

## **Update Briefing Report to Flinders Council – March 2018**

FITBI has been extremely busy on a large array of projects including 3 projects funded through the Destination Action Plan (DAP).

Summary briefing outline is as follows:

### **1 Overview**

FITBI has grown and come a long way since its original formation as purely a small Tourism member organisation to one that is endeavouring to expand its base with a more business representative focus. This growth has been rapid of late and the Executive which is extremely hard working recognises that some in the Community may see that the leadership is elitist. As such the Executive is seeking independent assistance to review its operation to address this and other operational matters. The aim is to improve local relationships, keep collaborating with council, school etc., increase membership and eventually become a body corporate.

Having many projects on the go remains an issue. Council staff support has been invaluable and recently a paid part-time support officer has been appointed to also assist in improving communications and in assisting operations given the array of projects that need actioning.

### **2 Visitor Survey**

Dianna and Hugh Droog have statistical backgrounds and came up with a framework for the survey. They looked at previous surveys and Kangaroo Island as a model with the survey conducted at the Flinders Island Airport for outgoing passengers.

A paper version has been created so that it could be completed quickly and a prize of a return trip to Flinders Island is offered as incentive. It is intended to be a continual survey with the prize offered at the end of each financial year and therefore avoid expensive external surveys.

Survey commenced on 1 January 2018. A summary of a preliminary analysis of survey results for January is attached. The survey is a voluntary survey so not everyone completes it. To gain a meaningful comparison it will need to be put alongside council data to determine % of passengers captured. Same day passengers have not been responding to the survey, nor have many locals. Initial stats show that Tasmanian tourism is up when it was always thought that the majority of tourists came from Victoria.

FITBI welcome feedback and questions from Council including what information Council wants out of it to fine tune the survey.

### **3 Food and Crayfish Festival – a key marketing strategy**

The Festival is part of an on- going market strategy to bring more people to the Island in the shoulder periods April to June. The focus on food has another agenda which promotes the

development of business through increased food production as well as attracting more crayfish operators to call Flinders Island their home base.

Additional support to pull the event together through a volunteer subcommittee has expanded the opportunity for local food outlets to be involved. Council staff have also assisted.

Currently negotiating with two major partners to provide additional \$ sponsorship for the event. As well we have had a positive response from a number of local sponsors for the event. Thus far event organiser says the festival is on track and 88% sold out. A new Glamping business has been attracted to Flinders Island in Bluff Rd and this should be up and running with the pods being also available for use around the Island for future events.

#### **4 Tourism Industry Council**

The Tourism Industry Council Tasmania Board held their Board meeting on Island. Great feedback and useful relationships developed. An area for signage in Launceston Airport has been established. A Bruny Island tour operator is doing modelling for island. One of the Representatives who is a runner is looking to support marketing of the running festival. Tas Vacations are to help model website and marketing.

#### **5 National Tourism Awards**

FITBI attended the National Tourism Awards in Perth in the DAP category but didn't get an award, however great experience representing Tas. Need to increase social media distribution. Next year the awards will be in Launceston and be a very big event. This will provide a great opportunity to elevate Flinders Nationally.

#### **6 Signage Project**

FITBI has undertaken a signage project. The initial brief was to focus on the Airport but following review the Executive decided that a strategic review of tourism signage and signage generally would be more beneficial. Quotations were obtained from experienced practitioners in the field with S Group based in Launceston being successful. They have visited the Island, met a range of stakeholders including Council staff and are well underway with the project.

#### **7 Housing Survey**

Through the DAP a significant amount of work has been undertaken with respect to the issue of lack of housing on the Island. A range of data has been collected that supports Council's complementary initiative to elevate this matter on the State Government's agenda leading to the office of the Coordinator General undertaking an independent review along the lines of that undertaken on King Island. FITBI has been working with Chris Rose the appointed consultant. A survey is currently being conducted on availability of tourism accommodation.

#### **8 Construction Industry Survey**

Survey of the Construction industry skills and service has been completed and an application made for funding under the population growth strategy to attract trades people to move to

the Island. This project will also focus on the development of a population strategy for the island.

### **9 Regional Jobs and Investment Packages (RJIP) funding**

Flinders received Regional Jobs and Investment Packages (RJIP) Regional funding for the wharf shed and café projects. Both are great positives for the Island.

