



Flinders Ranges
Experience Development
Strategy
Concepts for comment
March 2011



This presentation provides some preliminary thinking about visitor experiences in the Flinders Ranges National Landscape.

Your response to the presentation will enable preparation of a Draft Experience Development Strategy for the Flinders Ranges National Landscape. This will be available for comment in late April – early May 2011.

You can make comment on this presentation on the website of the Flinders Ranges Tour Operators Association www.frtoa.com.au/natlands

Thank you
Janet Mackay and Ross Corbett



National Landscapes

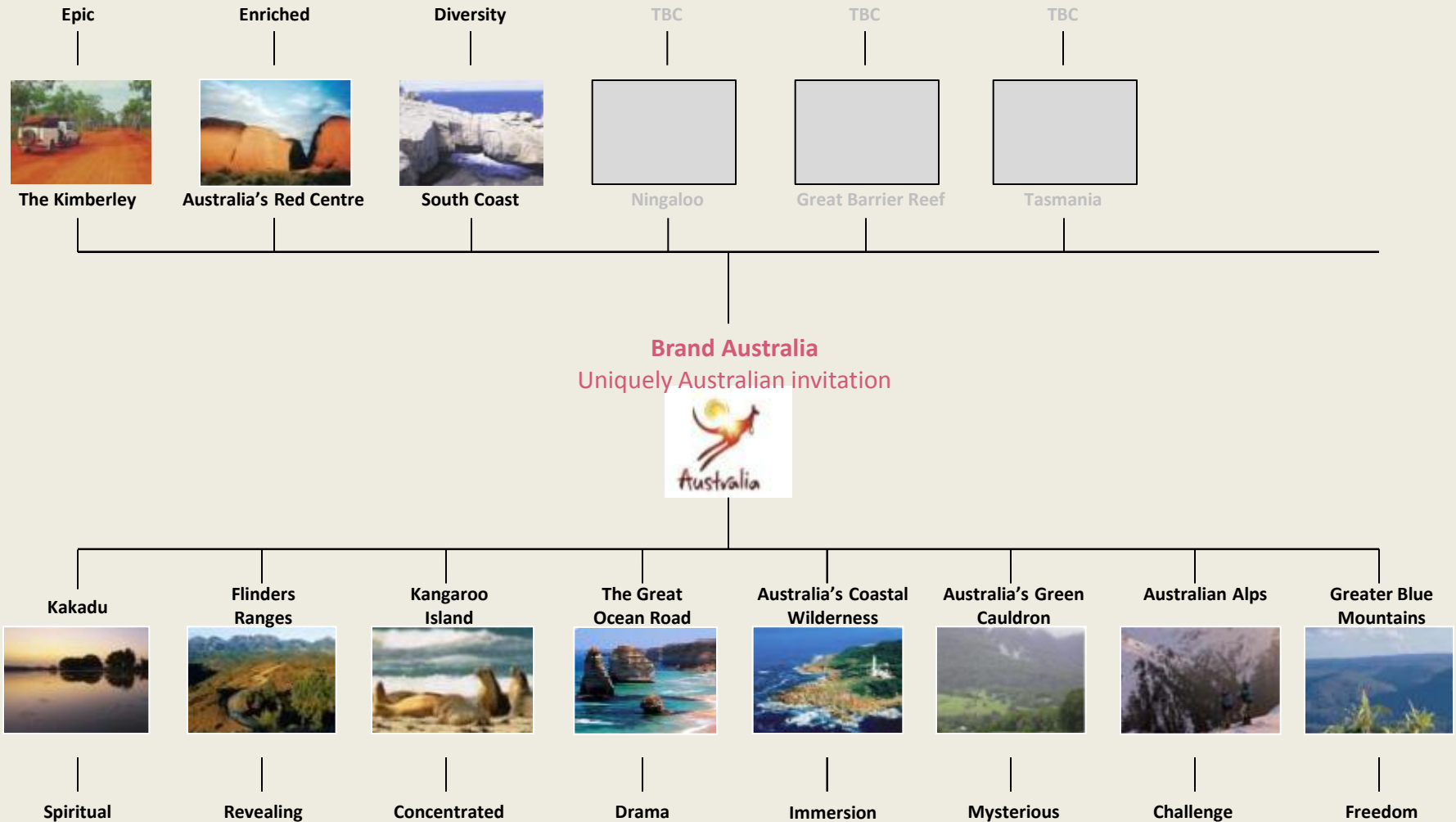
A partnership between tourism and conservation to

- identify Australia's distinctive destinations that will appeal to international visitors
- promote these destinations to the active, interested and high yield global market of 'experience seekers'



The current National Landscapes

All the landscapes offer a uniquely Australian experience



What is the Experience Development Strategy

What are the experiences that will bring this landscape to life?



