



MINUTES OF THE MEETING OF SISTER CITIES ADVISORY COMMITTEE

held on Thursday 27 March 2025 commencing at 5.30pm
in the Council Chambers, 43-51 Tanunda Road, Nuriootpa.

MINUTES

Welcome by Mayor Bim Lange declared the meeting open at 5.30pm.

1. ATTENDANCE RECORD

1.1 Members Present

Mayor Bim Lange, Janine Harding, Rick Lane, Louise Hickinbotham, Carol Dadds, Vanesa Lambert, Ingrid Day, Jo Seabrook, Elaine Burrridge, Catherine Nacey and Milly Hoffmann

Apologies

Jo Moen, Scott Hazeldine, Bill Simons, Rolf Binder

Not Present

Carly Hennessy

Leave of Absence

Nil

Nuriootpa High School Agriculture Students going to Grapevine, Riley Falkenberg and Nick Richardson were introduced to the Sister City Advisory Committee.

2. CONFIRMATION OF PREVIOUS MINUTES

2.1 Minutes of previous meetings – for confirmation:

MOVED Louise Hickinbotham

That the Minutes of the Sister City Advisory Committee held on Thursday 23 January 2025 at 5.30pm, as circulated, be confirmed as true and correct records of the proceedings of those meetings.

SECONDED Rick Lane

CARRIED SCACC/15

2.2 Matters arising from previous minutes

Nil

3. MATTERS FOR INFORMATION

3.1 STUDY TOUR UPDATE

The Sister Cities Program Manager gave an update on the current status of the fundraising activities that the eight Nuriootpa High School students have been undertaking as part of their fundraising efforts towards their target of \$40,000. The students have currently raised \$19,310.57.

The students were busy cooking a BBQ breakfast for over 300 people and collecting bottles and cans at Allendale Farm Auction, raising \$4,000 on a hot and windy day at Kapunda on 2 February 2025. The students assisted the Rotary Club of Barossa on the entry gates at the Tanunda Show, on 8 March 2025 raising \$2,225 and also at the Mitre 10 BBQ on 9 March 2025, raising a further \$614.15. The students also assisted Lions Club of Barossa Valley with the Vintage Japanese Motorcycle Club National Rally on 15 and 16 March 2025, cooking a BBQ breakfast for the participants.

The students have various fundraising events coming up in the next month such as the Barossa Air Show and Mitre 10 BBQ, assisting the Rotary Club of Barossa. They are continuing to collect cans and bottles for recycling.

The students also have a food stall at the Touch Down Taste Off event at the Barossa Rams Rugby Precinct on 24 April 2025 and will be assisted by Kiwanis Barossa. They will be serving American and German hotdogs, fairy floss and popcorn. This event is part of the Barossa Vintage Festival.

The students are becoming great ambassadors for Nuriootpa High School and getting out into the community through their own fundraising but also with the assistance of the Lions Club of Barossa Valley, Rotary Club of Barossa and Kiwanis Barossa, who speak very highly of the students and agree that they are outstanding young people.

The students have an appreciation that money will not just be handed to them and that they need to work together to fundraise and are enjoying the multigenerational support from the Barossa service clubs. The students also have fantastic support from their families.

The students are continuing to develop social media content to share their fundraising efforts on Instagram and Facebook.

Flights and travel insurance have been booked for the eight students, Milly Hoffmann and Rick Lane as the chaperoning teachers.

Milly Hoffmann is working with the Education Department with required travel documentation. Working with Children Checks and Police Checks will need to be provided.

3.2 UPDATE ON THE GRAPEVINE DELEGATION VISIT - APRIL 2025

The Sister Cities Program Manager gave an update on the Grapevine Delegation visit and that the itinerary is close to finalisation in terms of events, accommodation and transport.

The itinerary was provided to each Sister Cities Advisory Committee member with the opportunity to peruse and indicate if there were any un-ticketed events or items that they would like to attend.

All Sister Cities Advisory Committee members are invited to a Committee specific event.

