

Heritage Tourism Workshop - Wednesday 20th April 2016

Purpose

1. To facilitate and enable the promotion of heritage tourism across SA
2. To provide information that will enable the sector to leverage heritage as a tourism offering
3. Share knowledge and ideas to improve linkages and collaboration

9.00 am	Arrival and coffee – Bradley Forum, Hawke Centre Uni SA, North Terrace	
9.30 am	Welcome	Natalie Fuller
9.35 am	Role of the SA Heritage Council in bringing this event to you	Chair Judith Carr
9.40 am	Official opening by Minister for Sustainability, Environment and Conservation	Minister Hunter
9.45 am	<p>Key note presentations</p> <ul style="list-style-type: none"> • Port Arthur Historic Site – the journey to becoming a leading Australian tourist destination • The City of Adelaide Tourism Action Plan and heritage • Using technology and new approaches to promote the heritage tourism experience 	Jane Harrington Lord Mayor ACC Darren Peacock
11.25 am	Morning tea	
11.50 am	<p>Seven minute grabs on heritage tourism</p> <ol style="list-style-type: none"> 1. Visitor Information Services Centre – what do visitors look for, need and what can heritage do better 2. Cruise ship tourists – what experience are they looking for? 3. Indigenous cultural heritage case study 4. Is there a geo-heritage tourism opportunity for South Australia? 5. Adelaide Oval and RoofClimb - linking sport and events with heritage and culture 6. The cost of heritage to make a tourist \$ 7. 'All Over the Place' - Lessons from 90 day project on tourism information management 8. Living in the Port Walking trail and SA History Hub – a wealth of info 9. Adelaide Central Market tours 10. <i>City of Adelaide</i> Clipper Ship – how does maritime promote itself using the City of Adelaide Clipper Ship story 	Various
1.00 pm	Lunch in the Gallery – Ground Floor	
2.00 pm	<p>Discussion Groups</p> <p>The focus of the discussion group, under the guidance of a small group facilitator, is to:</p> <ul style="list-style-type: none"> • Identify existing ventures that are working well / have potential for improvement • Brainstorm opportunities for new ventures and opportunities for collaboration • Report back on 3-5 key opportunities for the larger group to consider 	<p>Topics: heritage tourism +</p> <ul style="list-style-type: none"> • Food and wine • Nature • Culture (museums, indigenous, arts) • Events (festivals, sports, racing) • Maritime • History • Promotion
3.00 pm	Plenary Session in the Gallery	Greg Mackie / MC
3.30 pm	Wine and cheese – Networking and Collaboration	