



Flinders Ranges

Experience Development Strategy

Draft 29 April 2011

FOR COMMENT BY JUNE 6TH, 2011





Introduction

Background

Australia's National Landscapes showcase distinctive places and people. Twelve National Landscapes have been established and include the Kimberley, Australia's Red Centre, Kakadu, Great Ocean Road, Australia's Green Cauldron, Greater Blue Mountains, Flinders Ranges, Australian Alps, Kangaroo Island, Ningaloo, Australia's Coastal Wilderness and the WA Southwest Edge.

The National Landscape Program is a partnership between tourism and conservation agencies that is being implemented at national, state and local levels. The program aims to enhance the global competitiveness of National Landscapes through investment in product development, marketing, workforce development and infrastructure. An important starting point for National Landscapes involves preparation of an Experience Development Strategy (EDS).

What is this document about?

This is the draft EDS for the Flinders Ranges National Landscape. It outlines the experiences that are most sought after by international *Experience Seekers*, now and in the future.

The focus of this EDS is on projects that will make the biggest difference to the target market of international *Experience Seekers*.

An Experience Development Strategy is a planning tool, driven by the National Landscape Program. It seeks to improve the quality of experiences in Australia for the international *Experience Seeker* market.

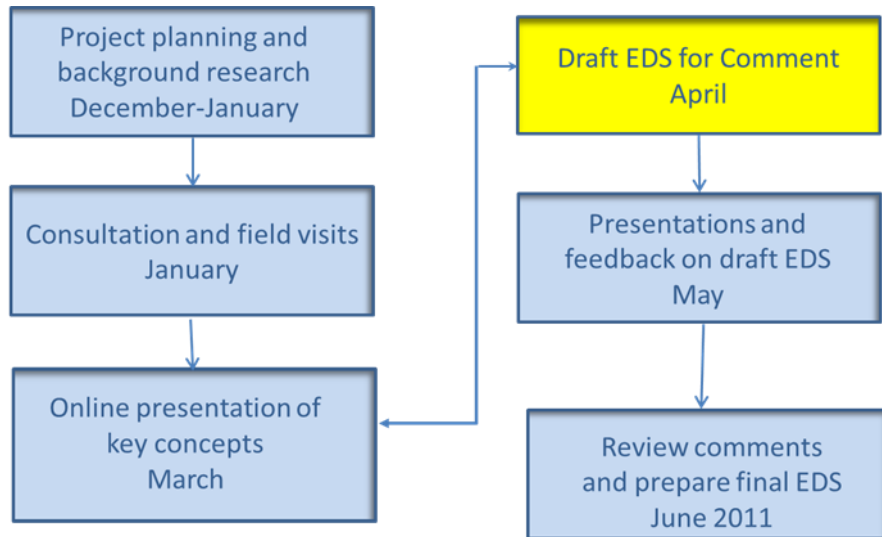
This Experience Development Strategy aims to raise the global profile and quality of experiences in the Flinders Ranges National Landscape.

How was it put together?

A Project Management Committee (PMC) consisting of industry and government representatives agreed on a six-step process in December 2010 and this is guiding preparation of the EDS (refer Figure 1).



Figure 1: Flinders EDS Planning Process



Stakeholder consultation has included:

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

A summary of initial findings from the background research, consultation and fieldwork was provided online in March via the Flinders Ranges Tour Operators website (www.frtoa.com.au/natlands). This generated over 30 detailed comments and provided a useful debate on the key issues, opportunities and how the EDS could pick up on these.

This draft of the EDS has been influenced by a combination of the findings from consultation to date, federal guidelines on preparation of EDS documents and input from the PMC.

What happens next?

The PMC will make this draft EDS widely available for comment. Follow-up workshops will be undertaken between Monday 9 and Thursday 13 May to discuss changes and additions to the draft. These meetings will seek agreement on project priorities, roles and responsibilities and potential sources of funding.

Comments are encouraged and will be accepted until June 6th.

A final EDS will be ready by the end of June 2011.





Overview of the Destination

National Landscape boundaries are, by definition, experience boundaries that are not aligned with tenure or administrative boundaries. They are the places that people visiting will travel for an experience.


The Flinders Ranges as a National Landscape is broadly that area from Yacka in the south to the Strzelecki Track in the north and from Spencer Gulf in the west to the Barrier Highway in the east.

The National Landscape is entirely encompassed within the Flinders Ranges and Outback SA Tourism (FROSAT) zone.

It includes several local government areas, three major national parks plus other smaller conservation reserves. Land includes freehold and pastoral leases as well as public lands. Lakes Eyre, Frome and Torrens whilst not necessarily in the Flinders Ranges are commonly part of the journey for some visitors to the region. This has been particularly so in recent years when Lake Eyre have been water filled.

The Flinders Ranges includes a diversity of landscapes from the rural scenery in the south to the peaks, ridges and gorges in the centre and the outback plains in the north. Each offers distinctive characteristics.

The vast Flinders Ranges have traditionally been divided into three distinct regions (Southern, Central and Northern), but the National Landscape EDS eliminates this regional approach and looks towards promotion of the Flinders Ranges as one exceptional destination.



If you're driving from Adelaide, you'll reach the Southern Flinders Ranges first. Stretch your legs and get close to nature on the area's walking and cycling trails, which traverse through spectacular scenery. Climb to the peak of Mount Remarkable, trek through Wirrabara and Bundaleer forests, or discover the home-grown flavours of the region on the Southern Flinders flavours trail. Don't miss the local ice cream!

In the Central Flinders Ranges, go to bush picnic races at Beltana and Blinman, delve into caves and gorges and see the awesome amphitheatre that is Wilpena Pound.

.....the Northern Flinders Ranges, where you'll really feel that you're beginning to get into the Outback. See rugged peaks, starry skies and kangaroos bounding over red earth. Head to Arkaroola Wilderness Sanctuary for challenging 4WD tracks and the astronomical observatory there.

SATC website

Brand and Vision

The starting point for this strategy is a brand position and vision. These will guide the development and delivery of experiences in the Flinders Ranges.

Brand Position

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

This is the essential point of difference for the Flinders Ranges. At the heart of it lies the Ediacaran fossil story – first evidence of the earth's earliest multi-cellular life. Ancient landforms over 300 million years old and an intriguing human history of exploration, survival and settlement provide the platform for distinctive visitor experiences.

For each of Australia's National Landscapes, one word encapsulates the brand essence. For the Flinders Ranges, the word **revealing** is the key to the brand, and forms the basis for evaluation of experiences.

Regional stakeholders believe the Flinders Ranges is a place offering:

- Spiritual connection between communities, visitors and the ancient landscape;
- Peace and tranquillity;
- Exhilarating and soft adventure;
- Reflection on life's beginnings.

Bringing the Brand to life across the Destination

A brand is intangible - it is not a product or service. A brand reflects a deep, emotional connection that influences a consumer's thoughts, images and feelings about a destination long before they visit.

The positioning statement for the Flinders allows the tourism industry, councils, businesses and others to create a visitor experience that brings the brand to life. This could be through tours that reveal the story of life on earth, merchandise (food products, art, local furniture) linked to the messaging, or an event that may be for a niche market of *Experience Seekers* but provides the opportunity to increase the profile of the region through public relations. Importantly, every person that interacts with a visitor must be able to impart knowledge of the region and reveal its history. They should also be able to reveal how living and working in this destination inspires their life and what they do.

Vision

By 2020, the Flinders Ranges will be known as one of Australia's leading National Landscapes by international visitors. We will achieve that by focusing on quality, working collaboratively and ensuring experiences support and strengthen our brand position.

What does this mean?

