

## Marketing and management – frequently asked questions.

### Questions Frequently Asked in Student Assignments

*The following questions have been asked in order to gain understanding of tourism views related to Victor Harbor. The answers should be considered as an insight from one persons perspective rather than a complete assumption by the City of Victor Harbor council or the business community of Victor Harbor.*

*To gain understanding on a broader scale, students are encouraged to visit Victor Harbor, make observations and survey/interview the broader business and general communities.*

#### 1. How is Victor Harbor going to develop?

The Victor Harbor Strategic Directions Plan is addressing Victor Harbor's development and PARs have been developed (refer council website - [www.victor.sa.gov.au/site](http://www.victor.sa.gov.au/site)):

##### **Our Economy:**

- ◆ Protect and support existing businesses and industries.
- ◆ Attract appropriate businesses to the region.
- ◆ Encourage the development of technology-based industries.
- ◆ Address unemployment.

##### **Urban Development:**

- ◆ Plan for future urban growth in appropriate areas.
- ◆ Improve traffic movement both to and from Victor Harbor.
- ◆ Consider major development projects such as a new boat launching facility, Marina development, convention/arts centre, etc.
- ◆ Review and establish sound planning policies.

##### **Rural Development:**

- ◆ Develop better land care practices and water management plans.
- ◆ Develop new market opportunities, including value adding to farm produce.
- ◆ Promotion of those products.

##### **Tourism:**

- ◆ Further develop eco-tourism opportunities.
- ◆ Retain the heritage and character of Victor Harbor.
- ◆ Encourage the development of new tourist facilities such as a major convention centre, family and high quality accommodation facilities.
- ◆ Develop more festivals and sporting events, which capitalise on the strengths of the region.

#### 2. **Could Victor Harbor become the next Gold Coast in South Australia?**

Careful planning and development ensures that Victor Harbor remains sympathetic to its natural, historical and cultural surrounds. Building restrictions in most cases prevent high rise development deterring developers from introducing modern and inappropriate landmarks. The climate of Victor Harbor is changeable with the winter period having lesser visitation than compared to the summer months. This causes smaller businesses to struggle when they may not budget realistic income or spread their cash flow over 12 months. Victor Harbor has potential to gain the same recognition that the Gold Coast receives except its appeal would be uniquely different in that Victor Harbor offers wildlife, water activities, environmental experiences and unique architecture that details its early beginnings compared to attractions that the Gold Coast hosts such as numerous theme parks.

The Gold Coast has a 'Capital City' feel combined with its coastal experiences. Victor Harbor enjoys a slower, relaxed and social environment combined with its coastal experiences.

### **3. What marketing strategies are used to attract visitors to Victor Harbor?**

The City of Victor Harbor funds Tourism Marketing to increase recognition and the city's profile that will result in greater visitation. As market trends change, so does the approach of how funding is spent. Funding is injected into events that attract visitors of all backgrounds, campaigns have been conducted in conjunction with media e.g. Television commercials during Channel 9's Postcards series and more recently a Billboard campaign in the Adelaide metropolitan area that displayed the city's new branding. Funding is injected into information delivery through forms such as brochures, visitor guides and an in-depth website which is continually updated. Working collaboratively with Fleurieu Peninsula Tourism Marketing & the South Australian Tourism Commission ensures Victor Harbor promotion is extended through their campaigns when ever possible. Tourism operators are encouraged to partake in their independent marketing activities and improve their businesses through being 'Nationally Tourism Accredited' and enter regional and state tourism awards that reflect positively for the city and region as a whole. The Tourism Marketing Officer is responsible for informing local industry of opportunities and encouraging exposure by the media in the form of radio/tv interviews, editorial in magazines and newspapers and familiarisation visits by travel agents, journalists and other influential tourism partners.

### **4. Who are the Target Markets for Victor Harbor?**

Victor Harbor is lucky to offer its visitors with a variety of experiences that attract people of all backgrounds. predominantly, Victor Harbor has long been favoured by families especially within South Australia due to the water and nature based activities that are popular in the summer months and are generally an economical option compared to long distance travel. Our surfing beaches have created a surfing "culture" since the 1960's. Victor Harbor is well positioned in the centre of the Fleurieu Peninsula which is ideally a perfect destination for interstate visitors on self-drive holidays from Victoria en-route to other parts of South Australia. Victor Harbor is also a perfect stopover location for visitors who wish to visit Kangaroo Island which has a high profile with interstate and international visitors. The unique landmarks, coastal scenery, historical and flora and fauna qualities has appeal for all markets and is an asset when trying to attract international visitors who are in search of new experiences. Victor Harbor is also well positioned with an abundance of food and wine producers of the Southern Fleurieu which in recent years has had appeal with couples who enjoy dining at exclusive establishments and enjoy trying delicacies of particular regions.

### **5. How is the Victor Harbor community consulted about tourism developments?**

The City of Victor Harbor operates numerous committees that have community representation where they are able to voice their concerns, ideas or support for specific developments. Alerting the community via the media and other information tools such as the internet ensures the community are aware of issues such as events, road closures or new developments. Council staff are available to discuss individual's enquiries during normal business hours.

### **6. Is tourism sustainable in Victor Harbor?**

Whilst visitor numbers fluctuate year to year, Victor Harbor is sustained as a popular destination through the unique experiences that include spectacular scenery, landmarks, rare animal species such as penguins and whales, heritage and water/nature-based activities. Local tourism operators compliment the existing features and together they form a complete package. Accessibility to Victor Harbor is excellent in just over an hours drive from Adelaide. Victor Harbor is developing at a rapid pace with population increasing annually. With an increasing demand for services and facilities by the community, Victor Harbor is reliant on the tourism dollar to inject external funds back into the community. As technology improves, all destinations and tourism operations must ensure there is adequate 'appeal' through renewal or development to meet the expectations of visitors and the general community.

- 7. How has increasing numbers of tourists affected the way in which tourism is now managed?**
  
  
  
  
  
  
  
  
  
  
- 8. How have modern developments affected the charm and character of Victor Harbor? How is this being managed by Council?**
  
  
  
  
  
  
  
  
  
  
- 9. What are the main issues around tourism that Council has to contend with?**
  
  
  
  
  
  
  
  
  
  
- 10. How have community services changed in recent years as a result of tourism? (e.g police, health, rubbish, water, power).**
  
  
  
  
  
  
  
  
  
  
- 11. How does Victor Harbor Council explore and utilise ideas from other local government bodies in its decision/policy making process?**

Refer to the list of other useful websites and contacts under the Student Resources heading on this website.