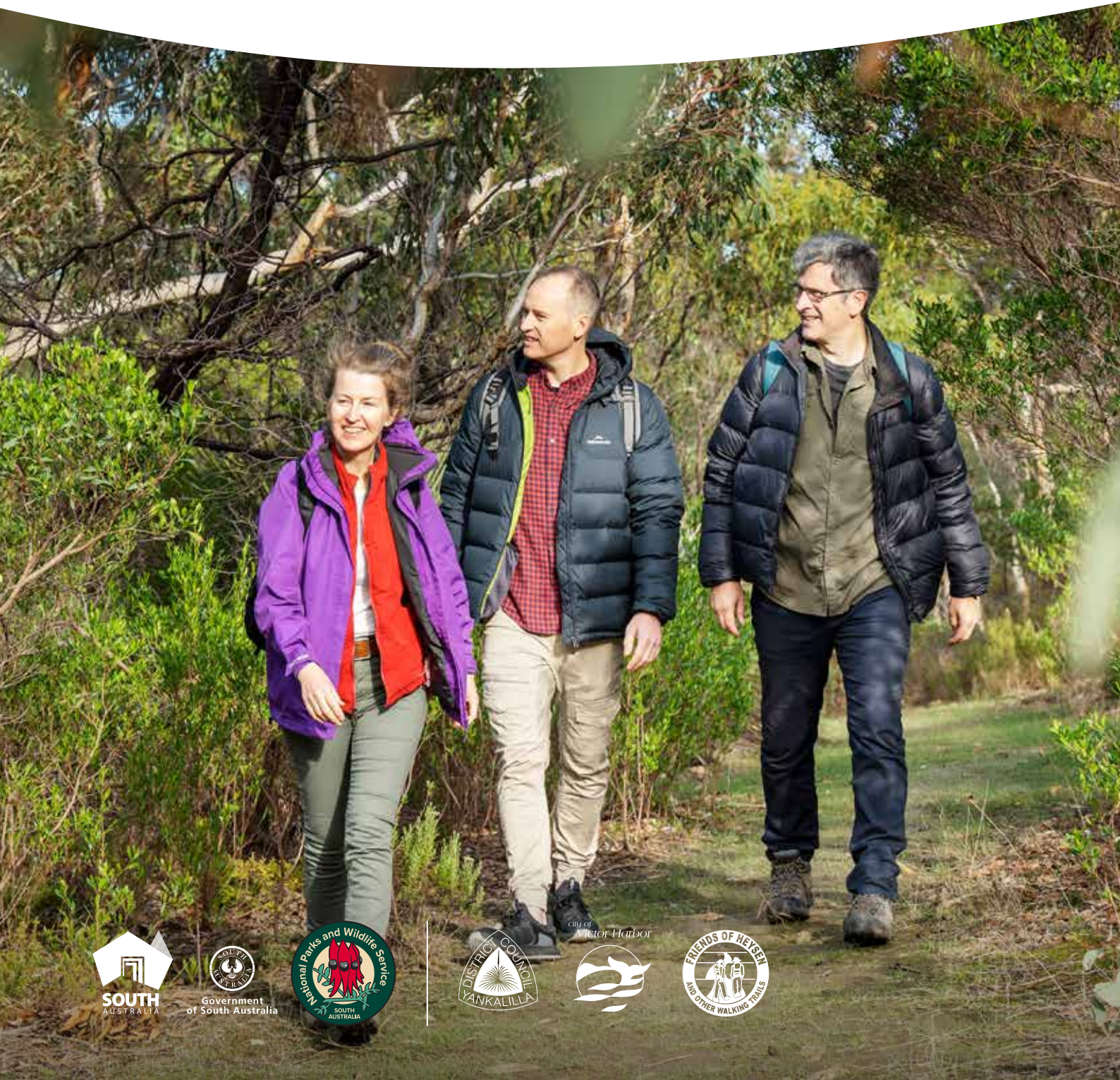


Wild South Coast Way on the Heysen Trail

Tourism Partnership Kit



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First Nations acknowledgement

The Department for Environment and Water acknowledges Aboriginal people as the First Peoples and Nations of the lands and waters we live and work upon and we pay our respects to their Elders past, present and emerging. We acknowledge and respect the deep spiritual connection and the relationship that Aboriginal and Torres Strait Islander people have to Country. The department works in partnership with the First Peoples of South Australia and supports their Nations to take a leading role in caring for their Country.



Tourism Partnership Kit

The Wild South Coast Way on the Heysen Trail Tourism Partnership Kit ('the kit') is a guide for tourism operators seeking to provide products, experiences or services for Wild South Coast Way (WSCW) visitors.

Tourism operators offer invaluable visitor experiences across the state that connect people and parks and contribute to local visitor economies. This kit outlines tourism operator opportunities associated with the WSCW and details to aid in tour and itinerary development. It also provides access to images, resources and brand guidelines.

The Wild South Coast Way experience



74 km



5 days, 4 nights



1 Class 1 (universal access) trail



4 signature walk-in campgrounds



4 drive-in campgrounds on or near the trail



7 hero experiences



11+ additional trail options

Fleurieu Peninsula tourism

771,000 overnight trips

2.9 million domestic day trips

95,000 international day trips

\$493 million visitor expenditure

Source: Fleurieu Peninsula Regional Profile (2019), prepared by SATC

About the Wild South Coast Way on the Heysen Trail

The WSCW on the Heysen Trail connects the parks that run along our breathtaking southern coastline and is a beacon for locals and tourists alike, driving sustainable economic growth in the region.

This project is delivered in partnership with First Nations, Yankalilla District Council, City of Victor Harbor, The Friends of the Heysen Trail, park users and the regional business community. We strive for partnerships that deliver ecologically-sensitive business opportunities, drive nature-based tourism activities and support local operators and regional economies.

The WSCW has been developed to promote an improved and enhanced walking experience on the Fleurieu Peninsula end of the Heysen Trail. It exists to create regional wealth and visitor wellbeing.

For the local government areas of Yankalilla and Victor Harbor, the WSCW promises to be an economic driver, creating employment and investment. It activates an existing infrastructure asset, driving visitation – particularly during the winter months.

For existing and new entrepreneurial businesses, the WSCW provides opportunity for prosperity as it welcomes new visitors to the area.

But the WSCW can only deliver this economic wealth because of the wellbeing benefits it provides. As a result, the return on the investment will be felt not only in financial terms, but also in the enhanced health and wellbeing experienced by all who visit this world-class destination.

The WSCW traverses ancient landscapes of majestic, unspoilt beauty, and its success is dependent on these environments continuing to thrive for future generations.

Our visitor experience is complementary to the landscape, and we are respectful of the place in which we operate.

Project timeline

The creation of the WSCW includes a number of exciting improvements and new facilities which will be launched from 2021 through to full completion of the experience in 2023.

Indicative timeline*



*Subject to change

Wild South Coast Way experiences

The Heysen Trail will be upgraded from Cape Jervis to Victor Harbor to become one of South Australia's premium coastal walks. This will include the development of a high quality five day, four night hike, construction of trails to cater for people of all abilities, upgrades and construction of campgrounds, and other immersive trail-based experiences. The upgrades will be completed by 2023.

To maximise the visitor potential, the walk will feature a series of interconnected walking experiences with

customisable options spanning Cape Jervis, Deep Creek Conservation Park, Waitpinga Cliffs and Beach, Newland Head Conservation Park, Victor Harbor and Granite Island Recreation Park.

Visitors can walk the WSCW their own way – any day, any direction, any section. From short loop walks to the full five-day four-night experience and everything in between, the WSCW allows walkers to choose their own adventure.



The seven hero experiences

Hero experiences showcase the highlights of the WSCW, and although they vary in length, they offer the most significant commercial opportunities for industry as an economic driver to the region. Hero experiences act as a marketing hook which drives consumer interest and conversion, and as a way for tourism operators and walkers to select the walks that suit them best.

All WSCW walking experiences offer significant commercial on-trail and off-trail business opportunities for:

- *tour operators*
- *tour guide services*
- *transport and shuttle services*
- *accommodation providers*
- *portage services*
- *equipment hire*
- *food and beverage catering and sales (including wineries and breweries)*
- *equipment hire companies*
- *adventure tour operators (such as kayaking or abseiling)*
- *retailers.*

Hero experiences offer the best opportunities for packaging and bundling with other experiences on the Fleurieu Peninsula and tourism regions such as Adelaide and Kangaroo Island to encourage visitors to stay longer and spend more in South Australia.

The sections of the WSCW range in level of difficulty. The Australian Walking Track Grading System is a national standard to help you work out if a walk will suit your level of fitness and experience.

Grade 1



No bushwalking experience required. Flat even surface with no steps or steep sections. Suitable for wheelchair users who have someone to assist them. Walks no greater than 5 km.

Grade 2



No bushwalking experience required. The track is a hardened or compacted surface and may have a gentle hill section or sections and occasional steps. Walks no greater than 10 km.

Grade 3



Suitable for most ages and fitness levels. Some bushwalking experience recommended. Tracks may have short steep hill sections, a rough surface and many steps. Walks up to 20 km.

Grade 4



Bushwalking experience recommended. Tracks may be long, rough and very steep. Directional signage may be limited.

Grade 5



Recommended for very experienced bushwalkers with specialised skills, including navigation and emergency first aid. Tracks are likely to be very rough, very steep and unmarked. Walks may be more than 20 km.

The hero experiences identified for the Wild South Coast Way include:



Five-day, four-night hallmark experience

from Cape Jervis to Victor Harbor



Two, two-day walk experiences

from Cape Jervis to Tapanappa and from
Ballaparudda Creek to Victor Harbor



Four introductory experiences

including the Tapanappa Loop Walk
(Class 1), Goondooloo Ridge Walk
(Class 2), King Head to Waitpinga Beach
and Victor Harbor to Waitpinga Cliffs.



The five-day, four-night hallmark experience

Cape Jervis – Victor Harbor

-  74 km
-  5 day, 4 night
-  Class 4
Linear trail (walk in either direction)
-  4 walk-in campgrounds
-  4 drive-in campgrounds on or near the trail

The hallmark five-day four-night walking experience can be undertaken in either direction, although walking the trail from Cape Jervis to Victor Harbor will enhance the overall visitor experience and sense of arrival in Victor Harbor, with the number of amenities that the city offers.

The walking experience offers some of the State's most spectacular and awe-inspiring coastal walking imaginable. The WSCW provides visitors a genuine sense of wilderness, featuring remote beaches, native bushland, rugged cliffs, First Nations' history,

breathhtaking vistas, deep gullies and a rich diversity of native birds, bush and wildlife, in fact more species than anywhere else on the coast.

Each day of the walk delivers a new experience and challenge, starting with views across to Kangaroo Island before the full nature experience begins encouraging the walker to 'tune in' to nature and 'tune out' of stress.

Seasonal nature activities can include whales passing by and white-bellied sea-eagles flying overhead in winter, and native plants blooming and joeys emerging from kangaroo



pouches in spring. Sometimes it's the sounds of nothing at all but the beat of the heart and the sound of footsteps.

When visitors share their WSCW experience, they will talk about completing a challenging hike along one of the most beautiful coastlines in Australia. Going off grid, getting to know the locals, seeing wildlife in the wild, meeting likeminded travellers, engaging all five senses, and having a sense of achievement will create long lasting memories.

Visitors to the campsites will note how well-designed they are, so much so that it felt like they were in a wilderness of their own. To ensure the safety of walkers, quality trail infrastructure, comprehensive information (collateral, websites, maps), phone signal hot spots, and signage will be made available.