It will address

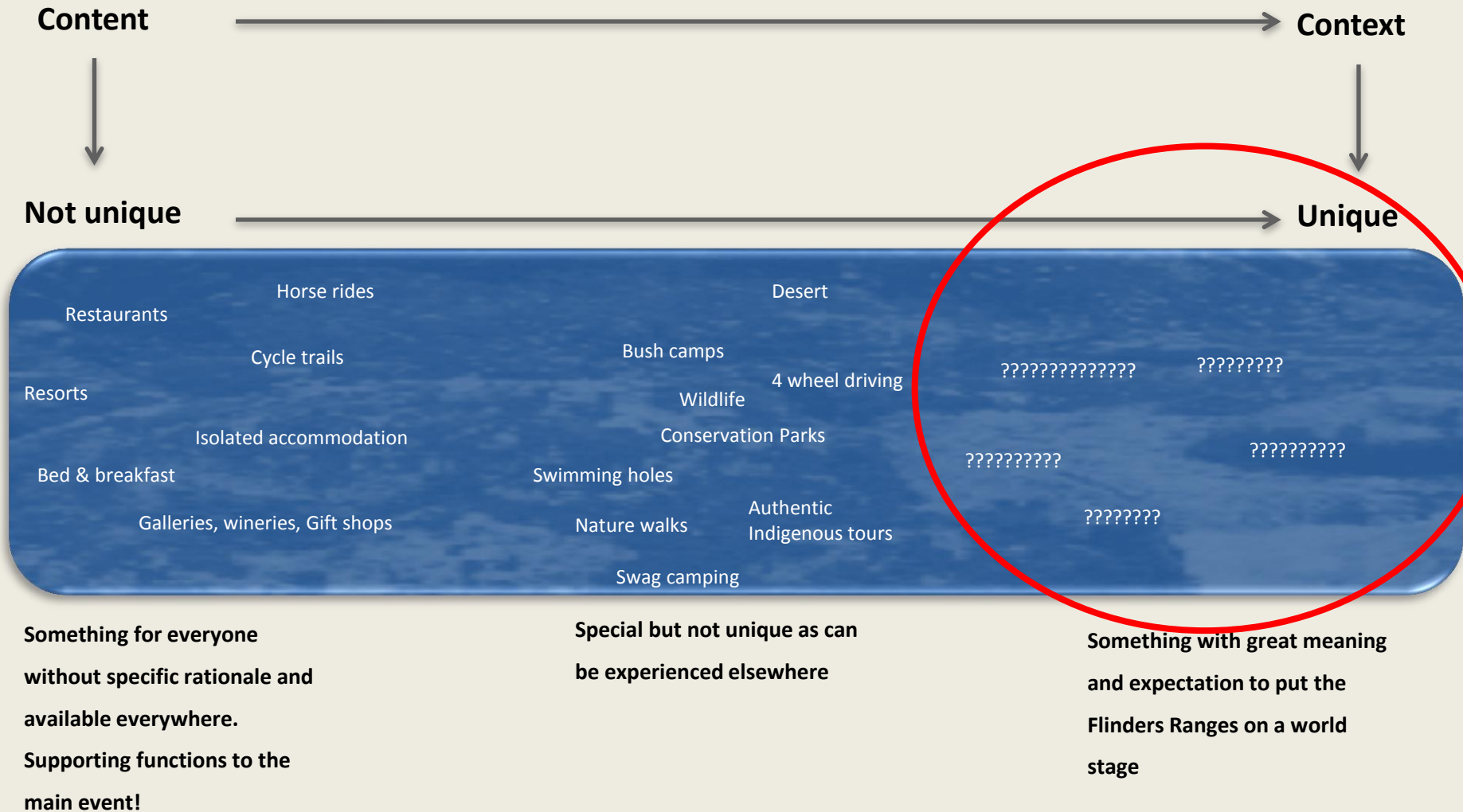
- What are the ‘hero experiences’?
- Where can they best be delivered?
- What facilities and services are needed to deliver each experience?
- What infrastructure and other improvements are needed?
- Which exceptional journeys best showcase the region ?
- What information is needed to tell the story reflected in the brand?
- How will it be implemented?

