



## **MINUTES OF THE MEETING OF SISTER CITIES ADVISORY COMMITTEE**

held on Thursday 27 June 2024 commencing at 5.30pm  
in the Council Chambers, 43-51 Tanunda Road, Nuriootpa.

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# **MINUTES**

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WELCOME AND ACKNOWLEDGEMENT OF COUNTRY BY MAYOR LANGE, PRESIDING MEMBER.

## **1. ATTENDANCE RECORD**

### **1.1 Members Present**

Mayor Lange (via Teams), Janine Harding, Rolf Binder, Rick Lane, Scott Hazeldine, Louise Hickinbotham, Carol Dadds, Vanesa Lambert, Ingrid Day, Courtney Percival (Proxy for Michelle Schwarz), Demi Henley and Jo Seabrook.

#### Apologies

Jo Moen, Matt Hale, Michelle Schwarz

#### Not Present

Bill Simons

#### Leave of Absence

Nil

## **2. CONFIRMATION OF PREVIOUS MINUTES**

### **2.1 Minutes of previous meetings – for confirmation:**

**MOVED** Rick Lane

That the Minutes of the Sister City Advisory Committee held on Thursday 28 March 2024 at 5.30pm, as circulated, be confirmed as true and correct records of the proceedings of those meetings.

## 2.2 Matters arising from previous minutes

Nil

## 3. MATTERS FOR INFORMATION

### 3.1 Student Exchange Program – Update

Janine Harding provided an update to the Committee to advise that the Student Exchange Program is tentatively scheduled for March 2025 but details are yet to be finalised.

Janine Harding also noted that she had met with Nuriootpa High School representatives Jenny Howard and Rick Lane, where questions and clarification was developed and sent to Naomi Saenz at Grapevine. This will then be communicated to the school for follow up considerations as Rick Lane advised that due to current changing roles at Nuriootpa High School, the program would need to be mindful of this.

### 3.2 Committee Member visit to Grapevine - Itinerary and Overview

Ingrid Day was hosted for a day in Grapevine, Texas as she was already travelling to Texas at the time. She gave the Committee a verbal overview of her insights into the their program including relationships with their current Sister Cities Art Exchange Program with High School art students, Wine Appreciation Society, Rotary and fundraising initiatives.

Ingrid was impressed by the City of Grapevine and the hospitality the delegates showed her during her short time there. She expressed this by saying, *"I'm in awe of the story of Grapevine - the origins, the transformation, the sister city relationships, and very grateful for their time in their telling. I found Grapevine delightful and can't wait to come back for a longer visit. Naomi was a wonderful host!"*

### 3.3 Barossa Vintage Festival 2025 Committee Update - Verbal Update from Scott Hazeldine

Scott Hazeldine provided a verbal update on the Barossa Vintage Festival 2025 Committee and that there is a good cross section of community on the committee. Planning is well underway with a Working Group having been appointed and the Director will be announced shortly. Tentative dates of 23-27 April 2025 have been advised.

### 3.4 Grapevine, Texas Sales Mission to Australia with a visit to the Barossa - 1 & 2 August 2024

Janine Harding advised the Committee that P. W. McCallum, Executive Director of The Grapevine Convention and Visitors Bureau and Heather Egan,

Director of International Leisure Sales will be visiting as part of a Sales Mission in Adelaide until 1 July 2024.

They will be visiting the Barossa on 1 and 2 August 2024. The Barossa Council will work in collaboration with Scott Hazeldine from Barossa Australia to establish a relaxed itinerary and try to include an opportunity for the committee to meet with them.

### **3.5 Barossa Australia - Verbal Update on Attendance at Grapefest 2024**

Scott Hazeldine provided an update that 6-7 Barossa wineries would be travelling to Grapevine, Texas for Grapefest 2024 and that the Barossa would continue to be included annually in the event. GrapeFest is a great set-up with media opportunities and good consumer engagement and will see what can be learnt from this event.

### **3.6 Key Findings from Destination Marketing Plan Research**

Jo Seabrook highlighted the importance and benefit of events as a great way to showcase the personality of a region, build community pride, develop social connections, and deliver revenue into the local economy.

Barossa Australia together with regional stakeholders (including the Barossa Council) commissioned significant body research by JMP Consultants to gain regional insights and visitor centric data to guide future marketing activities to drive visitation. Jo provided a summary of the key findings that could be used to inform the development of future events and activities in the region.

For example, the researched showed that there is a perception that the Barossa is a "traditional, intimidating and expensive" destination and that there is "not much to do other than wineries and restaurants". There is a low awareness of the diversity of our experiences and activities such as parks, art galleries hiking, cycling, golfing and festivals and events. This presents an opportunity for niche events (centred around arts, heritage, music, cycling etc but with an element of wine and food) as an ideal mechanism to reach new audiences as well as target mid-week seasonality.

## **4. PRESENTATION**

### **4.1 Event Management Framework - Presentation by Wayne Hampel, Manager Customer Experience**

The Event Management Framework (summary) including the intent was presented to the Committee where members had an opportunity to ask questions. The Framework will now be presented for endorsement to a Council Meeting. The key Framework Objectives presented were:

#### Responsible Event Management

- Streamline event planning with clear guidelines and service delivery expectations.
- Ensure transparent, fair, and accountable sponsorship processes.

- Simplify event planning and approval processes, providing clear guidelines for both internal and external event applicants.
- Identify, assess, and mitigate risks (brand, asset, financial, community impacts) associated with Council-run, Commercial run, and community-led events, while minimising adverse effects to facilities through the implementation of sustainable practices.

Community Connection, Inclusivity and Celebration:

- Foster events that celebrate the unique identity and character of our region, promoting a strong sense of place.
- Support a diverse range of events that recognise Barossa's First Nation, heritage, artistic, and cultural diversity, along with family-friendly and sports-related events.
- contributing to the well-being of both residents and visitors.
- Ensure inclusivity, accessibility, and community well-being by supporting local artists, businesses, and community groups.
- Strive to create inclusive events and promote activities that offer flexible access to Council facilities.

Encourage Economic Growth and Sustainability:

- Be strategic in our approach to attract significant local, state, national and international events that stimulate sustainable tourism, further driving economic growth through increased visitation and overnight stays.
- Activate the night-time economy filling gaps strategically for enhanced visitor economy without displacing peak season activities.
- Disperse visitation with multi-day events for sustained community engagement and economic benefits.
- To promote and activate events in our regions whilst promoting and marketing our facilities.

*Rolf Binder left the meeting at 6.49pm.*

*Mayor Lange left the meeting at 6.55pm.*

*Mayor Lange returned to the meeting at 7.05 pm.*

*Mayor Lange left the meeting at 7.10pm.*

## **5. DEBATE REPORT**

### **5.1 FUTURE PLANNING** **24/34718**

Committee Members participated in a planning session that looked at possible ideas for:

- Grapevine Delegation Itinerary

- Event Planning
- Opportunities
- Possible Learnings

The Committee agreed to defer Item 5.1 to the next Sister Cities Advisory Committee meeting to be held on 25 July 2024, 5.30pm to enable the planning session to be collated and provided in a report for the July meeting.

## **6. CONFIDENTIAL AGENDA**

Nil

## **7. URGENT OTHER BUSINESS**

Nil

## **8. NEXT MEETING**

Thursday 25 July 2024 at 5.30pm

## **9. CLOSURE**

Janine Harding declared the meeting closed at 7.40pm.

Confirmed at Sister Cities Advisory Committee Meeting on 25 July 2024

Date:.....

Chairperson:.....