

Annual Report 2015/16

Message from Chairman

This Annual Report highlights the achievements across SATIC's key areas of operation: accreditation, awards, training and events.

SATIC underwent a realignment of resources and significant restructuring of the business this year, which included the very successful appointment of new General Manager, Shaun de Bruyn.

To meet new challenges, we launched the *SATIC Strategic Plan 2015-2018*, providing a clear direction for the organisation for the next three years.

Our partners and sponsors have played a pivotal role in the growth of SATIC, with new partnerships with the *SA Tourism Commission* for increased support to Tourism Awards entrants and the *Department for Environment, Water & Natural Resources* around the Nature Like Nowhere Else Action Plan and its associated activities.

SATIC joined forces with the *Australian Tourism Export Council* to provide their branch management services in South Australia and our partnership with *Ecotourism Australia* continues to have SATIC mentoring, delivering and auditing EA's certification programs in the State.

SATIC also established new partnerships with three professional service providers – *Wallmans Lawyers*, *CMS Strategic* and *Aon* to provide exclusive benefits and

connections for members to help you successfully navigate the areas of tourism law, finances and insurance.

Looking forward, we aim to build on our partnerships and sponsorships across all areas of operation, deliver a new membership offering and develop a proactive industry representation campaign to grow the awareness of the value of tourism in South Australia.

SATIC will also undertake a service excellence training program across the State focusing on the key areas of marketing, customer service, cultural awareness and digital capability.

I'd also like to acknowledge the dedicated team at SATIC for their hard work and tireless efforts to support our members and also thank the SATIC Board Members, who are committed and passionate about the development and success of SATIC as an organisation.

Most importantly, I thank our members for your commitment to SATIC and wish you well in your own endeavours.



Stuart Livingstone
Chairman
SA Tourism Industry Council

Our Mission

To engage, represent, strengthen and empower the South Australian tourism industry contributing to sustainable growth.

Strategic Plan



The SATIC Strategic Plan 2015 – 2018, launched in November, highlights the key focus for the organisation for the next three years. It focuses on SATIC being a credible voice

for the tourism industry and delivering tangible returns for members, through activities that specifically assist building your business.

Priorities will be spread across four key areas:

Advocacy: Be a credible voice for the tourism industry

Collaboration and partnerships: Leveraging partnerships for industry outcomes

















Business development and support: Helping members increase profitability

Commercial and Organisational Effectiveness: Grow SATIC's capacity and capability

Our Vision

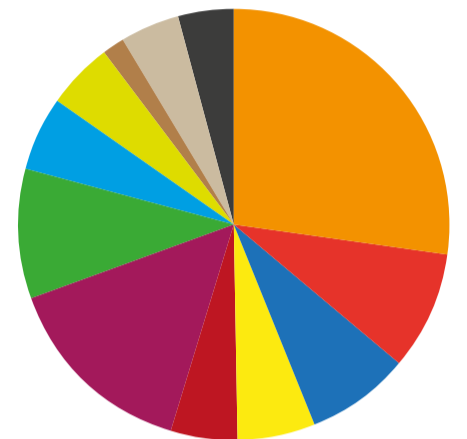
To be a strong and valued industry body representing members and actively contributing to the growth of profitable tourism businesses.

SATIC in Action

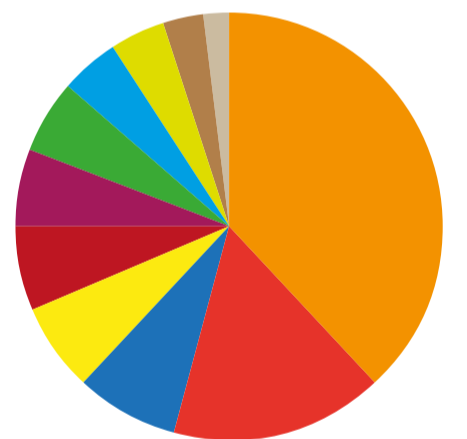
-  727 Members
 -  583 Accredited products
 -  403 Training Attendees
 -  2,515 Hours of Training
 -  807 Networking Function Attendees
 -  102 #SATA2015 Entries
 -  647 #SATA2015 Dinner Guests
 -  284 #2016SATIC Conference Delegates
 -  155 Media Appearances
 -  163 Industry Stakeholder Meetings
 -  +3,000 Snapshot Subscribers
- Website**
-  23,788 satic.com.au visits
- Social Media**
-  Facebook 2,078 likes
 -  Twitter 7,765 followers
 -  LinkedIn 1,596 followers
 -  YouTube 4,985 upload views