Key points to remember

- Experience Development Strategies are very focused and long term plans for a particular 'experience seeker' market
- The goal is to identify the best experiences that are distinctive to the region and can place the Flinders Ranges on a world stage
- The EDS complements but does not replace other tourism plans for the region



What we are identifying.....

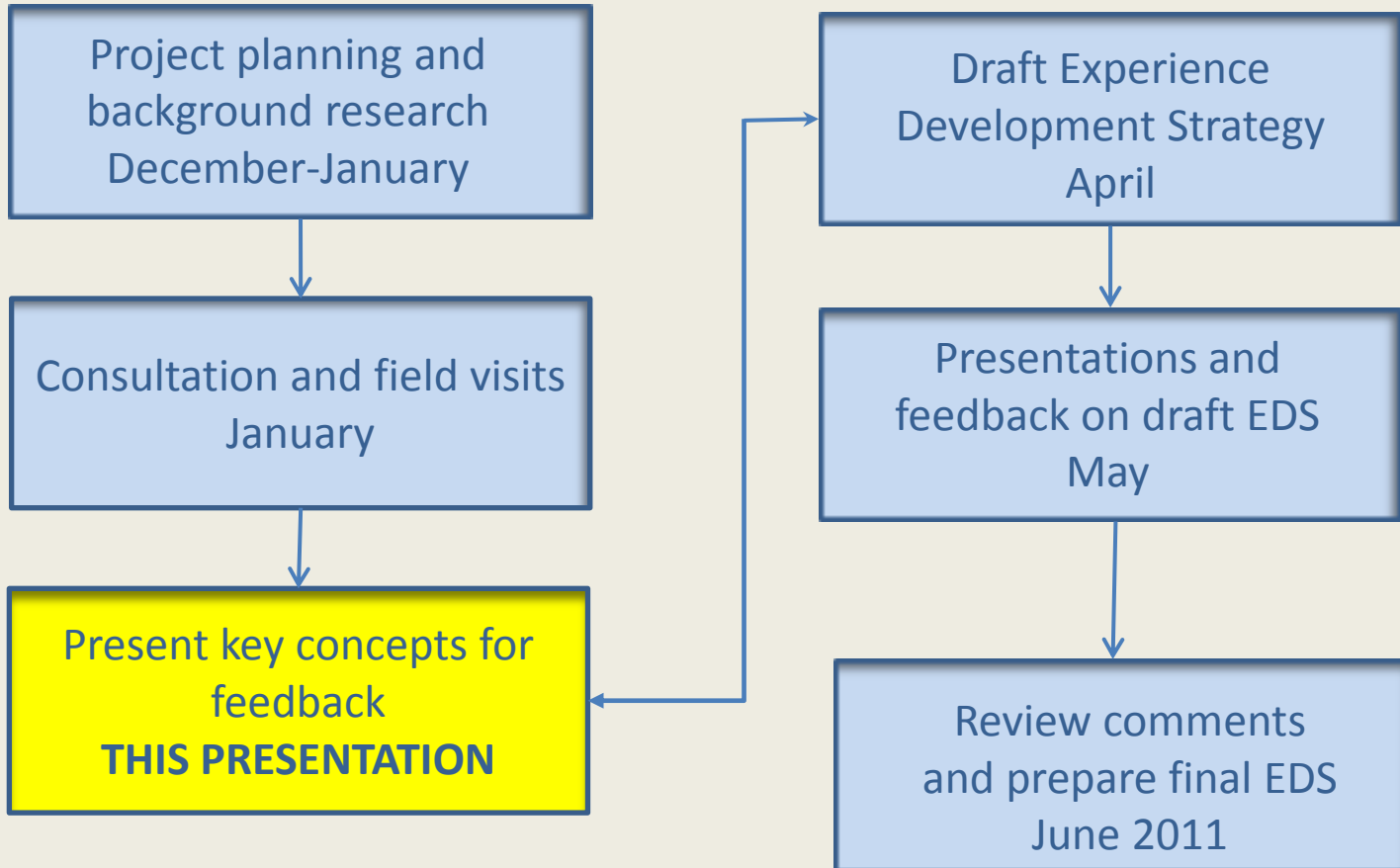


What makes a world class experience?

- Distinctive at national and international level
- Critical mass of product and clusters of relevant experiences
- Has proven demand or strong potential
- Quality, quality, quality – in the eyes of the visitor
- Authentic
- Highly engaging with story-telling at its best



Our approach and where we are up to



Consultation to date

- Workshops in Adelaide, Gladstone, Quorn, Melrose, Wilpena
- Meetings with operators across the region
- Field visits to a range of parks, products, places and businesses
- Discussions with Project Management Group



Take outs from the consultation....

