



2023 - 2028

Tourism Strategy

**DISTRICT
COUNCIL OF
PETERBOROUGH**

ADOPTED: 17th April 2023

TABLE OF CONTENTS

Introduction

Tourism in Peterborough and Council area

District Council of Peterborough- link to Strategic Plan

Economic and Tourism Profile of the District Council of Peterborough

Visitor Information Centre

SWOT Analysis

- Tourism in Peterborough and surrounds
- Visitor Information Centre

Product and Service Satisfaction- *Customer Service, Needs, Satisfaction and Complaints*

Branding, Advertising and Marketing- Make Tracks to Peterborough

- Background
- Brand discovery phase
- Survey findings- 2019 and 2022 comparison
- Brand Positioning, Vision, Values and Story
 - Brand Positioning
 - Brand Vision
 - Brand Values
 - Brand Story

Alliances and Partnerships

- Local businesses
- Local tourism groups and Tourism operators
- Regional Development Yorke and Mid North (RDYMN)
- Tourism Industry Council South Australia (TiCSA)
- Industry and Sector Organisations
- State Government Departments
- South Australian Tourism Commission (SATC)
- Legatus
- Silver to Sea Way (through the National Trust of South Australia)
- Southern Flinders Ranges (link to)

Events

Marketing projects- next 5 years

Infrastructure and experience development- *Introduce new products, services, attractions.*

Measuring Performance – Objectives and targets for 5 years

- Financial performance
- Non-financial performance
- Measuring, Monitoring and Reporting Performance

Investment

Information sources

INTRODUCTION

The Peterborough Tourism strategy aims to provide an in-depth plan for how to successfully leverage off the current tourist attractions Peterborough and Districts have to offer, as well as ensuring future tourism growth and development.

Tourism is an essential pillar of Peterborough, and to ensure the longevity of the town, will need to be an ongoing success.



Tourism in Peterborough and Council area

Peterborough is located in the heart of the Mid-North of South Australia, north of the Goyder's line, and approximately 2.5-3 hours from Adelaide, Broken Hill, Whyalla and the Riverland. The district offers a superior and unique experience where natural and man-made beauty exists and is admired. From the vast cropping and grazing plains to the awe-inspiring Steamtown, Peterborough is a destination for enthusiasts and explorers.

Our vision is to build on Peterborough's existing tourism assets and improve the visitor experiences, to encourage visitors to come, stay and utilise the town as a base from where they can explore the town and its surroundings. Our vision is to involve more businesses in tourism planning, investment, marketing and promotion. The future of Peterborough is to become the 'hub' of tourism for the Mid-North.

The Peterborough Visitor guide was re-invigorated along with the '30 things to see and do' in Peterborough in 2021 by members of the Peterborough Tourism Management Committee. The following have been identified as the 'Key Attractions' in Peterborough, which are also incorporated into the '30 things to see and do'.

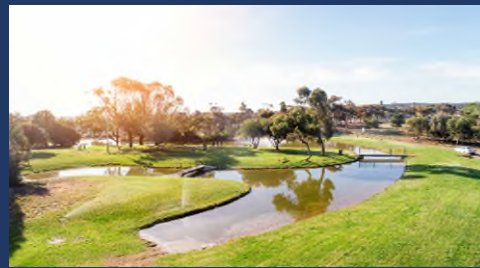
Museums

- Town Carriage museum
- YMCA Building
- Social History Museum
- Lionel Noble Collection
- Meldonfield Miniatures
- Papier Mache and Wireworks
- Motorcycle and Antique Museum
- Steamtown Heritage Rail Centre
- Peterborough Printing Works



Nature and Adventure

- Peterborough Heritage Walk
- Willangi Bush Escapes
- Victoria Park
- Greg Duggan Nature Reserve and Lookout
- Yongala Heritage Walk
- Golf Course



Points of Interest

- Town Entry signs
- Y-Class Locomotive
- Town Hall
- Federation Quilt
- Bob the Railway Dog
- The Burg and Model Railway
- Local Historic Cemeteries



Economic and Tourism Profile of the District Council of Peterborough

The data below has been obtained from 'Informed Decisions (.ID)' and 'Spendmapp'. These platforms have been used to create an economic profile of Peterborough and surrounds at a point in time. This data will continue to assist the Council and businesses in forming a strategic plan for tourism into the future.

1. Informed Decisions (.ID)

'Informed Decisions (.ID)' are utilised by over 300 local councils and regional authorities across Australia and New Zealand. Data is collected using their detailed local area information tools, and made available to the public as a shared resource.

Unfortunately, due to the low sample size of Peterborough, much of the data is unable to be obtained to measure the size and composition of the tourism market. However, the data that was extracted through .ID is as follows:

- **Visitors and nights:** In the 5 years up to 2021/ 2022, there was an average of 656 international visitors to the District Council of Peterborough area. Average length of stay was null days, lower than the average for South Australia.
- **Tourism value:** In 2021/2022, the total tourism sales in the District Council of Peterborough was \$5.0 million, the total value added was \$2.7 million.

2. Spendmapp

Spendmapp uses real, continuous and comprehensive bank transaction data to create a moving picture of your economy. It shows how long-term trends are re-shaping activity and how short-term shocks, events and economic development initiatives impact spending in different sectors.

Spendmapp information and data can be used to work with the business community, build economic resilience, and implement planning and economic development strategies.

The following data has been collected from Spendmapp for the District Council of Peterborough for the last 12 months (February 2022- February 2023):

Spendmap information

District Council of Peterborough area

**\$27.49
million**

Total local spend in a 12 month period

The total spending inside the LGA- The sum of resident local spend and visitor local spend

**\$20.35
million**

Resident local spend

Spending by residents and local businesses inside the LGA

**\$7.14
million**

Visitor local spend

Spending by non-residents and non-resident businesses inside the LGA

**\$33.37
million**

Resident escape spend

Total spending by residents and local businesses outside the LGA

**\$17.99
million**

Resident online spend

Online spending by residents and local businesses

Location analysis- District Council of Peterborough

- In the last 12 months, from the period February 2022 to February 2023, the total local spend was \$27.49 million, which is over \$2 million per month.
- It is evident from the above data, that visitors come to spend money in Peterborough. However, the external escape spend (residents spending money elsewhere) for Peterborough for the last 12 months was \$33.37 Million.
- There were 386,000 transactions within the Peterborough Council area, and the average spend per transaction was \$71.00.
- The peak month for expenditure was September 2022, with a total of \$2.44 million spent, and the trough month was January 2023, with a \$2.07 million total.
- Visitor local spend has increased by 8.4% from February 2022 to February 2023 (\$372k to \$403k)

- Resident online spend has increased by 16.4% from February 2022 to February 2023 (\$1.27m- \$1.84m)
- For every \$1 spent in the District Council of Peterborough area, \$0.26 is spent by a visitor.

District Council of Peterborough Link to Strategic Plan

The Council Strategic Plan 2020-2022 (previously adopted) establishes the overarching Key Result Areas, Objectives and Strategies that underpin the key annual priorities included in the Annual Business Plan.

To this effect, the Tourism Strategies outlined in this document link with the following Key Result Areas, Objectives and Strategies of the Strategic Plan. They are also integrated into the annual priorities for 2022-2023.

Key Result Area	Objective	Strategies
Economic Sustainability	Continue to develop the Steamtown Heritage Rail Centre and Visitor Information Centre	<ul style="list-style-type: none"> - Continue to develop the Tourism Strategic Plan - Further develop the Steamtown Heritage Centre Marketing Plan.

Visitor Information Centre

What is the role of the Visitor Information Centre?

The Peterborough Visitor Information Centre helps local, interstate and overseas visitors. The information centre is staffed by knowledgeable, enthusiastic individuals who can assist with directions, brochures, maps, event guides and journey planning which will ensure every visitor makes the most of their time in Peterborough, and South Australia.