Walkers will rave about spectacular cliff-top views, spotting southern right or humpback whales and white-bellied sea-eagles, learning about the local Aboriginal culture and geology, seeing hundreds of kangaroos and simply be in awe of the sheer beauty of the landscapes.

With their friends they will share that the WSCW is one of the greatest wilderness escapes featuring solitude and tranquillity less than two hours from a major capital Australian city and visiting a region, the Fleurieu Peninsula, that offers diverse and experiential tourism experiences including the famous wine region of McLaren Vale.



Two, two-day walk experiences

1. Cape Jervis - Tapanappa



28 km



2 day, 1 night



Class 4

Linear trail (walk in either direction)



1 walk-in campground (Eagle Waterhole)



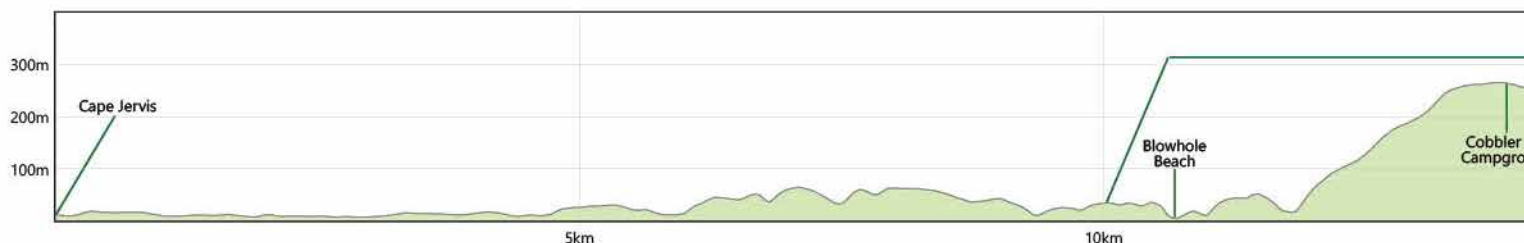
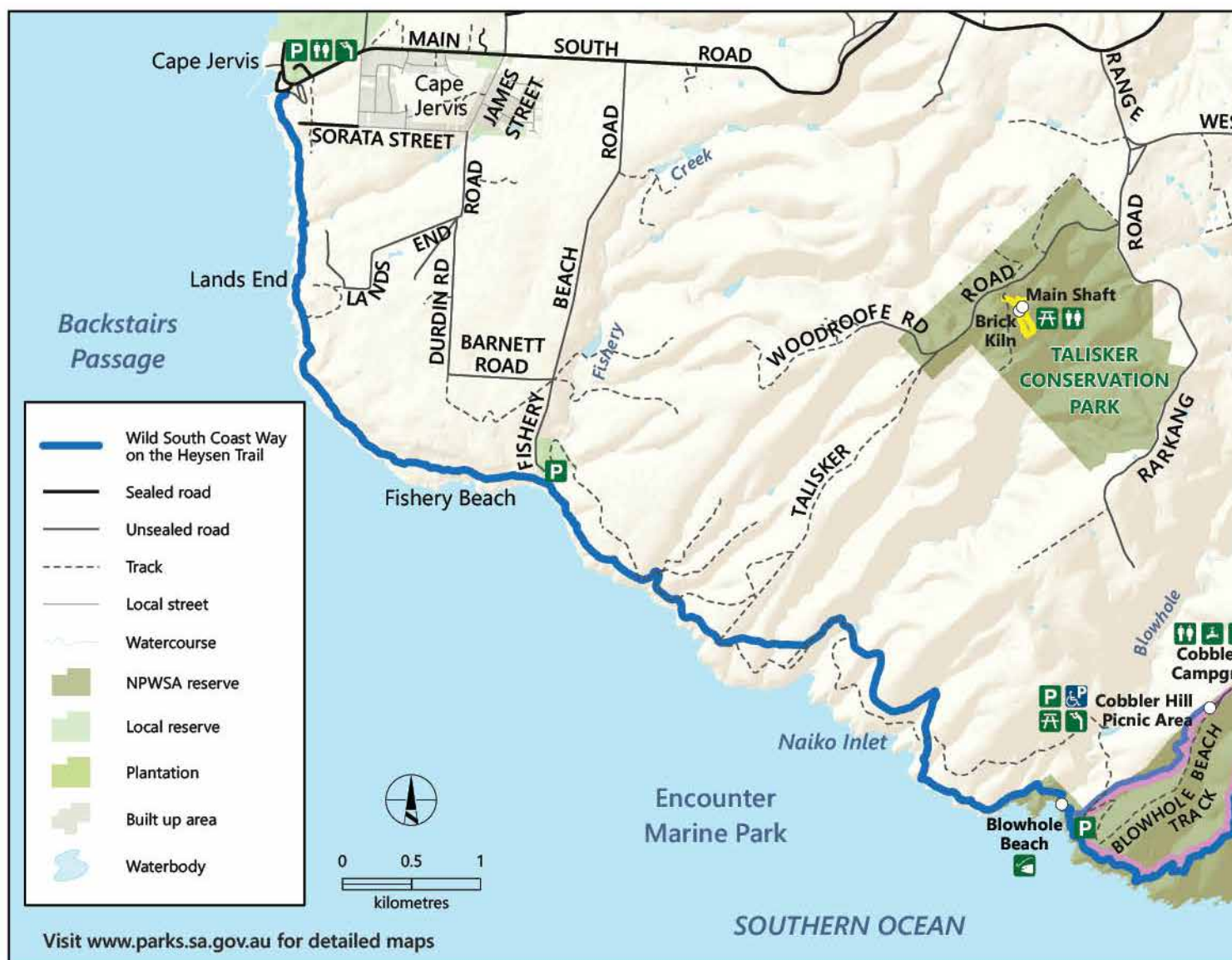
1 drive-in campground (Cobbler Hill)

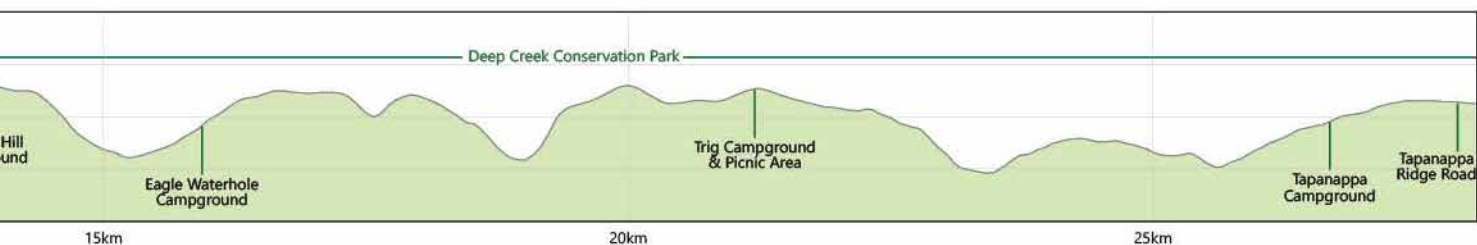
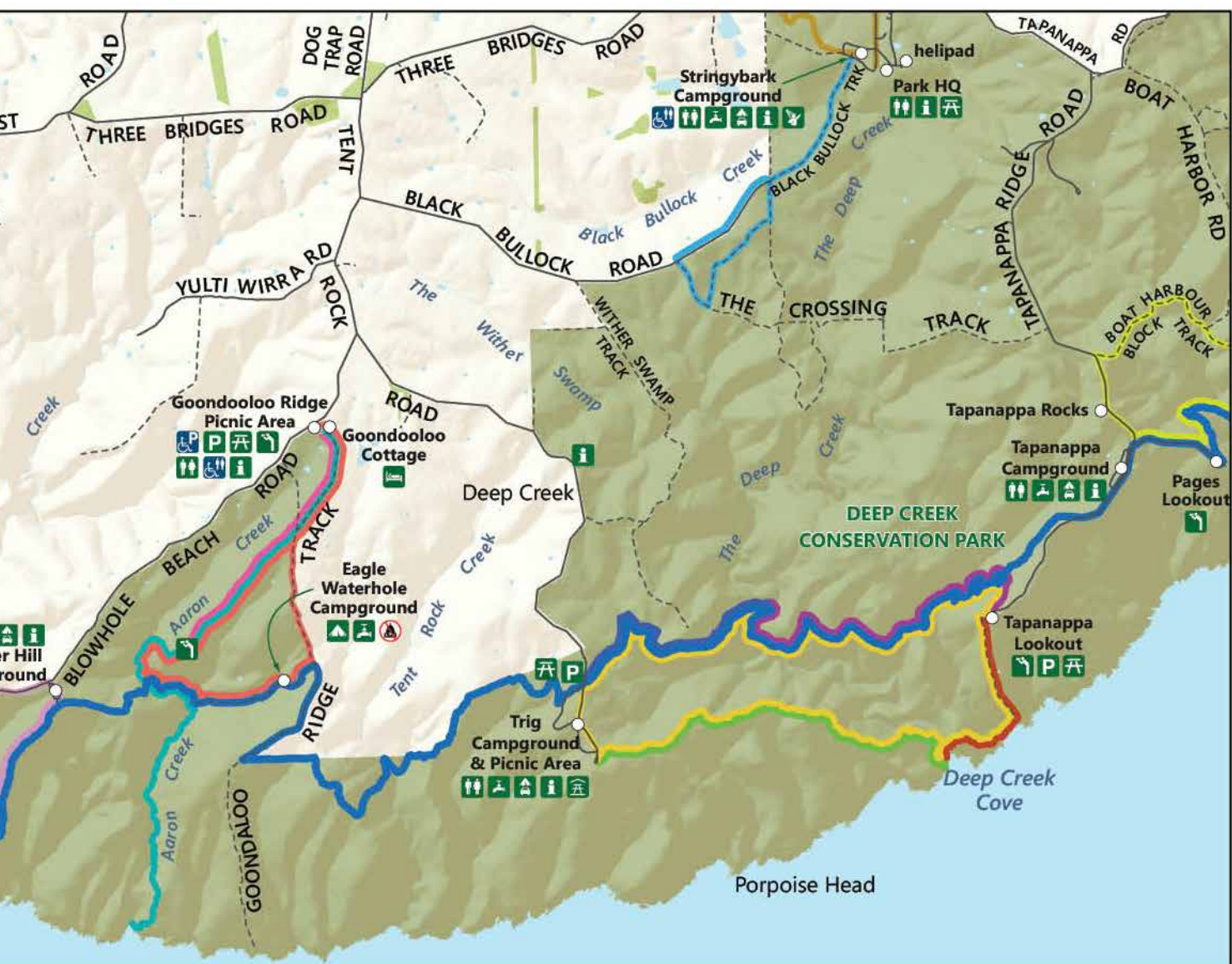
Day 1 – Cape Jervis to Eagle Waterhole or Cobbler Hill (15-16 km)

Day 2 – Eagle Waterhole or Cobbler Hill to Tapanappa (12-13 km)






The walk features the start of the coastal trail with amazing views to Kangaroo Island,

Investigator Strait, and native bushland within Deep Creek Conservation Park. It also includes the magnificent Blowhole Beach, the UFO house, Fishery Beach, First Nations' history, spectacular valleys of Deep Creek, and plentiful wildlife in the wild.





