

Eyes on Eyre – Presentation to SA Coastal Councils Alliance 2022 Coastal Forum



Peter Scott
Executive Officer – EP Local Government Assoc.

Jonathan Clark
General Manager – EP Landscape Board

What is Eyes on Eyre?

It's a joint initiative that aims to *'enhance the Eyre Peninsula as a distinctive, cultural and remarkable world-class destination, underpinned by the character of its local communities and coupled with the conservation and protection of its pristine environment'*.

It is a mechanism to facilitate a consistent, collaborative and sustainable approach to tourism management on Eyre Peninsula.

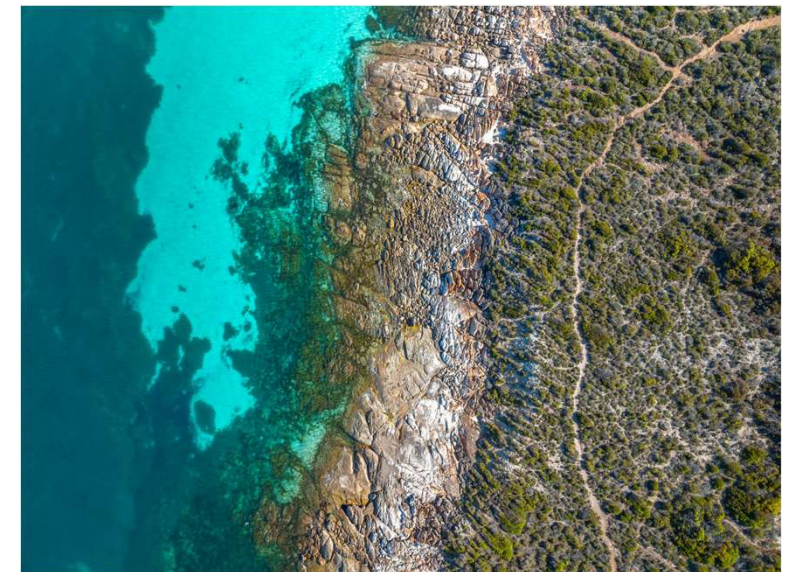


Government
of South Australia
Department for
Environment and Water



Context – the Why

- Inadequate revenue to manage and improve coastal assets to expected community standards (most sites on crown land under c/c of councils).
- Eyre Peninsula tourism economy is growing.
- Increased visitor pressure, evolving tourism trends and aging visitor infrastructure – requires a new approach.
- Region has world-class attractions, currently over promises and under-delivers -> *low economic return and little benefit for local communities.*
- Damage to the natural resources recognised as an increasing management problem.
- High level of community expectations regarding use of the coast



Where did I come from?

