Located on the South Australian side of the Great Australian Bight the rugged coastline and wilderness values of the Streaky Bay area helps attract visitors to the region. The great fishing, comfortable accommodation and quality food are what encourage them to stay in the District for longer. Streaky Bay has plenty to attract visitors. The town is in a pretty location, local businesses do a good job of providing a range of accommodation and the area is well serviced with a hospital, supermarkets, food outlets and petrol stations.

1. Introduction
   1.1. Purpose

   The Streaky Bay District sits within the Eyre Peninsula region which is one of 11 tourism regions in South Australia. Tourism has the potential for significant growth that will add to the economic, social and environmental value within the District and Region.
The context for the *Streaky Bay District Tourism Strategy - 2013* includes:

- The policy directions in the South Australian Strategic Plan (SASP)
- The Eyre Peninsula Destination Action Plan 2012-15 and,
- The District Council of Strategy Bay Strategic Plan 2013-22.

The *Streaky Bay District Tourism Strategy - 2013* will culminate in the development of targeted actions aimed at lifting the performance of the District’s tourism industry. These will be developed in a collaborative manner between Council, industry and local and regional tourism bodies.

The strategy will aim to build on the achievements of the original *Streaky Bay Tourism Strategy and Business Plan* developed in 2001 and reviewed in 2003.

1.2. Audience

**Tourism Operators**

The *Streaky Bay District Tourism Strategy - 2013* provides a blueprint to assist tourism operators to strengthen their position in the future of the District and Regional tourism industry by participating in and/or leveraging off initiatives arising from this document.

**Local and Regional Tourism Bodies and Local Government**

Collaboration on key actions to progress the development of tourism and related infrastructure in the District and Region will be encouraged by the development of this Strategy.

**Wider Community**

The *Streaky Bay District Tourism Strategy - 2013* is designed to raise awareness of tourism potential in the wider community and enhance community support and commitment to tourism.

All community members, whether or not they are directly involved in the tourism sector, are advocates for tourism in the District.

1.3. Strategic Plan Linkages

The District Council of Streaky Bay’s *Strategic Management Plan 2013-2022* was developed in consultation with the community during the first half of 2013. The Plan guides the provision of services, facilities, projects, infrastructure and advocacy over the next decade.
The Plan includes the following tourism related objectives, outcomes and goals:

**KEY RESULT AREA – ECONOMIC DEVELOPMENT**

*Objective 5: To facilitate economic prosperity, balanced growth and enhancement of the District*

*Outcome 5.2: A vibrant and strong tourism industry*

**Key Goals**

- Maximise tourism opportunities and visitation by the promotion of the area, its facilities and attractions in partnership with local, regional and state tourism entities.
- Support tourism through the provision of appropriate Council owned infrastructure including camping and caravan facilities and signage.
- Support regional tourism development through productive relationships with the Commonwealth and State Governments, regional and local partners.
- Promote, attract and support festivals, events and attractions that add value to the District’s economy.
- Provide visitor information services through well designed and managed outlets.

The Streaky Bay District Tourism Strategy 2013 aims to build on the above goals by outlining actions to improve the visitor experience in the Streaky Bay District. These broad goals are largely intangible and results will be hard to measure, however continued growth of numbers and decrease in tourism related complaints received at Council will provide some indication of success.

### 2. Tourism in the District and Region

#### 2.1. Eyre Peninsula Tourism

Streaky Bay is located on the western side of the Eyre Peninsula triangle. The Peninsula comprises 230,000km² and includes the gateway locations of Port Lincoln, Ceduna and Whyalla at its three corners. It is home to about 59,000 people and is building a reputation for unique and exciting frontier tourism experiences and fine dining on premium seafood. Tourism is the Eyre Peninsula’s third largest industry and injects more than $266million into the area’s economy every year.
There are very few tourism statistics available with the National Visitor Survey only collecting data from a limited number of visitors to Australia and then only providing wider Eyre Peninsula numbers. A summary of the figures produced this way is available towards the end of each financial year – so the most recent figures are from June 2012. As these figures are taken from a very small sample size and extrapolated out their value to assess local numbers is limited. A summary of these statistics is provided below.

