



NOTICE OF MEETING

Notice is hereby given that the next ordinary meeting of an Sister City Advisory Committee will be held on Thursday 26 September 2024, in the Council Chambers, 43-51 Tanunda Road, Nuriootpa, commencing at 5.30pm.



Jo Moen
DEPUTY CEO
DIRECTOR CORPORATE SERVICES,
STRATEGY AND INNOVATION
THE BAROSSA COUNCIL

A G E N D A

Welcome by the Chair

1. ATTENDANCE RECORD

1.1 Members Present

Apologies

Nil

Not Present

Nil

Leave of Absence

Nil

2. CONFIRMATION OF PREVIOUS MINUTES

2.1 Minutes of previous meetings – for confirmation:

- 2.1.1 Sister Cities Advisory Committee meeting held on Thursday 25 July 2024 at 5.30pm

2.2 Matters arising from previous minutes

Nil

3. MATTERS FOR INFORMATION

- | | | |
|-----|---|----|
| 3.1 | Update on Grapevine Official Delegation visit to Barossa 2025 | 3 |
| 3.2 | Update on the Student Exchange Working Group | 4 |
| 3.3 | Update on the Trade Development Working Group | 5 |
| 3.4 | Update on the Event Volunteering Working Group | 7 |
| 3.5 | Calendar of Events - April 2025 | 8 |
| 3.6 | Barossa Vintage Festival 2025 - Verbal Update | 10 |
| 3.7 | Barossa Vintage Festival Parade - Sister City Float | 11 |
| 3.8 | International Greeter Association | 12 |

4. DEBATE REPORT

Nil

5. CONFIDENTIAL AGENDA

Nil

6. URGENT OTHER BUSINESS

7. NEXT MEETING

Thursday 28 November 2024 at 5.30pm

8. CLOSURE

MATTERS FOR INFORMATION

3.1 UPDATE ON GRAPEVINE OFFICIAL DELEGATION VISIT TO BAROSSA 2025

**Author: Executive Business Partner
24/87294**

PW McCallum has been in contact with the Office of the Mayor and CEO in regard to finalising dates for the Official Grapevine delegation visit to the Barossa in 2025.

We are anticipating 20-25 Official delegates which will include the Mayor and CEO of the City of Grapevine along with additional participants which would be made up of elected officials, community and business leaders.

Draft dates will see them arrive on 24 April 2025 with a 30 April 2025 departure.

During this time, we would see the Exchange Students from Grapevine engaged in the Barossa Vintage Festival the 24th through the 27th and then engaged with the schools the following week. The Exchange Program Working Group is currently working to support the program and will provide updates to the Committee as they arise.

PW McCallum has confirmed that financial responsibilities, Grapevine will cover all the group transportation beginning with airport pick up, group movements throughout the mission and return group to the airport. Grapevine covers all accommodation with the exception of our Mayor and two elected officials in which The Barossa Council would assist. All breakfasts are covered by Grapevine as are non-hosted lunches and dinners. Grapevine will also purchase tickets for special events or festival dinners where necessary. On the 29 April 2025, Grapevine would like to host an official Thank you and Farewell Dinner for our Barossa hosts and Sister City Committee.

The Barossa Council will develop the full itinerary for the visit with the Committee's assistance during their time with us.

PW writes, 'There is a great deal of excitement in Grapevine for this Barossa Sister City Mission. Naomi and I are very excited to be working with you all'.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.2 UPDATE ON THE STUDENT EXCHANGE WORKING GROUP

**Author: Executive Business Partner
24/87290**

Sister Cities Exchange Program Working Group meeting was held on 29 August 2024 with Janine Harding, Rick Lane, Ingrid Day, Bill Simons, Catherine Nacey present.

Email for clarification to PW McCallum and Naomi Saenz sent on 3 September 2024 with the following:

Questions

- Could the students come for the Barossa Vintage Festival (23-27 April 2025) and stay on for a full week of school (28 April – 2 May 2025)? Rick feels that this would be of more benefit to the students.
- What is the role of the teachers? Are they purely chaperones or are they participating in a teacher exchange during the same time?
- What subjects/interests will students have? This will provide us with greater experiences for them. E.g. Agriculture, Performing Arts, Music etc.
 - Agriculture in 2025 may be easier to integrate for both cities?
- Do the students participate in individual programs (different for each student) or do the students from Grapevine stay together in the same cohort? Rick feels a group may be easier.
- Are all students from the same school? Do you have a preference on Nuri High School or Faith Lutheran College?
- What Year/Age are the students?
 - Year 11 (ages 16-17) would be preferable so that we could send our students to Grapevine in September 2025. Would your year 12 students graduate in June?
 - When do Grapevine students start back at school after Summer Break?
- Grapefest is 12-15 September 2024. Do you have dates for Grapefest 2025?
- Can you please tell us how your Rotary group support your Exchange Program? Any information would be great for us to learn from!

