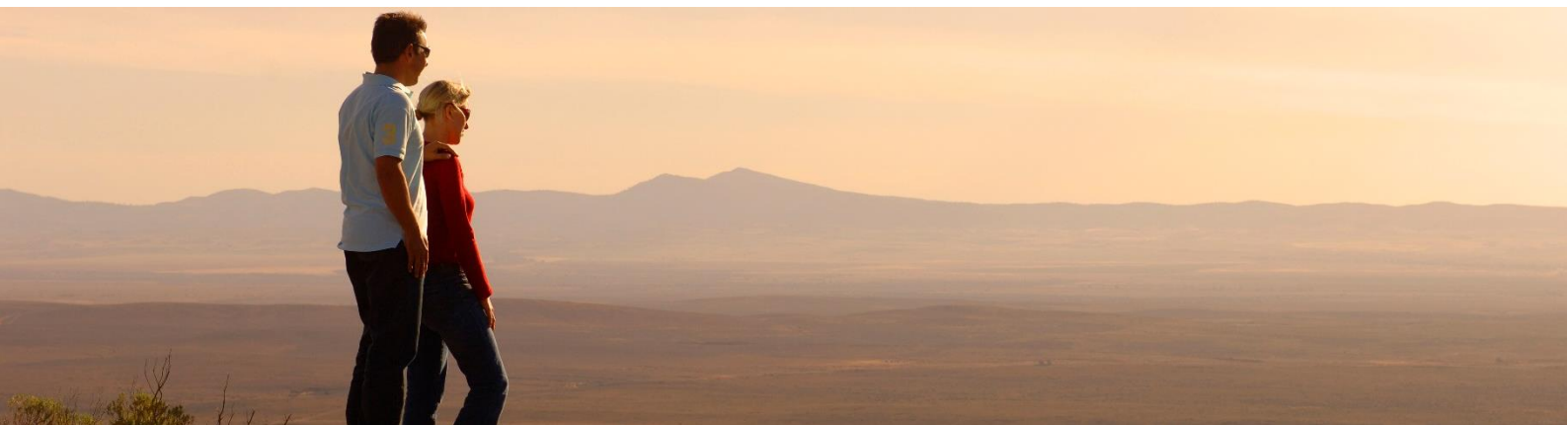




Tourism Opportunities Forum - Information



Do you have a vision for the future of tourism in the Orroroo Carrieton area? This is your chance to inform and influence the development of a Tourism Master Plan for the district.

Where and when?

Orroroo Golf Club – Monday 29 July 2019 commencing at 6.30pm.

What is the Tourism Opportunities Forum?

The *Tourism Opportunities Forum* aims to bring together local tourism operators, industry representatives, business owners, aspiring entrepreneurs, and interested members of our community. The forum will explore existing strengths in our district and hear about new ideas for the growing tourism market.

It will also consider how the Orroroo Carrieton district (Council, State & Federal Government, Business, Industry and Community) can work together to leverage opportunities; enabling the district to achieve its full potential in tourism.

Council encourages the community to participate in the forum to support development of the Tourism Master Plan.

What is a Tourism Master Plan?

The District Council of Orroroo Carrieton is committed to the development of a *Tourism Master Plan* that will guide Council and the tourism sector in the achievement of increased visitation and spend.

- ✓ The Tourism Master Plan will address a range of imperatives, including:
- ✓ Tourism Australia, SA Tourism Commission and RDAYMN strategic priorities
- ✓ Council investment and support
- ✓ Funding sources and opportunities
- ✓ Sector capability and how this might be further developed
- ✓ Strategies for attracting new tourism businesses
- ✓ Branding, storytelling and Visitor Information
- ✓ Marketing, promotion and communications

The Tourism Master Plan will be a succinct document that sets out the main factors influencing tourism development in the Orroroo Carrieton District, 3-5 year goals, and an action plan with implementation timelines.

Who is leading the work?

The Tourism Opportunities Forum is a special initiative of the District Council of Orroroo Carrieton. The Forum will be facilitated by Kristine Peters, of KPPM www.kppm.com.au.

Who can attend?

The Forum is open to everyone. However, please note the forum is not a drop-in session and RSVP is required.

How do I RSVP?

RSVP to council@orroroo.sa.gov.au | 08 8658 1260

