



DESTINATION SA BLOWS EVERYONE AWAY

Adelaide, South Australia: The Adelaide Convention Bureau's annual destination showcase "Destination SA" (DSA) has been hailed as an unqualified success by delegates, been quoted the 'best one ever' by media who have attended previously and has already reaped rewards for the state with a several leads for future events to be followed up by the Bureau as well as a number of events confirming Adelaide as their host city already.

For the last 11 years, the annual showcase has continued to grow and evolve and has been integral in maintaining Adelaide, South Australia's position as a primary destination for national and international business events and incentives. The four day DSA showcase brings in around \$30m to South Australia from business secured as a result of the event.

Below is

- A snapshot of the 2015 Destination SA event and itinerary including an overview of three 2 day famils experienced by delegates.
- A number of quotes from delegates

Arrival day and Welcome – 25 March

An afternoon tea at **Hilton Adelaide**, in the newly renovated Collins Bar awaited guests on arrival to Adelaide, and was the perfect opportunity to catch up with old friends and make new ones. Fresh locally sourced food and magnificent wines set the theme for the coming days.

Adelaide Convention Centre's newest events space, the **Panorama Ballroom** (opened just a week prior to Destination SA) was the host venue for the official Destination SA Welcome Reception. Upon arrival, guests enjoyed South Australian (of course) wines, canapés and a tour of the new West Wing area of the Convention Centre. An official welcome to Destination SA, with Bureau CEO Damien Kitto declared the event open, followed by the Minister for Tourism Leon Bignell, who was pleased to announce that in 2017, Adelaide will play host to the World Hapkido Seminar and Championships. Minister Bignell was presented with an honorary black belt by the guests representing the World Hapkido Federation.

Thursday March 27

The Destination SA Business Exchange held at the Adelaide Convention Centre saw a record number of exhibitors from across the South Australian business events sector engaged to offer tailored event solutions. In past years, Destination SA has contributed to some \$25-30 million total economic benefit brought into South Australia by the Adelaide Convention Bureau and early signs following the Business Exchange is that this year will be no different if not bigger, already \$10 million of business has been secured.

A break for lunch gave the Bureau's CEO, Damien Kitto, the opportunity to update guests with the latest news on the destination while the Hon. Lord Mayor of Adelaide, Martin Haese, updated guests on the huge riverbank precinct and the investment going into making this the best connected business events, medical and entertainment precinct in Australia.

Thursday evening, was a time to relax and unwind at the Destination SA Gala Dinner, hosted at the redeveloped **Adelaide Oval**. Renowned as the best sporting venue in Australia, the venue has also built an enviable reputation for hosting some of Adelaide's most spectacular functions across its numerous spaces and 23 function rooms.

From Friday, invited guests split into three groups for a two day family to some of South Australia's best regions, The Classic Adelaide Hills, the famous picture perfect Barossa Valley whilst the third group comprising a delegation from China visited Australia's Seafood Capital – Port Lincoln

FAMIL #1 - THE CLASSIC ADELAIDE HILLS

20 of the Destination SA hosted guests made their way to **Mt Lofty House**, an iconic manor hotel situated in the Adelaide hills, just 30 minutes' drive from the Adelaide CBD. The 160 year old building played host to an eclectic blend of breakfast canapés, stunning valley views and Hapkido. The Hapkido demonstration, led by grand Master's Don Oh Choi and Ali Modiri, included a little audience participation.

A short drive later had guests meandering their way down Hahndorf's Main Street. With a strong German heritage and culture as its foundation. Guests were greeted by Billy and Cam at **The Haus**, a locally owned establishment featuring kitchen and bar, along with event spaces, provided the perfect backdrop for Billy and Cam to take guests through the art of cider making. Already well known for its wine, the Adelaide Hills region is becoming increasingly popular for cider production. Sourcing apples grown in the Adelaide Hills, guests got busy washing, chopping and juicing 100kg of apples in the first steps of cider making. A taste of the local cider was also encouraged!