2. Ballaparudda Creek – Victor Harbor

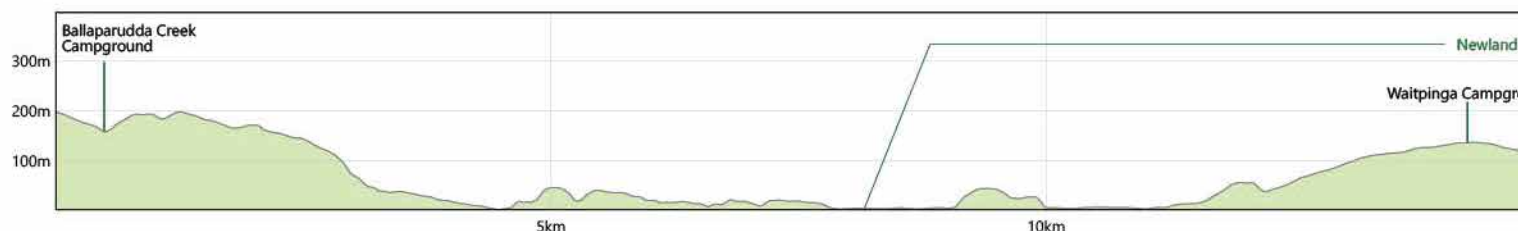
-  29-30 km
-  2 day, 1 night
-  Class 4
Linear trail (walk in either direction)
-  1 walk-in campground (Newland Head)
-  1 drive-in campground (Waitpinga)

Day 1 – Ballaparudda Creek to Waitpinga or Newland Head campgrounds (13 km)

Day 2 – Waitpinga or Newland Head campgrounds to Victor Harbor (16-17 km)

This section of the walk includes numerous highlights including one of the most iconic landscapes in South Australia, the Waitpinga Cliffs rising up 100 metres from the sea.

Walkers will get to enjoy two magnificent beaches, namely Parsons Beach and Waitpinga Beach, spectacular views from the cliff tops towards Encounter Bay, The Bluff, Victor Harbor and Granite Island, and plentiful wildlife in the wild (see next page for map).





Introductory experiences

Shorter introductory hero experiences have been developed as they are perfectly positioned to have a broad visitor appeal and excellent potential to drive repeat visitation for longer stays and experiencing other sections of the trail. Once the Wild South Coast Way has been experienced once, it is envisaged that visitors will return time and time again to explore other parts of this spectacular Fleurieu Peninsula coastline.

1. Tapanappa Loop Walk



1 km



15 min



Class 1
Loop trail

Day visitor area with
toilets, picnic areas,
lookouts, car parking,
drinking water,
interpretive signage



Access to walk-in
campground or drive-in
campground


**Opening
August
2022**

A short loop walk offers breathtaking views of Kangaroo Island, The Pages Islands and Tunkalilla Beach. Follow the retelling of a Ngarrindjeri Creation story and learn about the animal and plant species it introduces. Walkers will see kangaroos feed at dusk, spot echidnas, watch eagles flying


overhead, smell fresh sea breezes from the waves crashing below. This Class 1 trail will be suitable for visitors of all ages including young families with prams, the elderly and wheelchair users who have someone to assist them.




2. Goondooloo Ridge Walk




4 km




2 hours



Class 2, return trail



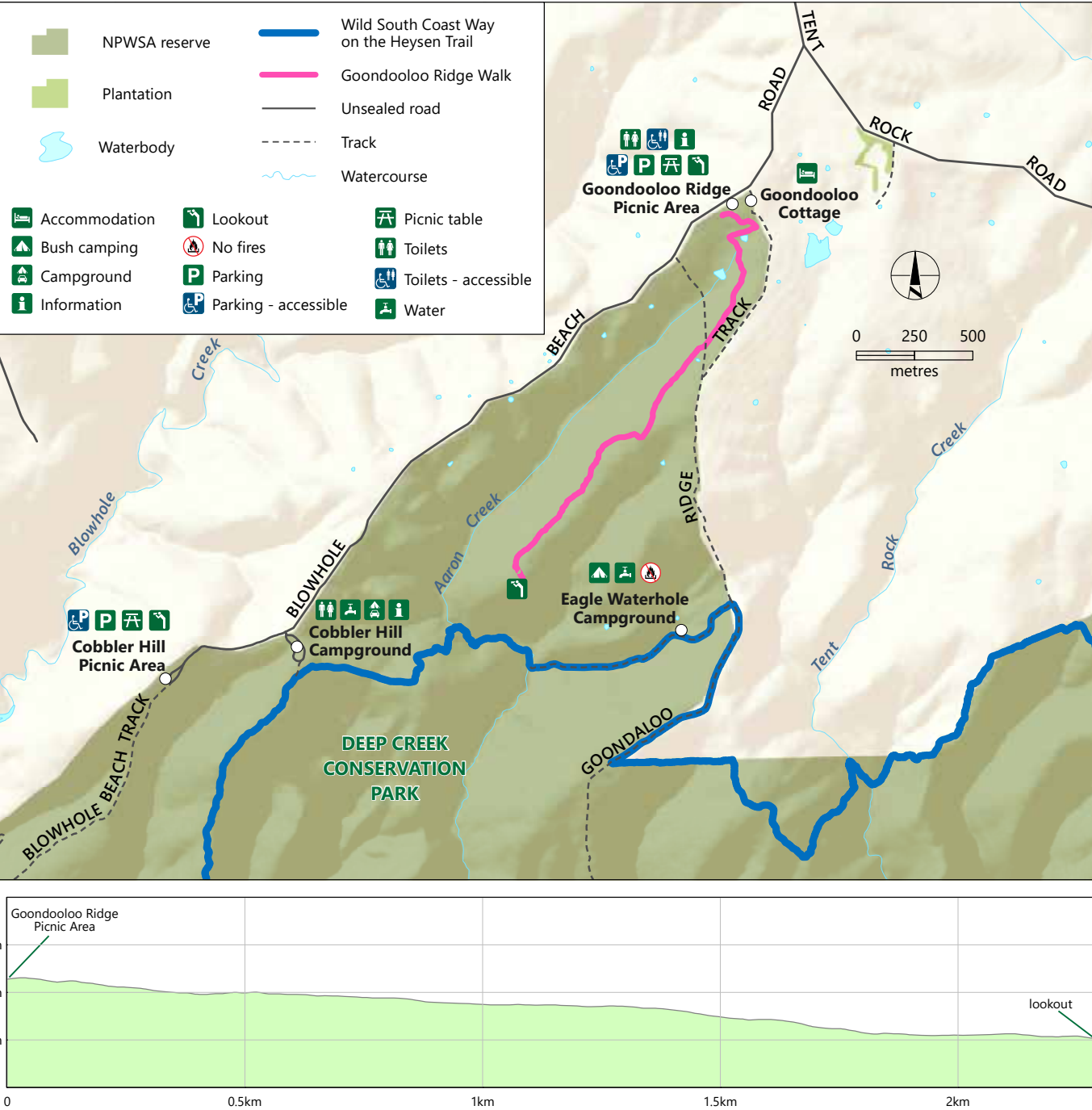
Day visitor area with toilets, picnic areas, lookouts, car parking, drinking water, interpretive signage







Access to walk-in campground or drive-in campground

This trail along Goondooloo Ridge offers spectacular views of Backstairs Passage and the Pages Islands. Visitors will walk through re-vegetated and remnant native bushland to a lookout with spectacular views. Along the way large mobs of kangaroos can be seen grazing in the open fields or resting under eucalypts.

This Class 2 trail is suitable for visitors of all ages including families with young children and the elderly.

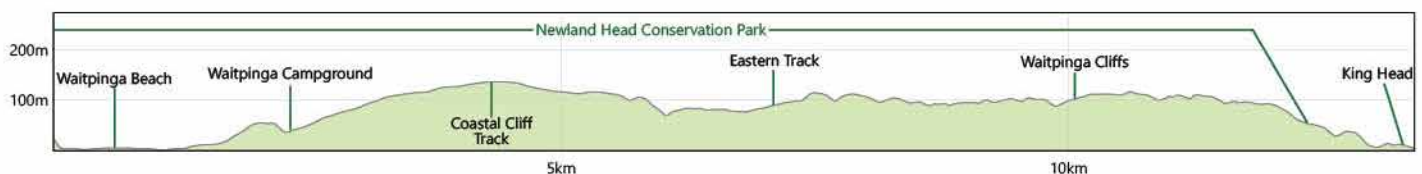


3. King Head – Waitpinga Beach

-  12 km
-  Half day
-  Class 4
-  Linear trail (walk in either direction)

The walk from King Head to Waitpinga Beach within Newland Head Conservation Park is the spectacular highlight of the Heysen Trail. The focal point of this walk is again Waitpinga Cliffs. The trail follows along rolling hills and coastal scrub to the long Waitpinga Beach, a popular surfing and


fishing spot. The walk includes panoramic views of Waitpinga Creek, Encounter Bay, the Pages in Backstairs Passage and Kangaroo Island.



4. Victor Harbor – Waitpinga Cliffs



14 km

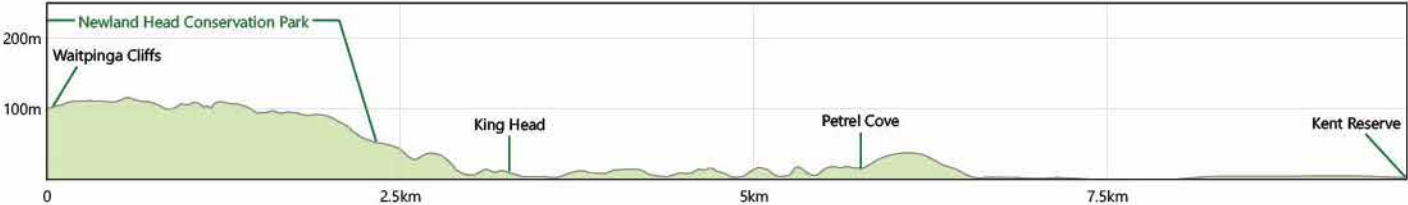


Half day



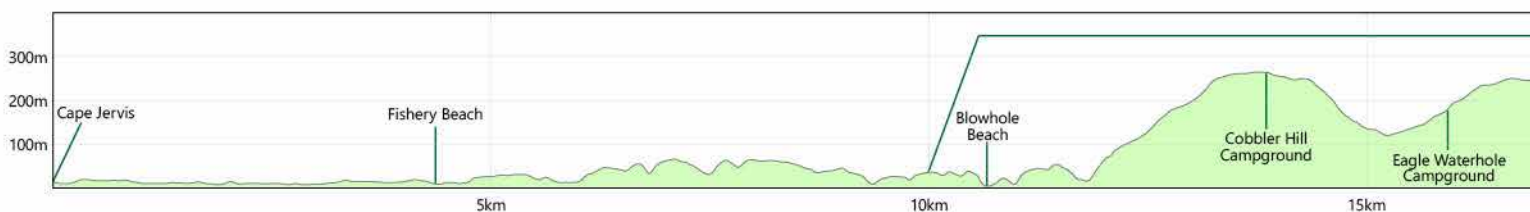
Class 4 Linear trail
(walk in either direction)

The magnificent walk starts at the Bluff (Rosetta Head) passes Petrel Cove and follows the Victor Harbor Heritage Trail onto Kings Beach and then past King Head. The highlight of this walk is no doubt the Waitpinga Cliffs rising up 100 metres above the sea, one of SA's most photographed coastal icons and an area frequented by the magnificent white-bellied sea-eagle. During May to October walkers may find southern right whales with calves.



Additional walks

The following full day, half-day and loop walks have good appeal and will add to the overall visitor experience in the Fleurieu Peninsula region.





