2018 event was \$157 million, with 33 hours of action broadcast nationally on the Nine Network and 882 hours broadcast internationally to key markets such as the United Kingdom, Italy, China, the United States of America and New Zealand.</p>
<p>Continue to innovate the Adelaide 500 and the patron experience by securing new on and off-track motor sport categories and event attractions aimed at attracting the next</p>	<p>Events South Australia</p>	<p>The 2018 Adelaide 500 had an estimated attendance of 273,500 over the four days, an increase of 11 per cent on 2017. 2018 marked the event’s</p>

<p>generation of motor sport fans and festival goers.</p>		<p>20-year anniversary.</p> <p>On track action included eight feature race categories. Other event features included:</p> <ul style="list-style-type: none"> • A new focus on families, with improved ticketing options and a reinvigorated family zone; <ul style="list-style-type: none"> ○ Making kids 14 and under free (previously 12 and under). ○ Opening up grandstand seating for Disney Zone and NERF HQ attractions. • Adelaide 500 20th Anniversary Car Display – A feature exhibition that included one car from every year of the event, showcasing the evolution of Supercars since the first ever Adelaide event in 1999. <p>The 2018 event experienced a sold-out Sunday, with international pop sensation Robbie Williams as the Sunday headline act.</p> <p>The 2018 event results included:</p> <ul style="list-style-type: none"> • The total expenditure associated with the event was \$107.7 million. • An economic benefit of \$41.94 million was injected into the South Australian economy. • The event created 435 new full-time equivalent jobs. • 12,197 interstate visitors travelled to South Australia to attend the event, creating 81,052 hotel bed nights. <p>The PR value was estimated at \$98.34 million.</p>
<p>Continue to build the 2017 Bridgestone World Solar Challenge as the leading Solar Car event in the world and enhance South Australia's reputation for technology and innovation.</p>	<p>Events South Australia</p>	<p>The 2017 Bridgestone World Solar Challenge was held from 8 -15 October and was the event's 30-year anniversary.</p> <p>The 2017 event saw 38 teams from 19 countries participate. The event also resulted in:</p> <ul style="list-style-type: none"> • More than 400 industry partnerships. • 62,565 national visitor nights. • \$11.9 million in economic benefit nationally from visitor expenditure.

		<ul style="list-style-type: none"> • 102 full time equivalent jobs nationally. • PR value estimated at \$18.78 million, with a potential reach of 94.03 million
Develop Tasting Australia as an annual event which delivers strong tourism benefits and growth of the industry.	Events South Australia	<p>Tasting Australia 2018 was held from 13 to 22 April. This year, for the first time, the event was held over 10 days, crossing two weekends with over 140 public events and activations to encourage visitors to travel to South Australia and stay longer.</p> <p>Tasting Australia also coincided with the Australian Tourism Exchange, which saw around 2,200 tourism wholesalers, operators and other stakeholders experience our world class food and drink offerings first hand.</p> <p>This year, more than 53,000 people attended Town Square event hub, in Victoria Square. A total of 8,635 tickets were sold throughout the festival with almost 1,400 people experiencing the Glasshouse Kitchens and 1,174 attending East End Cellars Master classes.</p> <p>In a first for the event, Tasting Australia Airlines, also held for the first time, offered a unique experience where visitors could board a plane and travel to regional South Australia to experience our world class food and wine in the region where it was produced.</p> <p>The event generated \$5.2 million in expenditure for the State, 4,649 interstate guests and 2,819 international guests contributed to a total of 41,352 room nights.</p> <p>The event also experienced significant exposure on social media. For example, Industry leader World's 50 Best Restaurants, recently featured a series on Tasting Australia on its Instagram account that has 560,000 followers.</p>
Manage the Adelaide Fashion Festival to promote South Australia and its fashion and creative industries and develop cultural links with key strategic markets	Events South Australia	<p>The 2017 Adelaide Fashion Festival (AFF) took place from 11 to 15 October at the Torrens Parade Ground and Drill Hall for the first time.</p> <p>AFF17 included 10 runways and 22 events. Highlights included a fashion masterclass with leading international guest speaker and Director of Pantone, David Shah, lunch with Vogue Editor in Chief</p>

		<p>Edwina McCann, runways from Tiff Manuell, Paolo Sebastian, the SA Designer Showcase and Couture Culture runways and the TAFE SA runway, with the announcement of the annual Premier's Design Award.</p> <p>AFF17 also included the first major retail activation, Vogue Festival, supported by AFF, Rundle Mall Management Authority and City of Adelaide and was reported to have generated \$45 million in retail spend over two days.</p> <p>An estimated 390,000 people engaged with AFF events in 2017, including approximately 130,000 attendees to the Paolo X exhibition at the Art Gallery of South Australia.</p> <p>The estimated publicity value of editorial coverage for AFF 2017 is \$17.7 million, and the potential number of people reached through editorial coverage also grew from an audience of 66.17 million in 2016 to 71 million in 2017.</p>
<p>Develop the capacity building program for major, regional and local/ community events and festivals across the State.</p>	<p>Events South Australia</p>	<p>In 2017-18, ESA reviewed the event capability building program, as part of the development process for the Regional Visitor Strategy. This review enabled ESA to identify opportunities for improvement in the program moving forward. These findings, along with the Regional Visitor Strategy will form the cornerstone of the event capability program in 2018/19.</p> <p>The evolved program will see a more personalised approach to event capability building with 'Hero' regional events and the introduction of innovation and event development workshops to be facilitated by industry professionals.</p> <p>Events South Australia will continue to collaborate with regional event organisers and Regional Tourism Managers to address the regional event priorities outlined in the Regional Visitor Strategy.</p> <p>The SATC continued to chair the Major Events Group and the October Events Group with the aim of fostering greater collaboration, growth, communication and efficiencies between events held in March and October.</p>