Marketing and Communication

- Raise the profile of the Flinders Ranges in key international markets
- Keep operators promoting and selling each others products and services
- Engage the wider community to help promote the Flinders Ranges
- Ensure effective coordination between the many tourism related organisations and committees

Services

- Lift service standards – opening hours, food quality
- Industry and government to try and alleviate skill shortages and seasonality issues
- More quality accommodation and room capacity needed in the long-term

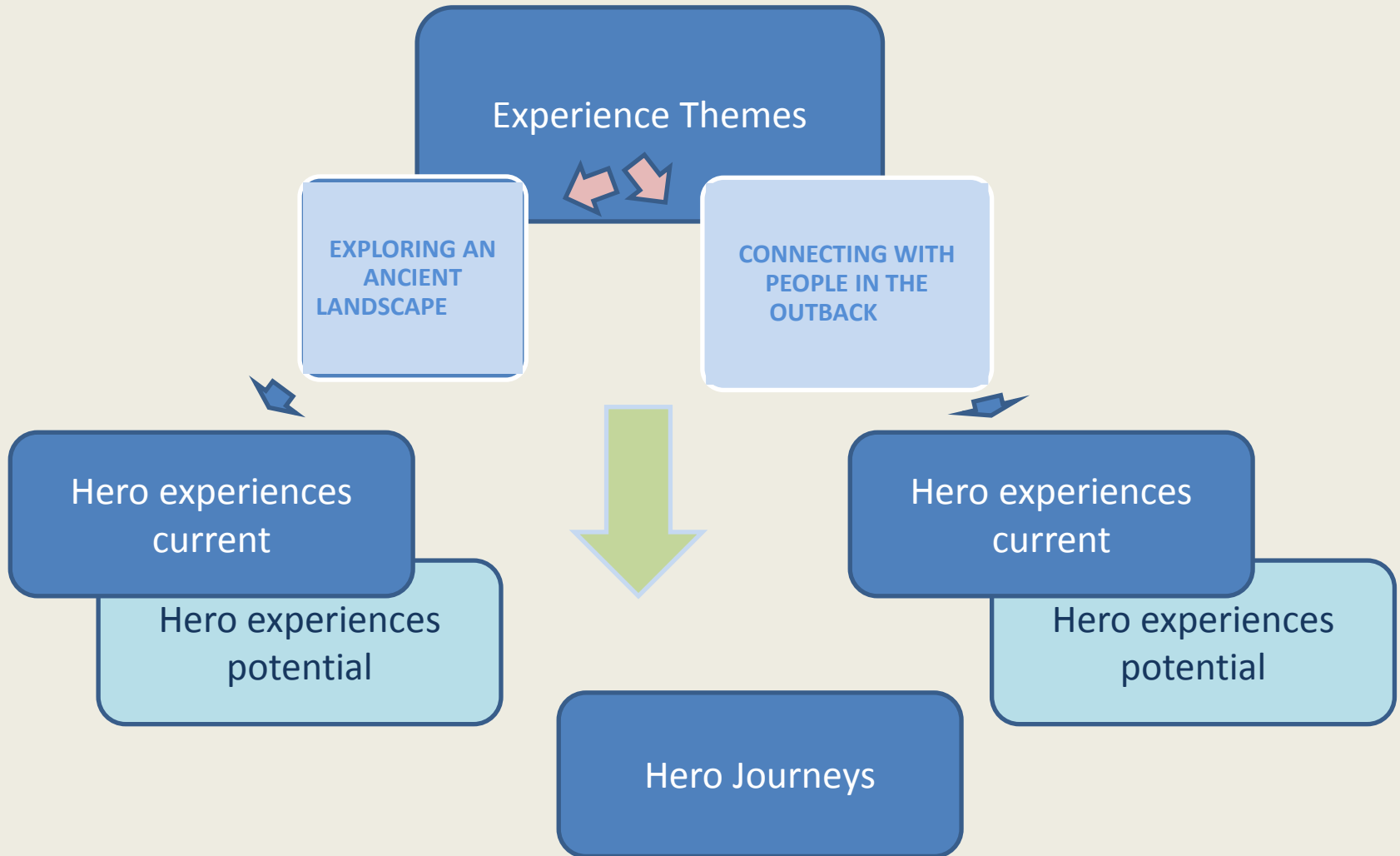
Product

- Interpretation – deliver on the Mountains of Memory project
- Support current air access to the region and explore opportunities to expand air access
- Provide more reliable Aboriginal experiences
- Define touring routes to showcase the best of the Flinders Ranges