Over the next decade, regional stakeholders want to see:

- A stronger profile in key international markets;
- Significant experience precincts focused Wilpena, Arkaroola, Melrose and Port Augusta;
- Better service across the board;
- Viable businesses;
- Bold new activities to support the brand;
- A must-do touring route highlighting the best of the region;
- Improved infrastructure to enable growth and to manage visitor impacts;
- A dedicated and skilled workforce who will act as ambassadors of the brand position.

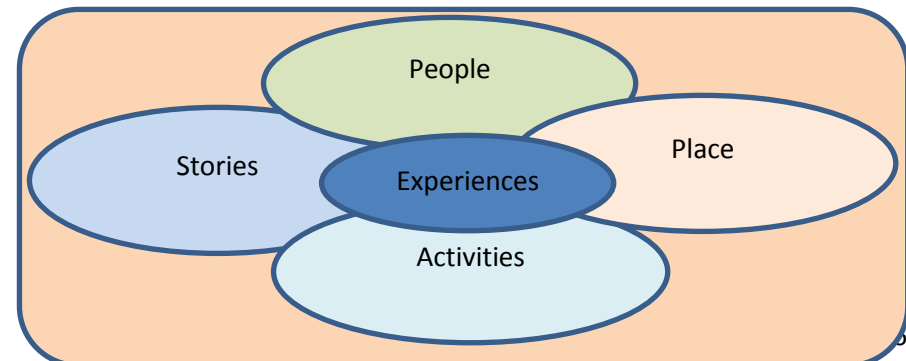
What makes an experience?

Experiences are generated by an interaction between visitors, places and local people. One half of the interaction includes activities (guided and self-guided), the natural or cultural setting, storytelling - interpretation, information pre, during and post-visit, infrastructure and facilities and the customer service received along the way. These components are provided by the local industry, the wider community, local council and other agencies responsible for management of the destination. They represent the key ingredients that can be managed and changed creating better or new experiences.

The other half of an interaction is created by the visitor. It includes their expectations, motivations, special interests, prior experience, itinerary and other socio – psychological dimensions. Ultimately, the visitor decides what type of experience they have had.

To deliver a quality experience means finding the best match between what is on offer and what visitors desire. High quality experiences do not necessarily mean high prices as quality to one visitor is not the same to another.

The whole experience – people, place, infrastructure, services and storytelling - equals the sum of its parts.





The Markets

Experience Seekers

Experience Seekers are the target market for National Landscapes. Although *Experience Seekers* differ by age, country of origin and spending power, they are united by values, attitudes and motivations. They are typically well educated, motivated by opportunities for personal growth, fulfilment and learning and discerning about experiences, especially the presentation of natural and cultural heritage.

Experience Seekers are looking for: (i) authenticity (ii) interaction (iii) points of difference (iv) challenges, and (v) learning opportunities. Not all *Experience Seekers* are high-spenders. Indeed, most of those visiting the Flinders Ranges are budget conscious to mid-range spenders. They seek quality activities (commercially guided and self-drive) and value for money. They have limited time and want clarity over what is best to do during a short stay.

Flinders Ranges International Market Performance

The Flinders Ranges is emerging as an appealing destination for *Experience Seekers*. Although having a relatively small share of international visitors, there is good potential to grow this market.

The Flinders Ranges captures about 10% of all international visitors to South Australia – the third most popular region behind Adelaide and Kangaroo Island.

Of the 530,000 total visitors to the Flinders Ranges and Outback region, approximately 8% - 10% (47,000 – 53,000) are from overseas, staying 4.8 nights on average. Of these, close to 30,000 visitors per annum (2007-2009) visited the Flinders Ranges and 36,000 visited the Outback region (18,000 are estimated to have visited both).¹

The proportion of *Experience Seekers* to total international visitors is not known at this point, although it is reasonable to assume this is high, given the nature of the destination.

Key international source markets include Germany and Other Europe (55%), UK (16%), USA and Canada (11%) and New Zealand (8%). Asia (6%) and Other Countries (3%) make up the rest.² The long-haul markets of the UK and Europe help to reduce the effects of seasonality by preferring to travel to the Flinders Ranges between January and April. Peak months across all markets are May to late October.

National Landscape planning is very clearly focused on the international *Experience Seeker* market and particularly on the most compelling experiences for this audience.

By getting the experiences right for this discerning market, domestic markets will also be satisfied.

¹ These figures should be treated with caution as contain error margins from modelled data from Tourism Research Australia

² SATC Regional Tourism Profile 2009



The Stories and how they are communicated

Experience Seekers are looking for interaction, learning opportunities, and the opportunity to build a connection with the destination they are visiting.

The information they get before the visit will firstly affect the decision to visit, and then shape the places they go, the things they do and the way they travel.

Underpinning all this is the stories of the destination and the way in which they are told to ensure the experience is memorable.

The iconic stories that need to be told in the Flinders Ranges are:

Corridor through time

- Flinders formation
- The Ediacaran period

Settling the land

- Aboriginal life and legends
- Settlement and pastoral history
- Conservation and wildlife

The stories can be told:

- by local people on stations, pubs and in villages
- by guides across the region
- at centres such as Wadlata Outback Centre and Wilpena Visitor Centre
- by innovation in interpretation at specific sites including Brachina Gorge, Pichi Richi Pass, Nilpena Station and Arkaroola Wilderness Sanctuary

These stories need:

- Brand aligned regional signage and orientation
- Mountains of Memory implementation (*)
- Guiding standards
- Indigenous product development and improvement
- Innovation in interpretation

Mountains of Memory Geotourism Interpretation Strategy for the Flinders Ranges



Flinders Ranges Experiences

Overview

Regional stakeholders believe there are two hero experiences associated with the Flinders Ranges:

Exploring an ancient landscape

Connecting with people in the Outback

These experiences are delivered via a range of products, services, activities and attractions around the region. The experiences should be seen as complementary in the sense that visitor perceptions of the Flinders Ranges are generated by interacting with local people who live in a vast ancient landscape.

Key stories are associated with each of the hero experiences. These are listed on the following page. The stories are integral parts of the experience and are delivered, to varying standards and by different means, by the regional products, activities and services.

The following sections will explore in more detail where the experiences are being delivered and what improvements could be made. Before that, some general observations are worth mentioning:

- The current experience of the Flinders Ranges is with the exception of a small number of accommodation products, predominantly enjoyed by self-drive domestic visitors.

- While the Ediacaran story is a key element within the brand positioning and the Flinders Ranges stories, there are limited opportunities to experience it directly.
- With few exceptions, current delivery of the two hero experiences suitable for *Experience Seekers* is clustered in the north of the region around Wilpena Pound, Flinders Ranges National Park, nearby pastoral stations and Arkaroola Wilderness Sanctuary. The challenge over the next decade will be to strengthen these clusters and generate viable linkages to other parts of the region.
- The Aboriginal history of the area is important and there is some emerging product, but a majority of international visitors seek their Aboriginal experiences in other parts of Australia.
- There is a sense of disconnection between different parts of the Flinders Ranges as a destination and limited promotion that would encourage visitors to explore other parts of the landscape such as the Remarkable or Vulkathuhna-Gammon Ranges.

Road access has some limitations that impact on visitors being able to explore areas that offer distinctive experiences of the Flinders Ranges, and, whilst flights to, through and over the Flinders Ranges offer some of the best opportunities, there are infrastructure issues limiting the potential of this type of access.

Exploring an ancient landscape

Key features

The ancient landscape of the Flinders Ranges encompasses majestic rock outcrops and mountain ranges, a geological history and archive of climate change spanning a billion years, vast open plains and rolling hills, gorges, a dramatic contrast between earth and sky, the unique Ediacaran fossil, coal seams and rich mineral deposits of uranium and copper.