Eyre Peninsula

EYES ON EYRE
2020

**VISITOR
INFRASTRUCTURE
PROGRAM**

wayfound

- about us
- engage
- information
- products
- contact us
- contact

Wayfound
100 Phillip Street
Perth WA 6000
08 9447 0000

f in

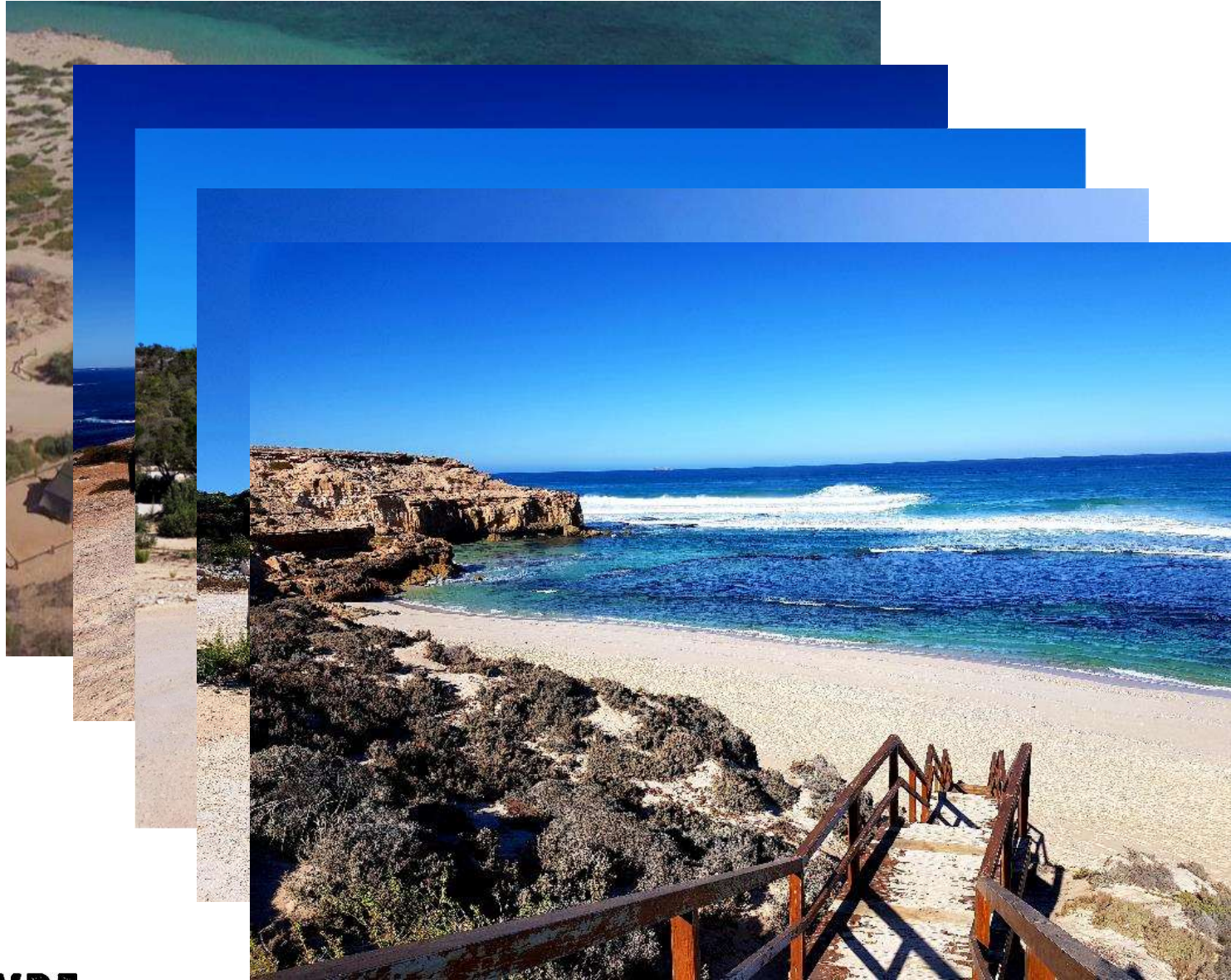
EYES on EYRE
experience eyre peninsula

Eyre Peninsula
Australia's seafood frontier

What are we trying to fix?



What do we want?



What do we want?



**And then
came the
COVID
campers...**

Increased Visitation = Increased Impacts







\$488 million in visitor expenditure in 2021, surpassing 2025 target by \$91 million.




Disaster = Opportunity


• Community survey Jan 2021 – 241 responses


▶ Top 6 improvements would you like to see at the location/campgrounds


-  Introduce camping fees
-  Develop defined camping bays
-  Install public toilets
-  Provide rubbish & recycling bins
-  Delineate carpark and pathways to protect vegetation to prevent off track walking and 4WD
-  Improve advisory information to inform the impacts of visitors to vegetation, environment and wildlife


 71% Strongly support improving camp site design and quality of amenities, connecting with surrounding environment is a good outcome


 91% Support RDAEP, Landscapes EP and EPLGA to continue to lobby for funding to improve campsites through the Eyes on Eyre project

