

ADELAIDE SHORES
STRATEGIC PLAN

2016-
2020

The text '2016-2020' is rendered in a large, bold, sans-serif font. The numbers are filled with landscape photographs. The top row, '2016-', features a sunset over a coastal town and greenery. The bottom row, '2020', features an aerial view of a lush green golf course with trees and water.

VISION

ADELAIDE SHORES IS A WORLD CLASS
TOURISM, SPORT AND RECREATION
PRECINCT, PROVIDING EXCEPTIONAL
LEISURE EXPERIENCES.





PURPOSE

To develop, enhance and promote Adelaide Shores for the benefit and enjoyment of the community and visitors.

VALUES

ETHICS – we do the right thing

RESPECT – for our visitors and each other

TEAMWORK – we work together to create and deliver great visitor experiences

ACCOUNTABILITY – we own our actions and behave responsibly.

Adelaide Shores' combination of tourism, sport and recreation facilities on a beautiful coastal reserve makes it truly unique in Australia. Each year, hundreds of thousands of visitors enjoy its exceptional leisure experiences.

Our vision is to create a world-class precinct that will attract even more holidaymakers, sports lovers and leisure seekers from around the state and the nation.

The activities detailed in this 2016-2020 Strategic Plan will chart Adelaide Shores' course and guide our work over the next five years. This plan focuses on four key priorities that are inextricably linked.

The first is to create a sense of 'one destination' – integrating and connecting all the facilities, activities and programs we offer so that the visitor experience is seamless. Technology will be a crucial element in achieving this, but so will customer service.

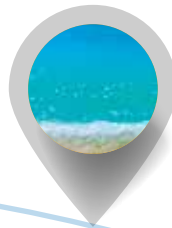
We want everyone's experience of Adelaide Shores and its people to be memorable, from their very first point of contact to beyond their departure. We want people to choose Adelaide Shores, not only because we offer everything they need for their sport, recreation or tourism pursuits, but also because we make them feel valued.

We will continue to build our brand as one of Australia's leading leisure destinations.

The Adelaide Shores brand will continue to be synonymous with great facilities, excellent customer service, fun and leisure in a beautiful location.

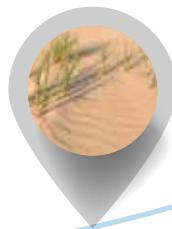
In delivering this exciting Strategic Plan we will be focussed on the growth of our business and the sustainability of our unique environment. As the custodians of a valuable community asset, we have a responsibility to ensure it is well managed and enhanced for the benefit of the community for current and future generations.

Jane Jeffreys Chairman



STRATEGIC PRIORITY ONE DESTINATION

To develop Adelaide Shores as an integrated sport, recreation, tourism and leisure destination for all.

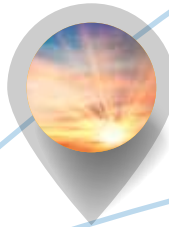


STRATEGIC PRIORITY MEMORABLE VISITOR EXPERIENCE

An exceptional visitor experience is at the heart of everything we do.

OUR
VISION

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ON



STRATEGIC PRIORITY
**BUILD OUR
BRAND**

Build our brand to position Adelaide Shores as a leading leisure destination in Australia.



STRATEGIC PRIORITY
**SUSTAINABLE
BUSINESS**

Maintain and enhance Adelaide Shores for current and future generations.

OUR STRATEGIC PLAN IN CONTEXT

This plan was developed by the Board and leadership team following consultation with local government, Adelaide Airport, our on-site business partners and the local community. Importantly, it aligns with and continues to support the relevant objectives of statewide plans including:

- South Australia's Strategic Plan
- South Australian Tourism Plan 2020
- Office for Recreation and Sport Strategic Plan 2013-2015
- Department of Environment Water and Natural Resources – Coast Protection Board Strategic Plan 2009-2014.

ONE DESTINATION

STRATEGIC INTENT

One destination – To develop Adelaide Shores as an integrated sport, recreation, tourism and leisure destination for all.