The Flinders Ranges landscape shares many common features with the Kimberley, parts of the Red Centre and the vast ancient landscapes found in Utah, New Mexico and the Dakota Badlands. SATC's international marketing staff indicated that the Flinders Ranges is competing with Kakadu and Uluru Kata Tjuta in terms of international markets however these destinations offer a vastly different product and experience.

The Flinders Ranges are comparatively more accessible by road and air than these destinations. Only 3 – 5hrs drive from Adelaide, the Flinders Ranges must rate as one of if not the most accessible outback areas in Australia. To a first time visitor, the Flinders Ranges landscape would appear similar to the Kimberley yet offers more easily accessible opportunities to get within the landscape. Its gorges, peaks and valleys occupy a more compact area, setting it apart from other ancient landscapes in Australia and possibly the world.

Experience of the landscape is derived primarily by driving (2WD and 4WD), scenic flights, self-guided and guided walks, biking, camel safaris and camping. Most visitors to the Flinders Ranges, including *Experience Seekers*, explore the landscape without the services of a tour operator.

Current opportunities

The leading opportunities for *Experience Seekers* to explore this ancient landscape are found at:

- Wilpena Pound (self-guided and guided walks, scenic flights);
- Brachina and Parachilna Gorges (4WD and 2WD trips);
- Rawnsley Park (self-guided and guided walks, 4WD trips, scenic flights);
- Arkaroola Wilderness Sanctuary (Ridge Top Tour, walking, scenic flights and self-guided 4WD trips).

The natural attractions and geological stories at or close to these areas are nationally and internationally significant. There are two hero activities: (i) seeing the landform of the Flinders Ranges (Wilpena Pound, ABC Range and Arkaroola) from the air and (ii) driving through the corridor of time via the Brachina Gorge. The Ediacaran fossil, while unique, is largely inaccessible due to concerns over visitor impacts, potential black market trading and the key sites being on private land.

Future possibilities

The most spectacular way to absorb the Flinders Ranges landscape is from the air. Adding new variations such as skydiving, parapenting, hot air balloons (imminent) and heli-hikes would strengthen market appeal to a broader range of *Experience Seekers* (especially those looking for adventure). Many of these visitors lack time rather than money thus 'Flinders Ranges by Air' would provide an intense experience within a short space of time.

Other parts of the region could also be explored by air such as the Mount Remarkable National Park (potential for heli-hiking). Air journeys by helicopter – offering combos of scenic flight, landing on spectacular viewpoints with short walks - could potentially connect the highlights of Wilpena, Vulkathuhna-Gammon Ranges and Arkaroola Wilderness Sanctuary into a spectacular one day package.

On the ground, the region lacks an iconic overnight walk, day and overnight cycle routes. The Flinders by Bike trail is not working as planned thus there is no cycle product in the market place. The newly launched Arkaba Station Walk has the potential to become an iconic Flinders Ranges walk.

Other areas such as Pichi Richi Pass offer significant sites to tell the story of Flinders geology.

Events that celebrate the Ediacaran fossil, Flinders Ranges landform, spirituality and night sky could be explored for the peak season.

YOUR INPUT:

Please tell us what you agree with, what you think needs to be added, and issues of concern.

Recognise that this is not an overall tourism plan, but one that focuses on the *'Experience Seeker'* market.

Developing a few great experiences will encourage people to come to the region and improve all business.



Connecting with people in the Outback

Key features

The Flinders Ranges provides the most developed and accessible range of opportunities to connect with pastoral and outback communities in Australia. Pastoral stations and other farm properties that have diversified into tourism now provide *Experience Seekers* with a distinctive window into the human history of the Flinders Ranges. There is now a critical mass of opportunities to interact with families who have lived on the land for several generations. This cluster of pastoral stations engaging with visitors and telling the stories of exploration, human settlement and daily life in the outback is a key feature of the Flinders Ranges.

Current opportunities

The leading opportunities for *Experience Seekers* to interact with people in the Outback are provided through:

- Pastoral stations such as Rawnsley Park, Willow Springs, Angorichina, Wirrealpa and Beltana;
- Other properties such as Bundaleer;
- Distinctive pubs, hotels and cafes such as The Prairie Hotel, North Star, Blinman and Copley Café;
- Camel tours and attractions such as the Blinman Mine.

Accommodation ranges from self-catered cottages and shearers' quarters to five star accommodation and gourmet catering. Activities range from farm tours to 4WD adventures. Each provides an insight into the past and the realities of present day life in the Flinders Ranges.

The region also offers other opportunities and service nodes for *Experience Seekers* to connect with its people and human history. Examples include the Wadlata Outback Centre, Port Augusta, tours of the Spencer Gulf, towns such as Melrose, Quorn, Hawker, Peterborough, Gladstone and Orroroo. Only a few of these are geared towards *Experience Seekers* – most focus on domestic travellers. Port Augusta is the key service centre and gateway town for the region and will continue to play a key role as a visitor hub. Port Augusta received the only regular scheduled air service into the region from Adelaide.

Future possibilities

Development of a new or evolving an existing event based on life in the Flinders Ranges Outback would help build regional profile and capture the attention of *Experience Seekers*.

Linking Flinders Ranges Outback pub encounters by air or road would also add value to the hero experience of interacting with local people.

With most Outback encounters confined to the north, future attention should perhaps focus on strengthening heritage attractions, service standards and accommodation options in the south in order to provide a more balanced touring route through the Flinders region. With few exceptions, there is insufficient supply of quality accommodation, food and attractions in the southern and central parts of the region to appeal to *Experience Seeker* markets.

The communities of the Flinders Ranges will become the narrators of the region's stories, sharing its unseen and poorly known history and heritage. For the visitor who takes the time to listen, a journey through the Flinders Ranges will leave them with inspiration and revelation, knowledge and understanding (Mountains of Memory)



Comparison to other National Landscapes

The Flinders Ranges National Landscape does not compare particularly well with other similar National Landscapes featuring vast ancient landforms. Put alongside the likes of Kakadu, Red Centre and the Kimberley National Landscapes, the Flinders Ranges – while being an appealing destination in its own right – lacks a strong brand position in *Experience Seeker* markets and has a limited supply of products that are ready for export (as in, being at a stage where they can be sold via commission to international wholesalers or that are easily booked directly by virtue of having a strong international reputation).

The Flinders Ranges National Landscape does however have comparative strengths in the experiences it offers based around the life and challenges of those living on pastoral stations and seeing the landscape from the air.





It is also strong in opportunities to learn about the early phases of life on earth. The Brachina Gorge, Arkaroola Wilderness Sanctuary and Pichi Richi Pass are three such opportunities. Other opportunities to experience the landform of the Flinders Ranges are also well developed but not necessarily unique or seen as market leaders when compared with other National Landscapes. The Flinders Ranges' unique feature, the Ediacaran fossil, is not yet market ready as a stand-alone product.

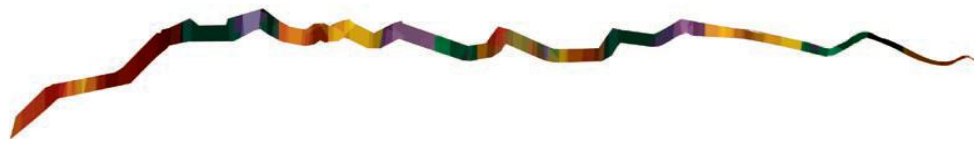
Internationally, other vast ancient landscapes such as those in Arizona (Sedona), Utah and the North Dakota Badlands offer experiences not too dissimilar to those of the Flinders Ranges National Landscape. Sedona has positioned itself on a spiritual – cultural and wellness theme; Utah is based on landscape grandeur and adventure and the North Dakota

Badlands are essentially a drive-through (US Highway 85), national park and remote adventure offering to visitors. The standout point of difference between the Flinders Ranges National Landscape and these international examples is the range of opportunities to interact with people living off the land – the pastoral outback experience. In terms of landscape grandeur and geological history, the Flinders Ranges is up against strong competition both within Australia and overseas.