1. Deep Creek Cove Hike from Tapanappa Lookout



3.4 km



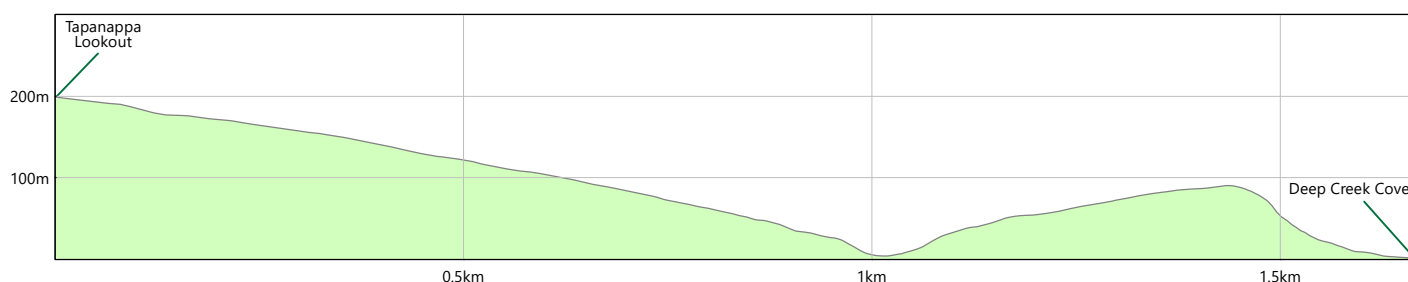
2.5 hours



Class 4, return trail

A rugged coastal hike through steep terrain and dense vegetation with spectacular views of Deep Creek. Be prepared to scramble over rocks on your way down to this secluded cove. Suitable for experienced and fit bushwalkers, this hike includes steep

terrain and may be slippery. Be prepared to take your time and wear adequate footwear for extra grip. It can also be started from Tapanappa Campground (add 3 km return).



2. Cape Jervis - Fishery Beach



4.4 km

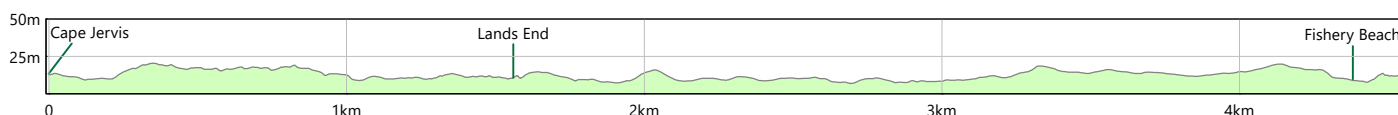


2 hours



Class 2, linear trail
(walk in either direction)

Follow the coast along rocky beaches with stunning coastal views towards Kangaroo Island and meander through low vegetation rich with butterflies on this easy walk. As the name suggests, Fishery Beach is a popular fishing area.



3. Marrano Creek Hike



6.7 km



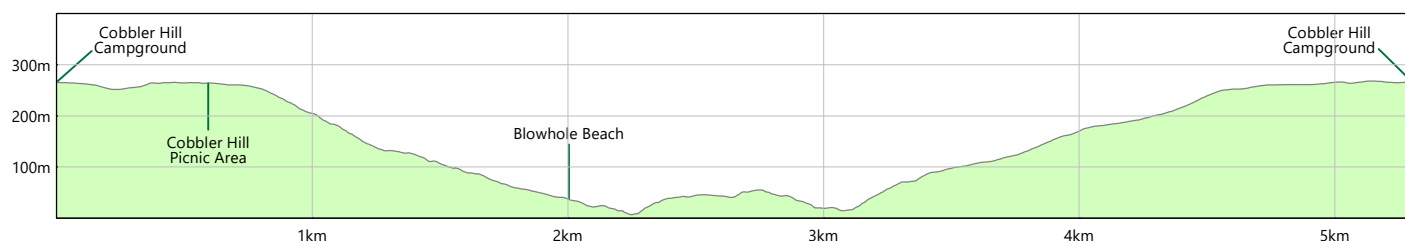
Half day



Class 4,
loop trail

Enjoy excellent views of Kangaroo Island and The Pages Islands on this challenging loop trail, which traverses windy grasslands and coastal scrub. Follow Blowhole Beach Hike down to the beach, before joining the Wild South Coast Way on the Heysen

Trail and following it east to Cobbler Hill Campground and Marrano Creek. This terrain is steep and may be slippery – be prepared with adequate footwear. The trail starts from Cobbler Hill Picnic Area or Cobbler Hill Campground.



4. Deep Creek Waterfall Hike from Tapanappa Lookout



7 km



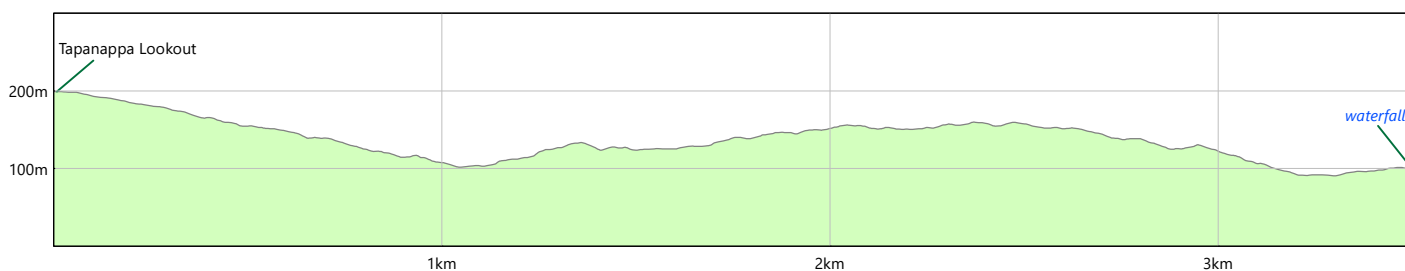
Half day



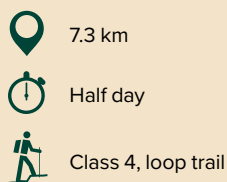
Class 4, return trail

A challenging hike for fit and experienced walkers. As you hike down into the valley along a section of the Wild South Coast Way on the Heysen Trail, you will journey through dense sheoak forests with rugged terrain. Along the way, you will be rewarded

with excellent views of Deep Creek and a peaceful pit stop at Deep Creek Waterfall. You can also start from Tapanappa Campground (add an extra 3 km return).

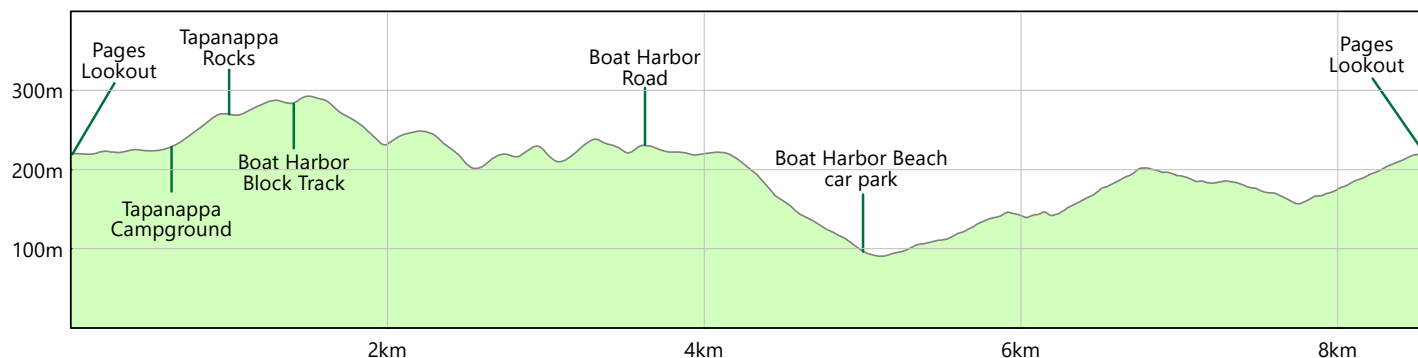


5. Boat Harbor Circuit Hike

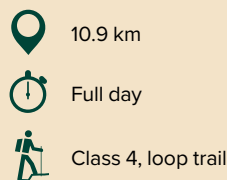


Taking in part of the Wild South Coast Way on the Heysen Trail, this unique hike has breathtaking views of Kangaroo Island, The Pages Islands and Tunkalilla Beach. Those prepared for a steep trail and rock scramble can take a short diversion off the circuit trail to Boat Harbor Beach, a rocky cove where Boat Harbor Creek enters the Southern Ocean.

The trail begins on Tapanappa Ridge. Follow the road towards Tapanappa Campground and turn to the ridge on your left before reaching the campground. This hike does not start at Tapanappa Lookout.

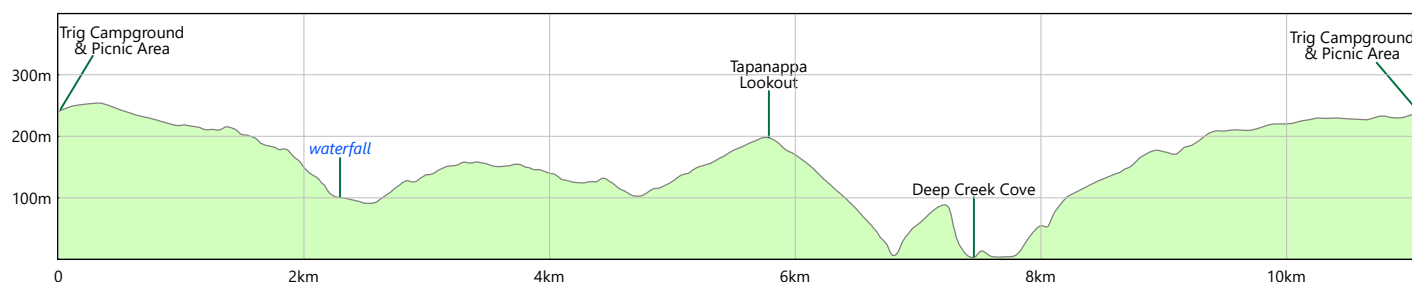


6. Deep Creek Circuit Hike



This hike offers some of the best landscape and ocean views in the park – it is also the most challenging. The trail is best taken in a clockwise direction from Trig Picnic Area, leading you to the waterfall and down into Deep Creek Cove. Deep Creek can be

difficult to cross, and it is recommended not to cross when flooded. This hike is suited to experienced, fit walkers. The trail can be started from Trig Picnic Area or from Tapanappa Lookout.



7. Cobbler Hill Campground - Tapanappa



13 km



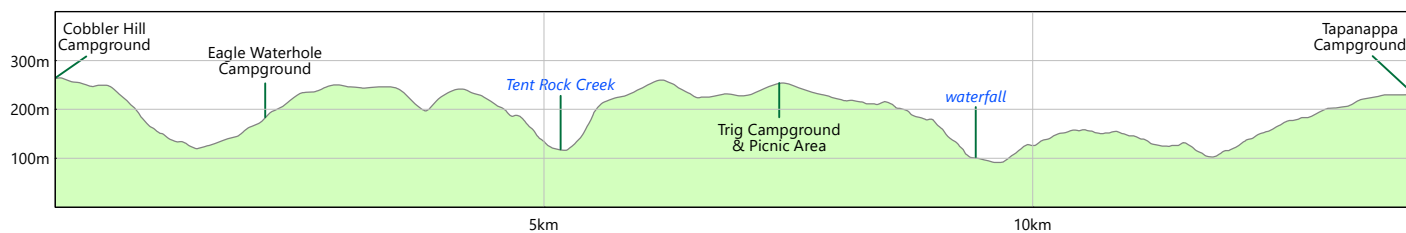
Full day



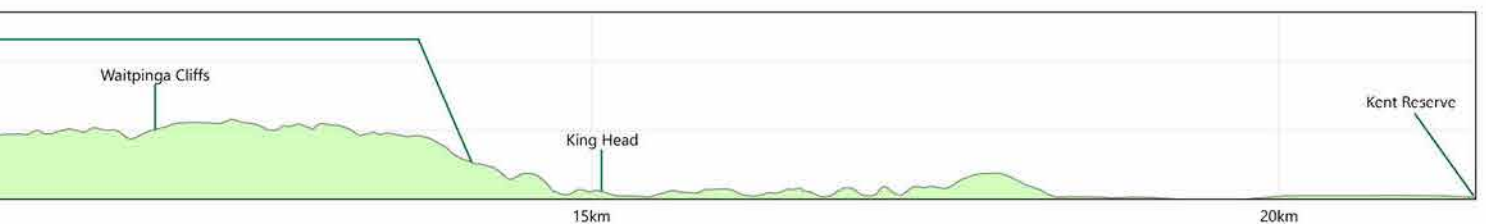
Class 4, linear trail
(walk in either direction)

A challenging full day hike that traverses the two major valleys of Deep Creek Conservation Park, it also includes some of the most spectacular sights. From ocean views and scrubland to waterfalls and fern-

filled gullies, this section provides a diverse hiking experience. This hike is suited to experienced, fit walkers.