WHAT SUCCESS WILL LOOK LIKE

A unique, world-class leisure destination

KEY INITIATIVES

Develop a new master plan to support precinct integration and connectivity

Develop a landscaping plan to provide a consistent and appealing environment

Optimise land use to create new and vibrant interactive experiences

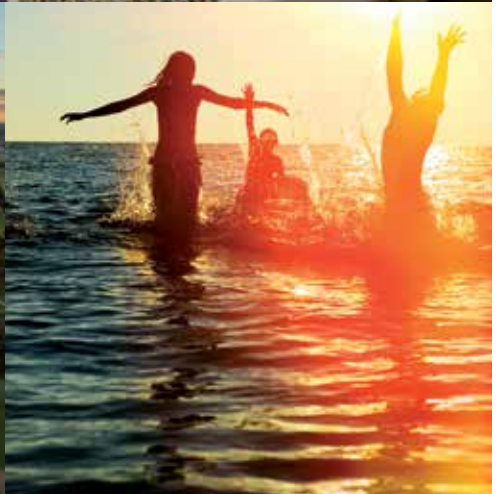
Develop a placemaking strategy to integrate and connect the precinct

Integrated systems and processes across the entire precinct

Research and scope a technology solution to integrate all business operations in the precinct

A home for sport and recreation for South Australia

Collaborate to bring shared facilities for South Australian sport and recreation organisations
Actively pursue opportunities for complementary sport, fitness and recreation offerings



MEMORABLE VISITOR EXPERIENCE



STRATEGIC INTENT

Memorable visitor experience – An exceptional visitor experience is at the heart of everything we do.

WHAT SUCCESS WILL LOOK LIKE

We are a leader in customer service

Every visitor has a memorable experience

Adelaide Shores is a leisure destination of choice for local, national and international visitors

Increased use of facilities by visitors across Adelaide Shores

KEY INITIATIVES

Develop a customer-centric culture that focuses on personal service
Work with our partners within the precinct to ensure a consistent visitor experience

Gain improved visitor insight through feedback, data and analysis
Focus on quality, visitor interaction and providing products and offerings that surpass expectations

Continue to be innovative and develop new products for our visitors
Explore alternative business models that would enable us to deliver new and better visitor experiences

Develop technology solutions to engage people throughout their Adelaide Shores visit, and raise awareness of what is on offer
Recognise and reward our customers' loyalty



BUILD OUR BRAND



STRATEGIC INTENT

Strong brand – Build our brand to position Adelaide Shores as a leading leisure destination in Australia.

WHAT SUCCESS WILL LOOK LIKE

Strong brand recognition that drives business

High awareness and use of the range of activities and products available

Additional markets being reached through new products and more events

We deliver on our visitor promises

KEY INITIATIVES

Continue to review and evolve a brand strategy to reflect and promote our unique value proposition

Develop and implement an end-to-end digital strategy

Position and attract mass participation events

Develop and attract new products

Develop new partnerships that have complementary activities

Align team culture and behaviour to support the brand



SUSTAINABLE BUSINESS



STRATEGIC INTENT

Sustainable Business – Maintain and enhance Adelaide Shores for current and future generations.

WHAT SUCCESS WILL LOOK LIKE

Adelaide Shores is recognised as a valuable community asset

An engaged, high performing and committed team demonstrating behaviours that reflect our values and culture

We care for and respect our environment

KEY INITIATIVES

Continue to develop strong relationships with:

- State Government
- Local Government
- The community

Our people are critical to achieving our vision. We will implement our 'employer brand strategy' to focus on:

- our values and culture
- leadership and development
- having the right tools for effective performance
- safety and wellbeing

Revive the importance of responsible environmental management by updating, implementing and communicating our environmental management plan



WHAT SUCCESS WILL LOOK LIKE

We care for and respect our environment

A sound financial position which provides for ongoing and innovative capital works program

A strong working relationship with our on-site partners

KEY INITIATIVES

Drive a collaborative approach with government agencies and other parties to address environmental challenges along the West Beach coastline

Continue to secure appropriate funding for upgrade and development of facilities

Increase visitor yield

Achieve new revenue streams from additional innovative products

Increase trading-cash surplus year-on-year to support the renewal and development of our assets

Develop a business case to implement the master plan

Communicate and work with our on-site partners for mutual benefit

THE ADELAIDE SHORES PRECINCT... A SOUTH AUSTRALIAN ICON.





- 1 AWARD-WINNING CARAVAN PARK
- 2 2 OF SA'S FINEST PUBLIC GOLF COURSES
- 3 SPACIOUS BEACHFRONT RESORT
- 4 MARINA BOAT LAUNCHING
- 5 48,000 SQUARE METRES OF PLAYING FIELDS
- 6 HOME OF DIAMOND SPORTS
- 7 ADELAIDE SHORES FOOTBALL CENTRE
- 8 20 MINUTES FROM ADELAIDE CBD
- 9 5 MINUTES FROM GLENELG
- 10 5 MINUTES FROM ADELAIDE AIRPORT
- 11 COASTAL PATH SET ON 1.2KM OF COASTLINE
- 12 SKATE AND BMX PARK
- 13 MEGA ADVENTURE AERIAL PARK



adelaideshores.com.au