The Red Centre – known for Uluru Kata Tjuta, but others areas across the destination are less recognised.



National Landscape	Brand and Market Position	Export Ready Product	Perceived Iconic Landscape, Wildlife, Aboriginal Content	Unique Attribute Market Ready?	Links to Major Tourism Flows or Hubs
Flinders Ranges 	Weak	Weak to moderate	Moderate for landscape, weak for wildlife and aboriginal encounters	No (lack of access to sites and tours based on Ediacaran fossil)	Moderately developed
Kakadu 	Strong	Strong	Strong for all	Yes	Moderately developed
Red Centre 	Moderate-Strong	Moderate to Strong	Strong for landscape, weak for wildlife, moderate-strong for aboriginal encounters; limited dispersal across destination	Partially; limited to parts of destination	Strongly developed in some parts of destination (ie Uluru Kata Tjuta); poor in other parts
Kimberley 	Moderate - strong	Moderate	Strong for landscape, weak for aboriginal encounters and wildlife	Yes	Moderately developed



Key Issues

Marketing

- Low profile in key international markets;

Workforce Development

- Remote and seasonal destination means operators face the perennial challenge of finding and retaining skilled staff, particularly chefs, managers and tour guides;
- Relative high employment in other sectors combined with small local populations means tourism operators have very limited pool from which to attract personnel.

Attractions, Products and Services

- Variable standards of service and food across the board;
- Very small proportion of operators who are ready to work with *Experience Seekers* – out of approximately 550 operators in the region, less than 5% (20) are listed in the 2011 South Australia and Outback Wholesaler Product Manual.
- Only 12 operators registered for Australian Tourism Exchange in 2011 and 47 operators are accredited with Australian Tourism Accreditation Program³;
- Very small range of attractions and commercial products ready for *Experience Seekers*, mostly confined to the north of the region;

- The centre piece of the brand proposition – the Ediacaran fossil – is largely inaccessible.

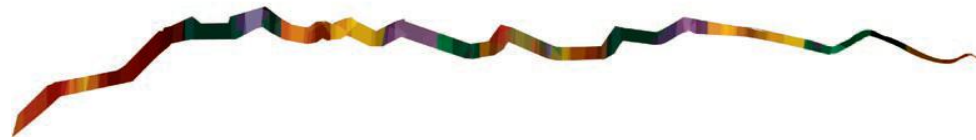
Infrastructure

- Slow response times to re-open key tourist drives after rain events (Brachina and Parachilna Gorges)
- Lack of sealed roads on key tourist routes such as Parachilna Gorge and last 5 – 10kms to Arkaroola
- Perennial constraints over mobile phone coverage, limited broadband, and power generation
- Limited commercial viability at present for investment in upgrades to airstrips and airport facilities at Hawker and Leigh Creek and in providing scheduled air services to remote parts of the region

Governance

- Possibly too many tourism organisations to oversee and drive an integrated approach for leading and managing the sector – the National Landscape program adds another layer to this

³ SATC, 2011



Areas for Improvement

Any strategy for making the Flinders Ranges more appealing to *Experience Seekers* must pay attention to *existing* activities, products and services that can be enhanced and the development of *new* activities, products and services. Both of these underpin the two hero experiences.

The following areas of improvement are put forward for stakeholders to consider. Existing activities, products and services were selected by applying the following criteria:

1. Alignment with the Flinders Ranges brand position;
2. Reveals the Flinders landscape or people through story telling at its best;
3. Distinctively ‘Australian’ for appeal to international markets;
4. Authentic and highly engaging: true to local life, encourages visitors to be immersed with people and place;
5. High quality at every point of delivery;
6. Market ready: packaged or ready for wholesalers or commissionable.

Improvements to the existing hero experience of Exploring an Ancient Landscape

Activities, Products and Services	Improvements
Scenic flights at Wilpena Pound (fixed wing and balloon) and Arkaroola Wilderness Sanctuary (fixed wing and helicopter)	Place more marketing emphasis and industry communication/awareness on the importance of experiencing ‘Flinders Ranges By Air’
Indigenous product	Develop partnerships with indigenous tour operators and guides to incorporate indigenous component into some existing products (eg pastoral properties, guided walks)
Wilpena Pound	Undertake master planning to bring the Wilpena Pound precinct (including the homestead and Ikara) to life as a high quality precinct with a range of recreational activities, experiences and interpretive opportunities. The Wilpena Visitor Centre could be expanded to act more as a regional visitor centre and hub for telling the key stories. A joint venture between Anthology and the Department of Environment and Natural Resources may offer the best way of undertaking this project.
Wadlata Outback Centre	Greater inclusion into <i>Experience Seeker</i> itineraries for the region – this could be supported through promotion of a Flinders Ranges Touring Route
Arkaroola Ridge Top Tour	Ensure consistent high quality and engaging guiding
Arkaba multi day walk	Involve local people in story telling/guiding
Self-drive and guided gorge tours on the Blinman-Parachilna Circuit	Enhance the journey and story for all visitors through upgraded interpretation at key sites in the Brachina Gorge and Parachilna Gorge. Advocate sealing the Parachilna Gorge road.

Improvements to the existing experience of Connecting with People in the Outback

Activities, Products and Services	Improvements
Flinders by Bike	Further develop the Flinders by Bike product between pastoral stays with packaging of accommodation, active engagement with local people and story-telling as part of the experience
Arkaroola Wilderness Sanctuary	<p>Arkaroola Wilderness Sanctuary has the potential to link the two experiences. Improvements might include:</p> <ul style="list-style-type: none"> • Extending the accommodation range to include some higher end options; • Developing local produce/quality food/wine offering; • Investigating voluntourism opportunities (wildlife monitoring etc); • Promoting air access to Arkaroola Wilderness Sanctuary as well as use of fixed wing (scenic flights) and helicopters on site (eg. heli walks in landscape); • Potential for brand aligned niche event ; • Potential links for Parachilna/Nilpena Station package; <ul style="list-style-type: none"> • Involvement of local indigenous community in cultural activities.
Parachilna	Pursue the packaging of Nilpena Station experience as high end brand aligned product linked to the Prairie Hotel.
Blinman	Support the development of the Blinman Mine Tour and facilitate investment in accommodation.
Melrose	Develop and promote Melrose as an active adventure destination with opportunities for spending time with local people through guiding as well as accommodation, pub and food/wine offer. Ensure consistent high quality accommodation, food and wine at Melrose, opportunities for visitors to interact with local people and continued development of adventure products.
Other small towns	Continue to pursue a cluster of products and appropriate accommodation and services on alternative routes through the Flinders (eg. build on the current products and strengths of Peterborough).
Taste of the Outback	Explore potential partners to offer short high quality visits to the Flinders Ranges as part of broader itineraries as a 'taste of the Flinders Ranges' (eg. Indian Pacific passengers).





Flinders Ranges Touring Route

The concept of the Flinders Ranges Touring Route is to direct *Experience Seekers* towards the best opportunities in the region for Exploring an Ancient Landscape and Connecting with People in the Outback. Successfully branded touring routes have the potential to attract people to a destination.