### Annual Visitor Summary June 2010-2012

<table>
<thead>
<tr>
<th></th>
<th>Intrastate</th>
<th>Interstate</th>
<th>Total Domestic</th>
<th>International</th>
<th>Total visits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visits</strong></td>
<td>251,000</td>
<td>76,000</td>
<td>326,000</td>
<td>14,000</td>
<td>340,000</td>
</tr>
<tr>
<td>%</td>
<td>74%</td>
<td>22%</td>
<td>96%</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Nights</strong></td>
<td>1,058,000</td>
<td>420,000</td>
<td>1,478,000</td>
<td>169,000</td>
<td>1647,000</td>
</tr>
<tr>
<td>%</td>
<td>64%</td>
<td>26%</td>
<td>90%</td>
<td>10%</td>
<td>100%</td>
</tr>
<tr>
<td>Av length of stay</td>
<td>4.2</td>
<td>5.5</td>
<td>4.5</td>
<td>12.1</td>
<td>4.8</td>
</tr>
</tbody>
</table>

**Average annual day trips to the Eyre Peninsula Tourism Region – 384,000**

<table>
<thead>
<tr>
<th>Reason for travel</th>
<th>Holiday</th>
<th>Friends/Relative</th>
<th>Business</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visits</strong></td>
<td>132,000</td>
<td>110,000</td>
<td>75,000</td>
<td>26,000</td>
<td>340,000</td>
</tr>
<tr>
<td>%</td>
<td>39%</td>
<td>32%</td>
<td>22%</td>
<td>8%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Nights</strong></td>
<td>757,000</td>
<td>506,000</td>
<td>274,000</td>
<td>111,000</td>
<td>1,647,000</td>
</tr>
<tr>
<td>%</td>
<td>46%</td>
<td>31%</td>
<td>17%</td>
<td>7%</td>
<td>100%</td>
</tr>
<tr>
<td>Av length of stay</td>
<td>5.7</td>
<td>4.6</td>
<td>3.7</td>
<td>4.3</td>
<td>4.8</td>
</tr>
</tbody>
</table>
The main issue for the wider Eyre Peninsula is the lack of awareness in the rest of the State, nation and the world about its existence. This is underlined by figures that list the Peninsula as offering the second most sought after experiences out of the 11 regions in South Australia. At the same time the Eyre Peninsula is only the eighth most recognised region out of 11 regions within the State and the ninth most recognised South Australian region interstate.

2.2. Streaky Bay District Tourism

The Streaky Bay District’s population of more than 2,100 with 1,200 town residents has not changed significantly in at least 20 years but the makeup of the workforce is slowly changing.

According to the 2011 Census more than 200 of the Streaky Bay District’s residents were employed in industries connected to tourism in that year. The 1996 census counted just 147 Streaky Bay residents employed by industries connected to tourism. This compares to the 345 who identified as employed in agriculture and fishing in 2011, a very similar number to the 349 employed by these industries in 1996.

Despite its relatively small size, Streaky Bay is already the third most recognised town on the Peninsula, behind Coffin Bay and Port Lincoln.

Council’s best source of local statistics continues to be the numbers collected by the staff at the Visitor Information Centre and the figures from the Streaky Bay Foreshore Tourist Park.

The bulk of people coming through the VIC are self-drive holiday makers, most of which are towing a caravan or travelling in a RV.
Top three experiences for Streaky Bay visitors, according to the Visitor Information Centre (VIC) staff:

1. Tourist Drives – particularly to see Point Labatt sealion colony
2. Historical Walk
3. Museums

Tourism enquiries to the local VIC over the years have been steadily increasing (see graph 1). Although they reflect an increasing trend these figures are not accurate numbers of visitors to Streaky Bay as only a percentage of visitors come in to the VIC.

**Graph 1 – Visitor Information Centre enquires**

![Graph showing visitor information centre enquires over years]

The Federal Government is currently undertaking a national small accommodation provider’s survey which will provide more accurate numbers in the future.

The Streaky Bay District benefits from a good number and range of accommodation options including caravan parks, camp grounds, hotels and holiday homes.

Take away and dine in options abound within the Streaky Bay township which is also serviced by petrol stations, a hospital and GP.

### 2.2.1 Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

A consultation session was conducted in February 2013 with local tourism operators the local tourism association, Council and other stakeholders to identify Streaky Bay’s:

1. **Strengths,**
2. **Weaknesses** that present obstacles to sustainable growth and
3. **Opportunities** for development and growth,
4. **The potential threats** to the industry.
2.3. Key Tourism Bodies

2.3.1. South Australian Tourism Commission (SATC)

SATC has been forced to find extensive savings during recent State Government budget cuts, going from about 180 staff to 110. This means SA’s regions are not being offered the support they once were. The most recent cuts were made public in June 2013 and involve the end of the Sell SA project which was set up just a year ago to provide support to the State’s 45 accredited Visitor Information Centres.
Despite this the Commission is still aiming to increase visitor expenditure in South Australia from current levels of about $5billion per annum to $8billion annually by 2020. This target is in addition to the more short term goal of increasing spending to $6.3billion by 2014.