### **10 Café in the North Project**

FITBI supported an application arising from the Destination Action Plan (DAP) for funding under the Regional Jobs and Investment Packages (RJIP) to re-establish a café in the Killiecrankie Community. It was realised that such a project would most likely only be possible if external funding was obtained and that the project was run through a not for profit community association.

They are pleased that this application has been successful and an updated briefing paper is attached to explain in more detail the project and way forward.

### **11 Local Cooking School**

Cooking school established on island at Wendy Jubb- Stoney's property at Cooma House.

### **12 Website Upgrade**

New website has been completed. Further work will be commenced in the near future focused on the social media aspect. It should be noted that continued maintenance and upgrades will always be required.

### **13 Visiting Journalist Support**

Range of visiting journalist have visited the Island over the last twelve months resulting in articles appearing in a number of magazines.

### **14 Harriers Support**

Supporting the Harriers to market the Running Festival. This Festival provides a great opportunity to launch the new visitor season and build visitor numbers early in the season. We have on board Kath McCann Marketing Manager for Wrest Point to assist with the Marketing program. Kath is also part of the Hobart running scene.

### **15 Cruise Ships**

Provided input to a state-wide discussion concerning cruise ship strategy. General feeling is that those larger ones that anchor off island don't contribute much to the Island economy. Smaller ones that may arise in the future that tie up at the Lady Barron Wharf may be different.

### **16 Parks & Wildlife**

Working closely with Park & Wildlife Service who are represented on the DAP. A range of elements require collaboration especially with respect to walking trails. FITBI has concerns with respect to the inadequate level of funding and resources to the Service and we have

written to the State Minister responsible for the Parks & Wildlife Service highlighting the lack of resources to adequately service not only Flinders Island but all the majority islands in eastern Bass Strait. Follow up invitations have gone to Regional and State Managers of Parks to visit the Island. The status of representation on the Destination Plan Working Group has been upgraded to Manager level.

### **17 Island News**

In the interests of keeping the local community informed we now have a regular page in the Island News each fortnight.

### **18 Destination Action Plan 2016-2019**

Updated Destination Action Plan (DAP) is attached for information. This was established through Northern Tasmanian Tourism (TNT) and from feedback received is regarded as the best one in the state. An update of the plan to be conducted by TNT on 14 March 2018.

### **19 Closing**

FITBI are delighted to be able to work closely with Council and are as always happy to follow up with respect to any matter

Mick Grimshaw  
**President**

Enc Summary of a preliminary analysis of Visitor Information Survey Results  
Café in The North Project Briefing Note  
Updated Destination Action Plan (DAP)

## Passenger Survey Report

FITB is setting up an ongoing Passenger Survey at the Flinders Island Airport which can be used by either FITB or Council.

Diana Droog & Hugh Sarjeant have volunteered their time in setting up the whole program. Both have statistical backgrounds.

### Background and methodology

Previous visitor surveys on Flinders Island had been done in 2014 and 2009. The 2014 Survey was a sampling (1364 interview & 669 questionnaires) of passengers departing Flinders Islands' airport over a 12 month period on Sharp Airlines.

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Any survey work is an expensive exercise and the last survey had low sampling count 669 responses to cover only a years' worth of data. It used external consultants.

It was decided to put in a voluntary on-going survey of exiting passengers from Flinders Island Airport based on paper questionnaires, but eventually have it available on tablet with internet access.

To encourage passengers to fill in the survey an annual prize of 2 return tickets to Flinders Island was offered.

Following examination of the past 2 surveys on visitors to the Island, and The Kangaroo Island TOMM Survey 2014/2015, questions were prepared that would be easily answered in the 10-15' time frame by passengers at the airport. See attached is the first survey form. The setup of the survey allows the flexibility to change questions in the future. For example additional questions re biosecurity.

### Results as of 3/2/2018.

Data has been collected since 31/12/2017 and results have been entered up to 3/2/2018.

An initial summary is being prepared of information (January) from 236 forms returned, which covered 543 passengers. This data needs to be compared with actual Council Passenger data to determine response rate.

Some results so far.

40% males, 42% females, 18% Kids

99% Travelled by Sharp.

The data has been split into groups eg Single Couples, 2 Couples, Families, Mixed Group, Singles... & Aged Groups <10, 11-17...