The Touring Route could:

- help build regional profile and brand recognition in the international markets (in a similar way to the Great Ocean Road);
- leverage off the strong market image and access from the Clare Valley;
- provide the opportunity for adventure and engaging with the local community in Melrose;
- encourage visitors to the Mount Remarkable National Park as an introduction to the Flinders Ranges landscape;
- offer the opportunity for interpretation of the overall Flinders Ranges landscape through Wadlata Outback Centre, the Gulf Experiences and the Australian Arid Lands Botanic Gardens at Port Augusta;
- offer opportunities for the Wilpena precinct;
- offer options for short and longer journeys from Hawker and/or Wilpena:
 - Wilpena-Brachina return loop;
 - Wilpena-Brachina-Blinman- Parachilna loop;
 - Wilpena-Brachina- Parachilna-Copley-Nepabunna-Arkaroola-Wirrealpa-Blinman-Wilpena;

- allow the traveller to select their return journey according to their interests or time constraints.

The development and marketing of the Flinders Ranges Touring Route needs effective planning linked to the brand, and identification of priority improvements. As the main route develops, loops and alternative journeys offering different experiences can also be developed.

Other routes into and from the region are, and will continue to be, popular with domestic markets as they travel from the east and to and from the north.

Successful Australian examples of Touring Routes include the Great Ocean Road and Great Alpine Road that are recognised internationally.

The Great Alpine Road in Victoria traverses the Victorian Alps for some 300 kilometres. The main route is supported by six themed touring routes (eg. gourmet produce, mining) that lead to different parts of the destination.

The promotion of the Great Alpine Road has been successful in attracting visitors to travel this route rather than other parts of the Alps. Adding the themed loops has enabled greater dispersal as areas have developed additional product.

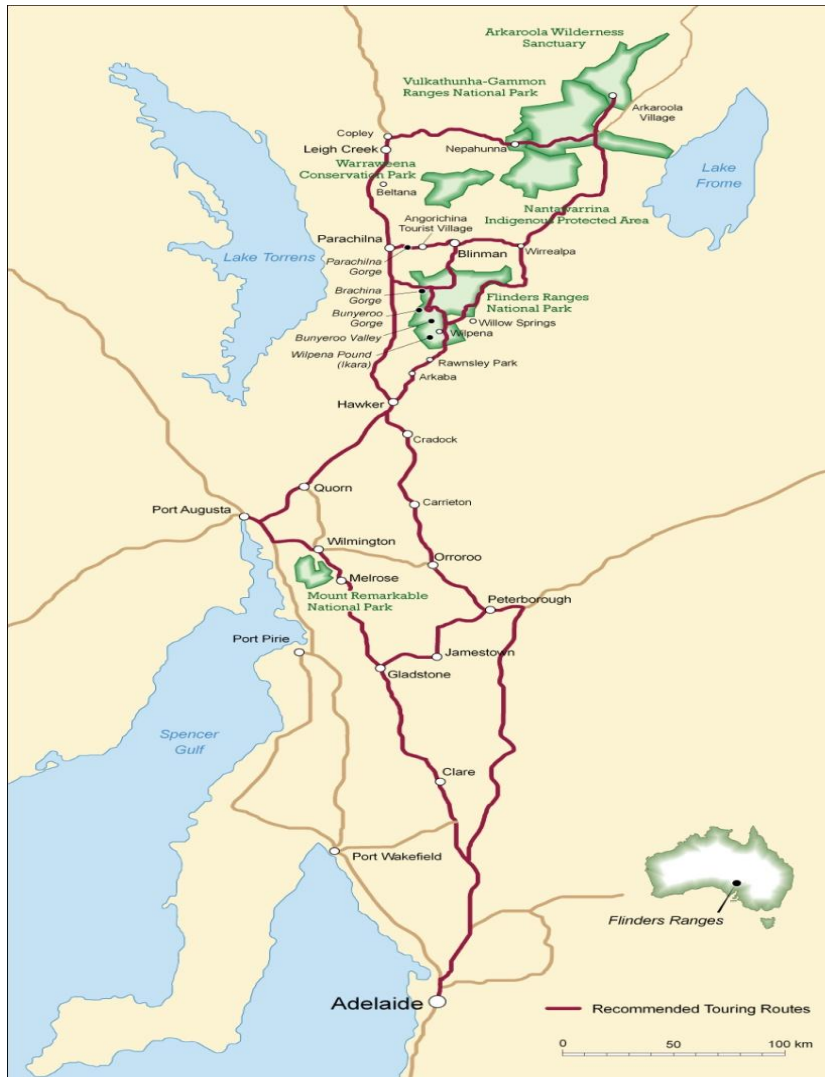


Figure 2. Recommended Flinders Touring Route

Potential itineraries include:

- A four night/five day itinerary taking in the Clare Valley, Melrose, Quorn, Wilpena, Blinman, Parachilna, Brachina Gorge back via Port Augusta with side loops suited to niche markets (directing markets to Port Augusta first is desirable, returning via Melrose)
- A two night itinerary (Riesling Trail, Quorn (Pichi Richi camels), Wilpena scenic flight with overnight stays at Melrose and Wilpena area)

Currently, the most 'export ready' product for *Experience Seekers* is in the north of the region. There is no obvious return journey currently in the market place or products compelling enough for *Experience Seekers* to follow.

"The experiences obtained along the way are at least as important as the destinations themselves".



Potential New Activities, Products and Services

Exploring an ancient landscape

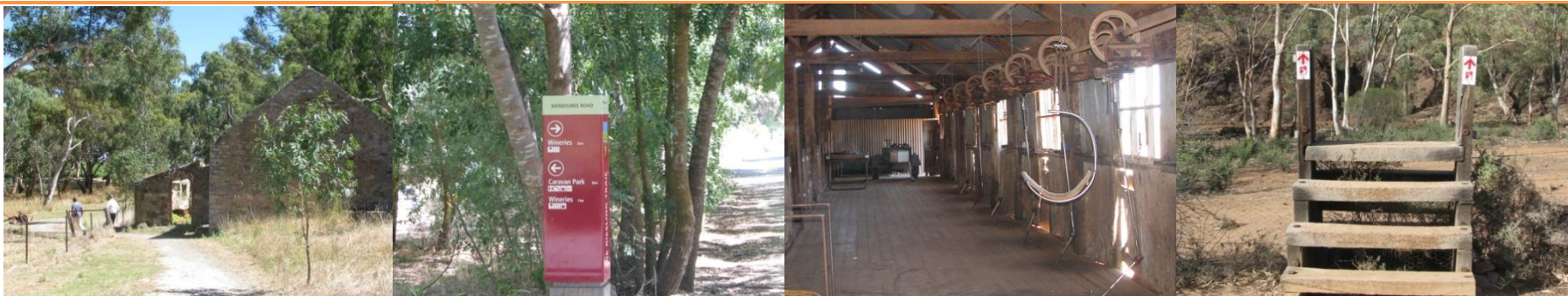
Your comments

Tell us which three of the new activities, products and experiences you believe have the greatest potential to be a draw card for the Flinders Ranges and why. Tell us any additional significant new brand aligned activities, products and experiences you believe have the potential to leverage the international *Experience Seeker* market as 'heroes of the Flinders Ranges'.

