

Naracoorte Caves Connection Project

May 2017

Concept Statement

This Concept Statement proposes opportunities for Naracoorte that can be leveraged from the Naracoorte Caves World Heritage site. It details proposals to increase economic benefit to Naracoorte by promoting increased visitation, and encouraging new infrastructure, commercial development, and to grow businesses, partnerships and jobs.

The Concept Statement is for 10 years, with short, medium and long term proposals.

The Concept Statement has been proposed by a group of dedicated local business and community leaders.

Business and Commercial

Naracoorte is a unique destination for visitors in the Limestone Coast. By making the most of what we have at the Naracoorte Caves, the town can attract more visitors and everyone's business can benefit.

What makes the Naracoorte Caves special?

The Naracoorte Caves is South Australia's only World Heritage site, listed for the importance of the fossils found in the caves. The Caves are home to Australia's richest record of megafauna, with unrivalled fossil preservation. The Caves are bursting with stories about our natural history as far back as 500,000 years, with new discoveries regularly unearthed.

Target	Proposals
Naracoorte and Limestone Coast businesses share in the benefits from the Caves	<p>Develop a prospectus for businesses to detail the ways in which they can leverage the business opportunities linked to the Naracoorte Caves. Ideas include:</p> <ul style="list-style-type: none"> • Cross-promotions between Caves and businesses, with rewards for patronising participating local businesses • Caves/megafauna/fossil/bat themed accommodation and food • Transport options between the town and the Caves for visitors • Food, wine and Caves experience packages • Events and targeted promotions for businesses linked to the caves <p>The prospectus would provide a basis for decision making for new and existing businesses, and will encourage understanding of the market gaps and niche opportunities.</p>
	<p>Provide support for all businesses to capitalise on the Caves connection by encouraging a culture of tourism in Naracoorte, including:</p> <ul style="list-style-type: none"> • Focus on visitor service and experiences • Opening hours and accessibility for visitors • Build skills in marketing and promotions • Link to external resources, grants and support • Coordinate a calendar of events to ensure that visitors are catered for
There are new commercial opportunities linked to the Caves site	The Caves site managers to develop a prospectus of the commercial opportunities for private enterprise under the SA Nature Based Tourism Strategy at the site.

Infrastructure and Place Development

The town of Naracoorte can build its profile as a visitor destination. Naracoorte can be the 'visitor hub' to showcase the unique experiences connected to the Caves, with good services, facilities and accessibility.

Target	Proposals
The Naracoorte township is a visitor destination for the Caves experience	Develop a major visitor experience in Naracoorte to showcase the values of the Caves . Ideas include a fossil museum, in partnership with the South Australian Museum, to complement the visitor offering at the Caves site. The museum can serve as a hub for visitors and scientists, hold collections and provide access to a range of caves-linked experiences (e.g. 3D virtual cave tour). This development may be staged, with the early introduction of 'pop-up' attractions and events to generate interest and demand ahead of a permanent development.
	Develop novel attractions in Naracoorte public spaces for locals and visitors, themed to the Caves. Ideas include: <ul style="list-style-type: none"> • Art installations in public areas, for example a life-size replica of a Diprotodon in the town square. • Themed playgrounds (e.g. a megafauna-mouth slide) and other attractions for children • Megafauna replicas at the Naracoorte Swimming Lake • Incorporate themed signage or features around the Creek Walk and other sites in town to encourage physical activity, with links to social media 'check-ins'
The Naracoorte township and the Caves site are well connected	Naracoorte Lucindale Council to develop a cycle and walking trail between the town and the Caves site . The trail will highlight complementary geologic and natural features, with good signage and facilities. This infrastructure can be utilised for business opportunities such as tours and bike hire.
	Install signage for road travel between the Caves site and Naracoorte, utilising a consistent visual theme.
Naracoorte is attractive to visitors, well-signed and with accessible services and facilities.	Research the visitor 'touchpoints' and people/place interactions as they come into Naracoorte and the Caves. Use this data to develop signage, build businesses and services, and for promotion.
	Undertake an assessment of the public services and facilities required to support the future visitor economy in Naracoorte.
	Develop the town entrances and Visitor Information Centre to enhance the 'sense of arrival' for visitors, and showcase the visitor offerings in the town.
	Within the Limestone Coast region, install signage to promote Naracoorte as a visitor destination and increase accessibility from other regional locations.