 48% Support the development of a regional Eyre Peninsula camping pass

 70% Create walking loop trails

 65% Security measures (regular inspections, application of by-laws, CCTV camera installation)

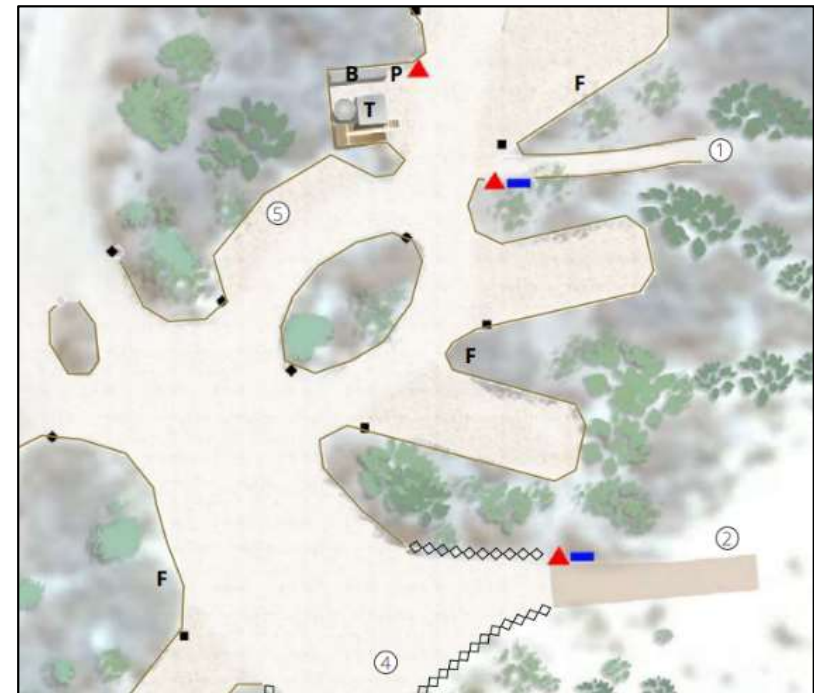
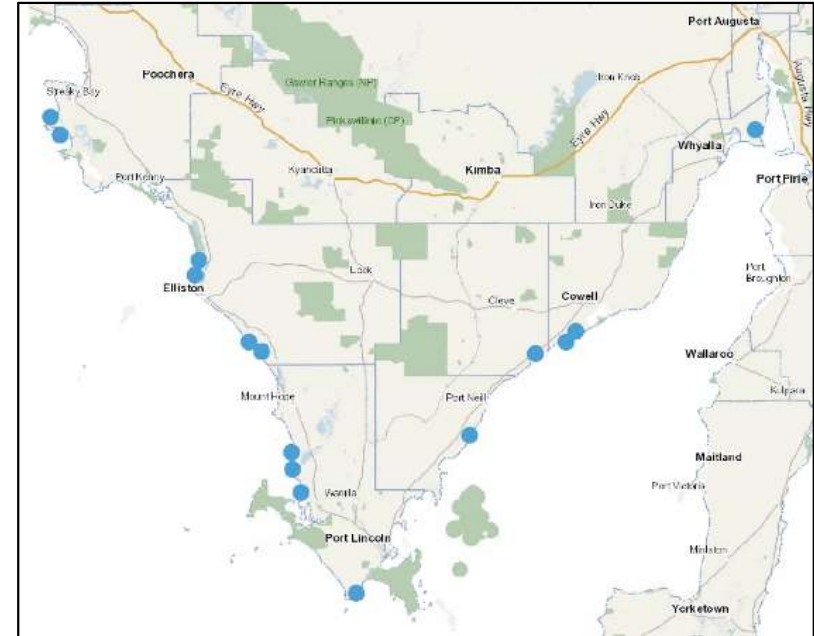
 6% Feel that there should be a remove of existing camping fees

 83% Development of an online booking reservation platform for campgrounds

 12% Support the creation of 2WD access

What are we doing about it?