Activities, Products and Services	Improvements
Showcase the Ediacaran story	Develop access to sites and tour products on a guaranteed departure basis.
Great Flinders Ranges Walks	Develop a series of great walks including: <ul style="list-style-type: none"> ○ A multi day walk on the Heysen Trail as a symbol of the Flinders Ranges; ○ A one day guided walk such as St Mary's Peak with the Adnyamathanha people; ○ High quality short walks showcasing others parts of the Flinders Ranges landscape such as Mount Remarkable National Park.
Aerial adventure	Pursue investment in aerial experiences including: <ul style="list-style-type: none"> ○ Sky - diving and paragliding/parapenting over or near Wilpena Pound or Mount Remarkable National Park; ○ Heli-hiking or heli-biking in Arkaroola, Vulkathuhna Gammon Ranges, Mount Remarkable National Park or Flinders Ranges National Park.
Cycle the Flinders Ranges	Develop a distinctive cycling experience that links the Rattler Trail, Riesling Trail, Southern Flinders Bike Trail to the Mawson Trail to enable a ride right across the Flinders Ranges.
Flinders Ranges Touring Route (see p18-19)	Establish a clearly defined touring route through the region as a means to tie the leading products together. Needs industry collaboration and cooperative marketing activity, integrated sign systems and supporting collateral such as maps, on-site interpretation at key sites (refer to the following section on the Flinders Ranges Touring Route). Enhancement of accommodation, visitor information and heritage attractions in the south of the region (clarification of the preferred top 1 or 2 touring routes is required before specifying exactly where and what type of accommodation could be developed).

Connecting with people in the Outback

Activities, Products and Services	Improvements
Flinders Ranges by Air	<p>Continue to promote and develop itineraries and packaging of Flinders Ranges by air for operators and independent travellers linking locations such as Rawnsley, Wilpena, Hawker, Leigh Creek, Parachilna, Beltana, Arkaroola as well as other station stays.</p> <p>Strengthen the pub product across the region and promote as overnight stays through outback air pub tour.</p>
Voluntourism programs	<p>Investigate opportunities for voluntourism associated with national parks in the region and Arkaroola Wilderness Sanctuary.</p>
Event program	<p>Investigate a series of brand aligned events including possibilities of:</p> <ul style="list-style-type: none"> • Development of a cultural event (eg play, opera, musical, dance) that reflects the Flinders Ranges brand and is offered on a regular (daily or weekly) basis (like the Strahan, Tas. play); • Niche geological/scientific events; • An air based event (possibly focused on Arkaroola); • An air event that links the outback villages, pubs and pastoral stations.



Developing the new experiences

Showcase the Ediacaran story

Given the significance of the story, it is paramount that there are Improved opportunities to understand the Ediacaran story whilst recognising different levels of visitor interest and appreciation.

The highest priority improvement is in the interpretation of Brachina Gorge including the golden spike. Highly engaging interpretation (potentially including technological innovation to bring the concept to life) plus effective training for face to face guides will be essential.

Access to the Gorge needs to be readily available throughout the year.

Current guided tours that include the geological stories need to be supported, promoted and complemented by half day trips from Wilpena Pound and surrounds that allow for independent travellers to have a guided and interpreted experience.

As part of the Events Program, investigate opportunities for premium, high end niche events based on the Ediacaran story and potentially engaging with scientists. This might be linked to other fossil experiences in South Australia (such as Naracoorte or the Riverland)

Support the operators in the development of an appropriate high end product at Nilpena Station that offers opportunities for special interest groups.

Extend the Ediacran merchandise offer ensuring that merchandise created appeals to the *Experience Seeker* market and is offered in all retail and tourism industry operator outlets. Merchandise may for example be food products, art, local furniture inspired by the Ediacran fossil.

The majority of fossil sites across the world are interpreted through face to face guides and interpretive signage. Successful experiences are generally where the visitor can participate with a geologist or palaeontologist in working on the site (such as excavation etc)

Recreating fossils or developing virtual experiences in Visitor Centres have proven successful in some places.

Often the geological story is part of a broader series of stories, activities and attractions for a destination.

Cycle the Flinders Ranges

The development of a cycling route that traverses the Flinders Ranges from south to north can link all areas of the destination with opportunities that target both *Experience Seekers* and a high growth market segment of recreational cyclists.

The concept involved building on the already successful Riesling Trail, linking planned new trails in the Southern Flinders and extending through the Flinders Ranges to link with the Mawson Trail. The trail would offer a range of experiences from short cycle trips between wineries in the south to full day trips and overnight trips using accommodation across the region.

The trail would offer a broad range of business development opportunities from bike hire to accommodation close to the trail, cafes, commercial guiding and shuttle services to take cyclists from accommodation to trail heads.

Some of the ruins across the Flinders Ranges may be able to be incorporated into the route as shelters/interpretation points/coffee stops.

The Otago Central Rail Trail in the South Island of New Zealand is a highly successful 150 km ride that has brought a number of villages to life and contributes in the order of \$7 million to the economy. Close to 20,000 people per annum ride the full trail of which 10% are international visitors. Approximately 50,000 – 60,000 walkers and bikers use sections of the Rail Trail as shorter alternative trips.

The Trail traverses a diversity of countryside and offers some side trips. Once disused accommodation and hotels in villages have been brought to life and cafes, retail and retail support services (bike shops/repairs etc) are thriving.

New businesses have been established to guide clients and for transport between trailheads and accommodation. (www.otagorailtrail.co.nz).

As a destination, the Flinders Ranges could have a trail that is equal to or better than the Otago Rail Trail with the opportunities associated with current wineries, potential new regional produce development, a mix of trail standards, and linkages to cycling hubs such as Melrose.

Great Flinders Ranges walks

Walking is the key activity for many visitors including *Experience Seekers*. With a broad range of walks available across the Flinders Ranges, promoting a suite of the 'best of the best' can showcase the Flinders Ranges landscape and encourage visitors to different areas with varying experiences.

Identifying, planning and developing a series of walks that will be promoted will enable effective use of limited walking track management resources.

The Great Flinders Walks needs three components:

- A multi day walking product on the Heysen Trail
- One icon short walk from Wilpena Pound
- A series of the best short walks across the Flinders Ranges that offer distinctive experiences of the landscape

The Heysen Trail offers an opportunity to become one of the iconic images for the Flinders Ranges with linkages to artists, the geology and crossing the ranges. Already reasonably well known, with an icon walk product, it has potential to leverage *Experience Seekers* into the region.

Planning has been undertaken for the Heysen Trail, and pursuing investment in a new product that meets market needs is required.

With Wilpena Pound a key attraction for much of the market, identifying, planning and developing one great walking experience that can be offered with a guide would add to the current range of walks.

As the highest peak in the Flinders Ranges, and one that is sacred to the Adnyamathanha community, St Mary's Peak offers potential as a one day guided walk with an Aboriginal guide. Planning for trail alignment has commenced, but working with the Adnyamathanha community to develop the guided product is necessary.

The series of short walks across the Flinders Ranges needs to be identified to include up to six high quality walks across the Flinders Ranges (eg Mount Remarkable National Park, Melrose, Wilpena, one in the south etc).

Great Flinders Ranges walks need to be branded and promoted together as a suite of opportunities ranging from easy to moderately difficult.

The Larapinta Trail in Central Australia has been effectively promoted as the iconic image for Alice Springs. Whilst a small percentage of visitors walk the trail, many recognise the West MacDonnell Ranges, and there has been significant growth in the number of commercial operators and guided walks occurring on the trail in recent years.

Likewise, the Overland track is one of Tasmania's iconic images as is the Milford Track for New Zealand.

The Tasmanian Great Short Walks offers 60 walks across different parts of Tasmania on a range of land tenure and, for many travellers, is their guide to how they explore Tasmania.

The Wakatipu Trails Network, Queenstown, New Zealand is a successful model providing walkers and bikers a range of opportunities to explore the high country landscape of the Wakatipu Basin. A Trails Trust oversees and raises funds for ongoing development of the network. The trail is suitable for biking and links together settlements, food outlets, vineyards, lakes and valleys, historic sites and viewpoints. Walking / riding times vary between 1 hr and 1 day. The Trails Network is widely supported by Queenstown bicycle hire companies.

