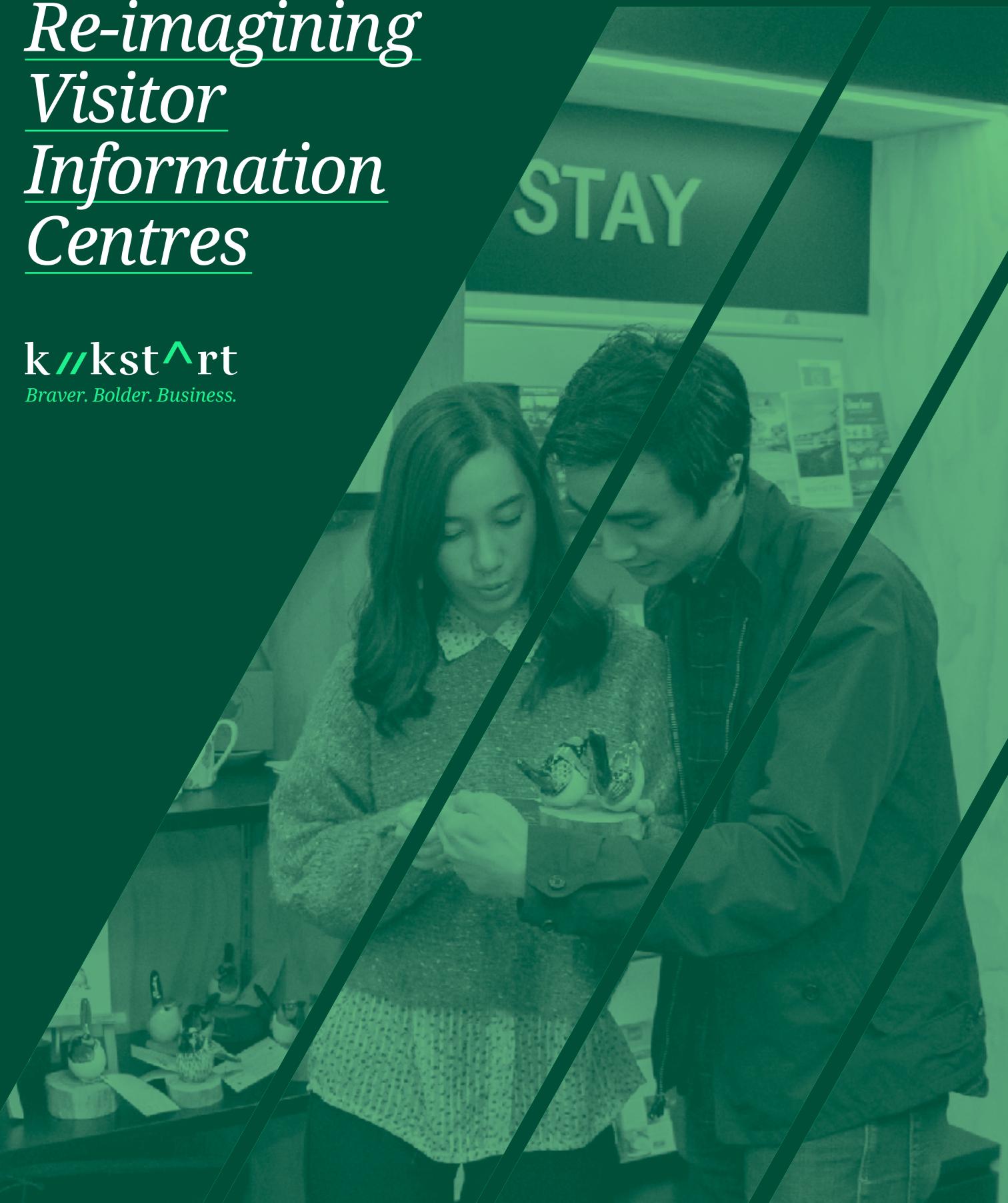


Re-imagining Visitor Information Centres

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Braver. Bolder. Business.





