



NATURE LIKE NOWHERE ELSE

AN ACTION PLAN

for the Activation of South Australia's Nature-based Tourism Sector

South Australia's nature-based tourism sector is established and progressive. However, it has significant potential to grow and become an even more significant contributor to regional communities, employment and the economy.

In September 2015, the South Australian Government initiated a conversation in the community about the activation of the nature-based tourism sector. *Nature like Nowhere Else – Activating Nature-based Tourism in South Australia* has been prepared in response to this conversation. It outlines how South Australia will support the continued growth of the State's nature-based tourism sector. This will be achieved by developing experiences in nature that are like nowhere else. These will include:

1. Standout walking journeys across the landscape
2. Unrivalled native wildlife experiences in Adelaide
3. Marine wildlife experiences without equal
4. Cutting edge sensory experiences that will leave a lasting impression

To reenergise the sector and create a turning point, the South Australian Government will:

- Lead South Australia's nature-based tourism activation agenda
- Support existing and create new nature-based tourism experiences
- Remove red tape and barriers to investment
- Raise awareness of South Australia's unique appeal
- Empower and build the capacity of community based tourism networks

A series of actions are summarised overleaf. These actions will help to create momentum and galvanise the collective effort of Traditional Owners, the managers of natural areas, Government, local government, non-government organisations, tourism businesses and regional tourism organisations.

ACTION 1

Lead South Australia's nature-based tourism activation agenda

- 1.1 Establish a whole of government task force to lead delivery and coordinate activities across Government.
- 1.2 Conduct South Australia's first nature-based tourism summit to engage partners in the nature-based tourism activation agenda.
- 1.3 Work with the South Australian Tourism Industry Council to support nature-based tourism advocacy.

ACTION 2

Support existing and create new nature-based tourism experiences

- 2.1 Release a prospectus of opportunities for investment in new or enhanced nature-based tourism experiences. The prospectus will communicate the possibilities to potential investors or other partners. It will seek new ideas for experiences like nowhere else and will outline any existing opportunities for nature-based tourism ventures.
- 2.2 Create jobs and drive tourism demand by investing in standout walking journeys across the landscape, unrivalled native wildlife experiences in Adelaide, marine wildlife experiences without equal and cutting edge sensory experiences that leave a lasting impression.
- 2.3 Investigate opportunities to elevate the tourism status of parks. This could include nomination of the Flinders Ranges for world heritage status.
- 2.4 Continue to support the resilience of regional communities that are adapting to changing economic circumstances through investment in emerging nature-based tourism opportunities.
- 2.5 Provide opportunities for businesses to capitalise on the State Government's existing investments in nature-based tourism projects like mountain biking, the Adelaide International Bird Sanctuary and recreational fishing.

ACTION 3

Remove red tape and barriers to investment

- 3.1 Release a package of information and offer support to help businesses develop proposals.
- 3.2 Establish a case management system to streamline nature-based tourism applications.
- 3.3 Simplify licence documentation.
- 3.4 Stimulate more tourism activity in parks through a review and abolition of park entry fees where possible.
- 3.5 Identify and remove any unnecessary policy barriers to investment in nature-based tourism.
- 3.6 Investigate and report on opportunities to achieve industry self-regulation of licensing and accreditation.
- 3.7 Develop a rewards and recognition package for tourism operators that exemplify best practice in nature-based tourism.
- 3.8 Rethink existing commercial models in National Parks.

ACTION 4

Raise awareness of South Australia's unique appeal

- 4.1 Strengthening the profile of nature in South Australia's brand.
- 4.2 Integrate South Australia's nature-based tourism experiences into marketing plans and cooperative marketing programs.
- 4.3 Announce a funded program of strategic investment to turn the spotlight on South Australia's experiences that are like nowhere else.
- 4.4 Connect the market to South Australia's nature-based tourism experiences through social media and relevant and engaging communication tools.
- 4.5 Enhance nature-based experiences and enable people to share their unique South Australian experiences through Wi Fi internet connectivity.
- 4.6 Promote South Australia's unique appeal to key trade and media influencers.

ACTION 5

Empower and build the capacity of community based tourism networks

- 5.1 Conduct a series of regional forums to engage Traditional Owners, businesses, community groups and support networks in the nature-based tourism activation agenda.
- 5.2 Provide ongoing support to Traditional Owners and regional communities to help develop nature-based tourism experiences.
- 5.3 Establish a capacity building program that will help regional communities deliver integrated and high quality tourism experiences and support services.
- 5.4 Develop an open data framework and establish a web platform that enables businesses, scientists, schools, Traditional Owners, volunteers and local communities to link together and develop nature-based tourism in their area.