8. Waitpinga Beach - Waitpinga Cliffs



8 km

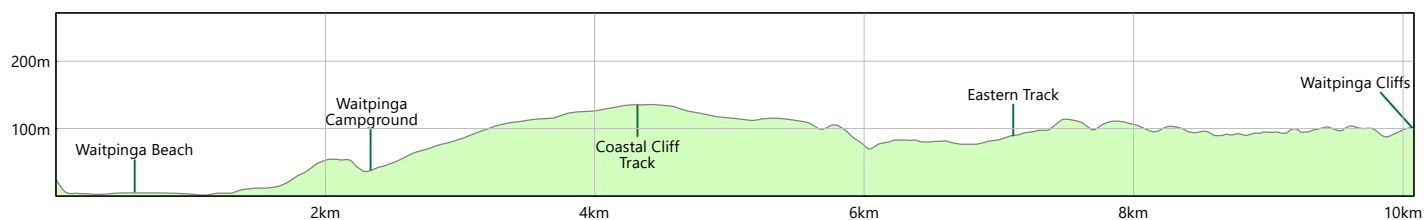


Half day



Class 4, linear trail
(walk in either direction)

The best of both worlds – witness the powerful Southern Ocean up close as you traverse Waitpinga Beach before heading inland and then back out towards the towering Waitpinga Cliffs.



9. Newland Head Conservation Park Coastal Cliff Loop Hike



8.6 km

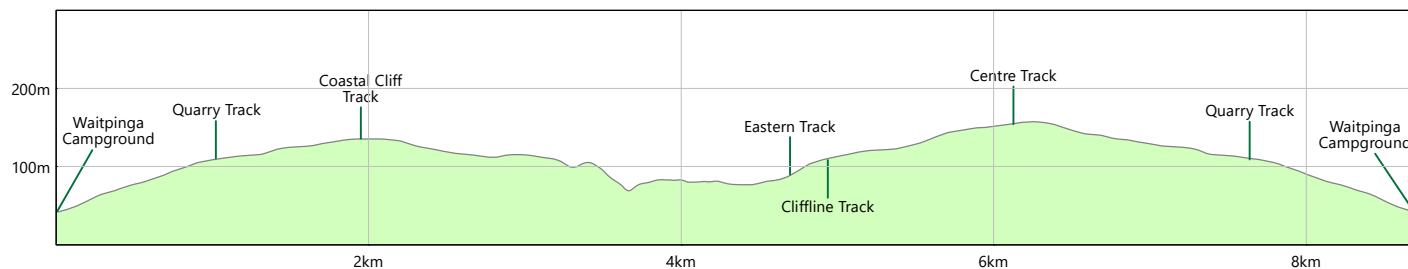


Half day



Class 4, loop trail

Spectacular coastal views from rolling hills and steep clifftops, watch for white-bellied sea-eagles on the way.



10. Waitpinga Beach - Victor Harbor



19 km



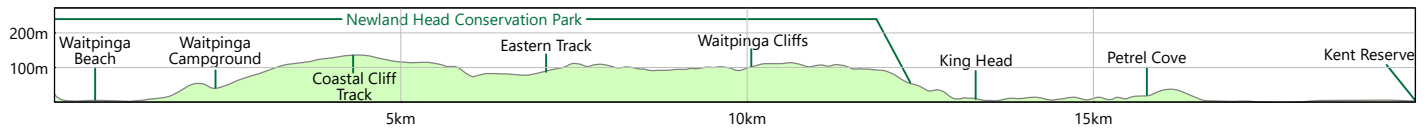
Full day



Class 4, Linear trail
(walk in either direction)

From the popular surf beach, ascend towards Ridgeway Hill before heading out to the coastal cliffs, passing sea-eagle nesting areas and the spectacular cliffs of Newland Head. Past the cliffs, the trail emerges onto Kings Beach. The main

Heysen Trail turns north here, but a spur trail continues along the coast on the Victor Harbor Heritage Trail, past Petrel Cove to The Bluff, continuing past Whalers Way along the esplanade at Encounter Bay to Kent Reserve.



Access and facilities

Access to trail for tourism operators

Distance (kms)	Location	Walk-in only campsite	Vehicle campsite	2WD access	4WD access	Access point
Day 1	Cape Jervis			✓		Next to SeaLink Ferry Terminal, Cape Jervis
	4.4			✓		
	Fishery Beach					Fishery Beach Road
	6.7					
	Blowhole Beach				✓	Blowhole Beach Road (4WD only), Deep Creek CP
Day 2	2.8		✓	✓		Cobbler Hill Campground, Blowhole Beach Road, Deep Creek CP
	2.0	✓			✓	Gate 7 on Goondooloo Ridge Track, Deep Creek CP
	4.9					
	Trig (Trent Rock Road)			✓		Tent Rock Road, Deep Creek CP
	5.4					
Day 3	Tapanappa	✓	✓	✓		Tapanappa Road, Deep Creek CP
	1.8			✓		Tapanappa Road, Deep Creek CP
	3.0				✓	Boat Harbor Road, Deep Creek (4WD only)
	Boat Harbor Road				✓	
	3.5				✓	Tunkalilla Road
Day 4	Tunkalilla					
	9.3					
	Ballaparudda Creek	✓		✓		Mount Scrub Road
	8.8			✓		Parsons Beach Road, Newland Head CP
	Parsons Beach Road			✓		
Day 5	2.4		✓	✓		Dennis Road, Newland Head CP
	0.8			✓		Dennis Road, Newland Head CP
	Waitpinga Campground			✓		
	1.2	✓		✓		Via gate, Dennis Road, Newland Head CP
	Newland Head walk-in campsite					
Day 5	10					
	2.3			✓		Kings Beach Road
	Kings Beach			✓		Jagger Road, Encounter Bay
	4.4					
	Rosetta Head (The Bluff)			✓		
	Victor Harbor (Kent Reserve)			✓		Kent Drive, Victor Harbor

Car parking	Notes
Ferry terminal short-term parking	Drop off at Cape Jervis and arrange for luggage to be collected at Cobbler Hill/Eagle Waterhole
Large car park	Save 4.4 km by starting at Fishery Beach
Car park (4WD only)	Blowhole Beach car park is 4WD access only
At campground	Cobbler Hill Campground pick up point for those not camping on the trail. Cobbler Hill Picnic Area is approx. 500 m from campground, and is an alternative pick-up spot
Small car park for CTOs only (limit 2 vehicles)	Track is dry weather access only. Key required. 2 km walk from Cobbler Hill to Eagle Waterhole walk-in campsite.
Large car park at Trig Campground and picnic area	Option for camping at Trig drive-in campground, and exploring Deep Creek Cove Hike.
mall car park at Tapanappa Ridge walk-in campground (limit 2 vehicles, access via locked gate) No parking for day visitors at Tapanappa Campground	Use Tapanappa picnic area for pick up. Campgrounds are 1 km walk from the picnic area. No day visitor parking at the Tapanappa vehicle-based campground. Vehicle access to Tapanappa Ridge walk-in campground is for CTOs only with key access.
Small car park	Save 1.8 km by being dropped off at Pages Lookout car park
Small car park	Boat Harbor Road is 4wd access only and dry weather access only
Small car park	Add 0.5 km to get from the walking trail on the beach to the car park
Roadside	Walk-in campsite. Pick up point for those not camping on the trail. Campground is located 150 m from road.
Large car park on Parsons Beach side of headland, small car park on Waitpinga Beach side of headland	No vehicle access for alternative pickups/drop offs in this section prior to Parsons Beach Road.
Large car park	Option to picked up from the beach car park for those not camping on the trail
Small car park	Vehicle-based camping option, or option to picked up for those not camping on the trail
Small car park for CTOs only (limit 2 vehicles)	Walk-in campground for those camping on the trail. Vehicle access is for CTOs only with key access.
Small car park	Options to finish at Kings Beach, Rosetta Head or continue into Victor Harbor or Granite Island
Several car parks along loop road at Rosetta Head	Options to finish at Rosetta Head or continue into Victor Harbor or Granite Island
Numerous parking spaces	Option to finish at Kent Reserve or Granite Island

Campground facilities - Current state 2021/22

Walk-in Campgrounds are located at Eagle Waterhole and Ballaparudda Creek. From October 2021 (Ballaparudda Creek) and December 2021 (Eagle Waterhole) will include:

- Shelter with seating for 12 including bench and sink with untreated rainwater
- 2 pan unisex drop toilets with sinks
- 10 x 3.5mx3.5m timber or compacted earth tent pads
- Rainwater tanks
- Storage units for tour operators e.g. for portage opportunities

Drive-in Campgrounds are located at Cobbler Hill, Trig, Tapanappa and Waitpinga. They include:

- Pit toilets (flushing toilets at Waitpinga)
- Allocated campsites (unallocated at Waitpinga)
- 2WD and 4WD access
- Some sites are suitable for camper trailers or small caravans
- Fire pits at Cobbler Hill, Trig and Tapanappa (seasonal fire restrictions apply)
- Gas barbecue at Waitpinga