<p>Increase awareness and consideration of South Australian hero events, through collaborative marketing, public relations and partnerships to trigger visitation.</p>	<p>Events South Australia</p> <p>Marketing</p>	<p>The SATC has increased its support for the promotion of key events and event periods in South Australia to drive visitation. Examples include:</p> <ul style="list-style-type: none"> • Promotion of events through southaustralia.com and SATC's social media platforms. • The collaborative marketing approach with the Art Gallery of South Australia and The Colours of Impressionism exhibition. • The formation of the October Events Group, showcasing South Australian creativity, innovation and design, to promote the cluster of events in October through publicity, marketing and partnership initiatives. • Promoting the six SATC managed events including the Santos Tour Down Under and Adelaide 500. <p>The SATC sponsored the 2018 Adelaide Fringe Ambassador Program that appointed Joel Creasey and Courtney Act as Fringe Ambassadors. The Ambassador's role is to increase the profile of the festival in domestic and international markets through online communications. These include social media, press/magazines, TV interviews, and attending official events. The Fringe Ambassador program resulted in a PR value of \$429,277.</p> <p>The Adelaide Fringe Festival sold 705,761 tickets, up 7.3 per cent on the previous year, and attracted 20,244 total visitors, up from 18,655 the previous year, delivering \$27.6 million to the State's economy over the Festival period. A record number of interstate and international festival-goers attended (up 8 per cent to 20,244), who stayed longer in Adelaide (visitor bed nights up 21.1 per cent to 97,941).</p> <p>An SATC's 30-second Best of South Australia Events television commercial was updated in August 2017 to feature more of the State's vibrant events. The commercial ran in the markets of Sydney, Melbourne and Brisbane. This commercial was used to promote the Adelaide Fringe, Adelaide Festival, WOMADelaide, Tasting Australia, Hybrid World Adelaide, Adelaide Cabaret Festival, ISPS Handa Women's Golf, Adelaide Fashion Festival and Tour Down Under.</p>
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Ensure that the additional government funding for the jointly administered Convention Bid Fund is used to win those business events that are identified as best utilising newly completed infrastructure and delivering the highest economic return for the tourism industry. This recognises that increased business events activity will boost expenditure by high value visitors.	Policy	<p>Since November 2013, the Convention Bid Fund (CBF) has successfully brought more than 70 major conventions to South Australia attracting more than 90,000 delegates and contributing nearly \$450 million in economic benefit to the State.</p> <p>The CBF will benefit from additional funding committed by the Government in the 2017-18 State budget as well as the Adelaide Convention Bureau, 'Billion Dollar Budget' Policy which seeks to increase the value of this important sector.</p>

PRIORITY 6: ORGANISATIONAL EFFECTIVENESS		
Priority	Responsible Unit	Action Taken
Provide systems and support across all aspects of corporate services to maximise the effective and efficient use of SATC resources and ensure public accountability expectations are met.	Finance and Business Services	The SATC implemented a range of processes and practices in delivering its responsibilities under the <i>South Australian Tourism Act 1993</i> and in adherence to government financial, procurement, contracting, human resources, governance and auditing requirements. The SATC maintains a high level of financial control over its domestic and international operations to ensure accountability for government resources.
Embed a strong planning and performance monitoring approach that links long term planning and outcomes to the daily work of each individual in the office, covering strategic risk as well as operational risks.	Strategy and Insights	Activities of the SATC continue to be guided by the annual Operational Planning process. The SATC Operational Plan 2018-19 was developed by the Executive team from November 2017 and presented to the Board in February 2018. Board feedback was integrated into the document and final sign off was achieved in early March 2018.
Embed organisational values and drive continual improvement	Finance and Business	To maximise organisational effectiveness, a review of the SATC's Managing Development and Performance Policy was undertaken and

<p>through review processes.</p>	<p>Services</p>	<p>training was delivered to employees focusing on the completion of effective performance reviews. Agency wide training needs analysis was conducted to identify both organisational and individual learning and development needs and opportunities. The SATC's values are promoted within the organisation. The 'Culture and Values' working group aims to drive and influence the agency's culture through staff engagement and implementation of initiatives which endorse our values. The annual staff engagement survey provides an objective mechanism for assessing the cultural environment.</p>
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