Strategy	Objective	Target
1. To have an accredited Visitor Information Centre through the Tourism Industry Commission SA)	Plan ahead, attend SAVIC (South Australian Visitor Information Centre Network) meetings for updates and amendments to	<ul style="list-style-type: none"> - Maintain the Visitor Information Centre accreditation through TiCSA (Tourism

	procedures. This will ensure operations are streamlined and methods and kept current.	Industry Commission SA)
2. Enhance the consumer journey for Peterborough SA. Inspire→ Plan→ Book→ Travel→ Share	Inspire: Greater advertising to the target market. Plan: Create a series of itineraries for consumers. Book: Ensure a seamless booking system is in place. Travel: VIC employees to provide as much information as possible when consumer reaches destination. Share: Promotion of utilising hashtags when sharing images.	- Enhance the consumer journey-organise Zoom meetings with consumers prior to visit, streamline booking system for ease of use, and encourage visitors to share their experiences on social media.
3. Match- Making	'Consumers don't' know what they don't know'. Create a series of short questions to ask visitors when entering the VIC. This way the correct product or experience can be recommended to the consumer. Tailored information and a welcoming experience must be provided.	- Ensure the series of questions and kept relevant.
4. Story telling	Research history in Peterborough and Districts. Story-telling and interpretation is as essential part of a visitor experience (First nations, Agriculture, Art etc.) The consumer is seeking immersive experiences.	- Engage further with National Trust (and Silver to Sea Way) on story telling by locals. Refer National Trust 'Story database'.
5. Online engagement- Post COVID i.e. Social Media, Travellers 'path finders'	Engage with Peterborough SA Facebook and Instagram pages. Ensure blog posts on 'Make Tracks to Peterborough' website and kept relevant and current.	- Post on Social Media platforms (Facebook and Instagram) at least 3 times per week.

SWOT Analysis

The SWOT analysis for Tourism in Peterborough has been undertaken through information collection from a community survey (released and collated early 2022), workshops ran by the DCP's Tourism Management Committee, previous tourism reports (2019-2020) and by staff members of Steamtown Heritage Rail Centre.

The following depicts collated information on the points we believe are Strengths, Weaknesses, Opportunities and Threats.

Tourism in Peterborough and surrounds

<u>Strengths</u>	<ul style="list-style-type: none"> - Great accessibility for interstate visitors, and on the way to other major tourist attractions in the Flinders Ranges (Wilpena Pound, Arkaroola, Lake Eyre) - Strong heritage assets- Rail heritage within the town and surroundings, linked to the past (Transcontinental Railways and The Old Ghan) - Good range of attractions, facilities, accommodation and eateries - Support of local politicians in Peterborough- great relationship - Dedicated individuals driving tourism, and community groups on board to assist
<u>Weaknesses</u>	<ul style="list-style-type: none"> - Many of the eateries in Peterborough do not have succinct opening times. Early mornings for coffee and breakfast on weekends has been a missed opportunity - Most people only hear about Peterborough as they are 'driving through' - Poor or little perception about Peterborough, and what is on offer - Lack of new business/ tourism investment to address current market gaps
<u>Opportunities</u>	<ul style="list-style-type: none"> - Increase length of stay- convince a tourist to stay an extra 3 hours, and they will stay the night - Ensure all tourism operators are registered with ATDW (Australian Tourism Data Warehouse)- <i>Australia's national platform for digital tourism information. Having a listing on the ATDW is the gateway to having your business promoted [for free] across digital tourism channels, including tourism websites, South Australia socials and beyond.</i> - Tourism marketing and advertising- through Social Media channels, Television, websites i.e. southaustralia.com; maketrackstopeterborough.com.au - Take advantage of the existing tourism flow to the Flinders Ranges

	<ul style="list-style-type: none"> - Promote the benefits of tourism to the wider community, ensuring both community groups and businesses are working collaboratively to increase visitation and help tourists in the region longer. - Increase International market through advertising and promotion - Engage more volunteers
<u>Threats</u>	<ul style="list-style-type: none"> - Fluctuating global economic conditions and availability of disposable income - Petrol prices - Climate change effecting visitations i.e. Grey Nomads with caravans - Deterioration of main street appeal

The following information has been extracted to create a SWOT analysis for the Visitor Information Centre.

Visitor Information Centre

<u>Strengths</u>	<ul style="list-style-type: none"> - Excellent Visitor Information Guide- updated in 2021
<u>Weaknesses</u>	<ul style="list-style-type: none"> - Lack of communication between businesses and VIC i.e. with Opening Hours etc - Tourists are overwhelmed with information- will need to simplify
<u>Opportunities</u>	<ul style="list-style-type: none"> - Explore training opportunities for customer service staff - Link with community groups to ensure information is provided with regards to upcoming events. This will ensure events are being more widely promoted. - Networking opportunities through Visitor Information Centre conferences, Southern Flinders Tourism and Tastes, ATDW (Australian Tourism Data Warehouse) information sessions etc. - Visitor Information staff undertaking the role of 'Matchmaker'- finding ideal matches for the clients considering demographic, interests, budget etc. <ul style="list-style-type: none"> o Create a set of smart questions for the tourist to find out exactly what they want in a short amount of time - Advise businesses of the current market gaps and where the opportunities are for these to be filled - Offer familiarisations to local businesses and community groups- everyone in Peterborough needs to be promoting Peterborough and what there is to see/ do
<u>Threats</u>	<ul style="list-style-type: none"> - Lack of funding - Rapid development of technology- important to remain up-to-date into the future - Loss of business and community support.

Product and Service Satisfaction

It is essential that the Visitor Information Centre, Steamtown Heritage Rail Centre and other key attractions as well as Peterborough as whole is meeting the key needs of tourists. We provide various platforms to allow tourists to express their most honest feedback, such as:

- Trip Advisor (Visitor Information Centre and Steamtown Heritage Rail Centre)
- Surveys (provided at Steamtown Heritage Rail Centre and the R.V. Park)
- Verbal feedback to the staff at the Visitor Information Centre and other businesses in town i.e. local cafes.
- Social Media sites
- Email

Trip Advisor

There are two pages that the District Council of Peterborough operates under Trip Advisor- Steamtown Heritage Rail Centre and the Visitor Information Centre. These pages are monitored by the staff and responded to at their earliest convenience.

The benefits of having a Trip Advisor listing are as follows:

- Informs travellers the business exists and shares an abundance of information about the business, including address, phone number, map location, operating hours etc.
- Reaches some hard-to-reach consumers. Consumers increasingly rely upon review websites when determining where to travel. They are interested in reading about the experiences of other people and consider user reviews to be a more “authentic” description of a destination or business. These kinds of consumers are not easy to reach through traditional forms of advertising, so being able to present the business to them via Trip Advisor is an excellent means of advertising.
- Trip Advisor helps promote the brand of a town i.e. Make Tracks to Peterborough
- Provides an opportunity to engage with customers- provides an insight into what customers really think of the business. Most customers are very candid and open when leaving reviews, which provides a greater understanding of where the business may be succeeding or failing.
- Listing the business is free of charge.