Community and Cultural

The local community is a key part of the ongoing story of the Naracoorte Caves, and locals are the best ambassadors for our town. The Caves are a community asset and can be a long-term source of tourism, jobs and enjoyment for our town.

Target	Proposals
The significance of the caves and fossils is part of Naracoorte's identity	Invite the community to input toward joint branding for the town and Caves , in conjunction with the Council and Caves site managers DEWNR. This can be used for signage, promotions and websites.
	Working with local and regional community organisations, find ways to integrate the Caves story into arts, cultural and even sporting events to provide a point of difference.
	Develop a digitally-accessible history of the Caves , including indigenous and European history. Seek local input on the content to develop the unique 'story' of the site and Naracoorte.
The Naracoorte community are aware of the global significance of the Caves and are local ambassadors	Provide a free entry pass to the Caves for local Naracoorte Lucindale residents in the annual Council rates notice. This will encourage locals and their visitors to re-engage with the site.
	Promote partnerships with local and regional schools to promote science , exposure to visiting scientists, and promote scientific career paths.
	Encourage and support scientific work at the Caves to keep Naracoorte at the forefront of international scientific discovery . This includes finding ways to leverage off research activities for business opportunities.

Proposal	Leader/s	Timeframe (years)		
		1-2	3-5	5-10
Provide a free entry pass to the Caves for local Naracoorte Lucindale residents in the annual Council rates notice. This will encourage locals and their visitors to re-engage with the site.	Naracoorte Lucindale Council DEWNR			
Provide support for all businesses to capitalise on the Caves connection to create a culture of tourism in Naracoorte.	Naracoorte Lucindale Council Naracoorte Lucindale Business and Tourism Assoc (NLB&TA)			
Naracoorte Lucindale Council to develop a cycle and walking trail between the town and the Caves site	Naracoorte Lucindale Council			
Install signage for road travel between the Caves site and Naracoorte, utilising a consistent visual theme.	Naracoorte Lucindale Council DEWNR			
Develop a prospectus for businesses to detail the ways in which they can leverage the business opportunities linked to the Naracoorte Caves.	Naracoorte Lucindale Council NLB&TA			
Develop novel attractions in Naracoorte public spaces for locals and visitors, themed to the Caves	Naracoorte Lucindale Council Naracoorte Art Gallery			
Undertake an assessment of the public services and facilities required to support the future visitor economy in Naracoorte.	Naracoorte Lucindale Council			
The Caves site managers to develop a prospectus of the commercial opportunities for private enterprise under the SA Nature Based Tourism Strategy at the site.	Department of Environment, Water and Natural Resources (DEWNR)			
Invite the community to input toward joint branding for the town and Caves, in conjunction with the Council and Caves site managers DEWNR. This can be used for signage, promotions and websites.	Naracoorte Lucindale Council DEWNR			
Develop a digitally-accessible history of the Caves, including indigenous and European history. Seek local input on the content to develop the unique 'story' of the site and Naracoorte.	National Trust South Australia (TBC)			
Research the visitor 'touchpoints' and people/place interactions as they come into Naracoorte and the Caves. Use this data to develop signage, build businesses and services, and for promotion.				
Working with local and regional community organisations, find ways to integrate the Caves story into arts, cultural and even sporting events to provide a point of difference.				
Develop the town entrances and Visitor Information Centre to enhance the 'sense of arrival' for visitors, and showcase the visitor offerings in the town.	Naracoorte Lucindale Council			
Within the Limestone Coast region, install signage to promote Naracoorte as a visitor destination and increase accessibility from other regional locations.				
Promote partnerships with local and regional schools to promote science, exposure to visiting scientists, and promote scientific career paths.	Department of Education Adelaide University (TBC)			
Encourage and support scientific work at the Caves to keep Naracoorte at the forefront of international scientific discovery. This includes finding ways to leverage off research activities for business opportunities.	Adelaide University (TBC)			
Develop a major visitor experience in Naracoorte to showcase the values of the Caves.	Naracoorte Lucindale Council SA Museum			