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.3 UPDATE ON THE TRADE DEVELOPMENT WORKING GROUP

**Author: Executive Business Partner
24/87291**

The Sister Cities Trade Development Working Group met on 19 September 2024 with Jo Moen, Scott Hazeldine, Rolf Binder, Carol Dadds and Catherine Nacey present.

The following notes of the Working Group meeting include:

- Focus on short term goals and long term objectives.
- Investigate how to utilise and align with Barossa Australia, RDA (capability workshops), State Department Development, SA Tourism Commission (including office based in the US), South by South West in terms of information sharing and if there are any linkages.
- Research the State Government and other bodies resources and perspective in terms of capacity, gaps, lever off the bigger organisations and increase the profile for our region.
- Understanding the scale of the group involved – is it just City of Grapevine level?
- Creating goodwill and awareness.

Three possible focus areas:

- **Tourism in the Barossa**
- **Tourism in Texas**
- **Artisan/unique products**

Other topics discussed:

- GrapeFest is a genuine opportunity for producers
- Wine Australia is in Houston, Texas - possible opportunities
- GrapeFest 2024 included wineries involved in wine shows, masterclasses and trade
- Qantas competition – access to contact database
- State Department, Trade and Investment linkages with their presence in the US
- How to open the door to Texas?
- Assistance for Export Ready Programs is currently available
- Barossa Australia already trade in terms of wine, but what other opportunities are there?
- Connections with South by South West – Wendy Perry (invitation to a Committee Meeting)
- Investigate what connections already exist

NOTE: Rolf is visiting Krems and hopes to discuss what has been working with their trade development and report back to the Committee.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.4 UPDATE ON THE EVENT VOLUNTEERING WORKING GROUP

Author: Executive Business Partner
24/87293

The Event Volunteering Working Group met on 19 September 2024 with Janine Harding, Jo Seabrook, Catherine Nacey, Louise Hickinbotham and Rebecca Reynolds (Co-Director – Barossa Vintage Festival) present.

It was noted that Council is currently reviewing their Volunteer Program and at present do not have capacity to assist in providing support at this time, but will endeavour to provide information as required. With this in mind the group agreed to allocate their focus on ways in which to support The Barossa Vintage Festival 2025. This will give us an opportunity to collaborate and insert some ideas and activities to support:

- The Student Exchange Program
- Fundraising opportunities
- Trial learnings from Grapevine (Grapefest)
- Sister City 'Friendship' Float in the parade
- Linkages with Barossa Young Ambassadors Program and the visiting Students
- Investigating an Event Volunteer Database
- Involvement in the GrapeStomp; Grapevine Mayor/CEO vs Barossa Mayor/CEO
- Activities for the Exchange Students and our local high schools to participate during the festival
- Assistance for a possible Grapevine centric event – Grapevine/Barossa Blind Tastings
- Collaborating with the Exchange Program in regard to student volunteers and school credits earned
- Sponsorship opportunities
- Possible Committee support for the Barossa Young Ambassador to attend Grapefest 2025
- Corporate Volunteering

The Working Group will continue to work with Rebecca Reynolds and Maz McGann, Co-Directors of the Festival in ways in which they believe the Sister City Program can add value to their event program as well as to allow us to embed some Committee objectives and trial some new initiatives in the Barossa Vintage Festival in 2025.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.5 CALENDAR OF EVENTS - APRIL 2025

**Author: Executive Business Partner
24/87383**

To update Committee Members on activities and events that are schedule to occur in April 2025.