Surveys

Surveys are the most popular method for providing feedback, as demonstrated below:

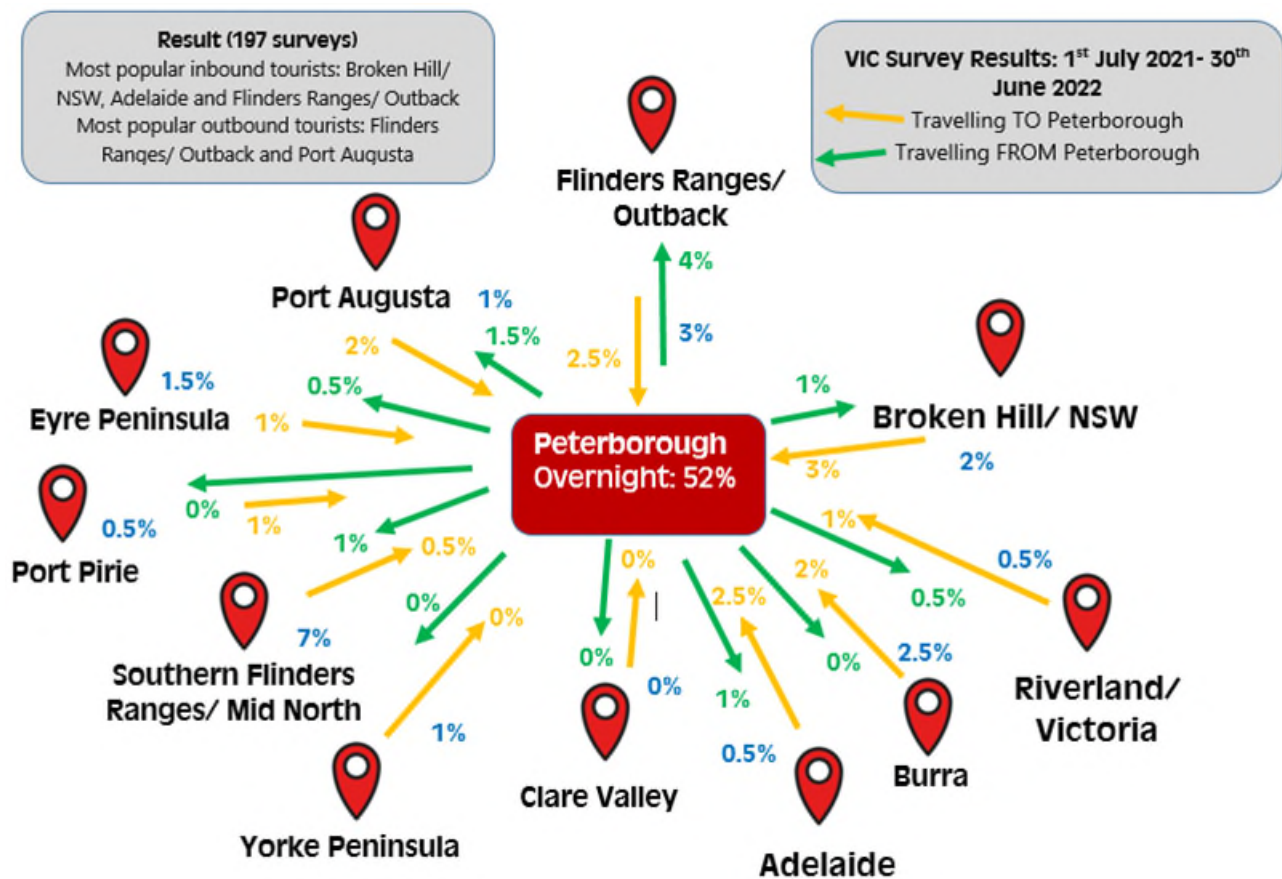
- 2018: 580 surveys received
- 2019: 502 surveys received
- 2020: 218 surveys received (Impacted by COVID-19)
- 2021: 192 surveys received (Impacted by COVID-19 and closure of Steamtown)

The data collected from the surveys are:

- Which town/ city the visitor stayed in last night, and where they will be staying tonight
- How many nights the visitor plans on staying in Peterborough and the type of accommodation i.e. R.V Park etc.
- How the visitor heard about Steamtown/ Peterborough
- Rating of the product/ service out of 10
- 3 best things, and 3 worst things about Steamtown
- Any other comments or suggestions.

Data is collated, and provided to the Peterborough Tourism Management Committee, as well as used to make changes, enhance the product and service, and determine where travellers are coming from, and where they are going. This in-turn assists with strategic marketing and signage.

Example of data collation collected from surveys



Business Advertising and Marketing

'Make Tracks to Peterborough'

Background

In 2019, the District Council of Peterborough together with Regional Development Australia Yorke and Mid North engaged Algo Mas (branding, marketing and design agency) to develop a positioning strategy and place brand for Peterborough that achieves the following:

- Establishes a positive perception of Peterborough, and celebrates achievements
- Creates a vision that can be embraced, adopted and used by the community, and consistently in marketing communications
- Enhances local, national (and global) awareness of Peterborough
- Attracts visitors and builds a long-term campaign of change



'Your brand creates an immediate perception of your place, and you. It is your promise to your community and visitors and tells them what they can expect from your place. Your branding must be clear enough to convey your message, even when you're not there to speak it'. Brand Discover Report, Algo Mas, September 2019

Brand discovery phase

To ensure the branding was a success, and something the community were going to embrace, extensive consultation was undertaken, also known as the 'brand discovery phase'. This phase consisted of the following steps:

- Desktop research of existing and past Peterborough brands
- Desktop research of existing economic and tourism reports and research
- Key stakeholder workshop
- Meeting with project committee
- Online and hard-copy survey

Survey findings- 3 year difference- comparison

How can Peterborough improve as a tourist destination? <i>Conducted June 2019 by Algo Mas</i>	What do you think could be undertaken in Peterborough to increase tourism in the town? <i>Conducted January 2022 by the District Council of Peterborough (Tourism and Community Development Officer)</i>
<ul style="list-style-type: none"> - Central parking areas for large motor-homes and caravans, with clear signage - Publicise the history of the town and history locations within the region - Sydney to Perth tourism is a key strength - Continue to tell the positive story of how the town has regenerated itself - Gateway to the Flinders - Introducing a train attraction (mini train) to the Main street - Continue Main street beautification - Bus tours - Maintain a high advertising profile - Include the community in the tourism campaign - Promote as a weekend getaway - Organise tourism attractions to be working together - Tourism signage - Promote Peterborough as the base for regional exploration - Family picnic areas along the Main St - Improved accommodation - More advertising- perhaps in caravanning magazines - Open up the Town Hall during weekends to cater for visitors passing through at this time. 	<ul style="list-style-type: none"> - Creating package deals i.e. with accommodation, tours and meals - Co-ordination of cafes opening times (especially during weekends) - Muriel to be painted on the water tower at Steamtown - Businesses to have longer opening hours - Improve and maintain the central gardens and lawns - Adding a Bakery into the town - Transport - Advertising billboards on the Barrier Highway - Establish a connecting cycle/ walking track to either (or both) Terowie and Orroroo along the Railway line. - Development of more businesses to cater for the tourism market - Palm trees or other trees for the RV Park - Turn Victoria Park into a botanical garden - Main Street train carriage to be open on weekends and have working features - Build a mini-golf course - A futuristic view of the town with information, not just purely focusing on history - More trees and flowers to be planted - More events that embrace the town's history

From the above findings, actions have been imbedded into this Tourism Strategy in the form of projects, business consultation, as well as marketing and promotion.

Brand Positioning, Vision, Values and Story

During the 'discovery phase', the 'Make Tracks to Peterborough' brand name was created, stemming from the rail theme of the town and ideas from the community i.e. 'Get side tracked' and 'steaming ahead'.

Once the brand name was established, the positioning, brand vision, values and brand story were created.

- **Brand positioning**

What the brand wants to stand for in people's minds; the unique value.
'For true travellers who want an authentic South Australian experience, Peterborough offers real history, real people and a real escape'.

From Algo Mas: 'Peterborough is the real Australia. You can find us north of Goyder's line in the heart of Australia's Mid North. We offer a superior experience where natural and man-made beauty exists and is admired. From the vast cropping and grazing plains to the awe-inspiring Steamtown, we are a destination for enthusiasts and explorers. We don't just remember our heritage and heroes; we revere them. We are proud of our story and delight in telling it. Our railway history is unmatched and our heritage buildings stand as testament to our importance. We played an instrumental role in building Australia's prosperity. We are committed to ensuring our legacy is immortalised for generations to come. We don't pretend to be something we are not. We are a welcoming community and serve country hospitality 'extra-large' to everyone who visits. We are optimistic for our future knowing people will leave richer for the experience of having visited Peterborough'.