- EonE working group established in 2018
- Concept designs prepared for 11 sites
- Secured \$100k from SATC for demonstration site (proof of concept)
- Tractor Beach (DC Streaky Bay) funded through EOI process for demonstration site



Additional Funding

- EP Landscape Board secured \$710,000 from Landscape Priority Fund
- Over 3 years the project will involve:
 - Erection of fencing and rock structures to limit vehicular and pedestrian access to appropriate areas
 - Revegetation of damaged areas where access has been excluded
 - Targeted control of pest weeds
 - Installation of regionally consistent signage describing appropriate use in these coastal areas.



Can online booking help?

Selecting an online platform

Two online booking platforms were considered by the Eyes on Eyre Working Group.

- A. The booking permit system used by Visit York Peninsula: www.visityorkepeninsula.com.au/camping; and
- B. Bookeasy used by Parks SA: www.parks.sa.gov.au/booking.

Bookeasy was identified as the platform with the greatest ability to achieve the project objectives due to the following reasons:

- Bookeasy facilitates individual site booking functionality which is imperative for management of visitor impacts via carrying capacity and zoning
- Bookeasy is used currently by users of the Parks SA booking system and is familiar to the greatest number of visitors to SA.
- Bookeasy provides the flexibility to standardize processes while accommodating individual content and nuisances (images, fees, code of conduct etc).
- Bookeasy provides greater opportunities for in-depth data capture and visitor insights

Bookeasy

- RDAEP successful in securing \$500,000 from Parks 2025 funding
- EPLGA subscribed to Bookeasy
- EOI process with EP councils
- DC of Elliston successful in pilot of online booking
- Pilot launched Dec 2021
- www.eyrepeninsula.com/camping set up as the call to action.
- DC of Franklin Harbour have recently signed up to Bookeasy as well.
- Most other coastal councils on EP plan to sign up to Bookeasy over the next 2 years.



Sheringa Beach Campground

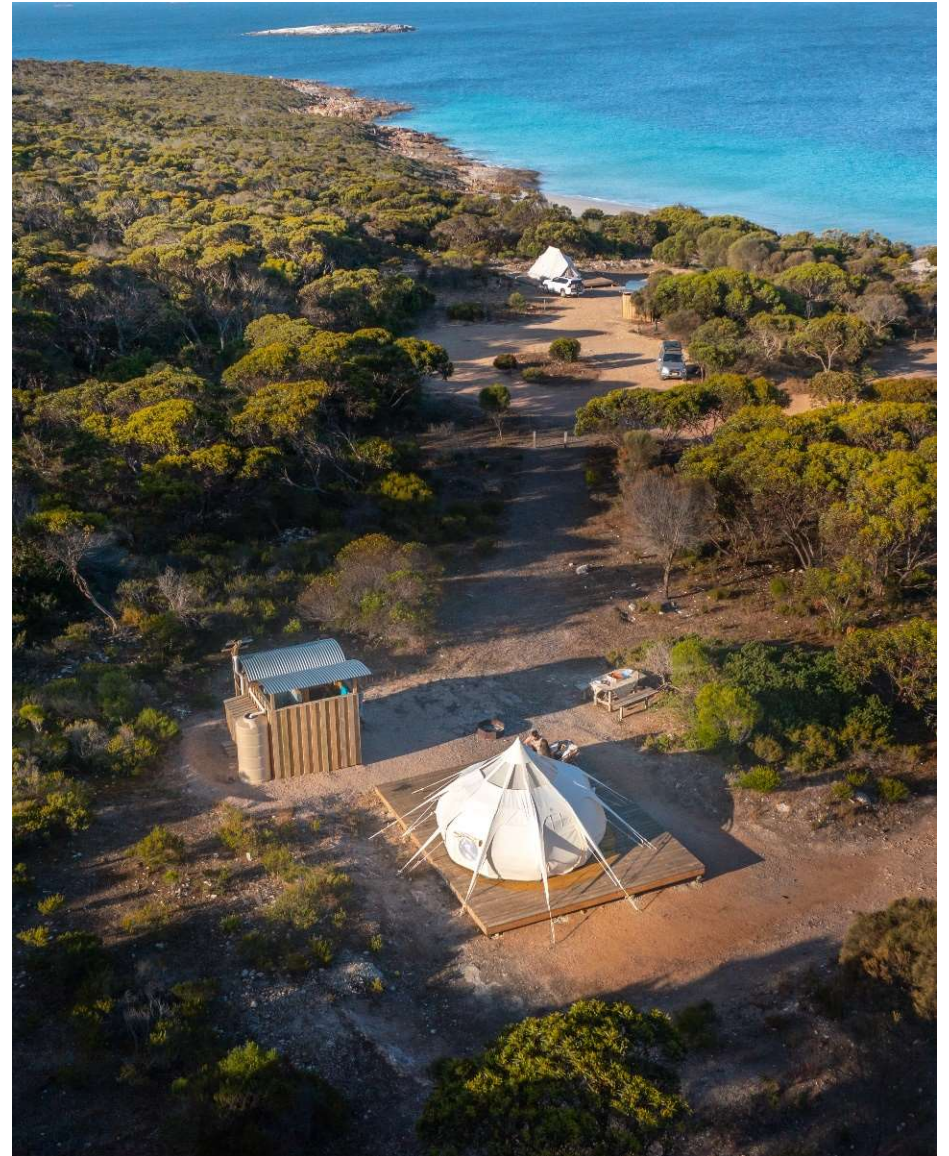
Have you booked your campsite?

