

# Adelaide Hills Tourism Contacts and Opportunities

March 2020

## Adelaide Hills Tourism



With funding from the Mount Barker District Council, Adelaide Hills Council and the SA Tourism Commission, Adelaide Hills Tourism (AHT) is an independent incorporated association providing positive leadership and advocacy for the region's tourism industry with a focus on stakeholder collaboration and strategic industry development. AHT is responsible for implementing the [Adelaide Hills Regional Strategic Plan 2015-2020 \(updated May 2019\)](#).

## Contacts

Project Officers: Bill Nehmy (part time)  
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Sally Smith (part time)  
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Chair: Helen Edwards, The Lane Vineyard  
Email: [helen@visitadelaidenhills.com.au](mailto:helen@visitadelaidenhills.com.au)  
Phone: 0417 388 125

The AHT Board meets monthly and comprises the following members:

Helen Edwards (Chair)	The Lane Vineyard
James Sellers (Deputy Chair)	Woodhouse Activity Centre
Cam Stafford (Secretary)	Orchardist and Horticultural Advisor
(Treasurer)	Role of Treasurer currently vacant
Greg Parker	Mount Barker District Council
Andrew Aitken	Adelaide Hills Council
Melissa Bright	Adelaide Hills Council
Kerry Treuel	Adelaide Hills Wine Region
Piers Brissenden	Department for Environment and Water
Damian McArdle	Paracombe Premium Perry
Damien Cooke	Regional Development Australia (Adelaide Hills, Fleurieu, KI)

## Consumer Website and Social Media

Adelaide Hills Tourism supports the official tourism website for the region – [www.adelaidehills.org.au](http://www.adelaidehills.org.au). This site is owned by the Adelaide Hills Visitor Information Centre at Hahndorf (managed by Mount Barker District Council) and represents the whole region. For more information on getting involved, visit the site's [Media and Industry](#) page (via menu at bottom of page).

Adelaide Hills Tourism manages the Visit Adelaide Hills Facebook page - [www.facebook.com/visitadelaidenhills](http://www.facebook.com/visitadelaidenhills) and the Visit Adelaide Hills Instagram account - [www.instagram.com/visitadelaidenhills](http://www.instagram.com/visitadelaidenhills) (@visitadelaidenhills).

Key regional social media accounts and hashtags:



#### FACEBOOK

Visit Adelaide Hills (@visitadelaidehills) – Adelaide Hills Tourism  
Hahndorf Visitor Centre – Adelaide Hills (@Hahndorf Visitor Centre)  
Stirling Adelaide Hills (@stirlingadelaidehills) – Stirling Business Association  
Hahndorf (@hahndorfsa) – Hahndorf Business & Tourism Association  
Adelaide Hills Wine Region (@adelaidehillswine)  
South Australia (@SeeSouthAustraliaAU) – South Australian Tourism Commission  
Australia.com (@SeeAustralia) – Tourism Australia



#### INSTAGRAM

@visitadelaidehills – Adelaide Hills Tourism  
@stirlingadelaidehills – Stirling Business Association  
@hahndorf\_southaustralia – Hahndorf Business & Tourism Association  
@adelaidehillswine – Adelaide Hills Wine Region  
@southaustralia – South Australian Tourism Commission  
@australia – Tourism Australia

#### HASHTAGS

#adelaidehills  
#visitadelaidehills #headforthehills  
#stirlingadelaidehills  
#hahndorf #discoverhahndorf  
#adelhillswine  
#southaustralia #seesouthaustralia  
#australia #seeaustralia #restaurationaustralia

### Newsletter and Industry Facebook Network

To stay up-to-date with tourism activities, trends and opportunities in the region please email [info@visitadelaidehills.com.au](mailto:info@visitadelaidehills.com.au) to subscribe to the newsletter 'News You Can Use' – or click [here](#) to subscribe yourself. If you have some news you'd like to share (upcoming event, refurbishment etc.) then please send some information (preferably with a photo) for inclusion.