- **Brand vision**

The vision for the Peterborough brand is to:

1. Celebrate Peterborough's rich rail history and the town's role in the Nation's story
2. Entice audiences to visit Peterborough for a real South Australian experience
3. Be known as a destination that boasts real history, real people and real adventure
4. Generate opportunities for people to create their own exciting stories within the local natural and man-made landscape

- **Brand values**

The brand values represent Peterborough's essence and underpin all communications:

1. History- To encourage locals and visitors to embrace, and seek out, Peterborough's rich history.
2. Community- To always be welcoming and show our support of diversity and gender equality through words and actions.
3. Genuine- To communicate with naturalness, authenticity and honesty in our everyday dealings.
4. Exploration- To be known as a destination where people can seek out, and find adventure in both natural and man-made environments.
5. Optimism- To be proud of Peterborough's heritage and to approach our future with positivity.

- **Brand story**

Peterborough is the real Australia. You can find us north of Goyder's Line in the heart of South Australia's Mid North. We offer a superior experience where natural and man-made beauty exists and is admired. From the vast cropping and grazing plains to the awe-inspiring Steamtown, we are a destination for enthusiasts and explorers. We don't just remember our heritage and heroes; we revere them. We are

proud of our story and delight in telling it. Our railway history is unmatched and our heritage buildings stand as testament to our importance. We played an instrumental role in building Australia's prosperity. We are committed to ensuring our legacy is immortalised for generations to come. We don't pretend to be something we are not. We are a welcoming community and serve country hospitality 'extra-large' to everyone who visits. We are optimistic for our future knowing people will leave richer for the experience of having visited Peterborough.

Brand Implementation Plan

The success of the 'Make Tracks to Peterborough' brand will be successful if driven by strategic implementation. Execution of the Brand Implementation Plan relates to the way the town demonstrates its brand vision and values in an operational capacity as well as the communication of the new Peterborough brand itself.

The following elements are critical to the successful implementation of the Peterborough brand:

- Senior leadership and advocacy
- Internal engagement and adoption (*Make Tracks to Peterborough branding was formally adopted by the District Council of Peterborough in 2022*).
- The appointment of Brand Champions or Brand Ambassadors (*A group of individuals consisting of community members, Steamtown acting supervisor and Tourism and Community Development Officer meet monthly for advertising ideas and implementation*)
- Messaging that is appropriately focused on the primary target market i.e. customers or industry partners
- Coordinated messaging and marketing across all stakeholders (i.e. SATC, local traders and DCP) and long term planning

The Implementation Plan has been provided by Algo Mas with recommendations about the activities to implement and in which order of priority. By ensuring this is adhered to, in conjunction with Brand Guidelines, will lead to effective application in the short term and a successful brand strategy implementation in the long term.

Target Market

Primary Target Market: Caravan and camping enthusiasts

The Caravan Industry Association of Australia stated that on the 31st of January 2021, combined campervan and caravan registrations reached 772,598. This shows an increase from the year 2020 of 31,029 or 4.2%. Other caravan and camping industry figures highlighted in the association's submission included that more than 1 in 5 nights spent by domestic visitors in regional Australia can be directly attributed to caravan and camping enthusiasts.

Secondary Target Market:

- **Train enthusiasts**

The Steamtown Heritage Rail Centre is Peterborough's key tourist attraction featuring the Heritage-listed 'RoundHouse' as well as Australia's and the World's

only operational triple gauge turntable, original workshops as well as restored train carriages.

- **Railway enthusiasts**

Peterborough is home to many state and local heritage-listed buildings including the Town Hall, as well as other significant local landmarks including the Print Shop, banks, schools, churches and hotels. The town, therefore, holds appeal to those interested in South Australia's culturally significant buildings.

Steamtown Heritage Rail Centre was lucky enough to be chosen as a heritage regeneration project with the Silver to Sea Way (more information on this under Alliances and Partnerships). During the months of January to April 2022, the roof on the Roundhouse at Steamtown was fully-restored by local companies. This has increased the longevity of the roof for at least another 100 years, thus ensuring visitors can continue to visit and immerse themselves in Peterborough's rich, railway history.

- **Explorers and adventurers**

1. There are four significant 'off the beaten track' drives to and from Peterborough recommended to tourists.
2. Camping and four-wheel driving experiences
3. Peterborough hosts the rodeo every January
4. An overnight destination or 'stop over' for 'rally' enthusiasts, including participants in the SA Variety Bash and Black Rock Dirt Circuit.

- **Families**

Many families choose Peterborough either as their holiday destination or a 'stop-over' point in their travels. 'Family Tourism' is driven by the increasing importance placed on promoting family togetherness, keeping family bonds alive and creating family memories. Peterborough and surrounds have confidently catered for 'Family Tourism' through tours, parks (including a skate park), nature reserves, family activities, eateries, and family-friendly accommodation.

