

*Delegate Guide*

# SOUTH AUSTRALIAN VISITOR INFORMATION CENTRE CONFERENCE

MAY 3-6 | CLARE VALLEY TOURISM REGION



#SAVIC2021



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Program

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## Day 1 - Monday 3rd May

2:00pm-4:30pm	Optional Historic Mintaro Famil (Own transport) Including: -Mintaro Progress Association Expo and afternoon tea - <i>Sponsored by Mintaro Progress Association</i> -Mintaro Maze -Martindale Hall
From 4.45pm	Clare Country Club check in
5:00pm-7:00pm	Delegate Registration Clare Valley Business and Tourism Association Tourism EXPO - Clare Country Club - <i>Sponsored by Clare Valley Business and Tourism Association</i> . Door prize drawn at 6:30pm. Collect your delegate bag and chat to the Clare Valley's tourism businesses.
7:30pm	Casual Dinner - Sevenhill Hotel or Indii of Clare (Own Cost and transport)- <i>coordinated in registrations.</i>

## Day 2 - Tuesday 4th May

7:00am-8:30am	Individual Regional Networking Breakfast at Conners Restaurant (Own Cost) - <i>coordinated in registrations.</i>
8:50am	Welcome - MC Steve Davis - Talked About Marketing Acknowledgment of Country - Steve Davis Official Welcome - Welcome from South Australian Tourism Commission - CEO - Rodney Harrex Welcome from Clare and Gilbert Valleys Council - Mayor - Wayne Thomas
	Session 1 - Hamish Fell - Hamish Fell Consulting, 'Can you imagine if visitor centres made money? Using technology to develop a sustainable visitor servicing model
	Session 2 - Siggi Frede - Effektivier, Driving Better Engagement with the Tourism Industry - <i>Sponsored by Effektivier</i>
	Morning Tea
	Session 3 - Miranda Lang - Manager, Infrastructure and Regional Engagement and Destination Development SATC, 'Regional Visitor Strategy 2025'
	Session 4 - Local Supplier Panel Session, Working with VIC's
12:00pm	Board buses to Bungaree Station
12:15pm-1:15pm	Lunch at Bungaree Station and meet the historic farm property owners, Vicky and Mark Stewart
1:15pm -5.10pm	Famil of Clare Valley Wine Region including: -Bukirk Glamping -Clare Valley Wine, Food and Tourism Centre -Sevenhill Cellars - <i>Sponsored by Sevenhill Cellars</i> -Cycle the Riesling Trail - <i>coordinated in registrations.</i>
5:20pm-6:10pm	Free time to freshen up for Official Conference Dinner

6:10pm	Board buses to Pikes Wines - Slate Restaurant
6:30pm-11:00pm	<p>Slate Restaurant at Pikes Wines - Official Conference Dinner Dress Code - Smart Casual Including:</p> <ul style="list-style-type: none"> <li>-SATC Award of Excellence in Innovation and Collaboration - Presented by Nick Jones Executive Director, Destination Development SATC</li> <li>-Clare Valley Couch Session with local Winemakers</li> </ul>

