

Item 13.5 Growth & Strategy Activities

Reporting: Growth & Strategy Manager – Helen Thomas

SUMMARY:

The purpose of this report is to inform Council of the Growth & Strategy activities for September 2022.

DISCUSSION:

Tourism

Visitor Incentive Program

Survey issued to 13,000 registrants in the original ballot. Closing on Monday 19 September, over 2,600 responses were received. The grand prize of \$5,000 to spend on a KI holiday was won by a Victorian respondent, to be used by May 2023, and five hampers containing KI produce will be mailed to recipients in Tasmania and Victoria during October.

The short survey asked for ballot entrants to provide an indication of what attracted them to King Island as a holiday destination:

- 74% Nature-based experiences (walks, beaches, etc.)
- 60% Food / Beverage experiences
- 47% Remoteness
- 24% Culture
- 21% Luxury accommodation
- 12% Golf
- 14% Other

Of those who selected “Other”, over a third reported a personal connection as a reason to visit, for example a historical family connection, a friend or family member who lived on the Island now, or their own past experience on the Island. A similar number quoted curiosity about the Island as a place they hadn’t visited and knew little about, with around a quarter naming specific events as a drawcard, i.e. pheasant shoot, Imperial 20 and King Island Races.

When asked if they had received a voucher and not used it, 26% indicated that the cost of flights was a factor in not redeeming, and 16% indicated the time provided to redeem the vouchers was insufficient for their circumstances.

The results of this survey are being considered by WxNW and Tourism Tasmania, in consultation with Council and King Island Tourism Inc, to determine how best to use the unspent funds from this program.



Opening the Gate

While the intensive masterclass for this program is completed, the project continues in the background. Discussion with the program facilitators and West by North West (WxNW), the regional tourism organisation, during September focussed on a video shoot to promote the participants of the program. A planning visit to the Island is booked for mid-October and a shoot will likely commence in mid-November.

Golf Marketing

Following the conclusion of Tourism Tasmania's Unordinary Adventures campaign last year, an allocation of \$345,000 was set aside in their budget to promote Golf tourism on King Island. September saw a draft proposal from Tourism Tasmania to the King Island members of the Unordinary Adventures reference group (KITI, Ocean Dunes, Cape Wickham, and WxNW) on how best to utilise these funds. This proposal was discussed briefly with Tourism Tasmania and subsequent discussions held between the King Island participants. The next step will be to bring the King Island Golf & Bowls Club into the conversation before giving Tourism Tasmania more formal feedback on their proposal. A meeting is planned for mid-October to start this conversation.

Brand

Geographical Indications

The Federal government have provided briefings to organisations around the country outlining progress with their consideration of an Australian system for geographical indications (GIs) as a way of improving provenance protection and supporting rural and regional economic growth. This has led to an understanding that such a system will be designed over the next 12 to 18 months, with an expectation that legislation will subsequently be introduced. Further information is being sought from DFAT and IP Australia to identify opportunities for King Island to provide input to the design of an Australian GI system and will be shared with Councillors as it is made available.

Brand Tasmania

Following on from previous conversations with Brand Tasmania about providing face to face workshops to business and operators on King Island, September included a number of conversations about timing for a visit in the last quarter of the year. Plans were underway for a visit in early-November, but at the time of writing this visit has unfortunately been deferred until early 2023.



Economic Development

Regional Development Australia - Tasmania

RDA Tas have spent a large part of 2022 developing a state-wide regional development strategy, identifying key trends and opportunities for economic development and highlighting ways to overcome some of the potential barriers to this growth. Conversations with 21 of the 29 LGAs in Tasmania have assisted in creating a draft strategy that has been ratified by the RDA board for further discussion with State Government, regional authorities and the remaining other LGAs. A meeting will be scheduled for the RDA Tas project lead to discuss this strategy with Council before the end of the year.

King Island Employment and Training

West North West Working's (WNWW) Regional Business & Industry Officer, Tameka Page, visited King Island in the last week of September. Tameka's role in the regional jobs hub is to gain an understanding of the employment issues across the region from the employers' point of view. These insights are then shared with the rest of the WNWW staff, Board and advisors to identify opportunities to add value in the region.

A meeting with WNWW and the state and federal government agency representatives who visited King Island in (May?) is scheduled for mid-October to discuss next steps.

The WNWW Board will visit the Island themselves in the first week of October and shall be hosting a networking evening at the King Island Hotel on Thursday 6th.

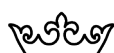
Major Projects

King Island Hub

The project lead, Ms Brett Torossi, visited the Island in early September to meet with community and answer questions about the proposed King Island Hub project. Public sessions held in Grassy and Naracoopa were both attended by community members, although the majority attended the public session in Currie at the CWA Hall. All of the information gathered by Brett Torossi and her colleague, Genevieve Lilley, has been deidentified and comments and themes shared with the Project Control Group. This will be made available on the Council website in the coming days together with background on the project and the current documentation for both the Lighthouse Street site and Emergency Recovery Centre facility at the Town Hall.

Community Gym and Wellbeing Facility

A draft design brief was developed by the project architect in September, incorporating the feedback from community and Councillors during their August visit. This has been shared with the Parks & Recreation Working Group for comment and will be discussed before being returned to the architect with an instruction to proceed.



Feedback from the community consultation has been summarised by the consultant on the project, @leisure, and will be shared on the Council website in the coming days.

Recycling Modernisation Fund

All required information has been provided to the State government administrators during September. Confirmation is now being sought from the Federal department responsible for the Recycling Modernisation Fund on the terms of the grant deed. Once that confirmation is received by the state government, they shall draft a grant deed for execution by Council. Once such a grant deed is in place, the purchase of plant and equipment can proceed and discussion with community on the preference for recycling options shall commence.

Snodgrass Park Affordable Housing Project

No information is available as yet on the results of the Building Better Regions Fund Round 6 grant funding, with State Government and Regional Development Australia contacts reporting there has been no meaningful update from the grant administrators since shortly after the Federal election.

FINANCIAL IMPLICATIONS:

The activities detailed above are included within approved operational budgets, except where indicated otherwise.

Recommendation:

That the Growth & Strategy Report for September 2022 be received and noted.

Moved Cr S Laidler
 Cr I Cooke

That the Growth & Strategy Report for September 2022 be received and noted.

CARRIED unanimously

214/22