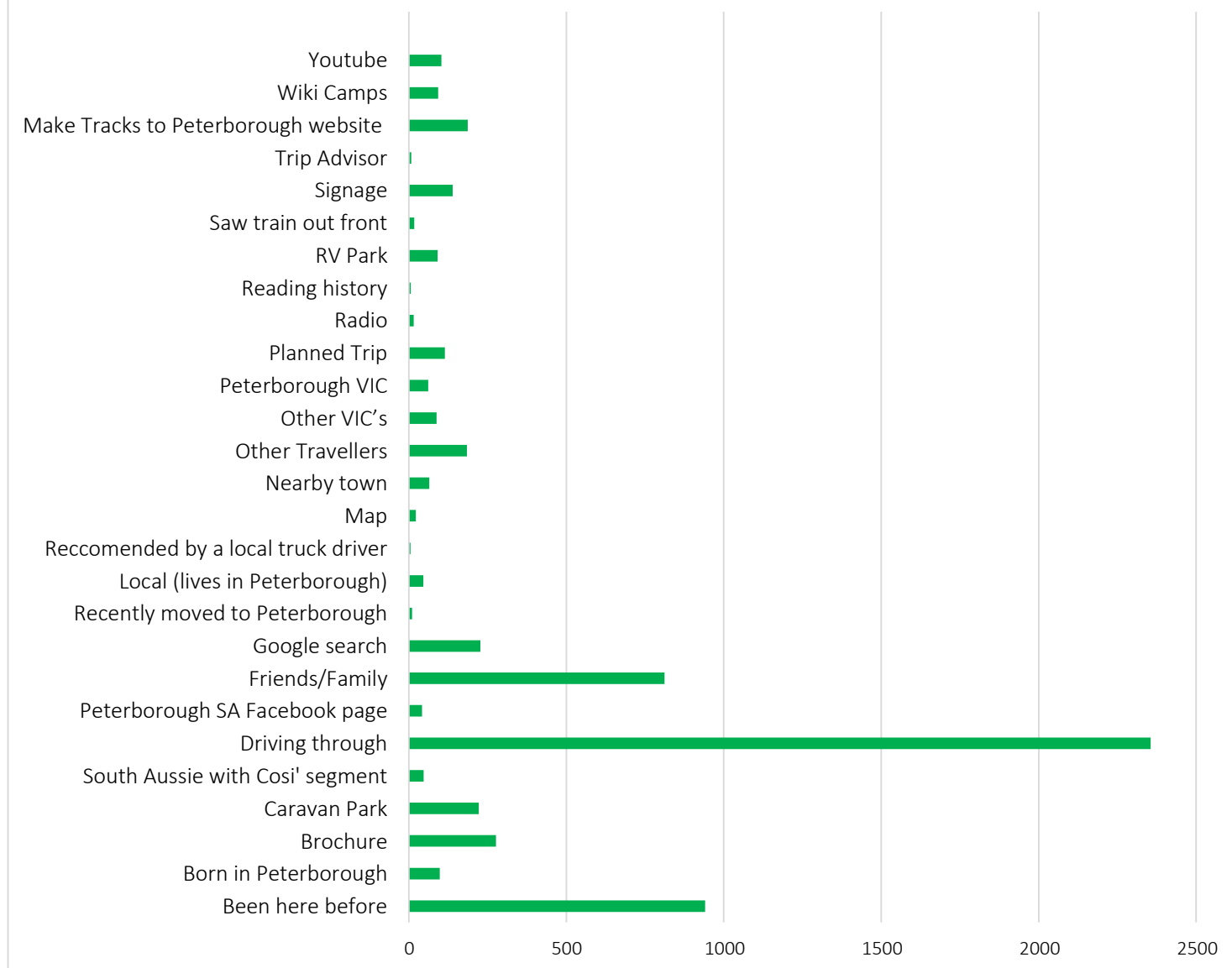
2023-2028 Marketing Strategy focuses

Drive awareness and appeal of Peterborough as a travel destination, inspiring more people to visit, stay longer, spend more and disperse throughout the region. Key initiatives have been established, whilst embedding the 'Make Tracks to Peterborough' brand implementation strategies for the future.

Currently, every visitor coming through the Visitor Information is asked *Which State they are from* and *How they heard about Steamtown*. The results from the latter are as follows:

How did you hear about Steamtown Heritage Rail Centre?

(Data provided from January-October 2022)



With various strategies and marketing campaigns, we aim to significantly reduce the number of people only stopping into Peterborough as they're driving through, but rather ensure they are aware of what there is to see and do when planning their trip. In-turn, visitors will be more likely to stay an extra night.

"Peterborough has rejuvenated as a town and a region and strives to continue this momentum. We respect and value our heritage, including our railway history, and see this as a tool to leverage as we seek future improvement. Peterborough offers a great lifestyle, good service facilities and authentic country living. We are a regional area and need to maintain and promote our strength in this area. We have under-utilised natural beauty that we need to promote". Algo Mas, September 2019

Alliances and Partnerships

Whilst this Tourism Strategy has been initiated by the District Council of Peterborough, the implementation of the actions within the strategy requires a partnership with local businesses and tourism operators, with integrated and coordinated approach between Region's stakeholders, including Industry Associations, Regional Development Yorke and Mid North, State and Local Government. It is also envisioned that Regional stakeholders will align their efforts and activities within the visitor economy from the actions within the plan, to ensure a collaborative and consistent approach to growing the whole Region's visitor economy from the inside out.

Local businesses

Partnership with local businesses in Peterborough and surrounds is paramount, especially businesses with an appeal to the visitors. To ensure this Tourism Strategy is utilised and embraced by the entire Peterborough community, the strategy will be released for consultation prior to Council adoption.

Local Industry Groups and Tourism Operators

It is essential that local industry organisations and tourism operators are fully engaged with the strategic vision and goal of the Peterborough Tourism Strategy, and offer their commitment to work collaboratively and cohesively to deliver the actions. As key enablers and major influences of the Region's visitor economy, these businesses will need to actively assist in the implementation of the actions across all Strategic Priority areas within this plan.

- Peterborough Business Association
- Local businesses and committees
- Peterborough Visitor Information Centre/ Steamtown Heritage Rail Centre

Regional Development Yorke and Mid North (RDAYMN)

RDAYMN are one of the major stakeholders for the visitor economy in the Region, as they co-fund Regional Tourism Manager position with South Australian Tourism Commission (SATC).

Tourism Industry Council South Australia (TiCSA)

It is paramount that TiCSA are involved in the actions from within this plan. TiCSA plays a vital role in building the Region's tourism industry, particularly in:

- Advocacy and support for accredited Visitor Information Centres
- Providing training and networking opportunities for tourism operators in the Region
- Facilitating and managing the SA Tourism Awards and Tourism Accreditation

Industry and Sector Organisations

Industry and Sector organisations can support the Region through marketing, events, advocacy and advice. It is important they are engaged where relevant via the relevant projects and actions within this plan. These organisations include:

- Adelaide Convention Bureau
- Events South Australia
- National Trust of South Australia
- Caravan and Camping Industries Association of South Australia Inc.

State Government Departments

State Government Departments can support the Region through marketing, advocacy and advice by recognising the importance of the visitor economy, to Region's economy and prosperity. They can work with the Plan's specific action leads to support the growth of wider visitor economy on a range of issues such as investment attraction, skills and labour shortages, and transport access.

State Government departments who can play an active role in delivering this plan include:

- Department of Primary Industries and Regions (PIRSA)
- Department of Environment and Water (DEW)
- Office for Recreation, Sport and Racing (OSR) (including StarClub- Game On)
- Department of Trade, Tourism and Investment (DTTI)
- Department of Innovation and Skills (DIS)
- Department of Planning, Transport and Infrastructure (DPTI)

South Australian Tourism Commission

SATC is an essential partner in the activation of the Plan across multiple action areas. Relevant staff within SATC are aware of the Peterborough Tourism Strategy, and will be consulted on actions within this plan specifically in regards to Marketing, Events and Experience Development.

Legatus

The Legatus Group is the trading name of the Central Local Government Region which is a regional subsidiary established under the Local Government Act 1999 (SA). The purpose of the Legatus Group is to undertake the co-ordination, advocacy and representation of the constituent councils at a regional level. Through the increased facilitation and co-ordination of local government activities relating to economic and community development at a regional level, the object of improving benefits to the communities of the constituent councils is enabled. The Legatus group aims to develop, encourage, promote, foster and maintain consultation and co-operation and to strengthen the representation and status of local government when dealing with other governments, private enterprise and the community.

Silver to Sea Way (through the National Trust of South Australia)

The Silver to Sea Way is a heritage regeneration project organised through the National Trust of South Australia. It is a heritage regeneration project designed to encourage more visitors to explore the route between Port Pirie in the mid-north of South Australia and Broken Hill in New South Wales.

The Silver to Sea Way is investing in the regeneration of heritage places (replacement of the roof on the Roundhouse) as well as the creation of new digital visitor experiences. In addition to exploring and promoting local stories, the Silver to

Sea Way will also link existing businesses and activities to promote the route as a great tourist destination. The Silver to Sea Way continues to work with the District Council of Peterborough in the next stage of the project which will involve story-telling, augmented reality and the development of a phone app.

Southern Flinders Ranges (link to)

In conjunction with Regional Development Yorke and Mid North, Southern Flinders Tourism and Taste committee, Councils in the Southern Flinders Region, and SATC, a common goal of promoting Southern Flinders (as a whole) has been created. It is essential that the DCP continues to foster these partnerships into the future as businesses grow and new ideas are developed.

Events

Events, festivals, sporting events and business events help grow awareness of destinations as a diverse and attractive place to visit, and as a result, can directly drive visitation to the region and help even out seasonality issues. They also provide experiences that contribute to improving the vibrancy of a destination and improve visitor experience in a destination.

Events should be used as a trigger to visit Peterborough, all year around. As Peterborough has very distinct seasons, events must be tailored around this.

Peterborough currently hosts both regional and community events, however opportunities exist to better promote these events, to identified ideal customers. Opportunities also exist to identify new event opportunities which would support activation of the Region's visitor experiences. Pre and post business event touring and hosting of smaller businesses event also offer potential to the region.