## Day 3 - Wednesday 5th May

7:30am-9:00am	Breakfast with a twist, not to be missed! - Secret Venue
9:00am	Board buses to Burra (leaving direct from breakfast; please have everything you need for the day)
9:30am	Greeting by MC Steve Davis
	Welcome - Regional Council of Goyder - CEO - David Stevenson
	<p>Workshop 1 - Dr. Kristine Peters, KPPM Strategy - 'Start with the Money' Business Planning Session - <i>Sponsored by KPPM Strategy</i></p> <p><i>About the workshop:</i></p> <p>"Failing to plan means planning to fail."</p> <p>All VIC's have financial stakeholders who need to be assured that our operation is relevant and in tune with local regional and state tourism objectives, integrates with Industry and delivers value for money services. It is vital that we, in consultation with our stakeholders produce a document that outlines our purpose, strengths, weaknesses and objectives.</p> <p>The SAVICN, TiCSA and SATC through an identified continuous improvement process, revised the audit standards in 2019, to better reflect the actual operational levels of accredited VICs. During this revision the following clause was added:</p> <p>"It is an SAVICN ambition that each VIC shall develop a formal and comprehensive Business Plan, including a SWOT analysis, which is specific to the VIC and referring to local and regional Visitor Servicing strategies by Dec 2021". After Dec 2021 this becomes a mandatory requirement.</p> <p>Our facilitator Kristine Peters will take you through the process to create a relevant and purposeful business plan which meets the needs of your VIC, your stakeholders and audit requirements.</p>
	Morning Tea
	Workshop 2 - Les Pearson, Pearson Consulting - Media Releases - 'Stand out from the Sh!t'
	Workshop 3 - Stella Biggs, TiCSA - 'ReviewPro for VIC Managers'
12:45pm-2:00pm	SAVIC Network AGM (Compulsory for SAVIC Managers) and Lunch <i>sponsored by SAVIC Network</i>
2:15pm	Session 5 - Steve Davis, Talked About Marketing - The only thing worse than being talked about is not being talked about!
2:45pm	Conference Wrap Up - MC Steve Davis
3.00pm-6.00pm	<p>Famil of Burra Including:</p> <ul style="list-style-type: none"> <li>-Unicorn Brewery Cellars</li> <li>-Burra Railway Station - Afternoon Tea</li> <li>-Morphett's Engine House and Monster Mine</li> <li>-Redruth Gaol</li> </ul>
6:00pm-6:45pm	Pre-Dinner Drinks - Paxton Square Cottages
7:00pm-10:00pm	<p>Conference Dinner - Gally's Meeting House - <i>Sponsored by the Regional Council of Goyder</i> Dress Code - Casual (no chance to change) Including:</p> <ul style="list-style-type: none"> <li>-Presentation from Mike Roberts - The Barn at Wombat Flat</li> </ul>
10:00pm	Board buses to Clare Country Club
10:30pm	Arrive at Clare Country Club - END OF MAIN CONFERENCE

## Day 4 - Thursday 6th May

	Breakfast available (Own cost) - Conners Restaurant - Clare Country Club
7:30am-9:00am	Optional guided walk around Gleeson Wetlands - <i>coordinated in registration</i>

## What you should bring...

Good walking shoes	Drink Bottle	Business Plan (hard or soft copy)
Laptop & Charger	An empty belly and an open mind	

*Guest Speakers*

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*Steve Davis, MC* - The only thing worse than being talked about is not being talked about



Steve Davis is a marketing communication consultant based in Adelaide and his consultancy, *Talked About Marketing*, is based on Oscar Wilde's famous quote, There's only one thing worse than being talked about and that's not being talked about. And Steve has epitomised that mindset throughout his career.

He has spent 20 years working in different parts of Australia, helping clients across many sectors prepare marketing strategy and put it into action.

He is also a sought after workshop presenter and speaker, delivering keynotes and conference sessions on social media marketing for tourism, food and wine, law, and building industry sectors, including being the only keynote speaker booked for four consecutive years for the NT Government's prestigious October Business Month.

*Harnish Fell, Keynote Speaker* - Can you imagine if visitor centres made money? Using technology to develop a sustainable visitor servicing model



I have spent my life watching technology change the world. As a child was the one that asked 'why' and 'how does that work?' and said things like 'wouldn't it be cool if we could....'.

For the past 20 years I have worked in the technology sector across a range of industries including defence, private industry, government and tourism.

In 2017 I designed, developed and implemented a new technology and business plan for the Albany Visitor Centre. The plan set technology at the heart of the centre with the aim of improving efficiency, enhancing the customer experience and growing sales to ensure that the centre could move towards becoming fully sustainable.