You can also join the Adelaide Hills Tourism Network closed group on Facebook – click [here](#). You will need to join as yourself, not your business as only individuals can join groups. We regularly post news and opportunities here and anyone in the group can use the network to stimulate discussion, ask a question or share updates.

### Adelaide Hills Visitor Guide



- The 2019/2020 edition of the Adelaide Hills Visitor Guide was produced by HWR Media with content from Adelaide Hills Tourism.
- SA Tourism Commission provides the cover design to ensure consistency across all regions and also funds the cost of storage and distribution.
- There is no cost for tourism operators, event managers, visitor information centres and outlets to order brochures – see ordering instructions [here](#).
- There is also a [digital 'flip book'](#) version available.
- A mobile-friendly and interactive digital version with additional links, video and images can be received to your phone by texting AdelaideHills (no spaces) to 0475 111 222.

## **South Australian Tourism Commission**



The South Australian Tourism Commission (SATC) is responsible for marketing the state here and overseas as a tourist destination. SATC has a corporate site ([www.tourism.sa.com](http://www.tourism.sa.com)) and a consumer website ([www.southaustralia.com](http://www.southaustralia.com)). The best way to be involved in their activities is to be listed on the Australian Tourism Data Warehouse (ATDW) – see more details in the ATDW section.

Here are some examples of SATC activities you can leverage:

### **Food and Wine Touring Route – ‘Epicurean Way’**

SATC has developed five self-drive touring routes featuring a motivational consumer brochure, downloadable PDF maps including sample itineraries, and online interactive maps on [www.southaustralia.com](http://www.southaustralia.com). Adelaide Hills is included in the food and wine themed route which is known as Epicurean Way (see <https://southaustralia.com/travel-blog/epicurean-way-road-trip>) and also takes in McLaren Vale, Barossa and Clare Valley. Key themes for the Adelaide Hills experience include:

- wineries, beer and cider
- food producers (e.g. pick your own, farm gate, markets, cheese makers, smallgoods)
- hands-on food experiences/education (e.g. cooking classes, cheese making courses)
- dining
- chocolate indulgence (e.g. wine and chocolate matching experience, chocolatiers)

The best way for any business to get involved is to ensure they are listed on the ATDW (Australian Tourism Data Warehouse) from which SATC draws product information for the touring route and indeed its website in general – see the ATDW information below.

### **Social Media Activities**

SA Tourism Commission has a very strong following on several social media platforms and they are always happy to share info and images if they think it will be of interest to their community.

### **Event Funding**

The SATC (through Events South Australia) runs a Regional Events and Festivals Program which supports marketing activities of regional events that promote the local region and South Australia as a tourism destination. In addition, the Community Events Development Fund provides financial support for new, smaller or community-based events seeking to increase their tourism relevance or undertaking a specific project to achieve this. The application process is conducted once a year with applications opening in December/January and closing late March. More information on the program can be found [here](#).

### **PR Activities**

SATC produces regular communications to the media featuring faces behind South Australia's tourism industry and information on new tours, accommodation, food, wine and lifestyle products. Story suggestions from tourism operators are always welcome. If you have a new tourism product or update, contact the SATC Public Relations team at [prpublications@tourism.sa.com](mailto:prpublications@tourism.sa.com) and please copy in Adelaide Hills Tourism ([info@visitadelaidehills.com.au](mailto:info@visitadelaidehills.com.au)).

### **Familiarisation Program**

The SATC has a familiarisations team which arranges educational trips (‘famils’) within SA for media and trade (e.g. travel agents and wholesalers). Where relevant they include Adelaide Hills experiences in the itineraries. If invited to host media or trade visits, embrace the opportunity by providing a great price to SATC (free of charge where possible) and providing an exceptional experience for participants. Adelaide Hills Tourism regularly provides suggestions and product updates to the famils team so please keep us up to date with your developments, new visitor experiences etc. via [info@visitadelaidehills.com.au](mailto:info@visitadelaidehills.com.au).