Building regions via a revitalised Visitor Information Centre (VIC) model – increased revenue, better experiences and stronger communities.

As regions across Australia are facing uncertainty and challenge there is also untapped opportunities to innovate how visitor servicing will be delivered into the future.

Since 2012 Kiikstart has worked successfully with 17 regional VIC's across Australia to become a place for driving regional growth and building connected communities through innovative use of space, people and product.

“We wanted someone to help us push our thinking to the next level, ensure we build on our fantastic success and not stand still, and great industry knowledge and experience had to be a given. Ali has ticked the boxes and kept our process and big picture vision real.

We love the updated vision and are re energised to deliver exceptional experiences for our guests. Thanks Ali.”

Jo Thomas,
Director Corporate and
Community Services,
The Barossa Council



INFORMATION

BOOK YOUR GOURMET

Why Continue to Invest in Vic's Into the Future?

When design and delivered with impact and creativity VIC's can deliver regional tourism benefits including:

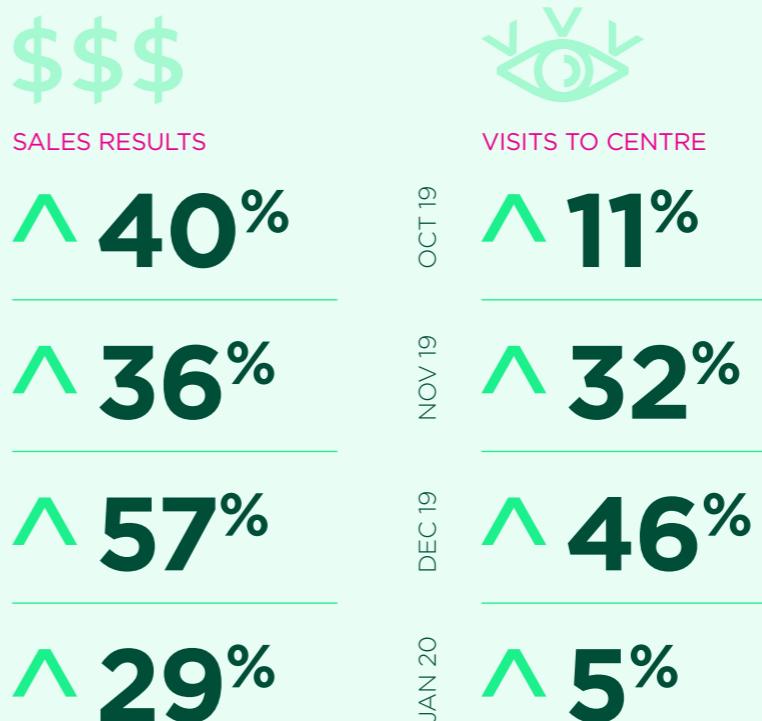
- > A key role in stimulating additional spend in a region including that from locals and the visiting family and friends market.
- > A strategic role in promoting businesses, that in turn grow and employ additional staff many who are local.
- > An active role in the distribution and engagement of tourism product throughout the region.
- > Helping convert guest intention into action.
- > Dispersing income across diverse sectors of the local economy.

Key Project Outcomes so Far

During 2019 Kiikstart was invited to work with Barossa Council in helping re-design its visitor servicing model as part of a full site re-development.

Since the launch of the new VIC in the latter part of 2019, the Barossa VIC has experienced noticeable growth in sales, plus positive feedback and increased visitation from the local community.

More information regarding the Barossa VIC project can be found by listening to the ART Webinar on the Re-designing of VIC's in a Modern World - ART Tourism Hub under VIC Groups.



*Please note in January the VIC was still able to record an increase in sales and visitation despite the bushfire crisis its long reaching affects, as well as the Coronavirus to a lesser extent at that time.

“We've worked with Ali on and off over the last 8 years at the Barossa Visitor Centre starting with the SELL SA program in 2012. She's really easy to work with, a great facilitator that gets everybody engaged and motivated.