Current annual events hosted by Peterborough:

- Peterborough Rodeo (late January- early February)
- Peterborough Art & Cultural Festival (10 days over Easter)
- Peterborough Art Prize (10 days over Easter)
- Christmas Town Pageant (Friday evening, mid-December)
- Australia Day Breakfast (January 26)
- ANZAC Day Service and Breakfast (April 25)

In 2021, a community survey was developed by the Tourism and Community Development Officer with the following question 'What kinds of events would you like to see in Peterborough?' The order of most commonly to least commonly mentioned are as follows:

1. Music and concerts
2. Country Show/ Field Days
3. Family events
4. Motoring events
5. Photography contests

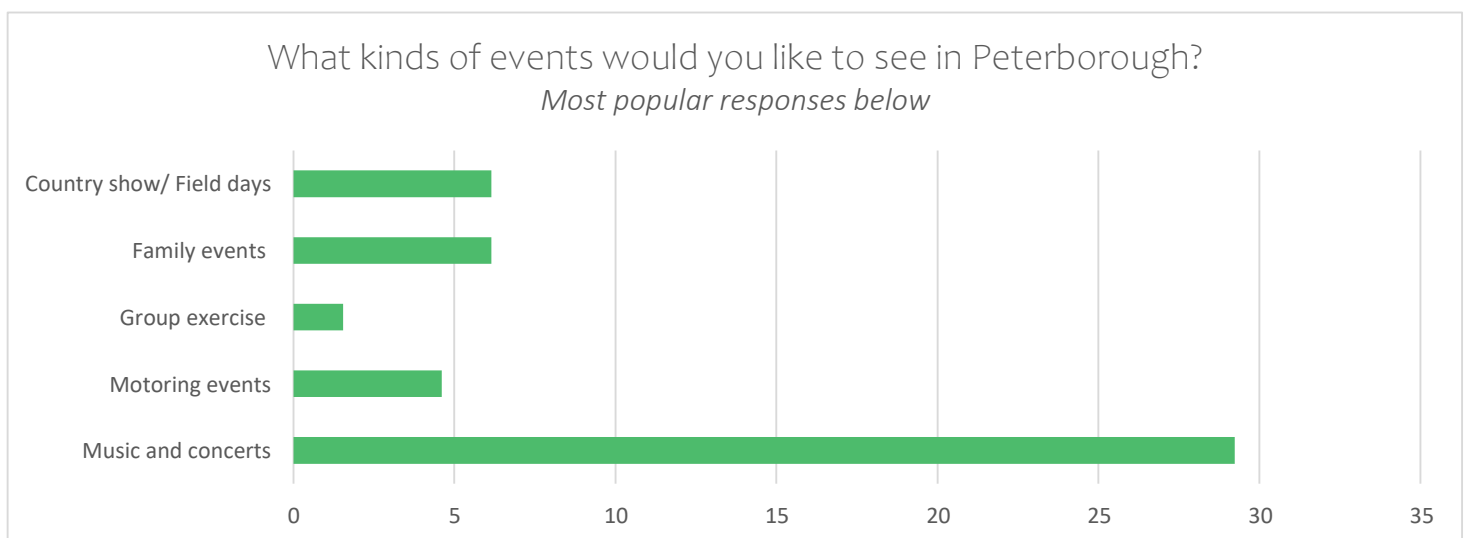
6. Cabaret
7. Comedy shows
8. Beef, beer and burgundy nights
9. More market events
10. Sporting events
11. Train themed events i.e. Railway carnival
12. Annual major street event

Please note- majority of the events mentioned above will need to be organised by community groups and committees. DCP may be able to assist when required.

The Peterborough Tourism Management Committee have the intention of developing a 'Peterborough Steam Festival' bi-annually. This will involve businesses and community groups all through the town. There will be markets, specialised Steamtown tours and shows, a railway picnic, dressed-up characters, bare-foot bowls, social golf, activities for the youth etc. It will aim to be a 'Destination weekend' for visitors to be held potentially in the month of March.

Key milestone events will also be recognised and celebrated:

- 100 years- Steamtown Heritage Centre 'Roundhouse' in 2026
- 100 years- Town Hall building in 2027
- 100 years- YMCA building in 2027



Events – Tasks to Action

Key initiatives	Action	Time frame
Promote existing events to drive demand	<ol style="list-style-type: none"> 1. Actively encourage event managers (DCP and non-council) to list their events on ATDW for increased exposure of regional events online. 2. Actively encourage event organisations to use regional branding. 	Short term

Advocate for the attraction of new events or development of existing events that drive visitation by Peterborough's target markets	Support new or existing events to the region. These may include events that are stand-alone such as the Peterborough Art and Cultural Festival, or part of larger state-wide events such as the SA History Festival or Adelaide Fringe. - Support opportunities include: Financial support, grant funding application support, positive policy support, in-kind support, staffing support etc. as required.	Medium – Long term
Leverage major South Australian events to attract more HYVPs to the region	Liaise with Events SA and event organisers to: - Advocate for pre and post touring to Peterborough around major events outside the region's HYVPs and Hero experiences (This could include Adelaide, Broken Hill, Flinders Ranges based and also major regional events). - Where relevant, work alongside travel trade via SATC to package the region's tourism products for event packages.	Long term
Advocate for sustainability of events event committees and volunteer numbers	Support the development of Event Volunteer engagement and activation program, to encourage more event volunteers or on event management committees.	Short-Medium term

Marketing Projects 2023-2028

Time frames:

- Short Term (1-2 years)
- Medium term (2-3 years)
- Long term (5+ years)

Key initiatives	Action	Time frame
Advocate for the use of the 'Make Tracks to Peterborough brand throughout the whole region and beyond.	1. Business training- To support implementation of the brand, and maintain momentum, it is recommended that a series of business workshops are held for local operators. 2. Cross promotion- Opportunities for Peterborough branded marketing materials to be displayed at the National Rail Museum in Adelaide and Pichi Richi in Quorn.	Short term
Communicate the right stories by the right storytellers on the right channels to increase engagement, trust and consideration of identified Higher Yield Visitor Personas + Niche Customer groups (HYVP's)	1. Evolve www.maketrackstopeterborough.com.au into a higher performing destination website that attracts and converts more of the Region's HYVP's: a. Develop website marketing KPI's for the website, to track performance across all stages of the purchase journey. b. Increase story-telling through the use of blogs c. Further promote regional self-drive itineraries, based around the different interests. d. Optimise website navigation and call to actions. 2. Grow highly engaged Social Media communities to build awareness within the Higher Yield Visitor Personas:	Medium term

	<p><i>Optimisation and Management</i></p> <ol style="list-style-type: none"> Identify relevant KPI's to effectively measure the return on investment of social media activity + Review and update social media channel profiles for alignment within the Make Tracks brand. Review and delete/merge/ add relevant social media channel profiles as per relevance to HYVP's. All channels point back to a single, official website of www.maketrackstopeterborough.com.au <p><i>Content Strategy</i></p> <ol style="list-style-type: none"> Optimise content posting on social media (must be authentic, inspiring, user generated content). Only invest in very strategic social media advertising around relevant events or campaigns. Amplify content using relevant state and national destination amplification hashtags i.e. #SeeSouthAustralia , #SeeAustralia as appropriate. Develop and implement a blogging strategy to share stories to inspire travellers. Specifically: <ol style="list-style-type: none"> Identify content topics (inspire or inform) for each identified HYVP and niche interest segments Identify blogging frequency and confirm resourcing Ensure all blog articles are optimised for relevant search queries. <p>Blog sites:</p> <ul style="list-style-type: none"> - Snowy's Blog- https://www.snowys.com.au/blog - Camps Australia Wide- https://www.campsaustraliawide.com - Go camping Australia- https://www.gocampingaustralia.com - Caravanning with kids https://www.caravanningwithkids.com.au - Trip in a Van- https://www.tripinavan.com.au <ol style="list-style-type: none"> Develop and execute a 12-month 'Content and Marketing calendar' to align and manage all consume marketing initiatives- including blogging, Social Media, Famils, Events etc that align with Peterborough's HYVPs and Niche Interest segments. Develop and implement and Influencer, Media and Travel Trade Famil plan to identify and support visitation from Digital Influencers, Traditional Media and Travel Trade relevant to Peterborough's HYVPs and Niche Interest Segments. Allocate resources to hosting familiarisations 'famils' to involve key influencers such as: <ol style="list-style-type: none"> Media personalities with appeal to the primary target market 	
--	---	--