ATTACHMENTS

Attachment 1 Calendar of Events - April 2025 [↓](#) 

SUPPORTING REFERENCES

Nil

April

2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	Gather Round 11	School Holidays Gather Round 12
School Holidays Gather Round 13	School Holidays 14	School Holidays 15	School Holidays 16	School Holidays 17	School Holidays Good Friday 18	School Holidays Easter Saturday 19
School Holidays Easter Monday 20	School Holidays Easter Monday 21	School Holidays 22	School Holidays Vintage Festival Student Exchange 23	School Holidays Vintage Festival Grapevine Delegation Student Exchange 24	School Holidays Anzac Day Vintage Festival Grapevine Delegation Student Exchange 25	School Holidays Vintage Festival Grapevine Delegation Student Exchange Vintage Parade 26
School Holidays Vintage Festival Grapevine Delegation Student Exchange 27	Grapevine Delegation Student Exchange 28	Grapevine Delegation Student Exchange Grapevine Dinner 29	Student Exchange 30	1 MAY Student Exchange	2 MAY Student Exchange	

MATTERS FOR INFORMATION

3.6 BAROSSA VINTAGE FESTIVAL 2025 - VERBAL UPDATE

**Author: Executive Business Partner
24/87400**

Update on the Barossa Vintage Festival 2025 with Rebecca Reynolds attending to give a verbal update.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.7 BAROSSA VINTAGE FESTIVAL PARADE - SISTER CITY FLOAT

**Author: Executive Business Partner
24/87296**

With the initial confirmation that the Official Grapevine delegation will be attending the Barossa Vintage Festival in April 2025, I would like to revisit the idea of creating a Sister City (Friendship) Float in the Barossa Vintage Parade.

This would be a great opportunity for some of the committee, community members, Council staff and any other volunteers to create a float, not only to promote the Sister City relationship within the community, but to welcome our Sister City 'friends'.

This item encourages a verbal discussion on ways of which we can bring this concept to fruition and available participates to create the physical float, include what visual concepts the committee would like to see.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.8 INTERNATIONAL GREETER ASSOCIATION

**Author: Manager, Tourism Services
24/87452**

Jo Seabrook and Ingrid Day have been corresponding with International Greeters Association to learn more about the program and how it could implement in the Barossa.

International Greeter Association core values:

- Greeters are volunteers, a friendly face for those visiting a city/destination
- Greeters welcome individuals and may serve small groups of up to six people
- Meeting a Greeter is free of charge
- All visitors and volunteers are welcome without any kind of discrimination.
- Greeter programs support sustainable tourism. Programs respect natural and man-made environments, bringing both cultural and economic enrichment to local communities. Programs aim for a lasting positive image of each destination.
- Greeter programs create a mutually enriching opportunity for cultural exchange; create links between people in creating a better world.
- Greeters are volunteers who love their city or region and are keen to share with you their enthusiasm and knowledge about the city or region. During the walks, our visitors discover the city on foot or using public transport network. Whether they are visiting a city for the first time, or are regular visitors, we welcome them to our city and look forward to showing them a part of "our" city.

Jo has met with her counterpart at the Adelaide Visitor Information Centre (VIC) to discuss how they have implemented the program into their existing Visitor Services. The following are some keys learnings from the Adelaide VIC and how they have implemented the program:

- 3 hour tour around Adelaide city at either 10am or 2pm
- Offered weekdays only depending on volunteer availability (availability of tours are updated on the booking site)
- Have utilised existing VIC volunteer pool, but also recruited specific volunteers who only do the tours.
- Bookings are done through Rezdy (fees associated with this) and they close off booking a week before to give time to co-ordinate volunteers.
- The booking form is set up with options so that the visitor can select special interests and the volunteer tour guide can tailor the tour to their interests.
- Because it is a free service, they often have 'no-shows' and as a result they are looking at introducing a refundable deposit.
- Walking tour only and volunteers are not allowed to have the visitors in their own vehicles or homes.
- Remote Working policy and process for volunteers to reduce risk (eg the volunteer checks in at the end of the tour.

The Barossa Councils VIC located in Tanunda currently has 24 volunteer Barossa Ambassadors and there is potential for the program to be incorporated to existing visitor services in a similar way to the Adelaide VIC. At this stage it is envisioned that it would Tanunda based only with the potential to roll out into other townships in the future. Further investigation is required around remote working policy, insurance and tour structure and training.

Jo and Ingrid have an online meeting with an International Greeters Association board member scheduled for Monday 23rd September and will provide a verbal update on this meeting.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

[Experience Adelaide | Visitor Information Centre](#)

[Adelaide Greeters Walking Tour - Weekdays - Experience Adelaide Reservations \(rezdy.com\)](#)