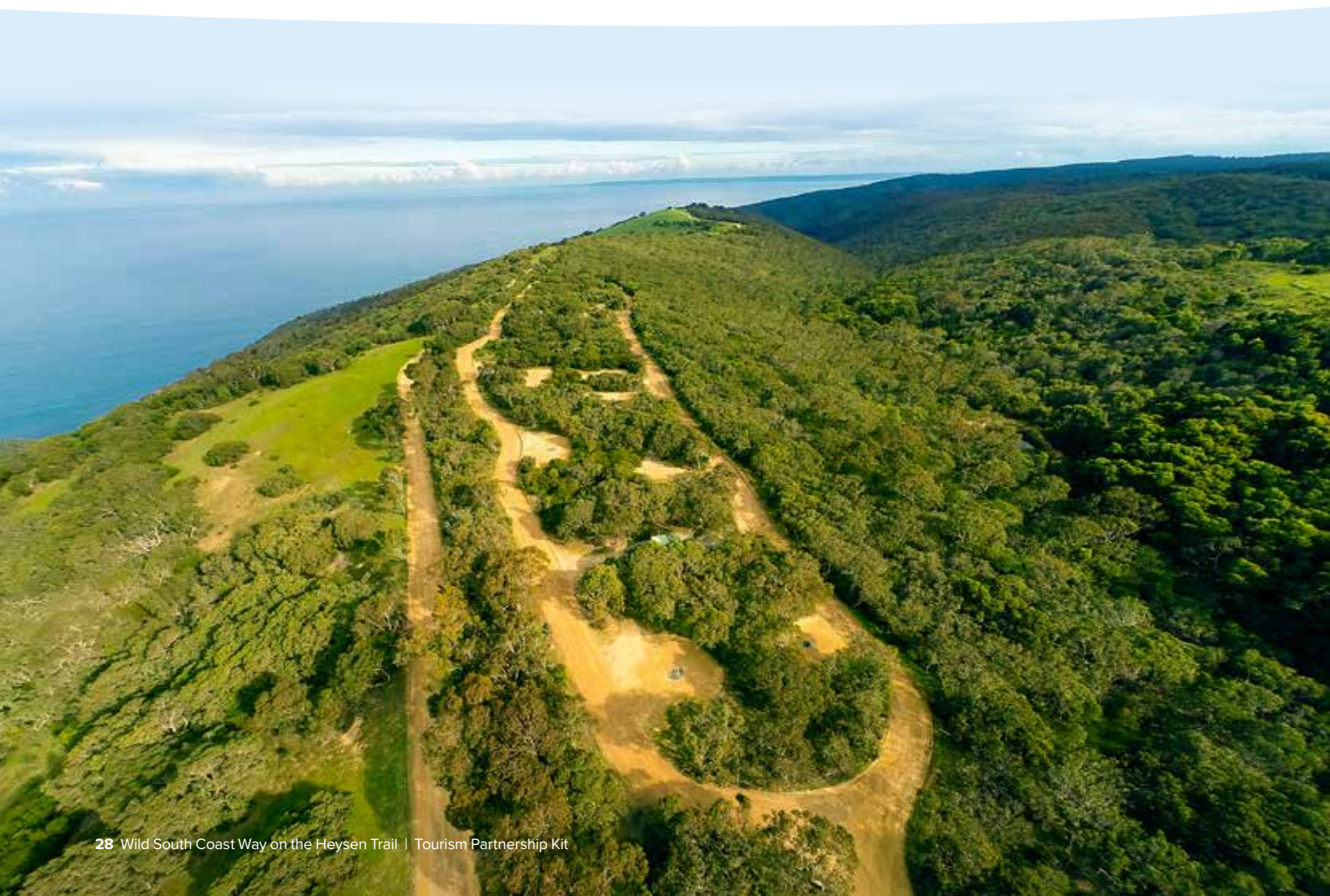
An additional campground is located at Stringybark (off-trail). It includes:

- Flushing toilets
- Hot showers
- Allocated campsites
- 2WD and 4WD access
- Most sites are suitable for camper trailers or small caravans.
- Fire pits (seasonal fire restrictions apply)

Campground maps:

- **Cobbler Hill**
- **Trig**
- **Tapanappa**
- **Waitpinga**
- **Stringybark**

Maps are available on www.parks.sa.gov.au



Campground facilities - Future state 2022/23

New Walk-in Campgrounds will be located at Tapanappa and Newland Head and will include:

- Shelter with seating for 12 including bench and sink with untreated rainwater
- 2 pan unisex drop toilets with sinks
- 10 x 3.5m x 3.5m timber or compacted earth tent pads
- Rainwater tanks
- Storage units for tour operators e.g. for portage opportunities

Each walk-in campground is unique and sympathetic to the surrounding landscape with orientation and amenities

carefully designed and located to provide the optimal experience for hikers settling in for the night.

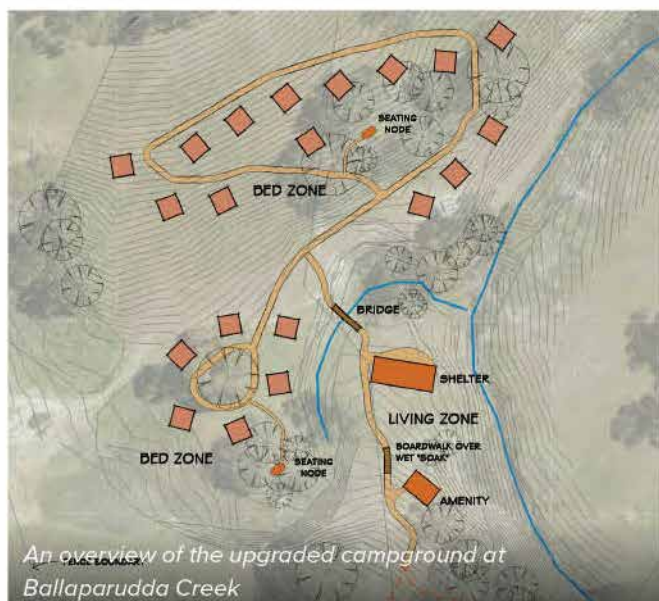
The existing drive-in campground at Trig will receive minor upgrades.

Timeline of campground creation and upgrades:

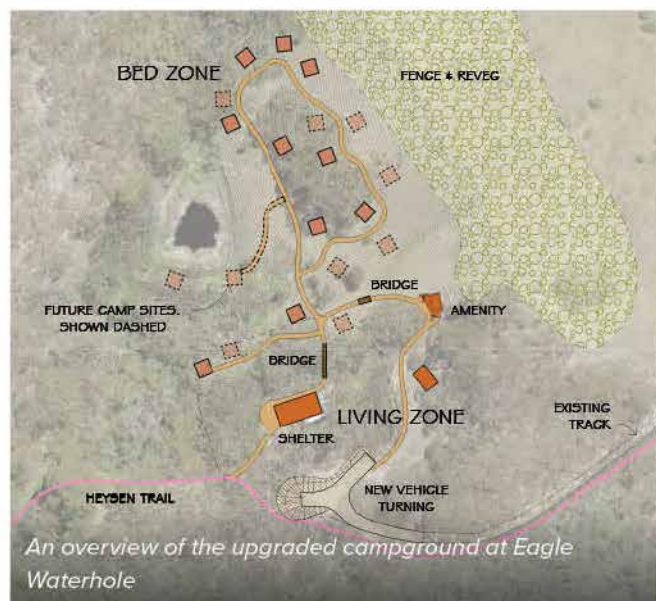
Ballaparudda Creek walk-in	October 2021
Eagle Waterhole walk-in	December 2021
NEW Tapanappa walk-in	January 2022
NEW Newland Head walk-in	January 2022
Trig	June 2023



Ballaparudda Creek Campground



Eagle Waterhole Campground





Best times to walk

Every season on the Wild South Coast Way offers something different, so you're sure to have an amazing experience whenever you visit. The Fleurieu Peninsula's weather is variable year round and changes in temperature and conditions can occur suddenly and without much warning given the WSCWs exposed location. You're likely to experience a bit of everything on your walk – sunshine, wind and rain.

Spring (September - November): the season of rebirth and a wonderful time to see the spectacular array of wildflowers, reptiles, frogs, birds and butterflies galore. With sunny days and early mornings perfect for adventure and an ideal time to explore.

Summer (December – February): wildlife retreats to bushland habitat to shelter during the heat of the day, summer wildflowers and the new growth of native trees add colour to the landscape and cool sea breezes provide relief on hot days. Share early morning beach adventures with shorebirds and uncover natural treasures.

Autumn (March – May): a time of transition with modest rainfall bringing waterways back to life and providing new growth for wildlife to feed on and sea winds are calmer. Sea treasures are washed ashore.

Winter (June – August): orchids, moss and fungi are prolific, rivers are flowing, winter swells crash into towering cliffs providing a breathtaking spectacle, echidnas form 'mating trains' where up to eight males follow a female around, majestic southern right whales pass the shores and high rainfall produces lush, green vegetation.

Availability

The WSCW is available year-round. However, the trail and conservation parks may be closed on days of Catastrophic Fire Danger or management activities. Check the **National Parks & Wildlife Service SA website** for alerts.



Bookings and fees

There is no cost to access the WSCW; however, Free and Independent Travellers (FITs) must pay park entry fees when walking the sections of the trail that traverse Deep Creek Conservation Park and must pay camping fees if staying overnight in Deep Creek Conservation Park, Newland Head Conservation Park or Ballaparudda Creek Recreation Park. Visit the **National Parks & Wildlife Service SA website** for details.

Commercial tour operator licencing and fees

National Parks and Wildlife Service SA has developed a number of multi day walks, circuits and loops trails of varying lengths and degrees of difficulty within Deep Creek and Newland Head conservation parks. Some of these are featured on page 3. There are opportunities for tour operators to package any of the suggested walk itineraries under a commercial tour operator licence.

Any company, organisation or individual proposing to carry out commercial activities within the parks system requires a licence.

Commercial activities may include guided tours, instructional or educational courses and leisure activities that are conducted for fee or reward. Commercial activities that take place in our national parks include:

- bushwalking
- camping
- portering
- four-wheel driving
- visitor transfers
- hospitality services e.g. catering
- observing wildlife
- fishing
- rock-climbing and abseiling
- coach and bus tours
- boating activities
- birdwatching.

Licensing is an important management tool which:

- allows DEW to monitor access and use of lands to ensure the natural and cultural values of protected areas are maintained
- ensures that visitors have a safe and rewarding experience.

Commercial tour operator fees may vary based on the activity undertaken or services provided.

Operating outside of national parks and reserves

Tour operators that use the sections of the WSCW outside of the conservation parks do not need a commercial tour operator licence. However, the WSCW experience and its sustainability is a collaborative enterprise. We would love to hear about how businesses are leveraging the government's investment and how we can support you.

Email **DEWtourism@sa.gov.au** to let us know how the WSCW experience is supporting your business.

How to become a licensed commercial tour operator

For more information or to apply, visit the **National Parks & Wildlife Service SA website**.

How to book campsites

Commercial tour operators do not need to book their use of the WSCW for walking experiences or other commercial activities, with the exception of booking campsites.

Campsites should be booked online at **www.parks.sa.gov.au** and can be booked up to 12 months in advance. You can hold campsites by booking and paying online, and then cancelling your booking and requesting a refund at least 5 days in advance.

Currently, camping fees apply per vehicle at vehicle-based campsites and per person at walk-in campsites.

Deep Creek is a very popular park for camping and drive-in campgrounds are often at or near capacity, particularly during long weekend and school holidays. Walk-in campgrounds are popular mid-week, particularly for school groups. We recommend booking as early as possible.

For more information, check out the **Book and pay FAQs**.

Conditions:

- Maximum 2 persons per walk-in campsite. Drive-in campsites vary in size and occupancy – check website for maximum occupancy.
- CTO exclusivity does not apply to campgrounds.
- CTOs will be responsible for cleaning, rubbish removal and maintaining access areas.
- Other CTO licence conditions as outlined in National Parks and Wildlife Service SA commercial tour operator licence.



Wild South Coast Way Brand Blueprint

Great brands appeal to both the head and the heart. They create meaning in people's lives and they stand for something - both rational and emotional. Our brand is who we are. Our reputation. The words, images and feelings our customers associate with us.

A WSCW Brand Blueprint has been co-created by WSCW stakeholders and tourism operators.

By defining the WSCW brand, stakeholders and tourism operators understand what makes the WSCW special and can translate this into how customers experience the brand.

We ask that tourism operators commit to the WSCW brand promise, ensuring that their products, experiences or services align with the WSCW values.

Wild South Coast Way An Experience Brand

OUR VALUES

Tread lightly | Spirit of discovery | Accessible & inclusive | Pure connection

OUR PURPOSE

Wealth & wellbeing

HOW WE MAKE CUSTOMERS FEEL

Proud | Exhilarated | Rejuvenated
Connected | Wonder | At peace

FAMOUS FIVE

Rugged coastal | Walking trail
South(ern) Australia | Near & far | Connection

DISTINCTIVE BRAND ASSETS

Green & blue | Seven beaches

TOUR OPERATOR TIP



Create services and packages that appeal to the emotional drivers (we make customers feel proud, exhilarated, rejuvenated, connected, wonder, at peace). Use images that showcase these emotions (see example right).