SATC has arms responsible for marketing events, developing destinations by improving infrastructure, events management and communication technology advice.

SATC provides $10,000 per year towards the funding of RDAWEP’s Tourism Development Manager and demands specific key performance indicators be met in order to receive this money. After much lobbying from local groups the SATC has announced it will contribute an additional $20,000 towards tourism on the Eyre Peninsula this financial year.

2.3.2. Regional Development Australia Whyalla and Eyre Peninsula (RDAWEP)

The District Council of Streaky Bay, along with the other Eyre Peninsula member Councils, and the SATC, contribute to the wages of a full time Tourism Development Manager who works under RDAWEP.

The Tourism Development Manager’s role is to promote the region to the international and national markets and help prioritise issues or projects of regional significance eg roads that need upgrades, airports etc.

They use the region’s iconic and unique experiences including diving with sharks, swimming with sea lions and swimming with tuna, as a ‘shop front’ to attract the attention of visitors. They also regularly host media and trade representatives who come to the area to familiarise themselves with what we have to offer.

RDAWEP have been instrumental in assisting with getting the Wallaroo to Lucky Bay ferry up and running again. The ferry has now welcomed its 25,000th passenger since reopening in February 2013.

With support from the Tourism Development Manager, Port Lincoln has started hosting a seafood lovers weekend, flying people directly from the Eastern States to the area for a weekend of cooking classes, wine tastings and ‘swimming with’ experiences. This venture has proved very successful and planning is underway to expand on this by introducing an Ocean to Outback experience that would include Streaky Bay and the Gawler Ranges.
2.3.2.1  **Regional Destination Management Plan**

A long term strategic plan for the region, the Eyre Peninsula Destination Management Plan, is currently being drafted. This plan will inform the smaller Destination Action Plan that outlines specific actions at all levels including subregional, regional and State.

The overarching areas of interest of the draft Destination Management Plan are:

1. Market intelligence and insights.
2. The Eyre Peninsula regional brand.
3. Marketing the Eyre Peninsula region experience.
4. Developing a sustainable Eyre Peninsula region experience.

A draft of this plan has been released for input from Councils and other interest groups (such as Streaky Bay Tourist Promotions).

2.3.2.2  **Eyre Peninsula online**

RDAWEP, in consultation with Eyre Peninsula Tourism, have recently created a tourism website for the Eyre Peninsula [www.exploreeyrepeninsula.com.au](http://www.exploreeyrepeninsula.com.au)

This site includes a comprehensive prospectus which details price options for those wishing to advertise services for tourists such as accommodation, tours or restaurants.
**2.3.3  Eyre Peninsula Tourism**

The Eyre Peninsula Tourism (EPT) is made up of volunteer industry representatives from across Eyre Peninsula and acts as a conduit between operators. It is supported by the RDAWEP administration team.

EPT helps to identify projects that will benefit the region, provides input into strategic planning. The chair of EPT attends regular briefings with the SATC and other chairs from across South Australia.

The structure of EPT has undergone major changes recently five smaller, sub regional working groups have been established. These more localised groups will provide selected priorities to EPT which is taking on an executive role and is made up of two representatives from each working group.

The working group that includes Streaky Bay (West Coast) also includes Ceduna and Elliston. This group met for the first time in August 2013 and will meet bi-monthly with administrative support provided by the District Council of Ceduna. The West Coast Group includes representatives of all Councils in the area, local groups and industry representatives.

This group will look at issues that are common across the local area and work together to overcome common concerns.

**2.3.4  Streaky Bay Tourist Promotions Inc (SBTP)**

SBTP are a voluntary committee whose members have an interest in the promotion of tourism in the District. They meet once a month.

Their vision is to:

*Promote and create opportunities for people to experience Streaky Bay and districts as a desirable must visit destination and, in partnership with key stakeholders, enhance and support the sustainable growth of tourism in our District.*

A Memorandum of Understanding between Council and SBTP has recently been finalised. The agreement aims to clarify both Council’s and SBTP’s roles and responsibilities.
3 Tourism Action Planning

In order to work towards realising the tourism-related goals outlined in the District Council of Streaky Bay's Strategic Management Plan 2013-2022, possible actions will be identified.

These actions have been broken down to reflect current needs in relation to the five specific goals identified and action plans will be created using the following themes:

1. Promotion
2. Infrastructure
3. Relationships
4. Visitor Information

These action plans will outline specific actions to meet the targets, identify timeframes and those responsible for carrying out the actions detailed.