Flinders by Air

Promote flying as a great way to see the Flinders Ranges with overnight stays and potential touring from pastoral properties and pubs across the region.

Strengthen the pub product across the region to offer distinctive Flinders Ranges experiences.

The classic old pubs of the Flinders Ranges are fantastic locations for getting to know the locals. Each offers a different sense of place and of the character of the town/village where they are located. Each pub requires a point of difference (signature meal, iconic setting, annual event etc.).

By creating a 'pub cluster' where each pub has a distinctive experience associated with it, there is real potential for promoting this as way of experiencing the Flinders Ranges. Many are located in places that offer good opportunities for exploring the landscape.

A distinctive outback experience and consistency in the standard of customer service are the most important requirements for promotion of this experience for the Flinders Ranges

Each pastoral stay or pub needs to have something that sets it aside from others – the food offering, the accommodation, the characters telling stories, the setting, the activities that are offered. Pub owners and staff need to be committed to being part of the tourism sector and of telling the stories of the Flinders Ranges. Training in interpretation will be necessary.

Pubs may be connected and accessed by drive and fly itineraries. Encouraging a distinctive pub circuit by air will require some improvements to infrastructure associated with airstrips including fuelling, airstrips, hangar facilities and may need to be staged over time.

Products combining air access with activities on the ground have the potential to work well in the Flinders Ranges National Landscape. The Siberian Experience and Coast to Coast Stewart Island Experience are two such examples from New Zealand. Both combine air access to remote locations, an overnight stay in a hut, fantastic scenery and wilderness, 3 – 4 hrs hike and return by boat.

The Kimberley has two key sites into which visitors access by air - Mitchell Falls and Purnululu. Some pastoral properties also encourage fly in visitors.

The scale of numbers that access some of the Kimberley fly in sites results in high volume visitor nodes rather than intimate experiences where a visitor gets to know or spend time with the local people.

Voluntourism programs

Arkaroola Wilderness Sanctuary and parks of the region offer great opportunities for visitors to work with scientists and other specialists to better understand the geology, landscape and wildlife of the region.

A small part of the Experience Seeker market will recognise value for money in spending time at Arkaroola Wilderness Sanctuary for example, working and engaging with the owners and appreciating the long history of science and research.

Successful voluntourism projects are highly sought after in areas where there is a unique experience to be had.

Green Guardians, a new and innovative program delivered in partnership by the Tasmania Parks and Wildlife Service, Tourism Tasmania and commercial operators offers tourists an opportunity to contribute while enjoying their guided tour in the wilderness. Tourists will be able to make a real, positive difference to the protection and management of a particular park or reserve by engaging in environmental conservation projects. Park rangers have been involved in selecting these projects, some of which include wildlife surveys along the Franklin River, collecting and monitoring marine debris in the Tarkine region and wildlife surveys on Maria Island.

Tour operators receive training in undertaking the work and are provided with materials required.

The Palisades Stewardship Education Centre in Jasper National Park offers young people a unique opportunity to connect with the spectacular Rocky Mountains Landscape. The Palisades programs seek to cultivate school students as future stewards for Canada's national parks by offering them the opportunity to participate in educational and recreational programs, whereby fostering an understanding and appreciation of nature and national parks. The programs include classroom courses, fieldwork and mountain recreation and offer an extension of school curricula in subjects such as science and biology. Students may take a Palisade course for credit, with the completed subjects counting towards the students' high school graduation requirements. Due to the success of the program, the Palisades team is exploring the possibility of extending their programs to a 'gap year' after high school courses, and also working with universities.

(WCPA Australia Newsletter)

Event Program

Events offer the opportunity to showcase the brand, the places, and the people of the Flinders Ranges. They can be large or small scale and attractive to different interests. Truly unique events may attract international visitors.

A successful events program takes time to develop and needs to build on existing successes. Brand aligned events that could be explored in the Flinders Ranges include:

- Commissioning the development of a cultural event (eg play, opera, musical, dance) that reflects the Flinders Ranges brand and is offered in the evening on a regular (daily or weekly) basis in the landscape – eg. Wilpena Pound or Ikara);
- Niche geological/scientific events that attract a small number of people with specific interest in geological history
- An air based event (possibly focused on Arkaroola)
- An air event that links the outback villages, pubs and pastoral stations
- Art exhibitions

The Ship That Never Was is a live professional theatre production, performing every day of the year in Strahan Tasmania since 1993.

The play tells the story of an escape from Sarah Island adjacent to Strahan. Over 80% of visitors to Strahan attend the performance and it is a driver for visiting the town.

(www.roundearth.com.au)

Aerial adventure

Recognising that seeing the Flinders Ranges from the air is one of the best ways to gain an appreciation of the landscape, adventurous ways to see it offer an exciting opportunity.

In key locations there is potential to seek an operator that can offer sky diving or paragliding/parapenting as a way to travel over the landscape and experience a thrill at the same time.

Similarly, being dropped into a remote part of the landscape with the capacity to walk or cycle back to a base is likely to be attractive to the Experience Seeker. Vulkathuhna Gammon Ranges or Arkaroola Wilderness Sanctuary are possible locations for such an activity that could be offered with a guide so the stories of the Flinders Ranges can be told.

Paragliding/parapenting are highly successful businesses in places such as Queenstown New Zealand and offer the opportunity to take in the landscape as you descend from a high peak. It is undertaken by a broad range of visitors that would not normally take up the opportunity at home.

The Siberian experience (NZ) is an example of a very successful heli hiking experience where visitors are dropped in to a remote place in Mount Aspiring National Park and walk from there. It has developed as a very successful business and innovative way to see this part of the landscape. Similar heli-cycling options are available in New Zealand where you are flown into remote locations and mountain bike out.(www.siberiaexperience.co.nz)



Implementation

Priorities

There is a small volume of *Experience Seekers* drawn to the Flinders Ranges at this point. Forecast growth in international arrivals is between 3% and 5% per annum for the next few years and domestic travel within South Australia is fairly static. It would be easy to over-invest in new development in the hope that it will stimulate growth. A balanced strategy, in terms of risk vs return in the current economic climate would be to focus on enhancing existing products while exploring the development of new experiences. In addition to enhancing the product offering, there is a range of actions that will need to be taken by stakeholders to ensure the destination meets visitor needs and competes internationally. These are outlined below.

Strategic Actions

Communicating and implementing the brand across the region

Stakeholders are committed to achieving pride in the Flinders Ranges as a whole destination. Achieving this will require considerable cooperative action and focus on implementing the brand including:

- Communicating the brand essence to all those with a role in tourism;
- Finalising and communicating the visual identity and how it should be used;
- Ongoing monitoring of the effectiveness of brand delivery.

Getting the basics right

With word of mouth a key information source for *Experience Seekers*, it is essential that every aspect of the visit is positive. There needs to be an early focus across the destination on:

- Customer service – hours of opening and availability of the essentials of fuel, food and accommodation;
- Information availability pre-trip and at the destination;
- Booking systems for accommodation;
- Consistent service standards across all product areas – visitor centres, accommodation, attractions, pubs, villages, properties, retail;
- The overall experience as a key part of any product or accommodation offering.

High quality food and wine are an important part of any visit for the *Experience Seeker*. Ideally the destination will have distinctive regional product. Whilst there are pockets within the Flinders where the food and produce offer is very good, generally there is scope for significant improvement.

Working together

All industry stakeholders need to be working together to promote the destination. As 'Connecting with People' is one of the primary hero experiences, this needs to be the essence of any visit. Strong product knowledge of the whole destination and effective on - selling are pivotal. As is already happening with the pastoral stations network, a visitor should be pleasantly surprised at the intimate nature of the destination where an operator makes personal recommendations onto another product.