To book visit www.eyrepeninsula.com/camping



Online Camping Project Objectives

1. Reduce crowding at campgrounds
2. Reduce environmental impacts
3. Improve the visitor experience
4. Improve visitor behaviour
5. Increase compliance with campground fees
6. Develop a sustainable economic model for campground management
7. Measure and manage campground visitation and impacts



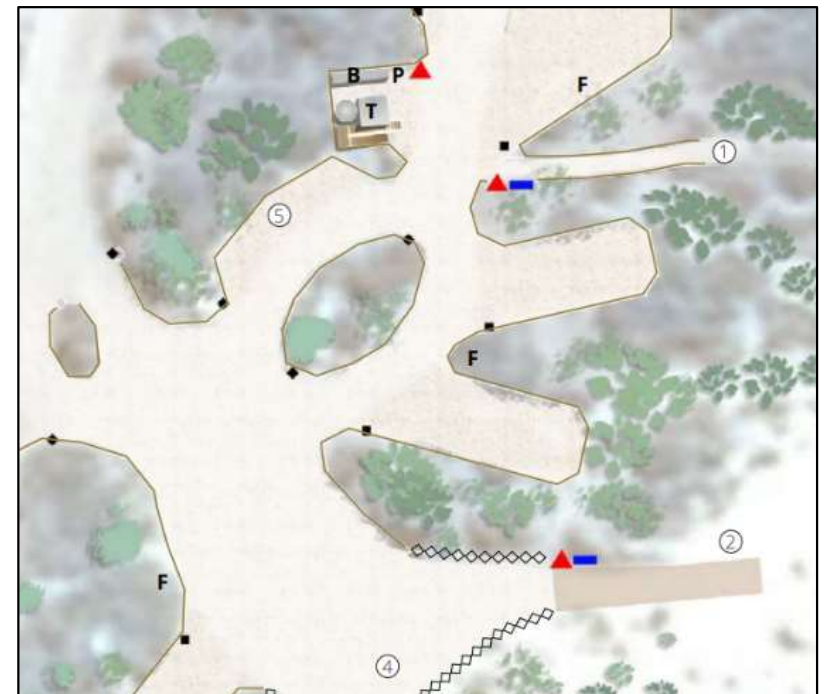
Reduce Crowding at Campgrounds

Success:

