

Regional Tourism South Australia

22 August 2014

Hon Leon Bignell, MP
Minister for Tourism
GPO Box 1671
ADELAIDE South Australia 5001

RECEIVED OFFICE

27 AUG 2014

MIN. BIGNELL

Dear Minister,

Re: SOUTH AUSTRALIA TOURISM COMMISSION BOARD

The SA Regional Tourism Chairs' Forum (SA RTCF) understands the Government's imperative to review the scores of Boards that it currently supports and recently considered the potential impact on the SATC Board. As a result of our meeting I have been asked to write on behalf of the listed Regional Tourism Chairs who strongly support, albeit with some qualifications, the retention of the SATC Board. The Chairs of the following Regional Tourism Organisations (Adelaide Hills, Fleurieu Peninsula, Kangaroo Island, Barossa Valley, Yorke Peninsula, Flinders Ranges and Outback, South East, Riverland and Murraylands) were unanimous in their strong support of retaining a SATC Board.

Noting the commercial nature of the SATC with its particular focus on marketing, the SA RTCF believes that there is a cogent case for the SATC to operate under the guidance and direction of a suitably qualified and constituted Board. In this regard it is essential that the Board is independent, contains at least some regional representation and has the capacity to guide the SATCs contribution to the targets identified in the State's Tourism Plan. This may be an opportune time to also review the charter of the SATC Board to ensure it is aligned to the strategic outcomes of the new tourism plan.

I am happy to discuss or elaborate as necessary and look forward to your support with this matter.

Yours sincerely



PIERRE GREGOR
Chairman
Regional Tourism Chairs Forum South Australia

Cc:
Premier of South Australia