3.3 BAROSSA VINTAGE FESTIVAL PARADE - 'G'DAY MATES' FRIENDSHIP FLOAT

The Sister Cities Program Manager gave an update on the progress of the 'G'Day Mates' Friendship Float. All materials including flags, costumes, puppets, bunting, tinsel and lollipops have been purchased for the float with the agreed allocation of \$1,000 from the Sister Cities Advisory Committee funds.

Thank you to Louise Hickinbotham who has kindly provided the tractor, trailer and driver for the Friendship Float. Louise has also arranged for the trailer to be transported to Father's Farm for storage, for work to commence in dressing the float on 22 April 2025. Louise has indicated that the Angaston Historic Society will be replacing the draw bar on the trailer.

Stage 2 of the registration process has been completed and we are currently looking for volunteers to be on the float and also requiring one traffic marshall for the day. There will be traffic marshall training on 7 April 2025 at the Vine Inn.

3.4 MEET THE MAKERS - TRADE EVENT

The Sister Cities Program Manager gave an update on the progress of Meet the Makers Trade Event to be held at the Barossa Cellar on 28 April 2025 to give the opportunity for the Grapevine Delegation to mingle with the traders in this smell, taste, feel event.

With the capacity for 14 stalls/vendors, there are currently 9 registered. Each vendor will be provided with a table and branded tablecloth, backing screen and name board. Vendor booklets will be published and distributed to the delegates.

Anthony Grundel, Assistant Manager Tradestart Network, Jennifer Lynch and Rolf Binder, CEO and Chair for Regional Development Australia Barossa Gawler Light and Adelaide Plains respectively and a representative from Minister for Tourism, Zoe Bettison's office have been invited to attend the event.

Rolf Binder has been contacted to aid in securing potential vendors and an expression of interest has been put into the Barossa Farmers Market Newsletter.

3.5 SISTER CITY RESEARCH SURVEY RESULTS - JAPAN LOCAL GOVERNMENT CENTRE (CLAIR SYDNEY)

The Sister Cities Program Manager provided the Sister City Research Survey Results by the Japan Local Government Centre (CLAIR Sydney) as a Matter for Information for the Sister Cities Advisory Committee.

4. DEBATE REPORT

4.1 MARKETING, SPONSORSHIP AND FUNDRAISING WORKING GROUP 25/23014

MOVED Carol Dadds

That the Sister Cities Advisory Committee approves the placing of the Marketing, Sponsorship and Fundraising Working Group on hold and to be reassessed at the 27 November 2025 Sister Cities Advisory Committee meeting.

SECONDED Milly Hoffmann

CARRIED SCACC/1

PURPOSE

The Committee is asked to approve the pausing of the Marketing, Sponsorship and Fundraising Working Group to focus on the Trade Development and Exchange Program Working Groups.

REPORT

Background

The planning session that the Committee participated in on 27 June 2024, highlighted a common interest in investigating various marketing, sponsorship and fundraising opportunities including any avenues that foster experiences and learnings from our Sister City relationship with Grapevine, Texas. This includes promotion, cross promotion and seeking collaboration and support from organisations and businesses that support the program and increase visibility of the Barossa as well as promote and educate our community on Grapevine.

The planning session also emphasised an interest in opportunities for sponsorship to enhance programs and events and innovative ways to use fundraising to increase the committee's sustainability and support Exchange Programs.

As per the Terms of Reference Sister Cities Advisory Committee:

Clause 4 – Establishing Working Groups

The Committee may appoint Working Groups subject to Clauses 4.2 to 4.4, to investigate or perform a specific activity, matter, purpose or thing to which the Committee may require, subject to the control of the Committee, and is an activity, matter, purpose or thing which may be considered by the Committee to be essential to the objectives of the Committee.

- 4.2 Each Working Group appointed shall be for a fixed term of not more than twelve (12) months and limited to no more than 5 (five) members.
- 4.3 The Working Group must ensure that full and accurate minutes of the proceedings of its meetings are kept and completed within 2 weeks of the meeting and then reported to the next available Committee meeting.
- 4.4 Any Working Group will not be provided Executive Officer support and therefore shall manage its own agenda and minute processes.