- Concept designs create regional consistency
- Delineating campsites and zoning no camping areas.
- Capacity limits set in Bookeasy

Opportunities:

- Cross Promotion with Parks SA when campgrounds are full or near capacity



Reduce Environmental Impacts

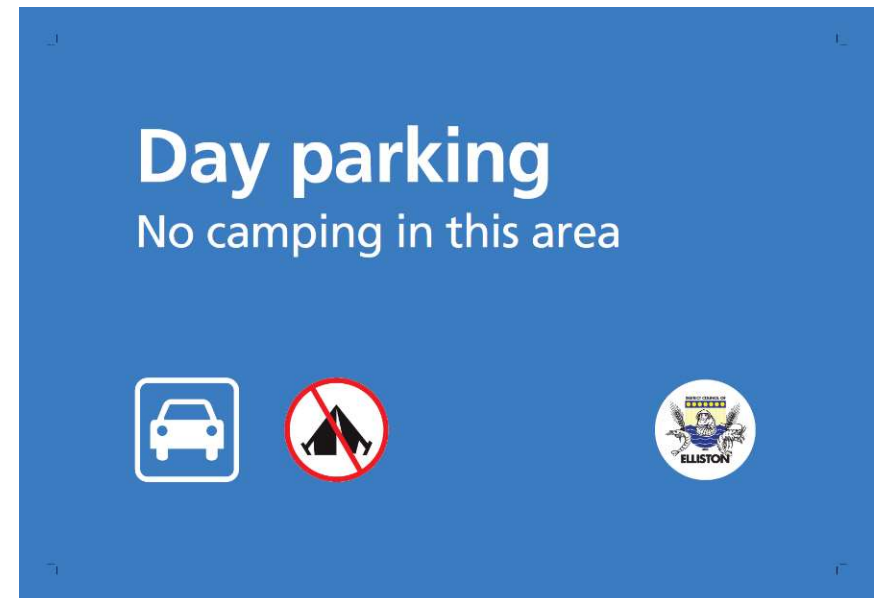
Success

- Delineated campsites reduce environmental impacts more than unallocated sites.
- Improved infrastructure to create zoned areas e.g., camping vs. non-camping areas, fencing and consistent signage.



Opportunities

- More delineated campsites
- Continued improvement to infrastructure e.g., toilets and phone connectivity
- Minor amendments to signage e.g., size & more QR codes.



Improve the Visitor Experience

Success

- Consistent & controlled visitor experience
- Attracted higher quality visitors due to advance booking.
- Photos and content on Bookeasy inform visitors, so expectations are managed.



Opportunities

- Post Stay visitor survey
- To bring all councils onto Bookeasy
- Improve content on Bookeasy e.g., distance to amenities and photos of individual campsites.

Sheringa Beach Campground

← Campground A & B

Sites 1 to 10 and unallocated sites



↑ Campground C

Unallocated sites



Improve Visitor Behaviour

Success

- Development of a code of conduct.
- Consistent and repetitive messaging across regions campgrounds provides clear expectation of behavior.
- Code of conduct communicated via multiple touch points e.g., website, booking process and signage.
- Booking process increases accountability and compliance.

Opportunities

- Consumer education campaign e.g., Aussie Travel Code.
- To bring all councils onto same Bookeasy platform.



Code of Conduct

- Camp in designated areas
- Be considerate of others
- Keep noise to a minimum
- Be aware of natural risks
- Keep pets under control
- Respect wildlife
- Keep to defined vehicle tracks and walking trails
- Shared Zone – speed restriction 10km/hr

Sheringa Beach Campground A

Sites 1 to 10

Code of conduct

- Camp in designated areas
- Be considerate of others
- Keep noise to a minimum
- Be aware of natural risks
- Pets to be kept under control
- Respect wildlife
- Keep to defined vehicle tracks and walking trails
- Shared Zone 10km/hr speed restriction
- Fire restrictions apply www.cfs.sa.gov.au



Have you booked your campsite?

