

THE STRUCTURE OF TOURISM ON THE FLEURIEU PENINSULA

REGIONAL TOURISM:

Fleurieu Peninsula Marketing Committee:

This Committee oversees the marketing strategies for the Fleurieu Peninsula working within the budget, which is funded by the South Australian Tourism Commission and co-operative funding from the four Councils on the Fleurieu Peninsula, Victor Harbor, Yankalilla, Onkaparinga and Alexandrina.

A Chairman heads up the Committee. Other members of this committee include the Fleurieu Peninsula Marketing Manager and Tourism Marketing Officers or their equivalent from each of the four Council areas.

Nominations are also called from interested tourism operators to be a part of this Committee. Nominations received are then forwarded to the Tourism Minister for a decision on a further three Committee members.

Victor Harbor Tourism Committee:

This Committee oversees tourism initiatives for Victor Harbor; it meets bi-monthly and is made up of a representative nominated by the following business sectors:

- Attractions Sector
- Accommodation Sector
- Arts Sector
- History & Heritage Sector
- Retail & Commerce Sector
- Sport & Recreation Sector
- Education Sector
- General Community Representative
- City of Victor Harbor Council Representative. (Appointed by Council)
- Victor Harbor Business Association Representative. (Elected by members of the Business Association)
- Fleurieu Peninsula Tourism Representative. (Tourism Marketing Officer)
- Victor Harbor Visitor Information Centre Volunteers Representative. (Elected by volunteers)
- Ex officio – City of Victor Harbor Mayor.

There is provision also for a further two co-opted members, if it is considered that additional skills and experience would benefit a specific project or add value to the general performance of the Committee.

Committee members sit on the committee for a term of one year. Sector representatives have to be re-nominated at the AGM if they wish to continue. If more than one nomination is received for a sector then a secret ballot is conducted. Only businesses from that sector are allowed to vote at the AGM for the nominees. All of the above members of the committee have voting rights.

The City of Victor Harbor's Director of Finance & Administration, Tourism Marketing Officer and the Visitor Information Centre Coordinator provide a bi-monthly report and attend meetings. The Tourism Marketing Officer has voting rights as the Fleurieu Peninsula Tourism Representative on the Committee.

Tourism Marketing Officer's Role:

The Tourism Marketing Officer's role is to:

- Source marketing opportunities for Victor Harbor.
- Liase with the South Australian Tourism Commission, Australian Major Events and other government bodies regarding tourism projects/events in Victor Harbor.
- Report to the Tourism Victor Harbor Committee & the City of Victor Harbor Council on marketing initiatives.
- Represent Victor Harbor on the Fleurieu Peninsula Marketing Committee.
- Liase with Victor Harbor tourism businesses regarding tourism strategies and to obtain possible co-operative marketing funds.
- Source funding, grants for tourism projects.
- Liase with potential events organisers regarding events in Victor Harbor.

Tourism in Victor Harbor – structure 14/08/2008

- Produce brochures etc, for the promotion of Victor Harbor.
- Liase with all areas of the media for the promotion of Victor Harbor.
- Update the Victor Harbor Tourism Website.

Visitor Information Centre Coordinators Role:

VIC Coordinator's role is to:

- Oversee the efficient running of the Visitor Centre and the volunteer staff.
- Maintain accurate visitor statistics coming through the Centre
- Report to the Tourism Victor Harbor Committee and the City of Victor Harbor Council on VIC activities.
- Organise training sessions both professional and in-house for the volunteer staff.
- Update information provided for visitors.
- Organise familiarisations for staff to tourism operations.
- Encourage the display of tourism operator's brochures in the Centre. (A fee is charged for display)
- Provide secretarial support for the Tourism Victor Harbor Committee.
- Maintain a monthly Calendar of Events for Victor Harbor.
- Produce and update the Victor Harbor map.
- Source other avenues of funding for the Centre.
- Liase with the other Visitor Centres on the Fleurieu Peninsula, Signal Point, Goolwa, Strathalbyn, McLaren Vale and Yankalilla.

Victor Harbor Visitor Information Centre:

One paid Coordinator and currently 78 volunteer staff staff the Victor Harbor Visitor Centre. The Centre is open every day from 9am to 5pm except Christmas Day. The City of Victor Harbor funds the Centre.

The role of the Visitor Centre is to provide the travelling public with comprehensive information on activities, accommodation etc. The ultimate aim is to encourage people to stay longer in Victor Harbor, the Fleurieu Peninsula and South Australia.

There are four other Visitor Centre's on the Fleurieu Peninsula, Signal Point at Goolwa, Strathalbyn Visitor Centre, McLaren Vale & Fleurieu Visitor Centre and Yankalilla Visitor Centre. All the Visitor Centre's are accredited.

Fleurieu & KI Booking Centre:

The Fleurieu & KI Booking Centre is a commercial enterprise that is run separately from the Visitor Information Centres operations. The Booking Centre provide a booking service for:
Accommodation for Victor Harbor, Fleurieu Peninsula, Kangaroo Island, South Australia and Interstate.
Tours.

Victor Harbor Tramway group bookings and tickets.

Penguin Tours.

Cruises.

Rental cars.

Sealink to Kangaroo Island.

Discounted admissions to Greenhills Adventure Park and Wild Rose Miniature Village.

McCafferty's/Greyhound Pioneer coach bookings.

