

# Flinders Ranges National Landscape Experience Development Program

November 2012 – December 2013



Australian Government  
Department of Resources,  
Energy and Tourism



## Find ways to improve your visitor experience – and grow your business!

Here in the Flinders Ranges we pride ourselves on delivering quality, authentic experiences to our visitors. We want visitors to go home with fantastic memories of the Flinders Ranges National Landscape.

Thanks to the *Strategic Tourism Investment Grant – National Landscapes*,<sup>1</sup> we have the chance to provide assistance to businesses wanting to enter tourism and existing tourism operators willing and able to strengthen the experiences they provide of the Flinders Ranges National Landscape.

### What kind of assistance is available?

Assistance is available for businesses that want to strengthen existing experiences and also to businesses that want to create new Hero Experiences. Individual or group assistance is available in these areas:

- Expert advice in adding value to your experience in terms of itinerary design, pricing, packaging, marketing, interpretation / story-telling, overall delivery, partnerships with other firms and organisations
- Business planning and financial feasibility
- One-on-one mentoring/ coaching for owners or staff
- Mystery shopper appraisals and feedback
- Enhanced access to SATC research and consumer testing of your ideas
- Back of house business improvement
- SATIC Tourism Accreditation and Award support

You can register as an individual business or as a cluster group (for instance, Station Stays may want to apply as a group). There are no cash grants. A study tour to a relevant state, national or international destination is also possible, subject to the level of interest from operators. This will be on a user pays basis (travel, food and accommodation), while the grant funding will pay for tour organisation, hosting by specialist guides/local businesses and entry charges for tours and activities.

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<sup>1</sup> Jointly funded by Federal (Resources Energy and Tourism), State (South Australia Tourism Commission), and regional groups - RDAFN (Regional Development Australia Far North) and the SFRTA (Southern Flinders Regional Tourism Authority).



## Benefits

We want to achieve a win-win by:

1. Helping you to add value to the experience you offer and increase your bottom line!
2. Enhancing the profile and performance of the Flinders Ranges National Landscape.

## How it works

Between November 2012 and December 2013, specialist assistance will be available to selected businesses who are willing and able to start or strengthen the Hero Experiences as shown in the [Flinders Ranges Experience Development Strategy](http://www.ret.gov.au/tourism/Documents/nlts/working-grps/dmp/Flinders-Ranges-Experience-Development-Strategy.pdf) (go to <http://www.ret.gov.au/tourism/Documents/nlts/working-grps/dmp/Flinders-Ranges-Experience-Development-Strategy.pdf>)

The focus of the grant is on businesses that support the Hero Experiences of (i) Up Close with an Ancient Landscape and (ii) Connecting with People in the Outback. We are particularly interested in businesses that will deliver these Hero Experiences via improvements to:

- Aerial tours and activities
- Iconic walks and cycle trails
- The main touring route through the Flinders Ranges
- Interpreting the key geological features of the Flinders Ranges, including showcasing the Ediacaran story
- Food, wine and accommodation that is strongly linked to the Flinders Ranges ancient landscape or its Outback communities

Businesses can register for assistance after the Experience Development (Generating Ideas) workshops being held in Jamestown on 28 November and Hawker on 29 November 2012.

## Your commitment

Your commitment will depend on what you are trying to achieve. The program is targeted towards those operators who are prepared to invest time and financial resources into starting new products or making improvements, rather than standing still! Our specialist advisers will help you get the best out of your time, financial or other investments required. If you wish to participate in a study tour (subject to demand), there are costs involved (see Page 1). By registering for the program, you also commit to the following two outcomes.



1. Joining a relevant tourism industry association (if not already a member), including at least one of the South Australian Tourism Industry Council (SATIC), Southern Flinders Tourism and Tastes (SFTnT) and Flinders Ranges Tourism Operators Association (FRTOA) (contact Stephen Schwer on 0428 890 340 or [sschwer@southernflindersranges.com.au](mailto:sschwer@southernflindersranges.com.au) to obtain contact details for these organisations to join). This is at your own expense.
2. Undertaking TQUAL accreditation during the life of this program if not already accredited. This is also at your own expense.

### Am I eligible?

Assistance will be aimed at businesses who can meet all of the following criteria:

3. In a position to deliver on a new experience or have or can access the resources to make the improvements happen.
4. Currently or planning to provide a visitor experience that supports the Flinders Ranges Hero Experiences through accommodation, tours and activities, food and beverage, an attraction or any other tourism experience that has the potential to deliver on the Flinders Ranges brand (as defined at [http://www.frtoa.com.au/wp-content/uploads/brand\\_overview\\_flier.pdf](http://www.frtoa.com.au/wp-content/uploads/brand_overview_flier.pdf) and [http://www.frtoa.com.au/wp-content/uploads/brand\\_strategy.pdf](http://www.frtoa.com.au/wp-content/uploads/brand_strategy.pdf))
5. Prepared to apply for the SA Tourism Awards in 2013 (for existing businesses) or 2014 (for new businesses)
6. Clearly targets Experience Seekers as defined in Tourism Australia's [market segment analysis](http://www.tourism.australia.com/en-au/downloads/marketing_experience_factsheet.pdf) available at [http://www.tourism.australia.com/en-au/downloads/marketing\\_experience\\_factsheet.pdf](http://www.tourism.australia.com/en-au/downloads/marketing_experience_factsheet.pdf).

### Process

1. Register	By 21 December 2012
2. Short-list	By 18 January 2013
3. Interviews	By 31 January 2013
4. Final selection	By 15 February 2013
5. Notification to successful operators	Friday 22 February





This form enables you to register your interest in the program. Registrations will be short-listed and interviews undertaken mid-late January 2013 to make a final selection. We are aiming for 15 – 20 participants. The interviews will explore your ideas further so that any assistance can be targeted into the right areas of your business. We will need to see your annual accounts and or business plan (if you have one) in order to make a final decision.

### Registration Form

Please keep the entire registration to two pages or less. We will obtain more information if you are short-listed for the program.

Business name:	ABN:
Business owners / shareholders:	Contact details: Phone: Address: Email:
Years of operation:	Average turnover last 3 years:
Employees (full, part-time, casual and include owners):	
Describe the business (use about 150 words, including locations used):	
Briefly describe your occupancy or visitor numbers and markets plus any relevant seasonal variations	
What business and marketing systems are currently in place? [Summarise marketing used now, financial, staff management and training systems]	
Describe your vision and goals for the business and your business objectives for the next three years, including how you plan to achieve these. Include in here what actions you are planning to take to improve an existing or introduce a new experience that will add value to the Hero Experiences of the Flinders Ranges National Landscape.	



How do you see this program helping to deliver a better experience and improve your bottom line?

What level of investment are you planning to make? (For example, include the time commitment and timeframe, funds required and how this would be provided and any other relevant investment that the business will make)

What kind of assistance from the Experience Development program are you interested in? (insert a 1, 2 or 3 beside the your top three preferences with 1 being your first preference)

- Expert advice in delivering Hero Experiences
- Business planning and financial feasibility
- One-on-one training for owners or staff
- Mystery shopper
- Enhanced access to SATC research and consumer testing of your ideas
- Back of house business improvement
- SATIC Tourism Award support
- Study Tour



## Contact

Submit your registration via e-mail to:

### **Anna Del Rio**

Southern Flinders Regional Tourism Authority  
[adelrio@southerflindersranges.com.au](mailto:adelrio@southerflindersranges.com.au)

For more information about the program, please contact one of the following people:

### **Stephen Schwer**

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