Where they were from? 36% Tas, 35% Vic, 11% NSW, 7% SA... <3% from OS,

Average length of stay by a group is just over 7days

3,373 beds used over the period of which 42% were paid for.

512 days of car hire with average hire of 6.5 days

62% of visitors were coming for a holiday and 27% were visiting friends/family

40% found out about FI from Family, 24% from friends/word of mouth, 13% Internet

The most popular Likes – 17% identified beaches, scenery & clean water. The next highest was the locals 7%

Note the small numbers of passengers on Tours were very happy eg Rockjaw, Trek Australia, bird watching.

Disliked: Most didn't put an entry here but of those that did March Flies, Insects 17%, Wind 16%, and Road Kill 13% were the main criticism.

Data on locals leaving is still to be analysed.

Note: It appears that same day passengers & locals leaving are not filling in the survey.

An Excel program with reporting features is being set up to show the results. It is still in the testing phase and the data is still to be checked. This will be updated by future users. Work is also being done on setting up tablet form of questionnaire. We are still in the process of setting up the procedures on how the whole program needs to be managed in the future, cost structure in maintaining it etc....

Diana Droog 28/2/2018

## **BRIEFING NOTE**

**To:** Flinders Council

**From:** Flinders Island Tourism and Business Incorporated

**Date:** 1 March, 2018

**Subject:** 'Café in the North' Project

### **Purpose**

The purpose of this briefing note is to provide an update to Council on progress in the 'Café in the North' Project in particular the next steps forward given that the original proposed site for the project, 527 Killiecrankie Road, Killiecrankie, has now been sold.

### **Background**

The 'Café in the North' Project is an initiative of the Destination Action Plan for Flinders Island. It follows on from work previously undertaken in the Killiecrankie community to keep a café operating prior to the closure of Deep Bite.

A grant was applied for under the Regional Jobs and Investment Packages (RJIP). The Project has been successful in being awarded a grant.

The grant amount we have received is \$365,000 allocated in our application to:

- Refurbishment - repurposing the existing building including addressing issues of compliance, ambience and work flow - \$80,000
- Café Equipment - supply, installation and commissioning - \$95,000
- Accommodation - build of a new accommodation unit for the café operator - \$190,000

In addition it was necessary to raise funding separate to the grant amount to purchase the property at 527 Killiecrankie Road, Killiecrankie. This was budgeted at \$425,000. A number of potential sources for funds were identified but no commitments were sought prior to knowing whether or not we received a grant. This still is the case.

Other key features of the grant application are:

- Both a community centre and café leased to an operator meeting the needs of locals and visitors and benefitting the community and the visitor economy.
- A community contribution to the purchase of the property
- The proposed organisational entity to manage the project and own and manage the property is a not for profit Incorporated Association.
- Ian James is the contact person for the grant and the project manager.
- FITBI is the organisation that lodged the application and through which, at least in the first instance, grant funds would be processed.
- The budgeted recurrent surplus once operational is \$8,687 with both the lease of the café and rent from the accommodation contributing to the income stream.

527 Killiecrankie Road has been sold.

### **Next steps in the grant process**

Ian James has talked with Leaha Dent from AusIndustry in Launceston . She advises that the next steps in the grant process is that we will be allocated a Case Manager from AusIndustry who will contact Ian. One of the first things they will ask is what , if anything ,has changed since we submitted our application. It is at that stage we will have the opportunity to negotiate relocating the project to another site. It is also the opportunity to explore what other changes are possible.

Under normal circumstances the key milestones in finalising the grant process are:

- Signing of the Grant deed 30 days after being awarded a grant
- Commencing the project 12 weeks later ie first funds are to be expended

We will need a variation on at least the first milestone as we will not be able to identify and acquire a site within 30 days.

## Identifying, selecting and acquiring a new site in Killiecrankie

There are 3 generic site options:

- Privately owned vacant land
- Privately owned land with a building/dwelling on it
- Public land

### Key steps - Identifying and selecting

- Process and timeframe
- Criteria - See Attachment 1
- Committee

### Process and timeframe

Identify all possible sites available by:

- writing to all land owners in Killiecrankie and seeking their interest in selling.
- identifying options of Crown, Council or other publicly owned land.