Infrastructure

- Encourage more investment from the private sector into the region
- Ensure better road management within the region after rain events
- Continue to improve power and water supplies, mobile phone and internet coverage

The Experience Development Strategy Framework



Exploring an Ancient Landscape: First order experiences

Experience	Product	Status	Needs
Exploring Wilpena Pound	Wilpena by air – • scenic flights	established	Additional promotion
	• balloon	emerging	Marketing via hero images, SATC support
Journeys through Northern Flinders	Guided tours of Wilpena Gorges, Blinman -Parachilna	established	
	Self drive Wilpena Gorges, Blinman - Parachilna	established	On site interpretation Brachina Gorge Sealing road Blinman-Parachilna Road management post rain events
Guided walks	• Arkaba walking safari (4 days)	emerging	Marketing via hero images, SATC support
	• Heysen Guided walk (5 days)	emerging	DENR and SATC support for development and promotion Private investment
Guided bike trips	Heysen-Mawson guided three day trip ex Wilpena	emerging	DENR and SATC support for development and promotion Private investment

Exploring an Ancient Landscape: Second order experiences

Experience	Product	Status	Needs
Exploring Arkaroola	Ridge Top Tour	established	Consistency in quality of guiding Effective marketing Broader accommodation range Improved food offering Sealing last 5 km of road to property
	Sky Tour	established	
	Arkaroola by Air	established	Effective marketing Simplify interpretation