Conveniently located in Hahndorf is the **Adelaide Hills Convention Centre**, able to cater for conferences up to 300 delegates and dinners for 200 people. The centre has been newly refurbished providing the perfect meeting and event space in the Adelaide Hills. A gourmet barbeque satisfied all, and with pre-lunch drinks on the large and open deck it was a relaxing mid-point of the day.

No visit to the Adelaide Hills, or indeed South Australia, is complete without tasting the premium wines. The **Penfold's** name needs little introduction, and a visit to Penfold's Magill Estate located just 8km from the CBD saw guests enjoying a tasting of six of their premium wines, culminating with a glass of the 2010 Penfold's Grange. Wine experts or not, all guests appreciated the nuances between differing wines from their premium collection. A walk through the cellar door and past the renowned restaurant finished off proceedings.

A perfect day ended perfectly at Glen **Ewin Estate** north of the Adelaide Hills. Glen Ewin Estate is home to 5,000 fig trees and a stroll through the terraced orchards with the opportunity to pick and eat the ripe figs straight from the tree was an opportunity too good to refuse for most. The walk ended at The Pulp Shed, a venue steeped in character and adjacent to a lake complete with weeping willows provides a picturesque location for dinners up to 270 people or cocktail events for 450. Invigorated from the stroll and fresh air, the group retired back to The Gatehouse for a sumptuous three course meal, preceded by a wine tasting with matched canapés. A short drive back to the city ensured that guests were able to rest and relax in preparation for the day ahead.

SATURDAY

Staying in the city for the day meant guests were able to start the day at the iconic **Adelaide Central Markets** – the largest undercover food market in the Southern Hemisphere. Led by Adelaide food legend and market veteran, Mark Gleeson, breakfast was enjoyed in the newly completed private kitchen and dining area. This area is able to be used for private events such as cooking demonstrations, classes or meals. Sated, guests stepped out to soak in the hustle and bustle of the markets on a Saturday morning. Guests sampled a huge variety of foods from smoked kangaroo to yoghurts to cheese to grains. Central Market tours can be tailored to any group's needs and can be as creative as required.

Traction Team Building were next on the schedule, providing an 'amazing race' style experience around the Adelaide Zoo. The well drilled team made sure that the group were all scratching their heads during the 'helium sticks' challenge, as well as ensuring that they got to take some selfies with the zoo's residents.

Adelaide Zoo is located next to the **Botanic Gardens**, which houses the Botanic Gardens Restaurant. Catered for by **Blanco Food and Events** the emphasis is on fresh simple flavours delivered differently. A walk through the gardens had the creative juices flowing for ideas for events in this beautiful part of the city.

The garden walk continued a short distance to the **National Wine Centre of Australia**. With stunning architecture to match its impressive cellar of world renowned Australian wines, this is a true destination representative venue. Catering for dinners of 350, and with numerous smaller rooms, the versatility of the venue is complemented by the team's creativity in making the world of wine approachable for all.

The itinerary for this group ended with a wine tasting at the National Wine Centre using the 120 enomatic wine tasting machines in **The Wined Bar**. Delivering tastes of diverse regions and grape varieties, this is a true one stop shop for tasting premium wines in the Adelaide CBD. The National Wine Centre was the perfect conclusion to encapsulate South Australia's venue capabilities, creativity and affinity with its regions in bringing business events to life.

FAMIL #2 – THE PICTURE PERFECT BAROSSA

The Barossa group started their morning bright and early in the heart of the CBD with a delicious breakfast courtesy of **Epicure** on the balcony of the **Adelaide Town Hall** which was followed by a tour of the Town Hall's stunning event spaces.

After an easy one hour drive to the world renowned Barossa wine region, guests arrived at the historic **Yalumba Winery**. **Zoom Photography** provided each guest with a DSLR camera, memory card and a crash course in professional photography to help them capture the beauty of the Barossa and have some fun exploring the region. Beautiful **Chateau Tanunda** was next on the itinerary where guests were welcomed with a glass of sparkling chardonnay and a short talk about the history of the estate followed by a sneak peek into a basket press shed and meeting with the wine maker. This unique venue, which this year celebrates its 125th anniversary, is Australia's only 'winery in a castle' and has been recognised multiple times for its award winning wine and catering. Chateau Tanunda's 100-Year-Old Semillon 2013 was handpicked to be served to world leaders at the G20 world summit in Australia last year.