	<ul style="list-style-type: none"> b. South Australian Tourism Commission (SATC) representatives c. Adelaide Convention Bureau (ACB) representatives d. South Australian Film Corporation (SAFC) representatives <p><i>Refer: Working with Digital Influencers in Tourism (tourismeschool.com)</i></p> <p>Objectives of 'Famils':</p> <ul style="list-style-type: none"> 10. Encourage positive media coverage about Peterborough 11. Raise awareness of Peterborough's offerings and to strengthen its position in SATC marketing activities 12. Demonstrate Peterborough's capacity to host conferences and events 13. Promote the suitability of Peterborough's streetscape and surrounds as a location for photoshoots, commercials, television series and films <i>(As of March 2022, Peterborough is now listed as a South Australian Film Friendly region)</i> 	
Encourage more people to become advocates for Peterborough and surrounds	<ul style="list-style-type: none"> 1. Encourage locals, industry and visitors to use the destination key brand hashtags #peterboroughsa, #maketracks and #peterboroughproud when they are sharing tourism content on their owned social media platforms, through relevant industry communications, industry training. 2. Commission 'Mav Media' (Kim Mavromatis) to film small snippets of businesses, Main Street, attractions, why you should move to Peterborough. Businesses to pay small cost on filming. Send video to SCA etc. 	Short term
Initiate/ leverage relevant partnership marketing and customer specific marketing tactics	<ul style="list-style-type: none"> 1. Initiate strategic marketing and identify opportunistic partnership marketing for history, nature, museums, food and drink, arts and craft experiences in the area. <ul style="list-style-type: none"> a. Marketing support for key stakeholders in the area b. Relevant media and influencers Famils c. Expand/ attract and support activation of relevant events 2. Initiate strategic marketing and identify opportunistic partnership marketing for History and Heritage experiences in the Region. <ul style="list-style-type: none"> a. Ensure history and heritage experiences are included in the content and marketing calendar b. Relevant media and influencers Famils c. Increase content on websites and social media to ensure Peterborough is a history and heritage destination. d. Expand/ attract and support activation of relevant events e. Support industry capability training with staff responsible for marketing key heritage assets i.e. Printing Works, YMCA, Steamtown Heritage Rail Centre. 	Medium - Long term

	<ol style="list-style-type: none"> 3. Initiate strategic marketing and identify opportunistic partnership marketing for Arts and Culture in Peterborough and surrounds. <ol style="list-style-type: none"> a. Ensure Arts and Cultural experiences are included in the Content and Marketing calendar. b. Relevant Media and Influencer Famils i.e. Art and Culture Festival. c. Increase content on websites to ensure Peterborough is marketed as an Arts and Cultural destination. d. Expand, attract and support activation of third party events. e. Advocate for the inclusion of Njadjuri storytelling and experiences 4. Initiate strategic marketing and identify opportunistic partnership marketing to grow weddings and MICE (Meetings, Incentives, Conferences and Events) in Peterborough <ol style="list-style-type: none"> a. Increase content on websites and Social Media channels b. Provide information and wedding/ MICE destinations and locations 5. Support the continued attraction of caravan and camping travellers in the Peterborough district. Opportunities include: <ol style="list-style-type: none"> a. Ensure the RV Park is listed in key visitor collateral b. Ensure the RV Park and Dump-points are highlighted on the Make Tracks website. c. Increase content on Make Tracks and third party websites as an RV friendly destination. d. Cross regional partnerships with other SA regions on the RV Traveller Trail. e. Online forum monitoring and responding to relevant RV Traveller camping spots i.e. WikiCamps, TripAdvisor etc. f. Having a presence at caravanning/ camping events and expos: <ol style="list-style-type: none"> i. 4WD and Adventure show: October, Adelaide Showground ii. Adelaide Camping and Caravan show, February, Adelaide Showground. 	
Utilise various marketing platforms to inform potential travellers 'Nation-wide' to visit Peterborough	<ol style="list-style-type: none"> 1. Newspapers: Plains Producer 2. Magazines: Caravan World (monthly), Camper Trailer Australia (monthly), On the road (every two months), Just 4x4s (monthly), 4WD Touring Australia (also a T.V. show), Caravanning Australia (quarterly), Caravan and Camping with kids (annually), Flinders Magazine 3. Radio: ABC, Magic FM, local 4. Television: South Aussie with Cosi- Channel 7 (<i>Peterborough filmed for a segment in May 2022</i>), What's up Down Under (Channel 10), Imparja. 	Ongoing

Establish connections with Australian wide bus companies	<ol style="list-style-type: none"> 1. List all currently utilised bus companies and research potential clients. 2. Create three schedules inclusive of meal options utilising local cafes and producers. Include a variety of options to see and do in Peterborough i.e. visiting the Wire Works, Printing Office, tour of Steamtown etc. 3. Offer these to the bus companies through targeted approach. 	Short term
Award nominations	<ol style="list-style-type: none"> 1. Identify relevant award nomination opportunities within South Australia, or Australia wide (i.e. South Australian Tourism Award through TiCSA). 2. Follow the requirements for nominating the appropriate Tourism attraction (i.e. Steamtown Heritage Rail Centre) for the award. 	Ongoing

Marketing Strategy- 2023-2028

There will be various key focuses for marketing and advertising from 2023-2028. With the constantly developing technological era in which live, the below may be amended significantly. This has been provided as a snapshot for the potential advertising and marketing platforms to be utilised over the next 3 years.

2023-2028 (In no particular order)

Platform	Company	Inclusion
Television	SCA- Southern Cross Austereo	TV advertisement showcasing Peterborough's attractions, services, accommodation options etc.
Television	Imparja	TV advertisement showcasing Peterborough's attractions, services, accommodation options etc.
Signage	WOOF media- design. Pirie Signs and Designs- development.	Entrance signs into Peterborough to be replaced.
Social Media	Sparx Digital	Social media campaign over 3-4 months with adverts placed in potential visitors News Feed (Facebook).
Magazine advertisements	WOOF media- design Flinders Magazine	Varied- depending on request for size of advert.
Website	Tracey Dewell designs and WOOF Media	Re-invigoration of Make tracks to Peterborough website. <i>Future planning for website to be utilised as a booking platform.</i>
Radio	Tour SA- Spencer Gulf Broadcasters Pty Ltd	480x 15 second commercials within a 60 second Tour SA radio segment across MAGIC and Classic Hits 360x 60 Second Tour SA radio segments across Grand Broadcasters SA Network (<i>Radio advertisement is for 12 months</i>).
Google adverts	Google 'Google Ads'	Dependent on campaign chosen.

Infrastructure and Experience Development

As part of the Tourism Strategy 2023-2028, the District Council of Peterborough endeavours to introduce new tourism infrastructure, services and attractions to the area. This will ensure Peterborough as a tourist town is continuously enhanced, thus increase visitation, and drive economic growth.

There have been key initiatives identified, which reflect the objectives below.

- Grow the quality and quantity of products that enhance the visitor experience in Peterborough, and attract more of the region's Higher Yielding Visitors Personas (HYVP)
- Ensure all levels of tourism signage support the region's visitors and ensure they have a safe, engaging and easy transit around the region.
- Ensure public assets such as public toilets, bins, RV parks/ campgrounds and parks and maintained to a high standard encourages positive advocacy for the region.
- Activate tourism sensitive policies across the region in relevant planning and development frameworks i.e. ensuring the support of sustainable tourism development in the region.