The Wild South Coast Way is an experience brand

WSCW is an Experience Brand strongly underpinned by characteristics of a Conscious Brand:

PRIMARY

Experience Brand

WSCW is differentiated by the experience we provide, as much as or more than by our products or services. We are exciting, energetic and imaginative.

SUPPORT

Conscious Brand

WSCW is on a mission to make a positive social and environmental impact, and enhance people's quality of life. We are inspiring, thoughtful and transparent.

Brand values

Values guide our decision making, decisions guide our actions, actions build our reputation, and our reputation is our brand – the words and images in the mind of customers.

Value 1: Tread lightly

'Walk as if you are kissing the earth with your feet.'

Thich Nhat Hahn (1926-), Vietnamese monk.

The central tenet of the WSCW brand is that we operate in harmony with the natural environment. The WSCW traverses ancient landscapes of majestic, unspoilt beauty, and its success is dependent on these environments continuing to thrive for future generations.

Our visitor experience is complementary to the landscape, and we are respectful of the place in which we operate.

Value 2: Spirit of discovery

'A mind stretched by a new experience can never go back to its old dimensions'.

Oliver Wendall Holmes Jr (1841-1935), Associate Justice of the Supreme Court of the United States.

The WSCW is inspired by a spirit of discovery, curiosity, adventure and wonder. We are passionate about delivering experiences that allow people to explore our unique natural environment. But we also believe strongly in our role in education; inspiring lifelong learning and interest in the beauty and conservation of our beguiling lands.

Value 3: Pure connection

'Let's take our hearts for a walk in the woods and listen to the magic whispers of old trees'.

Anonymous

Perhaps the most profound gift of the WSCW is its ability to create pure, truthful connections. Connections with the land, the sea and the sky. But also, deep human connections – between partners, families and friends, and also within ourselves. In a world cluttered with noise and superficial acquaintances, WSCW believes its ability to create pure connections is more critical than ever.

Value 4: Accessible and inclusive

'Accessibility is about removing barriers and providing the benefits for everyone'.

Steve Ballmer (1956-), American businessman.

The WSCW is driven by a deep desire for accessibility and inclusion. We believe the WSCW should be accessible to as many people as possible, regardless of ability or demography. And we acknowledge our place on the ancient lands of the First Nations people and pay respect to their Elders past, present and emerging.

TOUR OPERATOR TIP



Consider how your business values align with the WSCW values. Can you adapt or create products that align more closely with these values? e.g. a guided walk that is designed for people with mobility issues or a transfer service that includes a subject matter expert

Brand attributes

The WSCW famous five

Working memory can only store five words in conscious memory at any time. So what will those five words be for the WSCW?

Famous five

Rugged coastal

Walking trail

South(ern) Australia

Near & far

Connection

Functional benefits, descriptive, essential in establishing the brand

Functional, but also links to emotional benefit

Emotional benefit

Brand language

Imagery aligned with the WSCW Brand Blueprint ensures customers experience a cohesive journey from the planning phase right through to undertaking the experience. Another key part of any marketing activities is consistent messaging. The following key messages have been developed to help operators communicate the WSCW experience with their customers.

TOUR OPERATOR TIP

Use the key messages and highlight the brand attributes in your marketing collateral.

- The Wild South Coast Way on the Heysen Trail is a fully customisable, multi-day walking experience between Cape Jervis and Victor Harbor on the Fleurieu Peninsula, South Australia.
- You can walk the Wild South Coast Way on the Heysen Trail your way – any day, any direction, any section.
- Try a loop walk, day walks with overnight stay, or the full five-day four-night experience.
- The Wild South Coast Way on the Heysen Trail offers an exciting, active adventure for walkers of all fitness levels, and includes a section of trail that is universally accessible.
- The Wild South Coast Way on the Heysen Trail offers South Australia's nature at its finest boasting rugged coastal landscapes and abundant wildlife within two hours' drive from Adelaide.
- Dramatic cliffs, wild beaches and unspoilt valleys will exhilarate and rejuvenate.
- In a world cluttered with noise and technology, the Wild South Coast Way on the Heysen Trail experience creates pure connections – to nature, to yourself and to others.
- The Wild South Coast Way on the Heysen Trail offers an ever-changing landscape to escape and recharge your wonder and sense of discovery.
- Feel the solitude of ancient, unspoilt landscapes but remain close to civilisation.
- The experience is less than two hours from Adelaide, but feels a world away.
- A must-do for your bucket list: explore all seven beaches of the Wild South Coast Way on the Heysen Trail.
- You'll be surprised at how many ways you can walk the Wild South Coast Way on the Heysen Trail experience. Walk with a guide, camp along the trail, be transported to the trail from your luxury accommodation.
- Whether you have an hour to spare, a weekend or several days, there's always time to experience the Wild South Coast Way.
- Immerse yourself in culture and history and learn about the Traditional Owners of the Fleurieu Peninsula through interpretation along the way.

Distinctive brand assets

Seven beaches

Blue and green



TOUR OPERATOR TIP

Use images, colours and wording in your marketing collateral that showcase the Famous Five and Distinctive Brand Assets. The concept of 'seven beaches' is a great marketing hook. The WSCW takes in Fishery Beach, Blowhole Beach, Boat Harbor Beach, Tunkalilla Beach, Parsons Beach, Waitpinga Beach and Kings Beach (see example above).

Brand imagery

National Parks and Wildlife Service (NPWS) and the South Australian Tourism Commission (SATC) have a library of images that align with the WSCW Brand Blueprint. The images are available for operators to use to promote their WSCW products and experiences.

The image gallery will be updated in mid-2021.

To access these images, contact us via the WSCW webpage:

www.parks.sa.gov.au/wscw

To access the SATC images, visit the Media Gallery:

<https://media.southaustralia.com/>

TOUR OPERATOR TIP



When creating your own image library, select images that align with the WSCW brand values, emotional drivers and brand attributes.

The following guidelines align with SATC's style guide and help create consistent, on-brand content. Check out SATC's photography checklist for operators, which is a great resource for planning shoots, negotiating terms and briefing a photographer.

Primary imagery

- Intriguing
- Unexpected
- Curious
- Unusual point of view
- Inspires awe and wonder
- Dramatic and wild

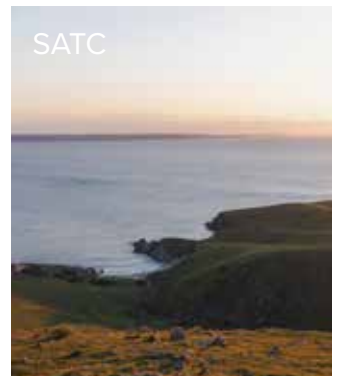
Secondary imagery

- Builds the story
- Answers questions
- 'Doable' experiences
- Functional
- Calming, at peace
- Connection of people to nature, selves and others

What we're not looking for

- Contrived
- Looking at camera
- Blur
- Extreme filters
- Cluttered backgrounds





Creating a Wild South Coast Way experience

The WSCW provides endless opportunities for businesses to leverage the upgraded trail and facilities to provide new services and experiences. Opportunities are not restricted to 'traditional' tourism businesses (tours, accommodation, transfers); there are opportunities for equipment hire, catering, post-hike services (massage, yoga) and more.

Product optimisation

The WSCW on the Heysen Trail has been designed to support a diversified walker market.

1. Multiple entry and exit point options
2. Major and minor way finding trailheads
3. Alternative campground access routes for servicing, while balancing the desire for hiker remoteness
4. Both walk-in and drive-in campgrounds, giving campers options for access
5. Development of shorter multi day walks, loop trails and trail sections accessible by Trail Rider
6. Walk diversity with different degrees and lengths of trail difficulty
7. Connections to conservation park attractions, visitor hubs, activities and off-park services
8. First Nations heritage connections
9. Diverse walk-in campground landscape locations
10. Signature walk-in campgrounds with enhanced facilities
11. Raised or formed camp pads
12. Covered shelters, including food preparation and dining areas at designated walk-in campgrounds
13. Walk-in campground spaces for coming together, sharing and interpretation
14. Utilisation of long lasting trail materials that are sensitive to the environment
15. Rainwater collection and on-trail water tank access
16. Trail alignment that maximises iconic highlights while preserving cultural and biodiversity sites

Resources

The South Australian Tourism Commission (SATC) has a number of resources and tools on offer to assist our tourism industry.

- The **Tourism Business Support Framework** guides tourism operators to the most appropriate government department and/or service provider for different areas of assistance.
- If you are starting a new tourism business, the **Getting started in tourism checklist** will assist you to take some of the necessary steps to get established.
- The **what is commission fact sheet** explains the benefits of incorporating a commission structure into your product pricing as a way to promote your business to new customers.
- The helpful **Interactive tourism product pricing calculator tool** assists businesses to calculate the market or gross price of their tourism product.
- Learn how to sell your tourism product to both domestic and international customers through the travel distribution system with the **working with distribution partners guide**.
- A step by step guide, the **Create an effective tourism package guide** will assist you to plan your package and its inclusions based on the needs of your target market and plan targeted promotion to maximise sales.

Consumer demand research

A WSCW tourism development plan has been created with in-depth engagement with stakeholders and the tourism industry. The plan identifies and describes:

- Hero and supplementary experiences
- Commercial opportunities and partnerships with stakeholders
- Target markets, customer journey mapping and creating personas.

The plan recommended undertaking consumer demand research to define the market potential. In collaboration with SATC, we tested two WSCW experiences:

- 3-day/2-night self-drive adventure package including kayak hire at Myponga, a fully set-up campsite with dinner and breakfast provisions, two half-day walks along the WSCW, abseiling and exploring local food, beverage and retail outlets.
- 2-day/2-night coastal walking package including luxury eco-accommodation, one full day and one half-day walk on the WSCW, all meals and transfers between the accommodation and trail.

Both experiences were designed with different target markets from the tourism development plan in mind:

- Adventure package: Adventure Light, Adventurer
- Coastal walking package: Discoverer, Day Tripper, Girls' Group Getaway

The online survey received 1250 responses from domestic visitors in SA, Victoria, NSW and Queensland who fit SATC's 'High-Yielding Experience Seeker' profile. These travellers are passionate and curious about the world, are open to immersive experiences and have a higher than average spend on their trip.

Appealing factors

Both WSCW concepts tested extremely well. Respondents were drawn to:

- Close proximity to the CBD
- Attractive adventure activities leveraging SA's unique landscape
- Being able to walk at your own pace
- Opportunities for niche audiences e.g. photography
- A chance to have a taste of multiple activities

Unappealing factors

- 'Off-the-shelf' packaged experiences with no flexibility
- Price (respondents believed they could do each separate activity for a lower cost than the described package)
- Perceived level of fitness required

TOUR OPERATOR TIP



Most respondents want a 'taster' of various activities and services. Consider diversifying your products or working with other suppliers to provide a range of experiences.

Most domestic visitors want the option to select each element of their trip, rather than having an off-the-shelf package. Provide options for visitors to customise their experience.

Other findings

The research also revealed that:

- South Australian respondents travel to relax and unwind
- Interstate respondents travel for nature experiences and premium products

TOUR OPERATOR TIP



Highlight nature experiences and premium products to interstate markets. Promote opportunities to travel at their own pace and unwind to intrastate markets.

Working with other operators

A list of providers will be compiled as we work closely with our licenced tour operators and other service providers. To be included in the list which will be featured on the National Parks website, email DEWTourism@sa.gov.au.

We encourage providers to network with one another to develop packages.