Membership

SATIC membership provides solutions to everyday business challenges.



Members by Region	%
Adelaide	27.2
Adelaide Hills	8.8
Barossa	7.9
Clare Valley	5.6
Eyre Peninsula	5
Fleurieu Peninsula	14.8
Flinders Ranges & Outback	9.4
Kangaroo Island	5.7
Limestone Coast	4.8
Murray River, Lakes And Coorong	1.9
Riverland	4.2
Yorke Peninsula	4.1



Members by Sector	%
Accommodation	37.9
Transport & Tour Operators	16.2
Other	7.6
Attractions	6.7
Visitor Information Centres	6.4
Caravan Park	5.8
Local Govt & Industry Association	5.4
Cellar Doors	4.4
Restaurants/Cafes	4.3
Events/Convention	3
Houseboats	1.8

SATIC Board



Stuart Livingstone
Chief Executive Officer, Top Parks of Australia
(Chair)



Eoin Loftus
Chief Executive Officer, Majestic Hotels
(Vice Chair)



Rob Denton-Brown
Director – Customer and Commercial Branch, Department of Environment, Water and Natural Resources



Tanya Mitchell
Tourism Manager, Alexandrina Council



Sally Neville
Deputy Chief Executive, Restaurant & Catering Industries Association



Peer Norsell
General Manager, Hilton Adelaide



Brad Riddle
Tourism Development Manager, RDA Whyalla and Eyre Peninsula



James Stephenson
Owner, The Old Mount Gambier Gaol



Jim Triantafyllou
President, Taxi Council SA



Matt Waller
Managing Director, Adventure Bay Charters – appointed Dec 2015



Brenton Davis
Director, Kangaroo Island Outdoor Action – retired Aug 2015

2015 South Australian Tourism Awards



2015
South Australian
Tourism Awards

“ The submission is a fantastic process for reviewing your business’s achievements and initiatives implemented during the last financial year and to assist with your business planning for the next 12 months. ”
Lucy O’Brien, Majestic Minima Hotel

128 nominations **102 entries**
2015 Nominees were invited to learn from a number of industry experts at our *How to Enter workshop* and webinar. *Ask the Expert one-on-one sessions* were also held, where judges speak with nominees about how to write the best submission.
64 attendees
The **2015 South Australian Tourism Awards Gala Dinner** was held on 13 November 2015 at the Adelaide Convention Centre, with Master of Ceremonies Andrew Daddo. 647 guests networked and enjoyed

a three-course menu featuring South Australian regional produce, wine & beer.
30 winners **5 Hall of Fame**
13 gold, 19 silver and 16 bronze medallists
Winners could attend an *Award Winners Master Class* to learn how to get the most value out of their win and the *Winners’ Circle Function*, an exclusive invitation only networking event in February.
55 attendees

The **2015 Qantas Australian Tourism Awards**, presented by the National Tourism Alliance, were announced at a gala dinner held in Melbourne in February 2016.
SA wins 4 silver, 1 bronze
2016 Yorke Peninsula Tourism Awards
SATIC and Yorke Peninsula Tourism collaborated to produce a ‘lite’ online Tourism Awards program for the region, which was celebrated at a Gala Dinner in Ardrossan in June.
27 Yorke Peninsula Awards entries
10 entries in 2016 State Awards