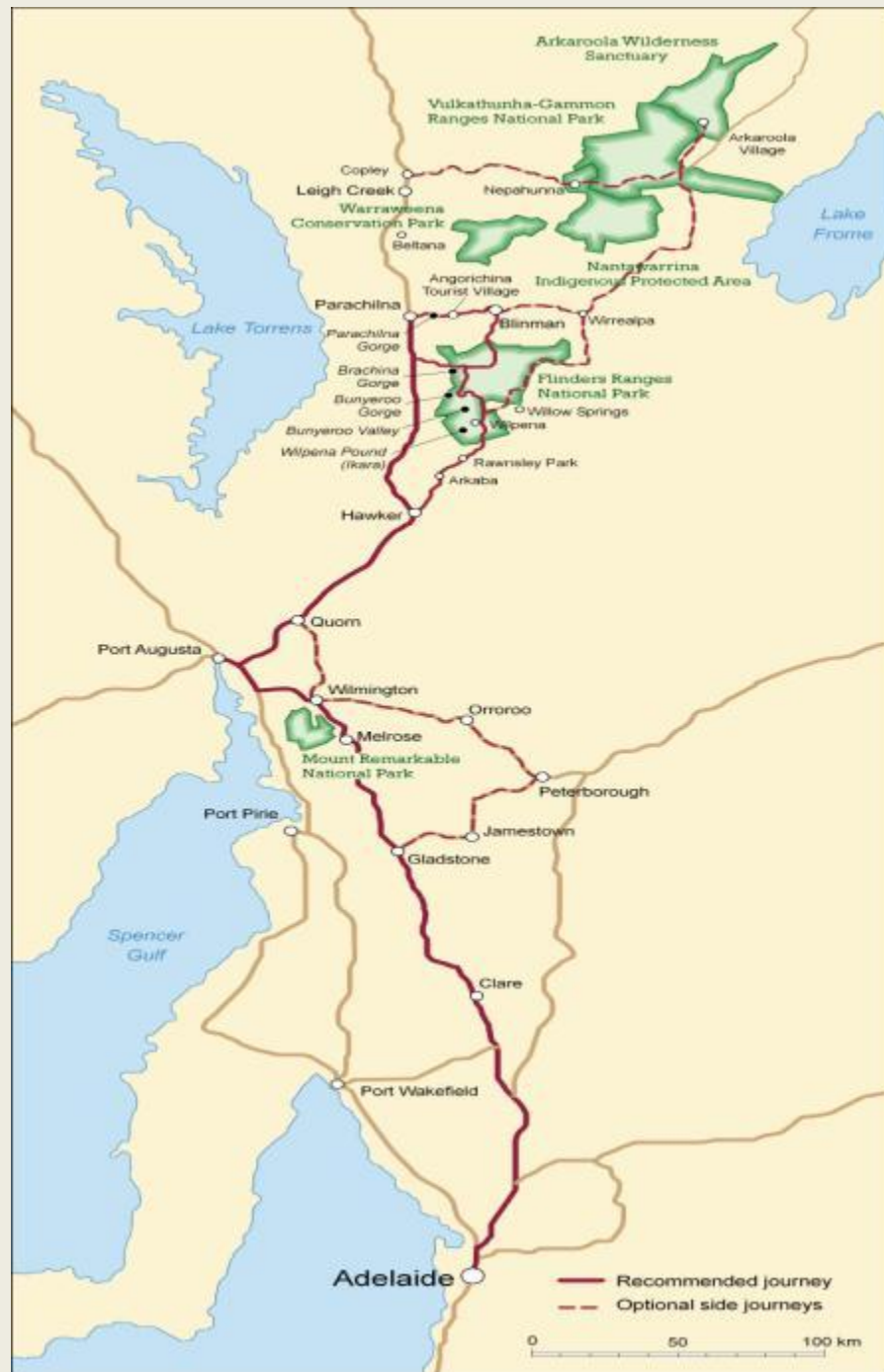
Connecting With People in the Outback

Experience	Product	Status	Needs
Staying on Pastoral Stations	Angorichina Rawnsley Park Arkaba North Bundaleer	established	Coordination through pastoral properties network
	Other station properties	emerging	Product standard advice and support Coordination through pastoral properties network
	Flinders by Bike – Gum Creek, Willow Springs ...	established	Effective coordination and promotion Commitment from operators to service levels
Outback Villages and Pubs	Prairie Hotel, Parachilna North Star, Melrose	established	
	Blinman	emerging	Marketing via hero images, SATC support
Flinders by Air	Melrose, Hawker, Copley, Wilpena, Rawnsley	potential	Product development and marketing support

Hero Journeys

- **Flinders Highlights - 2 nights 3 days**
 - Core components: Clare Valley, Port Augusta, Pichi Richi camels, Wilpena flight, Brachina and Parachilna Gorges
- **Fantastic Flinders – 4 nights 5 days**
 - Core components: Clare Valley, Melrose, Port Augusta, Wilpena, Gorges, Blinman, Parachilna
 - Optional side trips: Arkaroola – Copley - Beltana or Peterborough side circuits

Flinders Touring Route



Stories to be told

The Positioning Statement

The Flinders Ranges:
where ancient landscapes
inspire its people and
**reveal the story of life on
earth.**

Corridor through Time

- The Ediacaran period
- Flinders formation

Settling the Land

- Pastoral
- Railways
- Cameleering
- Aboriginal legends

Conservation

- Mining
- Wildlife

The big shifts required

1. Marketing

- a) Ensure brand clarity across the region and that operators and the community recognise how to apply the brand
- b) Review and enhance marketing techniques at national, state, regional & operator level to be more effective in reaching the right markets

2. Product Development

- a) Continual improvement to accommodation, activities, food and interpretation / story telling along the Flinders Touring Routes
- b) Seek investment in new experiences

The big shifts required

3. **Infrastructure and roadside amenities**

Ensuring the highest standards for visitors on key journeys – examples

- Seal the 32km Blinman – Parachilna road round trip
- High quality roadside interpretation through Brachina Gorge
- Upgrading and promotion of Blinman roadside lookouts
- Ensuring timely opening of gorges/river crossings following rain

4. **Communications**

- a) Effective communication between operators across the industry
- b) Engaging the broader community in the tourism sector and understanding of the opportunities for the Flinders Ranges as a National Landscape

The big shifts required

5. **Governance / Leadership**

- a) Establish one public – private sector leadership group to oversee the Flinders Ranges as a tourism destination and National Landscape
- b) Develop joint public - private sector initiatives to maintain a skilled and motivated workforce

6. **Air Access and packaging**

- a) Work with industry to maintain regular air services into the region
- b) Develop and promote two, three and four day fly in packages linked to other SA opportunities (for example: Kangaroo Island)

7. **Identify, develop and promote touring routes**

- a) Undertake the planning and improvements necessary for 2 – 3 key touring routes
- b) Promote these as the primary ways to travel into and out of the Flinders Ranges

What now?

- Provide any feedback to the Project Management Committee via www.frtoa.com.au/natlands by March 26th
- do you agree with the main points in this presentation?
- what opportunities or constraints are missing?
- Watch the website for the draft EDS (late April/early May)
- Watch the website for next consultation (early May)

Thank you