Head Chef Owen Andrews prepared a delicious gourmet long table lunch served in the Chateau's Long Room – with matching wines of course! A fun game of croquet on the estate's own manicured lawns entertained some of the group after lunch whilst others opted to take part in a special tasting of the award winning Terroirs of the Barossa range.

Just a short transfer had guests arriving at the beautiful **Novotel Barossa Valley Resort** to check in to their Deluxe Rooms overlooking the rolling hills and vines. By early evening guests were on their way to **Seppeltsfield Winery**. Renowned for its fortified wines and home to the longest lineage of single vintage wines in the world, Seppeltsfield has kept a barrel of each wine they have made since 1878. Guests were provided with the exclusive opportunity to taste fortified wine from the year of their birth – a truly unique experience.

Fino Seppeltsfield Restaurant is the newest addition to the estate complete with a beautiful new landscaped, palm lined courtyard to admire whilst enjoying a variety of dishes sourced from the best local South Australian producers. Fino owner Sharon Romeo ensured the group were wowed with their beautifully cooked contemporary dishes accompanied by a variety of SA wines.

SATURDAY

After a leisurely breakfast, **Traction Team Building** met the group for a variety of fun and exciting team building activities. Three teams were formed and after a quick introduction and safety demonstration kicked off the morning with a competitive archery challenge.

Teams then raced to the **Jacobs Creek Visitor Centre** for a quick quiz and introduction by the Centre to highlight the variety of events and experiences they can create for large and small groups. Teams then undertook some further physical and cognitive challenges in the beautiful manicured gardens of Jacobs Creek Cottages. The morning's challenge ended at the famous **Maggie Beer's Farm Shop** for one last photo finish.

After exploring the homemade delights of the Farm Shop guests sat on the set of the hit television show 'The Cook and the Chef' where interactive cooking demonstrations can take place for visitors. This was followed by a fantastic private lunch in **The Farm Function Centre** hosted by Elli Beer. Here the group learnt about the Beer family foundations and the region.

It was then time for the ride back to the city with those guests who didn't need to depart Adelaide that night being hosted in style by the **Adelaide Casino**, with pre-dinner cocktails in the Casino's brand new French-Vietnamese restaurant '**Madame-Hanoi**'. The dinner venue for the evening, **Sean's Kitchen**, founded by renowned chef Sean Connolly, where guests enjoyed gourmet shared platters of local seafood and meats. The night was rounded off with an exclusive tour of the Adelaide Casino and a behind the scenes look at the VIP gaming floors.

FAMIL #3 PORT LINCOLN, AUSTRALIA'S SEAFOOD CAPITAL

Guests arrived in beautiful Port Lincoln after a short 40 minute flight on a private charter where they were greeted by

David Doudle from **Goin' Off Safaris**. From the airport, David took the group on a tour of the **Coffin Bay National Park**, offering some of the most spectacular coastal scenery in South Australia, ranging from ancient granite, limestone and sandstone cliffs to long beaches bordered by white sand dunes. Guests were very also excited to encounter wild native Australian animals including kangaroos and emus and were amazed by the picture perfect, white sandy beaches.

To top it off, guests then headed to **Coffin Bay Pure Oysters** for a private educational session at the oyster-processing shed where they were given a lesson in the oyster growing and harvesting process. Guests finished the session by tasting oysters fresh from the rack.

The group arrived at the Coffin Bay **1802 Oyster Bar & Grill** for a gourmet banquet lunch involving the freshest seafood one can imagine.

Lunch was followed by a short boat ride into **Boston Bay**, where guests were greeted by the **Swim With The Tuna** crew for a truly unique experience, swimming with 60-70kg Southern Blue Fin Tuna.