To ensure the Peterborough community along with the District Council of Peterborough are involved in decision making, a workshop and community survey was undertaken. In doing this, ideas were generated about what they believe should be developed at the Visitor Information Centre, Steamtown Heritage Rail Centre, as well as Peterborough Township and Surrounds.

Once project ideas were gathered, the Peterborough Tourism Management Committee (DCP) voted on the ideas that would be most pertinent. All ideas have been shared below, however prioritisation was key in this process.

Please note, projects have been prioritised (short, medium and long term) in regards to votes.

Legend:

- DCP: District Council of Peterborough
- Partnership: Between DCP, community group, or a business/ organisation
- Funded: How the project will be paid for i.e. DCP, Grant Funded or Partnership (refer above)

Objective and time frame of implementation	Location	Project driver	Funded
Short Term (1- 2 years)			
Project 1: Snap a selfie! Install large 'selfie' picture frames down the street with the phrase 'Thanks for Making Tracks to Peterborough' <i>Copper City Signs (Tony)- 2.4m high x 1.8m wide- metal frame</i>	Peterborough	DCP	DCP
Project 2: Showcasing Peterborough's agricultural heritage Showcase agricultural heritage including erecting windmill (middle of town)	Peterborough	DCP	Partners, Grant Funding
Project 3: Updating Signage Clear and better signage (multi-layered project). (1) Undertake physical audit of signage, and remove old rusty signage (2) Investigate what other communities do (3) Work with DIT to establish, and set up new signage (ensuring uniformity)	Peterborough	Partnership	DCP
Project 4: Nissen Hut story board Nissen Hut- Interactive story board – <i>(refer to story boards at Tarlee).</i>	Peterborough	DCP	DCP, Grant Funding
Project 5: Let's plant some trees! Planned and divided tree planting at R.V Park in centre of oval, leaving spaces for caravans and RVs either side (project to be undertaken in phases)	Peterborough	Partnership	Partners
Project 6: Delve into history with a cemetery tour Creation of a 'Cemetery Tour' of the 6 cemeteries (Oodla Wirra, Nackara, Lancelot, Peterborough, Yongala and Dawson). This may be in the form of a booklet with detail on each cemetery. History Group to be approached regarding this project, and isolated graves to be fixed in the region. (Locals for costume making, History Group- Headstones, Yongala Theatre company- performances) <i>Ian Redpath for information.</i>	Peterborough	Partnership	Partners
Medium Term (2-3 years)			
Project 7: Create some artistic murals Murals made from tin to be used in the shelter of graffiti art. (Victoria Park, West Park)	Peterborough	Partnership	Partners, Grant Funding

Project 8: Information bay Information bay to be erected near Post Office/ next to public toilets.	Peterborough	DCP	Partners
Project 9: Light up the Yongala silo with art! Lights on the Yongala Silo (LuminArt) in the summer months. Opportunity to set-up a coffee van and some seating	Peterborough/ Yongala	DCP	DCP, Grant Funding
Project 10: Establish a booking system Set-up a booking system so tours and accommodation in Peterborough can be booked in collaboration	Peterborough	Partnership	Partners
Project 11: Walking tours around Peterborough Training in tours- offering tours in alternate areas i.e. walking tours around the town	Peterborough	Partnership	Partners
Project 12: Celebrating Indigenous culture through art Commission regional artists to create Indigenous art and acknowledgement to be displayed in the Main Street.	Peterborough	Partnership	Partners
Long Term (5+ years)			
Project 13: Sculpture Trail Interpretive panels and the creation of large sculptures (3 phase project)	Peterborough	Partnership	Partners
Project 14: Outdoor Cinema Utilise Sound and Light Screen	Peterborough	DCP	DCP
Project 15: Flying fox Addition to Nature-play equipment at Westpark	Peterborough	DCP	DCP, Grant Funding

Future projects

These projects will be dependent on funding, and will potentially be developed after the Long Term projects.

- Develop a connecting cycle/ walking trail to either or both Terowie and Orroroo along the old railway line (approximately \$23,000 per km)

Opportunities

This list has been created from ideas from Peterborough community members. The below projects are not in the District Council of Peterborough's appetite, however a community group or business may wish to develop the following:

- Transportable arbour for weddings
- Petting Zoo
- Mini golf course
- Establish an astronomy observatory for tourists

Measuring Performance

To measure the performance of tourism in Peterborough, both financial and non-financial progress must be taken into consideration.

- The Peterborough Tourism Management Committee (PTMC) will hold two forums with local businesses per year. In addition, training workshops will be held. Information from SATC (South Australian Tourism Commission) will also assist in measuring and comparing the data provided by businesses.
- Surveys with businesses will be conducted twice a year, to collect data in the peak and off-peak seasons.
- Accommodation providers will be requested to provide a QR code in reception, or in the rooms with a series of questions via Survey Monkey or a similar platform.
- Local Businesses will be provided 2-3 questions to and requested to ask these questions to an identified visitor i.e. where did you arrive from, long do you plan on staying in Peterborough etc.
- Spendmapp will be monitored, and data collected bi-monthly to provide to the PTMC.
- Data and statistics will continue to be collected from visitors through the Visitor Information Centre. This data will be collated and provided to businesses (via email) and in the Informer. This will ensure our community are abreast of the benefit tourism has on economic sustainability in Peterborough.

Investment

The District Council of Peterborough will be investing in both Infrastructure and Experience Development projects, as well as Advertising and Marketing projects. DCP will require support from community groups and businesses/organisations to ensure the below projects come into fruition, acting in a partnership agreement.

Other means of investment by DCP will be undertaken in the following ways:

- Seeking grant funding opportunities to contribute to the cost of the projects
- Partnership funding i.e. cash contributions from community groups
- Partnering with third parties i.e. universities for assistance in implementation of projects, and Job Active providers for volunteers
- Local businesses may facilitate the development of a project

The below table is the estimated costings of projects for the next 5 years. Please note- this is an estimation only. Projects below have been costed with a 10% contingency for Short term projects, and 15% for Medium and Long term projects.

Project	Project name	Year 1	Year 2	Year 3	Year 4	Year 5
Time frame		Short term	Short term	Medium term	Medium term	Long term
Infrastructure and experience development						
Project 1	Snap a Selfie	\$2,185				
Project 2	Showcasing Peterborough's Agricultural Heritage	\$1,000				
Project 3	Updating Signage	\$2,200				
Project 4	Nissen Hut story board		\$1,500			
Project 5	Let's plant some trees!		\$1,150			
Project 6	Delve into a history with a cemetery tour		\$1,100			
Project 7	Create some artistic murals			\$1,200		
Project 8	Information bay			Proposal required		
Project 9	Light up the Yongala silo with art!			Proposal required		
Project 10	Establish a booking system				Proposal required	
Project 11	Walking tours around Peterborough				In-kind (\$0)	
Project 12	Celebrating Indigenous culture through art				\$5,750	
Project 13	Sculpture Trail					\$1,750
Project 14	Outdoor Cinema					\$5,750
Project 15	Flying Fox					\$42,350
Advertising and marketing projects allocation		\$20,000	\$20,000	\$25,000	\$25,000	\$25,000
TOTAL		\$25,385	\$23,750	\$26,200	\$30,750	\$74,850

Information Sources

- Tourism Research
- Algo Mas:
 - Peterborough Branding Guidelines
 - Peterborough Implementation plan
 - Peterborough Positioning and Visual Identity Presentation
 - Peterborough Positioning Strategy
 - Peterborough Brand Discovery Report
- Clare Valley Tourism Region Destination Management and Marketing Plan
- Clare Valley Tourism Region Destination Situation Analysis July 2019
- District Council of Peterborough Strategic Plan
- District Council of Peterborough Long Term Financial Plan
- District Council of Peterborough Annual Business Plan