



The Sustainable Tourism Package

Aligning the rules with the vision

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South Australian Tourism Commission



Our Vision

...to be an inspirational leader in
innovative and sustainable tourism.

South Australian Tourism Plan 2003-2008



Consumer perceptions

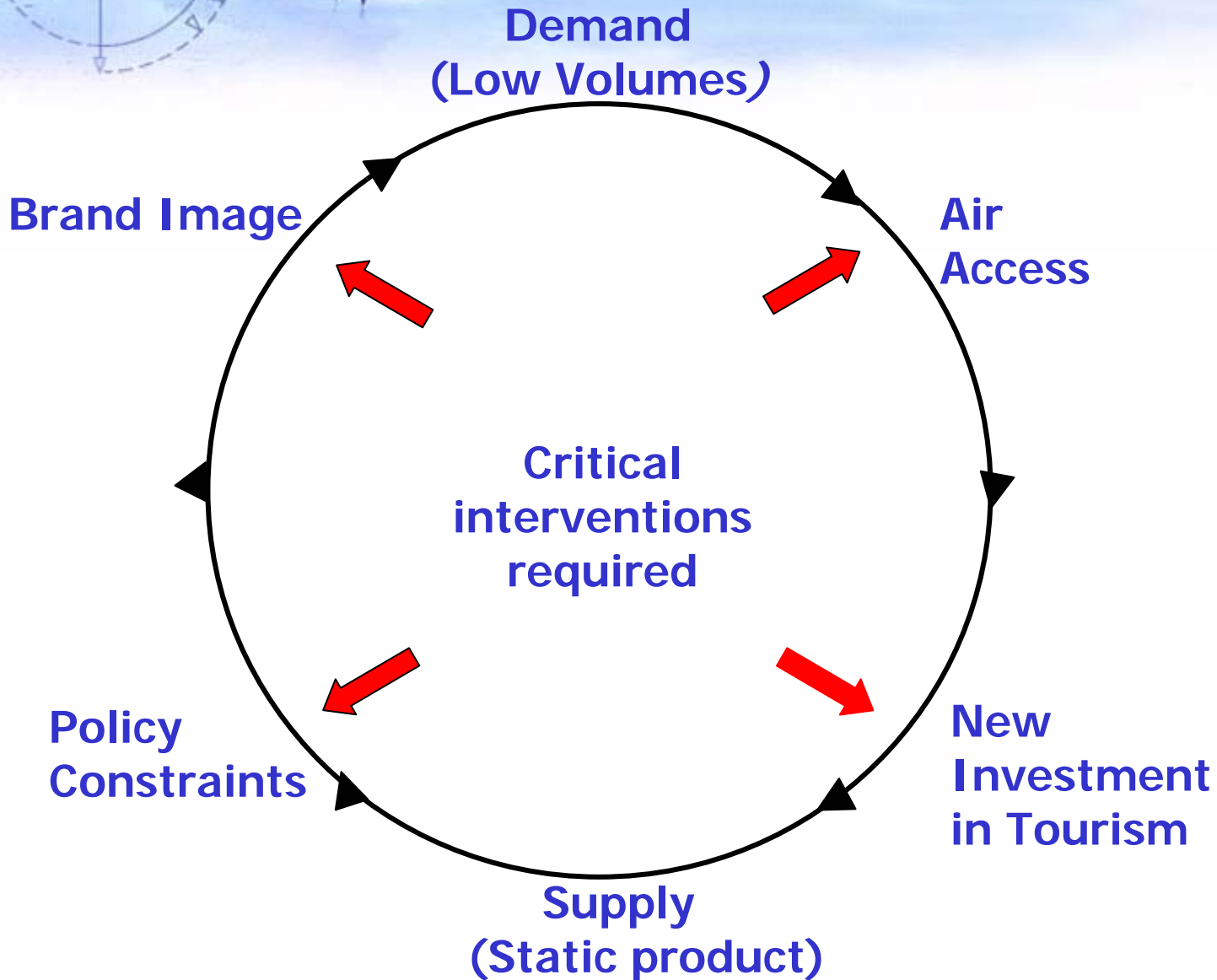
Strengths

- Wine
- Events

Areas for Improvement

- Coast and beach
- Nature based experiences

Critical Success Factors

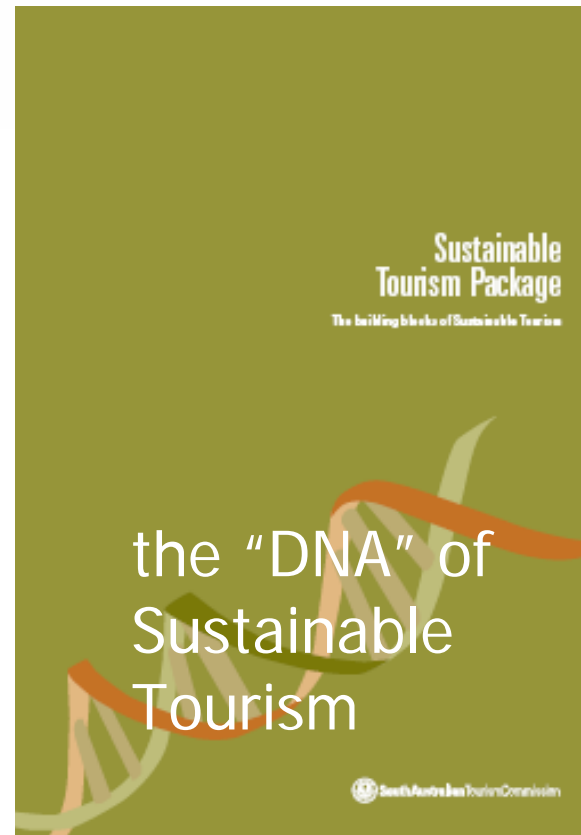




Sustainable Tourism Package

- A series of 16 aligned initiatives & projects consistent with our vision
- *“Realigning: Getting rules to work for vision”*

Charles Landry 2003





Sustainable Tourism Package

Key Initiatives

- SA Tourism Plan
- Ministers Tourism Roundtable
- Regional Strategic Tourism Plans
- Local Policy Change

A scenic view of a coastline with a compass rose overlay. The compass rose is a circular diagram with a central point and four main directions, each marked with a small triangle. The background shows a blue sky, a body of water, and a distant shoreline with some buildings and trees.

Sustainable Tourism Package

Key Initiatives

- Design Guidelines for Sustainable Tourism Development
- Investment Strategy
- Inaugural Sustainable Tourism Award
- Destination Management (TOMM)



Principles of Sustainable Tourism

- Being different
- Reflecting community values
- Understanding and targeting the market
- Enhancing the experience

A scenic view of a beach with a compass rose overlaid on the left side. The background shows a wide, sandy beach leading to the ocean under a clear sky. The compass rose is a circular graphic with a crosshair and a dashed outer ring, positioned in the upper left corner.

Principles of Sustainable Tourism

- Achieving conservation outcomes
- Having good 'content' - telling the story
- Achieving excellence and innovation in design
- Providing mutual benefits to visitors and hosts



Key Partnerships

- State Government
- Local Government
- Tourism Industry



Banrock Station

Wine and Wetland Centre

- Energy and water conservation initiatives
- Wetland restoration and sponsorships
- Threatened species recovery (Bilbys, Bettongs, Numbats)





Southern Ocean Lodge

- Premium nature based Lodge
- Medium-scale (25 units)
- Proximity to KI's attractions
- Capacity to change consumer perceptions of SA & KI





Achieving our Vision

The kind of future we
seek will not be
created overnight