## Media Gallery

The [South Australia Media Gallery](#) provides a range of photographs, video footage, maps and logos for use by media and the travel industry for the positive promotion of South Australia as a destination. Operators can access images free of charge via the website (subject to approval). If you have an outstanding image you would like to offer the SATC to consider for inclusion on the media gallery contact the SATC Brand Assets Manager on 08 8463 4746.

## Sign up for SATC's industry newsletter

To stay up to date with SATC's activities, sign up for the SATC's industry newsletter [here](#).

## Tourism Australia

Tourism Australia (TA) is responsible for marketing Australia overseas as a travel destination. Tourism Australia has a corporate site (featuring good industry advice particularly in relation to international marketing) – [www.tourism.australia.com](http://www.tourism.australia.com) and a consumer site – [www.australia.com](http://www.australia.com). You can download a booklet on working with Tourism Australia [here](#).



## Leverage TA's PR Activities

[Australian Stories](#) is Tourism Australia's weekly newsletter that keeps international media informed on what's new and trending in Australia, from tourism experiences and accommodation, to new restaurants and events. If you have a story idea that you would like to put forward for the newsletter, or other media relations programs, please send your information and an image to: [internationalmedia@tourism.australia.com](mailto:internationalmedia@tourism.australia.com)

## Australian Tourism Data Warehouse (ATDW)

To be automatically listed on the SA Tourism Commission's website [www.southaustralia.com](http://www.southaustralia.com) you need to be listed on ATDW. ATDW is owned by all the State/Territory Government Tourism Organisations and Tourism Australia and there is no cost to be on ATDW. Click [here](#) for the Adelaide Hills Tourism factsheet on ATDW which has information on registering your business and updating an ATDW listing.



If you need assistance please don't hesitate to contact the online team at SATC on 8463 4560 or at [onlinesatc@tourism.sa.com](mailto:onlinesatc@tourism.sa.com) The ATDW provides information to many other websites as well, including Tourism Australia's consumer site [www.australia.com](http://www.australia.com) and [www.adelaidehills.org.au](http://www.adelaidehills.org.au).

## Visitor Information Centres/Outlets

The Adelaide Hills has an accredited Visitor Information Centre (VIC) in Hahndorf (managed by Mount Barker District Council with support from Adelaide Hills Tourism/Adelaide Hills Council) and a Visitor Information Outlet (VIO) at Mount Lofty Summit (managed by Department for Environment and Water). Both have some (limited) space for product brochures to be displayed at no cost. It's a good idea to keep the site managers and their staff/volunteers up to date on your product and events.



Key Contacts:

**Adelaide Hills VIC, Hahndorf**  
Lisa Bond  
VIC Co-ordinator  
Mount Barker District council  
Phone: 8393 7600  
Email: [vic@adelaidehills.org.au](mailto:vic@adelaidehills.org.au)

**Mount Lofty Summit VIO**  
Angela Shepherd  
Phone: 8370 1054  
Email: [mtloftysummit@sa.gov.au](mailto:mtloftysummit@sa.gov.au)

The Adelaide Hills Visitor Information Centre's website – [www.adelaidehills.org.au](http://www.adelaidehills.org.au) - represents the whole region. For more information on getting involved, visit the site's [Media and Industry](#) page (via menu at bottom of page).

## Tourism Industry Council SA – Tourism Awards and Accreditation



The [Tourism Industry Council of South Australia](#) (TiCSA) is South Australia's peak tourism industry body, and its role is to engage the tourism industry in all processes that shape the State's tourism future and to bring together the diverse tourism industry. As an independent, non-government, membership-based body, TiCSA aims to facilitate a positive business environment and to ensure a sustainable future for tourism in South Australia. They manage accreditation and awards programs, advocate on behalf of the industry and provide industry development services (training and events, industry resources).



If tourism is a key part of your business, consider becoming involved in the South Australian [Tourism Awards](#) and undertaking the [Tourism Accreditation](#) program.