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## News Release

### **BOLD NEW PLAN FOR OUTBACK TOURISM GROWTH**

A dynamic new plan for growth is set to boost tourism across South Australia's Outback.

The region's Destination Action Plan 2012-15 was produced by the South Australian Tourism Commission (SATC) in partnership with the Outback Tourism Working Party (OTWP) and Flinders Ranges and Outback SA Tourism (FROSAT).

Regional Development Australia Far North, the Outback Communities Authority and the Coober Pedy, Port Augusta and Roxby Downs councils also helped shape the plan.

The DAP contains 16 actions designed to increase visitation to the Outback and ensure it has unique appeal.

These include promoting the Explorer's Way, filling strategic gaps in RV-friendly facilities and liaising with operators on ways to build better air tourism opportunities for the region.

Developing new commercial opportunities, building new accommodation and investigating experience development are among other priorities.

OTWP chair Rob Coro said the DAP was an important step forward.

"This plan is a very thorough and focused approach to Outback tourism in the coming years," Mr Coro said.

"We are confident the agreed actions will make a real difference as they are implemented and look forward to helping make them a reality."

SATC chief executive Jane Jeffreys said the Outback DAP would shape efforts to market and develop the region during the next three years.

"This plan has involved input from all units of the SATC, and each of its actions represents a commitment from the relevant part of the agency," Ms Jeffreys said.

"DAPs are practical, realistic lists of tasks that the SATC and regional stakeholders believe are achievable by the end of 2015."

The plans have been produced for South Australia's 11 non-metropolitan regions.

DAP stakeholder groups will meet every six months to track progress on the action list, and will add new items as goals are achieved.

Copies of the Outback DAP are available via the Regional Development Australia Far North [website](#).

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