To book visit www.eyrepeninsula.com/camping



Increase Compliance with Campground Fees

Success:

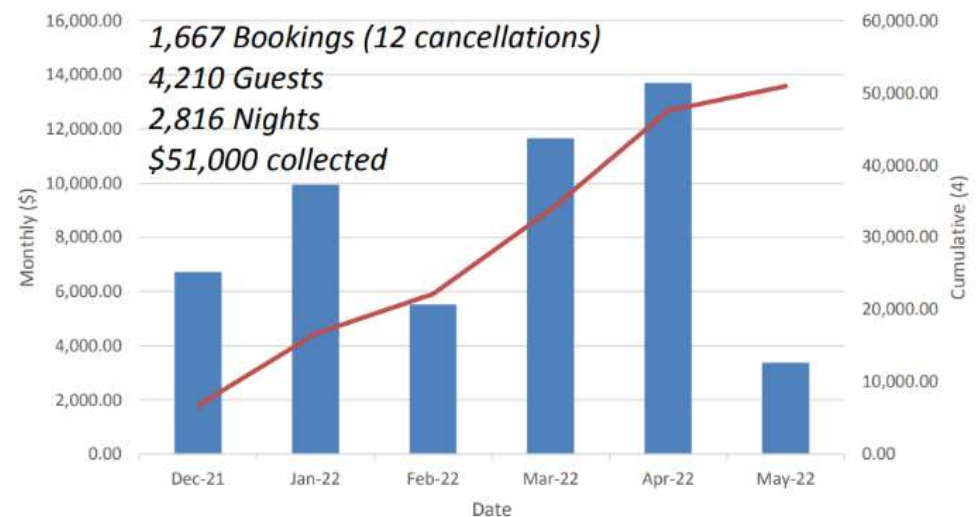
- Digital payment method significantly improved compliance from the prior honesty box system.
- Alleviated potential for mismanagement.
- **In the first 4 months on the platform Elliston Council collected more revenue than the 12 months prior.**

Opportunities:

- Potential for compliance monitoring using Bookeasy reports and license plates.