That evening the group dined in one of the region's best award winning winery - aptly named **Boston Bay Winery**. Tony Ford, who is an internationally acclaimed chef as well as a renowned comic, indulged the guests with award winning wines and a three course degustation menu. The evening concluded in laughter while enjoying delicious food and being entertained by Tony's comical cooking video shows. Later on guests retired at their leisure at the **Port Lincoln Hotel overlooking Boston Bay**.

SATURDAY

The day began with an opportunity for guests to purchase seafood before the short private flight back to Adelaide. Following a short transfer from Adelaide Airport to the Adelaide Hills, guests arrived at **Cleland Wildlife Park**, home to some of South Australia's most iconic inhabitants. A behind the scenes tour, provided guests with a memorable opportunity to meet and feed the kangaroos and pat a koala.

Next the guests arrived at the world famous **Penfold's Magill Estate** for a prestigious 'Grange' wine tasting and a tour of this iconic winery. Needless to say large purchases were made by the guests to take back home.

Guests enjoyed a little leisure and shopping time during the afternoon in Adelaide's newly re-developed shopping district- **Rundle Mall**. Just before dinner, the group were met by something quite unexpected - **EcoCaddy's** (bamboo-bodied tricycles, Australia's most creative sustainable transport). Guests were given a tour of the city centre on the tricycles before arriving at nationally renowned restaurant **Orana** for an exclusive fine dining experience.

Scottish-Australian chef Jock Zonfrillo spoiled the guests with a tasting menu that embraces all the elements of Australia – from ancient civilisations to the modern day – representing a food philosophy and cuisine style that are uniquely his own.

In summing up the event, Damien Kitto, CEO Adelaide Convention Bureau said “the time for Adelaide, South Australia is now. We're a city on the move with major infrastructure projects either recently completed or nearing completion. The opportunities abound and Destination SA has shown our guests what we can deliver and they've voiced their approval. We're excited about the future and bringing more and more events to our wonderful city”

Destination SA quotes

..thanks for hosting such a seamless event in Adelaide, I had a wonderful time and fell in love with Hahndorf!
Yasmin Green Osteopathy Australia

Thank you so much for allowing us to be a part of Destination SA, it was a fantastic opportunity and a great experience. We were really looked after and the tour to Adelaide Hills was fantastic. Tim was an excellent host for us and I cannot speak more highly of the food and wine offered, it was absolutely amazing and I will be working it all off for months to come.

Rachael Corby Australian Institute of Company Directors

The whole trip was amazing thank you SO much! Please pass along my thanks to our team and the ladies at Plan Ahead Events.

I can tell a lot of thought and time was put into making it a great experience for all of us, and it did not go unnoticed or unappreciated....

... the site inspections were all great, and the food was amazing! I never thought I'd need to eat again after my stint in Adelaide!

..... I look forward to visiting again soon on a personal trip, and bringing our conference back there within the next few years

Alexis Linton The MHS Learning Network

....see what a beautiful city Adelaide is and all it has to offer! I am very keen and excited to bring a group there (ASAP!!) Honestly I have had nothing but good words to say about SA since I returned.

Thank you so much for allowing me to experience the highlights of Adelaide and Barossa and for your extra help in putting me in touch with the other suppliers I met personally. I feel confident that I can now sell Adelaide as a destination to my clients and I am on a mission to get a group or conference there.

Alana Emblen Hurricane Event group

Thank you so much for such an amazing event and famill over the last 5 days. I thoroughly enjoyed all aspects of the trip and was thrilled to be able to participate. You have a wonderful city and I can now understand why you are all so proud and passionate and I will be back, hopefully leading a conference group!

Carol Spence - Realize Ltd...the difference

I had such a great time. The team did an amazing job showcasing what SA has to offer, it's definitely on the list of places to take my events!!

Thank you again for the invitation to attend—I learnt a lot in just a few days and can't wait to come back.

Kerin Clancy - CommSec / Local Business Banking

-ENDS-

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