Industry skills and labour force

As with many destinations in Australia, the Flinders Ranges National Landscape faces the perennial challenges of finding and retaining skilled staff in remote locations coupled with seasonal demand. Many operators understand that it is their responsibility to manage these challenges within their own businesses.

It is beyond the scope of this strategy to try and solve issues such as pay rates, staff accommodation and seasonal demand. Initiatives that are within reach include (i) making sure all front-line personnel have the confidence, skill and knowledge to impart the key stories (ii) are familiar with what the region has to offer and (iii) those involved with marketing the region's hero experiences and supporting products are highly skilled at marketing to *Experience Seekers*.

Information

Ready availability of information will be essential to any visitor. Whilst much of the information will be gained before the trip, there is still a

need for good quality destination and directional signage and information available through a range of sources. Priority needs to be given to:

- Brand directed information signage;
- Consistency and quality of information at Visitor Centres;
- Gateway and orientation needs;
- Information delivery by all operators;
- Other media for information delivery.

Effective marketing

Stakeholders at national, state and regional level will play a role in marketing Flinders Ranges as a National Landscape. This will require effective communication based on the recognised positioning and hero experiences identified in this EDS and smart marketing techniques suited to *Experience Seekers*.

Focus should be on cooperative marketing with Tourism Australia, South Australian Tourism Commission and larger businesses with international networks as well as on line presence through website, partners' websites and participation in social media.

Seeking investment

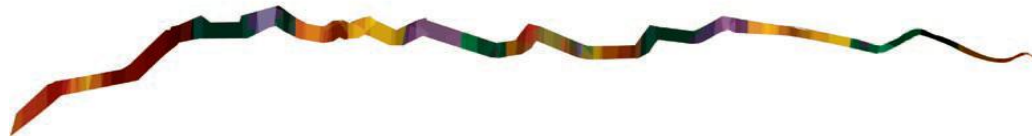
Positioning Flinders Ranges for the experience seeker will require new investment in the experiences identified in the EDS or other brand aligned opportunities. This will require effort and focus to ensure the delivery of products that match the Flinders Ranges brand.

Priorities

Proposed short term priorities have been identified below. Medium and long term priorities as well as potential funding sources will also be identified once input has been received from stakeholders.

Short-term Priorities 2011 - 2013

Program	Possible Projects	Lead	Funding – to be confirmed
Marketing	<ul style="list-style-type: none"> Clarify the Flinders Ranges regional brand positioning for offshore marketing campaigns; Undertake market research into visitor brand awareness, product and service gaps; Review and implement the Flinders Ranges Marketing and Communications Plan. 	SATC	
		SATC	
Attractions, Products and Services	<ul style="list-style-type: none"> Undertake planning and establish a clearly defined touring route through the region Collaborate with tour operators and potential new investors on development of (i) new Flinders by Air products (ii) a classic Flinders Ranges bike ride (iii) a classic Flinders Ranges day walk and a 3 night-4 day walk; Design new roadside interpretation at key stopping points along the Brachina Gorge Road; Investigate feasibility of a joint venture visitor centre expansion at Wilpena Pound. Investigate a series of brand aligned events Pursue opportunities to showcase the Ediacaran story 	SATC	
		SATC	
		DENR	
		DENR and Anthology	
		SATC	
Workforce Development	<ul style="list-style-type: none"> Develop a 3-year pre-season workplace interpretation training program and develop associated support materials (a 'Flinders Tour Guide Companion' with the key facts, stories, legends, place names, natural and cultural history that every employee should know); Run an annual regional product familiarisation for front-line personnel and business owners; Design and deliver annual training seminars on best marketing techniques and channels aimed at <i>Experience Seekers</i>. 	FRTOA	
		FRTOA	
		SATC	
Infrastructure	<ul style="list-style-type: none"> Seek funding commitment for sealing the Blinman-Parachilna Gorge road Develop a maintenance regime that enables quick restoration of the Brachina Gorge Road after floods Investigate feasibility of sealing last 10 kms of the road to Arkaroola 	SATC and FRTOA	
Governance	<ul style="list-style-type: none"> Broaden representation on the existing Project Management Committee to include local council representation. 	PMC	



Appendix 1: Links to Other Plans

A range of stakeholders are involved in varying aspects of the Flinders Ranges and there are numerous reports and plans that impact on the destination. The key ones that can influence this EDS are briefly discussed here.

South Australian Tourism Plan 2009-2014

The South Australian Tourism Plan 2009-2014 maps out key strategies for growing the value of the state's tourism sector.

The SA Vision for Tourism aligns directly with the expectations for the Flinders Ranges as a national landscape:

By 2020 South Australia will have capitalised on its massive tourism potential and will be a world's best destination supporting a sustainable and profitable industry.

South Australia will reap enormous benefits from developing its leading Australian experiences (e.g. food and wine, major events and the natural environment), along with its vibrant convention and education tourism sector.

The SA experience will be characterised by our:

- Bring to life an authentic South Australian story
- Marriage of heritage with contemporary expression
- Engagement with people on their life journey

- Bundling' and presentation of quality, value for money, activities
- Excellence in innovative sustainable design
- Provision of choice and exceeding visitor expectations.

South Australia will stick to its message and tell the world about the best we have to offer. It will take partner commitment to new levels.

South Australia's authentic experiences will be so compelling it will be our visitors who spread the word about the amazing and memorable time they spent here. South Australia could be their favourite Australian destination.

Flinders Ranges and Outback SA Region Integrated Strategic Tourism Plan (Strategic Tourism Plan) 2008-2014

Implementation of the Flinders Ranges Experience Development Strategy will go hand in hand with the Strategic Tourism Plan. The EDS focus on the international experience seeker will be complemented by the Strategic Tourism Plan addressing broader markets. The promise and brand positioning of the Plan align directly with that for the National Landscape.

Aligned with brand proposition

Regional Development Far North Regional Road Map and Strategic Plan 2010-2013 (The Roadmap)

The Roadmap illustrates the current socio-economic and environmental status of the Far North and collated community views on the region. It

addresses priorities for economic development including tourism and recognises tourism as one of the major economic drivers for the region.

The EDS aligns with many of the identified priorities for the region including infrastructure improvements (roads, airstrips, communications, power and water supply) and employment and skills development outcomes. The Roadmap highlights the National Landscape and Mountains of Memory projects as critical to economic development of the region.

Flinders Ranges National Park plan of management

Valkathunha-Gammon Ranges National Park plan of management

Remarkables National park plan of management

Plans of management for national parks provide the direction for development, management and protection of the range of values in parks. Any significant proposals in parks identified through this strategy will need to be considered in the plan of management process.

Mountains of Memory Geotourism Interpretation Strategy

‘Mountains of Memory’ is an operator-driven initiative that aims to stimulate regional development through an expanded tourism product offering in the Flinders Ranges. Nine key communities have collaborated to develop thematically linked tourism products and experiences.

The Mountains of Memory Geotourism Interpretation Strategy aims to guide the development and implementation of interpretation initiatives that form part of the (MOM) Geotourism Project, within the Flinders Ranges tourism region.

Mountains of Memory is a key element of delivering the Flinders Ranges National Landscape stories through interpretation initiatives across the region. It has been drawn on in the development of this strategy.

Other Documents

Other documents that have been important in evaluating the tourism experiences in the Flinders Ranges and assisting in strategy development have included

Flinders Ranges Tourism Products Audit Lisa Pearson 2007

Flinders Ranges National Park Interpretive Plan 2007 –2011 Department for Environment and Heritage

Flinders Ranges Geotourism Strategy, The Flinders Ranges Tourism Operators Association-