Shortlisting to perhaps 3 possible sites

Allow 14 days

Developing a concept proposal for each of the shortlisted sites and produce a set of architectural sketches

Community consultation

Decision on preferred site

Allow 21 days

Design and documentation for a Development Application

Submit DA

Allow 14 days

Development Application

DA to be considered by Council

Allow 42 days

**Total 91 days**

### Committee

A suggested committee to manage the process of identifying and selecting a site is:

Council - Bill Boehm and Robyn Cox

Councillors - 1 member as nominated by Council or as otherwise determined

FITBI - Mick Grimshaw, President

DAP - Michael Buck, Chair of DAP Leadership Group and Andrew Thompson, member and architect.

Andrew has yet to be invited and accept an invitation to join the committee

Killiecrankie Community - 2 members selected from the community

Project Manager - Ian James

### Key steps - Acquisition

There are two parts to the acquisition process:

- Establishment of the Incorporated Association
- Fund raising ie raise or have commitments to be able to raise all the necessary funding for the whole project.

The acquisition process or in particular the process for acquisition must run in parallel with the process of identifying and selecting a site.

In the case of private land we must have established the Incorporated Association that is going to own the site for the café and community centre so that we can have an organisational entity that can purchase the property with the DA in place and we must have the funds available to buy the land.

In the case of public land it is not the case that we need the Incorporated Association for the purpose of owning the land but we still need the Incorporated Association to exist as the body that has raised the necessary funds for the purpose of building the café and community centre.

## Funding required

### Site Elements

Depending on the site

Yet to be determined

### Building Elements

Café and community centre 16 squares at \$20,000 per square (Size equivalent to 527 Killiecrankie Road)	\$320,000
Commercial café equipment as per grant application	\$95,000
Accommodation unit as per grant application	\$190,000
<b>Total Building Elements</b>	<b>\$605,000</b>

### Grant amount

**\$365,000**

### Balance

**\$240,000**

So as a first cut at a budget we need to find \$240,000 for the building part of the project plus whatever is required to acquire a site. This could put us in a better position than with 527 Killiecrankie Road where we had budgeted on needing to raise \$425,000.

## Recommendations

1. That the report be noted
2. That the Councillor to be on the Site Selection Committee is ....



## **ATTACHMENT 1 - SITE SELECTION CRITERIA ... in no particular order**

### **Wow Factor**

Some combination of location, view, topography, vegetation, proximity or whatever (combined with the building and landscaping) of the site that engages both those working to create the community centre and café and those subsequently using it.

### **Impact on Amenity**

There will be some level of impact on amenity. At least it needs to be acceptable ... at best it could be positive.

### **Grant Alignment**

Until we find out otherwise the site needs to achieve all those things contained in the grant application ie a building that can function as a community centre and café and an accommodation unit for an operator. Hopefully it won't be the case that we have to repurpose an existing building and that we have the option of a greenfield site.

### **Grant Extension**

If necessary and allowable under the grant it would be good to have the option of extending what is in the application, for example, to build accommodation that might suit a family with children and not just a couple as the operators of the cafe.

### **Exit Strategy**

With 527 Killiecrankie Road we had an exit strategy that we could either sell the property as a café even at a heavily discounted rate or if we could not find a café buyer we could turn it back into a house and sell the café equipment separately . We need an exit strategy for the site we choose although different sites may require different strategies.

### **Consensus**

Because of the short timeframe to find and secure a site and because we want to have what we are doing making a positive influence on our community we want to select a site by consensus.

### **Location**

A location that contributes to the wow factor and preferably in easy walking distance of the access to the beach and bay.

### **Affordability and Sustainability**

We need to be able to raise all the funds necessary that are required and not covered by the grant. In the case of 527 Killiecrankie Road this was in the order of \$400,000 to \$500,000.

The site must allow for the development of a café and community centre that is self sustaining by generating a recurrent surplus including the ability to repay any contributors.

### **Planning Requirements**

The site must allow for the operation of a café and for a residence if we choose the build an accommodation unit on the same site.

### **Building Requirements**

The site must allow for all building requirements to be achieved ie large enough and suitable for a café/community centre building, accommodation for the operator (unless we are able to have it on a separate site or choose not to provide accommodation), car parking, disposal of waste water etc

### **Site with an existing building**

Must provide a cost effective solution to repurposing the existing building.