Business Development Workshops

- 5 workshops** **119 attendees**
- AUG – How to Work with TripAdvisor**
Jessica Quinlan, TripAdvisor
 - NOV – Making Employment Law Work for You**
Michael Kay, Wallmans Lawyers
 - APR – Business Growth - How do I grow my business?**
Alyson Garrett, CMS Strategic
 - MAY – Introduction to Revenue Management**
Kristen Oelckers
 - JUN – Asset valuations to remove the risk of under or over insurance**
Neil Hemmings, Aon Valuation Services



Talking Tourism Networking

SATIC hosts a popular industry networking series, Talking Tourism, for members to connect with each other while hearing from business leaders and champions of the industry.
5 events **668 guests**

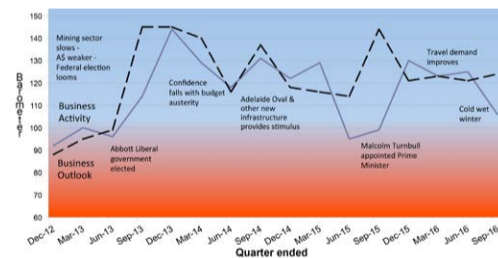
- AUG – Global Travel Trends & the Connected Traveller**
Jessica Quinlan, TripAdvisor
4 August | Adelaide Casino
- NOV – In conjunction with AGM**
Sandy Pitcher, Department of Environment, Water & Natural Resources
5 November | Wallmans Lawyers
- DEC – SATIC Christmas Celebration**
Drew Kluska, The Tailor
10 December | Adelaide Oval
- APR – SATIC Events Program & Awards Launch**
Gary Watson, National Chair of Award Judges
12 April | Majestic Roof Garden Hotel
- JUN – In conjunction with SA Tourism Conference**
1 June | Hilton Adelaide

Local Government Engagement

SATIC aims to assist and support local governments with their tourism needs, to offer learning and networking opportunities and to grow tourism connections. We held two networking events for local government employees and two working groups for metropolitan councils at the City of Charles Sturt and the City of Salisbury.
4 events **121 attendees**

Tourism Barometer

The SATIC Tourism Barometer is a regular quarterly survey of member sentiment and performance which is then combined with IVS & NVS statistics.



Accreditation

Accredited businesses are recognised as professional, ethical and reliable operators, which deliver high quality tourism experiences.
SATIC represents a specialised group of tourism businesses with a focus on maintaining high industry standards, quality and professionalism.

- 583 accredited products**
- 517** (Green Tick Accredited)
- 42** (Eco Certified Tourism)
- 9** (Climate Action Certification)
- 6** (Responsible for Culture - ROC)
- 7** (Green Tick Accredited)

2016 SATIC Tourism Conference

Inspiring Industry and Growing Visitation

7 plenary sessions. **22+ speakers.**
14 workshops.
A record number of delegates attended SATIC’s 7th annual Tourism Conference on 1 June 2016 at the Hilton Adelaide. The conference was designed to support tourism businesses in achieving success, and by doing so, build tourism as a dynamic, innovative and competitive industry that contributes to South Australia’s economic prosperity. As well as promoting service excellence and best business practice, the 2016 conference encouraged thought leadership.



A highlight of the conference was the Leadership Dinner with Dr David Cropley, a recognised expert in creative problem solving and innovation.

Guest presenters included: Mark Wilsdon, MONA; Jeff Ellison, SeaLink Travel Group; Siddhartha Kaul, InterContinental Adelaide; and Alla Wolf-Tasker, The Lake House.

284 Delegates **12 Trade exhibitors** **84 guests**

“ We have only been accredited a short time but already I feel there has been a change. It has given us confidence in ourselves to move forward and grow. It (also) causes you to be more aware of how your business is tracking and helps to tidy up those areas that need reviewing. ”
Alison Oborn, Adelaide Haunted Horizons Ghost Tours

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