In 2019 I decided that it was the right time to step back into private enterprise, my experience in visitor servicing and knowledge of technology mean I can fully appreciate the challenges faced by tourism business as well as identify and help implement solutions using cost effective off the shelf products.

In 2020 I was elected to the board of Australian Regional Tourism and now head their Tourism Hub working group which focuses on delivering digital content through an online platform.

My aim is to help tourism businesses use technology to handle the ordinary so that they can deliver the extraordinary.

## *Siggi Frede* - Driving better engagement with the Tourism Industry



Siggi Frede is the founder and owner of Effektiver, a boutique strategic tourism consultancy supporting councils, RDA, regional tourism organisations, industry associations and tourism operators to thrive in South Australia's visitor economy.

With an MBA and over 25 years in management at airlines, tourism marketing firms and the South Australian Tourism Commission her tourism expertise ranges from strategy and business planning, product development, experience design to all functions of marketing including building marketing partnerships.

Siggi, a native German and Global Citizen, simply loves South Australia. She shares the vision, that our state can compete as a world-class destination, and is passionate about building industry capabilities as a key facilitator in TiCSA's ServiceIQ and TourismIQ Program and working with tourism businesses to help shape SA's tourism future.

Siggi is honoured to have been elected to the Board of the Tourism Industry Council South Australia in 2018 and has been chairing the TiCSA Business Development and Finance committee since.

## *Miranda Lang* - The South Australian Regional Visitor Strategy 2025



Originally, from Canada, Miranda Lang worked for over 20 years in economic development roles for various levels of government and private tourism operators. After making the move to Adelaide 10 years ago, Miranda has worked in the South Australian tourism sector.

As the Fleurieu Peninsula Tourism Manager she worked with the private sector and with state and commonwealth governments in project delivery, program management and major project facilitation.

In her current role at the SATC, Miranda focuses on creating a positive and knowledgeable environment for investment and infrastructure developments in South Australia. She has driven the development of the 2025 Regional Visitor Strategy and plays a key role in its implementation throughout the 11 tourism regions.

She brings a client focused and commercial perspective to her work as well as thorough working knowledge of the intricacies of government.

## *Dr. Kristine Peters* - Start with the Money - Business Planning



Dr Kristine Peters has worked in the field of regional development, organisational change and strategic planning for more than two decades, with a strong focus on tourism planning and development. She has developed Regional Strategic Tourism Plans for the Barossa and Clare Valleys, Adelaide Hills, Flinders, and Murraylands – and been at the forefront of thinking about future trends in Visitor Information Services. As Chair of long-standing and successful non-profits, Kristine believes that every organisation needs to 'start with the money' to drive value for its investors, staff and customers.

Kristine started her company KPPM Strategy in 1994 and has been flat out ever since. She has a Diploma of Teaching (1978), a Masters of Business Administration (1994) and a PhD (2013), and is a Research Adjunct at the University of South Australia and Adelaide University.

## *Les Pearson* - Media Releases - Stand out from the Sh!t



Les Pearson is an award-winning journalist and former newspaper Editor based at Balaklava, in South Australia's Mid North.

He was raised on a mixed enterprise farming property at Darke Peak, Eyre Peninsula, and left home after completing Year 12 to pursue a career in journalism.

The career path took Les to Whyalla initially, where he spent two years with the Whyalla News, before shifting to work in the Riverland at Berri for the Riverland Weekly, then over to Balaklava about three years later in late 2010 at the Plains Producer.

Les has a huge array of writing experience, including advertising features, sport, federal and state politics, local government, agriculture, horticulture, viticulture, mining and exploration, emergency services and disaster response, plus the personal profiles in between.

## *Stella Biggs* - Review Pro for Visitor Centre Managers



As the Industry Programs Coordinator for the Tourism Industry Council South Australia, Stella works with members to deliver TiCSA's business development programs within the national Quality Tourism Framework including Accreditation, Star Ratings and the South Australian Tourism Awards.

*Sponsors*

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## Supporting Businesses