Each Working Group has a Council staff member from the Committee appointed to facilitate any assistance that the Working Group may need.

On the 25 July 2024 Committee meeting, the Sponsorship, Marketing and Fundraising Working Groups was established:

5.4 ESTABLISHMENT OF A MARKETING, SPONSORSHIP AND FUNDRAISING WORKING GROUP **24/50909**

MOVED Jo Seabrook

That the Sister Cities Advisory Committee appoint the following members to form a Marketing, Sponsorship and Fundraising Working Group:

- (1) Janine Harding
- (2) Jo Seabrook
- (3) Ingrid Day
- (4) Louise Hickinbotham

SECONDED Rick Lane

CARRIED SCACC/7

Discussion

Council staff assisting the Working Group in regard to reports, meeting times, agendas and minute notes have not been able to facilitate the Working Group convening since the Working Group was established. The reasoning includes not being able to make quorum at Working Group Meetings, as per the Terms of Reference, attendance, lack of content available for reporting, and more importantly a cross over of key objectives into the Trade Development Working Group and the Exchange Program Working Group.

For example, the Exchange Program Working Group has quickly developed with the Nuriootpa High School Study Tour requiring immediate fundraising opportunities as well as sponsorship from local Service Clubs. As part of the Study Tour, the students are developing many skills, some of which are design, marketing, social media and volunteering.

It is also noted that workloads for the Trade Development and Exchange Program Working Group and Committee Members time constraints, have increased for both Council Staff assisting the Committee. This is a wonderful outcome, and our committee objectives are being met. It is critical that we continue to develop in these areas as the momentum has been created, contacts and networks established and engagement of community and industry support.

Council administration has a renewed focus on the immediate needs around events and economic development. Tourism, Events, Customer Support and Comms and Engagement teams have now joined in a new department headed by the Senior Manager Economic Activation, Strategy and Customer Relations. The new team was introduced to build capacity to deliver on Council's Economic Development objectives.

As such, this team has the capacity and ability to take carriage of some of the objectives of the Sister City Agreement and are able to support the Committee when and where needed.

Summary

With this in mind, the Committee is asked to put on hold the Marketing, Sponsorship and Fundraising Working Group to focus on the Trade Development and Exchange Program Working Group, whilst being supported by Council in areas such as, assistance with Sister City event planning/preparation, tourism and economic development opportunities, marketing and communications.

ATTACHMENTS OR OTHER SUPPORTING REFERENCES

Nil

Supporting references

Nil

COMMUNITY PLAN / CORPORATE PLAN / LEGISLATIVE REQUIREMENTS

Corporate Plan

BS4 Council and Committees - Provision of support to Council and Committees through the provision of required information, agendas, and minutes. Council and Committees are provided with support to enable informed decisions

Legislative Requirements

Nil

FINANCIAL, RESOURCE AND RISK MANAGEMENT CONSIDERATIONS

Nil

COMMUNITY ENGAGEMENT

Nil

5. CONFIDENTIAL AGENDA

Nil

6. URGENT OTHER BUSINESS

The Sister Cities Program Manager provided an update on the Young Ambassadors Program and that she and Mayor Lange had attended the 2025 Young Ambassadors Project Presentations on 19 March 2025 with the participants all presenting extremely well. The 2025 Young Ambassador award recipient will receive \$3,000 from the Sister Cities Advisory Committee to go towards flights to attend Grapefest in Grapevine, Texas in September 2025.

The award will be announced at Rockfords Wines during the Barossa Vintage Festival with Mayor Lange, Martin McCarthy CEO, Rolf Binder and six officials from the Grapevine Delegation attending the awards. Mayor Lange and PW McCallum, Executive Director of the Grapevine Convention & Visitors Bureau presenting a giant cheque to the award recipient.

7. NEXT MEETING

Thursday 22 May 2025 at 5.30pm

8. CLOSURE

Mayor Lange declared the meeting closed at 6.20pm.

Confirmed at Sister Cities Advisory Committee Meeting on 22 May 2025

Date:.....

Chairperson:.....