

Flinders Island Destination Action Plan Update

2016 -2019

Objectives

- The common objectives for tourism are:
 - 1. To increase visitor numbers
 - 2. To increase visitor length of stay
- To increase visitor expenditure
- To increase dispersal
- To increase visitor satisfaction

Priority 1. Marketing Flinders Island effectively

Actions

- * Publish visitor information brochure – Information plus map published
 - * Flinders Island website - new website in place
 - * Design & erect airport signage – all island approach currently in progress
 - * Publish promotional material for island events- work commenced for Running Festival. Food & Crayfish Festival major attraction for April.
 - * Host journalist to show case a wide range of experiences – on going
 - * Seek to resource the professional coordination of social media marketing – currently under consideration
- Visitor survey – base line passenger survey established

Priority 2 Aboriginal tourism development

- Consult with the Aboriginal Associations Flinders Island & Cape Barren – no action

Priority 3 Visitor access to services, experiences & produce

- **Actions**

- Visitor welcome at the airport – most visitors are welcome by our two hire car companies.
- Support the development of an island hub that offers:
 - Island produce & producers, retail – now in place (Taste of Flinders)
 - Kitchen facilities & Cooking School – now in place (Flinders Island Gourmet Retreat)
- Chefs for Hire – no action
- Visitor go to point – no action

Continued

- Food accessibility across the island – plan for Community Centre & Café developed – funding from regional grant achieved.
- Mobile food/coffee investigated
- Farmers markets – difficult because of fruit fly
- After – hours fuel – not cost effective
- Public Wi-Fi – currently available – Telstra upgrade will improve service
- Continue to expand & improve community cultural festivals – Food & Crayfish Festival underway.

Priority 4. Housing availability

- Undertake an audit of properties for sale, identify barriers for property lease, Rent to buy schemes, Rent while on market.
- Investigate incentives for building new housing and buying property including attracting investors to underwrite new developments
- The DAP working undertook extensive research in this area which has led to support from Flinders Council and the appointment of a consultant by State Government to provide a detailed report and recommendations

Priority 5 Optimizing education, skills and services on the island

- **Actions**
- Develop pathways to future career opportunities on the island – commenced working with District High School
- Audit of islanders skills & facilities- no action
- Identify gaps in the islands skilled staff pool – Working with Master Builders, Undertaken survey of skills for construction sector, applied for a grant to assist in attracting more trades people to live on the island. Identified need for more trained guides.
- Contracted services – gardening services now in place, cleaning & laundry still a challenge

Priority 6 Attract the right investment for the island

Actions

*Lobby for key enabling visitor infrastructure such as:

Sealing of roads – lobbied State Government

Upgrade of airport – Council has a focus on upgrading facilities

Safe Harbour – Support by Council & State Government – awaiting response from Federal Government

Telecommunications – underway

Upgrading PWS services & trails – Funding available for upgrading Mt Strezlecki track, lobbied State Government for extra staff resources.

Continued

- Create criteria for suitable commercial development – planning development underway.
- Provide incentives to mitigate financial and physical barriers for commercial development – on going discussions with NTDC re Bank loans & Mortgage insurance.
- Note this will also be covered in the report on housing .
- Establish an investor broker role – no action until new Flinders Island Planning scheme in place.

Continued

- **Actions**
- Investigate ways seafood for seafood to be caught, processed and sold on the island – no action at this stage
- Establish a wombat interpretation centre – working with Parks & Wildlife to develop a proposal.
- Agreed to change the name Flinders Trail to Flinders Island Trails
- Future focus – developing multi use trails in Darling Range & developing Logan Lagoon Ramsar site.