We've had sessions tailored towards sales conversion, recruitment both at staff and volunteer level, new models of team learning and development, merchandising, customer experience business planning, continual innovation and improvement.

Ali Uren understands our services and the changing needs of Visitor Centres to ensure we remain relevant, viable and valued by our community and tourism industry. She'll keep you accountable too!"

Jo Seabrook,
Manager Tourism Services,
The Barossa Council

How Can You Work With Kiikstart?

There are two approaches Kiikstart takes when working with VIC's. The first approach is outlined below and is for VIC's staying within an existing building.

The second approach is for the VIC's who are undertaking a complete re-development or project requiring Architectural input. Due to the number of variables required in such a project, and a commitment to delivering the best outcomes to our clients, a detailed proposal can be provided once a project brief is taken.

Who Would Benefit From Being Involved?

- > VIC Management including 2IC's, staff and volunteers.
- > Council staff with a focus on tourism, economic development, regional/town activation and destination marketing.
- > Economic Development Managers in Local Council.

How Long Is the Project?

Two months.

Note learning and support is delivered via phone, email and either Skype, Zoom or some other relevant platform for an hour once a week.

Engaging Remotely

We have undertaken successful projects remotely across regional and outback by:

- 1 / Working via images, photos, marketing material, internal communications and videos.
- 2 / Taking a detailed creative brief prior to any project planning.
- 3 / Working closely to coach and educate Management and key VIC staff so they are able to train their teams and not just gain new skills themselves.

Each session is undertaken via Skype or Zoom, or some other relevant platform, with learning delivered in hourly blocks each week over the two-month project period. Each session agenda is co-designed to ensure 100% relevance.

What Resources Will Be Created?

- Kiikstart works closely alongside VIC key staff during this two-month project to design and deliver:
- > A completed Innovation Capability Plan. This allows the VIC team to take skill gaps, risks and threats and turn these into untapped market opportunities.
- > A practical collaboration plan that guides on how best to source new producers, artisans and operators.
- > A well thought out activation plan to take the ideas through to reality in practical detail.

What Is Included

- > Undertaking project research including review of VIC images, video, marketing material and other internal communications.
- > Finalising the project brief to be clear on session outcomes and focus.
- > Writing and designing session plans and agenda based on agreed outcomes.
- > Facilitating 8 x 1hr sessions to unpack the learnings, principles and process that shape the Innovation Capability Review, Collaboration Plan and final Activation Plan.
- > Providing all takeaway resources for each session.
- > All administrative costs including emails and phone calls.
- > Printing and providing of relevant session materials.
- > Acting as a creative and strategic sounding board for staff in between sessions as each resource is co-designed with Kiikstart.

Added Value and Extra Bits

- > Providing additional Kiikstart IP and resources throughout the project.
- > Promoting achievements via Kiikstart's social media platforms, articles and industry networks with client approval.
- > Bringing networks and contacts where relevant and beneficial based on project outcomes.

Cost

\$7,500.00 EXC GST*

*These costings are subject to GST and will be adjusted to reflect any change to work undertaken. Please note it does not include flights, travel, accommodation and food.

Contact Us

For any more information please visit our website www.kiikstart.com, send an email, or make a call.

Call / 0428 593 400
Email / enquiries@kiikstart.com

AN INDICATION OF OUTCOMES + RESULTS

\$80K

Retail sales of approximately \$80,000 was achieved in the first 12 months from an initial investment of \$7500.

37.5%

An increase in revenue of 37.5% in the 12 months following participation in this project



“Ali's enthusiasm, experience and knowledge make her the perfect person to prompt new ways of thinking about VICs and moving from purely informational to experiential delivery methods. The pre-session development is in-depth, the sessions are interactive, energetic and fun and the outcomes are always positive and rejuvenating. I cannot recommend KiikStart highly enough!”

Glen Christie
 Tourism and Events Manager,
 Port Pirie Regional Council



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