DC Elliston Campsites Cash Flow using EPLGA Bookeasy Platform



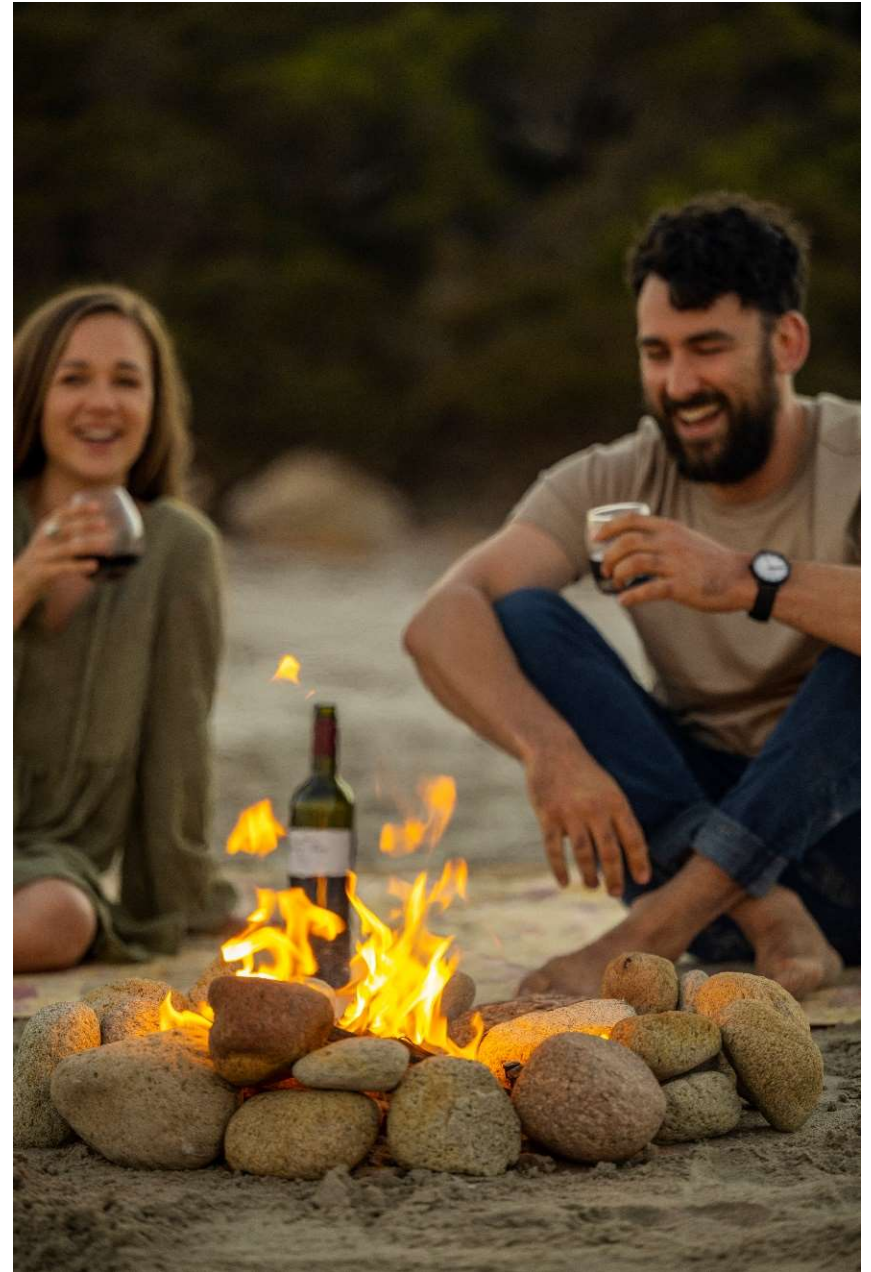
Develop a Sustainable Economic Model for Campground Management

Success

- Revenue increased providing more funding for council to maintain facilities.
- Efficiency increased, staff no longer need to monitor and count the honest box its all done electronically.
- Admin and reporting provided by EPLGA

Opportunities

- Boat ramps transitioned to online booking
- Current admin support may not be sustainable with continued expansion. Needs consideration.



Measure & Manage Campground Visitation & Impacts

Success

- Reporting includes revenue, vehicle registration, seasonality, origin of guests, number of guests, length of stay, popularity of sites and foreword bookings.



Opportunities

- Strategic Marketing
- Cross Promotion of less visited campgrounds



Roles & Responsibilities – in brief

RDAEP and **Landscapes SA** - project leads.
Facilitated concept designs & worked with the councils and Bookeasy on all the infrastructure and digital support.

EPLGA signed the contract with Bookeasy and manage the admin and reporting.

DEW provided guidance and support in relation to key learnings on their system and we worked with their team in relation to land title and sign design.

Lessons learned

- Stakeholders feared project would lead to closure of coastal access points or campgrounds.
- Trust is an issue especially with local councils (we have 11 of them) –allow 3 to 5 years for each new initiative
- Collaboration is key – having environmental, economical and social elements are important.
- A clear vision is important. Eyes on Eyre Brand.
- Online booking platform is a potential game changer.
- Turn disaster into opportunity



Eyes on Eyre Camping Project



Eyes on Eyre Camping Project

The Barngarla, Kokatha, Mirning, Nauo and Wirangu people are the traditional custodians of Eyre Peninsula.

We acknowledge elders - past, present and future and respect the relationship Aboriginal people have to country.

Questions?