First Nations involvement

The Wild South Coast Way on the Heysen Trail traverses Ramindjeri Ruwe (land), with connections to Kaurna Country at Cape Jervis. Ramindjeri is one of eighteen Lalkinyeris (tribes) that make up the Ngarrindjeri Nation, whose Country spans the lower River Murray, Coorong and western Fleurieu Peninsula.

The deep and abiding connection First Nations People have to the land and coastline on which the WSCW traverses presents us with an opportunity to celebrate and learn from the traditional custodians of this land.

It is important that tour operators acknowledge and celebrate the traditional custodians of the land. Consider the opportunity to partner with a First Nations tour guide such as:

Kula-Tind-Jeri or Kool Tours

M: 0459 371 515

E: tribalexperitise2020@gmail.com

<https://kula-tind-geri.com/>

The Wild South Coast Way ideal customers and their customer journey

The key target markets are based on **Greenhill Research & Planning (Sep 2017)** and the **Walker Market Profile (May 2020)** published by the consulting firm **bda**. **Marketing Planning** outlining the market profiles of the **SA** and interstate **Walker** and **Outdoor Enthusiast** segments.

The inclusive tourist segment is based on research by **MyTravelResearch.com** (Jan 2018), **University of Technology Sydney** (2017) and **Tourism Research Australia** (Jan 2018). Furthermore, recent research by **MyTravelResearch.com** (Apr 2020) and **Wavemaker** (Apr 2020) on intended behaviour following the impact of bushfires and COVID-19 was incorporated into the customer personas and customer stories developed for the WSCW.

The customer stories, customer personas and customer journey maps for the seven key target markets identified can be found in Appendices 1 and 2. In addition to the key target markets the industry identified the following secondary target markets:

- Special interest 'active tourism' segment (bird watching, yoga, meditation, wellness, art)
- School groups and outdoor education market
- Lower socio-economic groups (lower affluent)

The following table gives an overview of the key target segments identified, their travel motivations and the WSCW experiences they would likely seek.

TOUR OPERATOR TIP



Consider which markets your products are best aligned with and use the travel motivations to design your marketing activities.

If you are looking to grow your business, consider new products or experiences that may appeal to a different target market.

Use the customer journey mapping to ensure you are addressing questions and barriers.

For detailed information about each of the WSCW customer profiles, check out the WSCW Provisional Visitor Experience Summary at www.parks.sa.gov.au/wscw.



Segment	Adventure Light	Day Tripper	Bush Camper	Adventurer	Inclusive Tourist	Girls Group Getaway	Discoverer
Names and Ages	Thomas (27) & Annabelle (26)	Pamela (59) & Gary (60)	Deb (45), Nigel (47), Isabelle (16), Charlie (10) & Max (8)	Trevor (63) & Denise (65)	Jess (35) and her carer Tim (29)	Karen (47) & five friends	Richard (59) & Caroline (57)
Description	Affluent solo, couples or groups of friends looking for a recreational day trip, soft adventure, or more extensive adventure	Affluent older couples desiring a bush camping trip, recreation day trip, or soft adventure experience	Affluent families seeking a recreational day trip experience, a bush camping trip or a soft adventure experience	Affluent solo travellers travelling with friends or as a couple seeking a multi-day walking experience	People from all walks of life with disabilities are looking for an accessible immersive nature experience	Groups of women seeking an organised time away to experience nature, bond and treat themselves	Affluent couples from outside SA looking for a recreation day trip experience or soft adventure/ nature-based experience
WSCW Experience	<ul style="list-style-type: none"> Multi-day walks Two day walks Full day walks 	<ul style="list-style-type: none"> Two day walks Full day walks Short and loop walks Car-based camping 	<ul style="list-style-type: none"> Two day walks Full day walks Short and loop walks Car-based camping 	<ul style="list-style-type: none"> Five day walks Multi-day walks 	<ul style="list-style-type: none"> Goondooloo Ridge Trail Tapanappa Ridge Trail 	<ul style="list-style-type: none"> Two day walks, full day walks Organised events/walks Packaged group tour (girls weekend getaways) 	<ul style="list-style-type: none"> Two day walks Full day walks Short and loop walks
Relevant Travel Motivations	<ul style="list-style-type: none"> Being outdoors Having an adventure Fun and fitness Escape routines and unwind Digital detox Reconnect and relax Be educated Spend quality time with partner and friends 	<ul style="list-style-type: none"> Nature based activities such as hiking Soft adventure Art, food & wine Reconnect, relax and unwind Escape routines Spend quality time with friends and relatives Keeping fit 	<ul style="list-style-type: none"> Outdoor adventure and fun, improve fitness Reconnect, relax and unwind See & learn about wildlife & nature Escape everyday life Get family away from screens Spend quality time with friends and relatives Be educated 	<ul style="list-style-type: none"> Discovering famous walking trails Challenge and accomplishment Camping in a national park Be active in natural environment Visit wilderness of some kind Reconnect with nature and each other Digital detox 	<ul style="list-style-type: none"> Increase activity Learn and discover; be emotionally and intellectually stimulated Escape everyday life Sense of achievement Reconnection, relax and unwind 	<ul style="list-style-type: none"> Sense of achievement Spend quality time with girlfriends Raising money for charity (pride) Outdoor adventure and fun Reconnect, relax and unwind Escape routines Learn and discover new trails 	<ul style="list-style-type: none"> Immersion in natural surroundings Spectacular scenery and unique Australian landscapes Native Australian wildlife in its natural habitat Get active and reconnect with nature Be educated
WSCW Target Market Segment alignment to research by bda and Greenhill Research	SA Outdoor Enthusiast (bda) – Day Tripper, Adventure Light, Adventurer (Greenhill)	SA Walker segment (bda) – Day Tripper, Bush Camper, Adventure Light (Greenhill)	SA Walker (bda research) – Day Tripper, Bush Camper, Adventure Light (Greenhill Research)	SA Outdoor Enthusiast (bda) – Adventurer segment walk focused (Greenhill)	Specific research to be identified	Specific research to be identified	Walker or Outdoor Enthusiast segment (bda) – Discoverer (Greenhill)

Appendix 1 – Customer journey mapping

Personas mapped

Day Trippers
Bush Campers
Adventurer Light
Discoverer
Adventurer

Dreaming

Planning and booking



Activities & actions

Reading magazines, travel blogs and watching documentaries. Going to cinema once a fortnight.

Word of mouth, strong friends network. Looking at inspiring images, reading testimonials and reviews including TripAdvisor, clicking on videos, 360 views, virtual reality. Checking out social media posts, asking networks where to go next.

Google search and studying information on various websites. Confirm information, compare prices.

Mobile, tablet, laptop – switch between devices.



Touch-points

Friends and family, word of mouth, been there before, Facebook and Instagram, YouTube, cinema, magazines, billboard

Brochures, travel books and visitor guides, travel blogs.

Google search, southaustralia.com, TripAdvisor, fleurieupeninsula.com



Motivations & expectations

A world-class outdoor and nature experience right at my doorstep.

I need a holiday and to reconnect with my family and find out what is going on their lives.

Motivation for travel include: being outdoors, having an adventure and fun, improving fitness. Critical mass of experiences in the destination and easy access to this information on state and regional websites.

Value for money, coastal and beach, good food and wine along with history, heritage and uniqueness of experiences.

Wild – expect remoteness and limited numbers.

Expectation that where possible people walk one way, directional (moving forwards, no oncoming people). Acknowledge that there are areas where there are likely to be day visitors coming from different directions. State this upfront where you can expect higher visitation and sections where they might experience a more exclusive experience.

Hearing about other people's experiences. Tips and tricks from others.



Questions & barriers

I have heard about this new trail. When will the trail be finished? When can I go?

How much will it cost?

What's the best lengths of stay? Where shall we camp? How do I book?

How many other people will be doing that experiences? Do I have the right equipment, what food do I need to bring, what can I easily buy or get delivered? Do I need a filter for rainwater?

What's the best time of the year? Do I need a raincoat? Do I need warm clothes?

Will there be pack transfers available? This won't deter people doing the walk but it may encourage many to do the walk who would otherwise be unsure about carrying large packs including those with children.

Research

The WSCW Experiences

Advocacy

Checking out maps and itinerary options. Looking at most recent user-generated content on campsite. Checking availability and costs. Seeking expert advice (like-minded travellers, agents, operators). Efficient use of time, shortlisting options and travel dates. Speaking to kids and partners, passionately talking about the WSCW and the new campsites.

Go direct to operators, build my own (customised, tailored) itinerary, book experiences at different stages e.g. accommodation first. Using a portal to find all information in the one spot for convenience and then book in separate locations.

Parks.sa.gov.au, operator websites (accommodation, tour operation, guides, night-time experiences, food and beverage packs).

Fun activities for children (walks, bike riding, surfing, kayak, SUP, fishing/crabbing), visiting local producers and farmers/craft markets, cafes, pubs/restaurants and wineries.

Do I need to book in advance?
Do I trust this operator? Do I trust this website? How do I know the trail will be suited for our fitness levels? Where can I hire a tent/mattress?
What is providing at campsite (shelves, lock up) and what do I need to bring?

Pack the car, self-drive to Deep Creek. Arrive, check out facilities, pour a glass of wine when everything is done and kids are happily playing. Photographing the sunset, sharing via Facebook. Get up, have a hearty breakfast, pack snacks, fill up water bottles, put on sunscreen and hiking boots, close the tent, get kids ready. Taking photos of the walk, wildlife, stunning coastline and sharing on social media. Research local places to eat/drink or getting food and beverages delivered to trail. Research activities that are easily accessible on trail, people to come to them rather than going off. Options to get off the trail e.g. if 5D/4N is too much, having the options to cut it short while they are there (peace of mind).

Tour operators, accommodation providers offering experiences on trail. Southaustralia.com, National Parks websites, Google search.

WSCW experiences: multiple day walks, full day walks, short and loop walks, car based camping.
Getting set up at campsite, relaxing with a glass of wine once its all done.
Reconnecting, relaxing and unwinding. We are having fun. We have seen so many kangaroos and spotted an echidna. We are blown away by the beauty of the wildflowers and saw some dolphins yesterday. We have learned so much from the interpretive signage. Close encounters with wildlife. Seeing a whale, learning about Aboriginal culture, greater immersion for longer walks (more educational factors).
Finally a digital detox and the entire family is away from the screens and talking to each other.
I could not get a good coffee. Can I sneak out for a few hours for some retail therapy?

Which walk is the best? Where will I be able to park my car? Can I leave things at the campsite when I am out all day walking?
Is there one brochure or online portal that has all the information available? I need detailed information. Where can I learn to cook and dehydrate my own food?

Social media sharing. Kids in Adelaide, specific sites for kids; review on TripAdvisor only when having an outstanding experiences.

Social media (Facebook, Instagram), TripAdvisor (if the experience exceeded expectations).

If expectations are exceeded, I will tell my entire network instead of just close friends.
Braggability: I have just done this amazing world-class experiences right on my doorstep.

This one stop 'shop' was amazing. I will share this with anyone who enjoys the outdoors. What a great walk and they have made planning the trip so easy for me.

Activities & actions

Touch-points

Motivations & expectations

Questions & barriers

Contact

For more information or to discuss your ideas, contact **DEWtourism@sa.gov.au**.

It's expected that the reinvigorated WSCW experience will be complete by 2023, but aspects will open in stages from early 2021.

You can stay up-to-date on the creation of the Wild South Coast Way by subscribing to our e-newsletter at **www.parks.sa.gov.au/wscw#subscribe**.

Published by the Department for Environment and Water.
Government of South Australia



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Accurate as of July 2021 | 96640

