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Opposite page from left: Cupcakes at Adelaide Convention Centre; Destination SA group at the Adelaide Oval; segway tour of the vineyards at Seppeltsfield Winery; Jacobs Creek Winery.



# All in one

Adelaide is continuing to thrive and not only in its food and wine offerings but also as a cultural, medical and sports hub, writes Anastasia Prikhodko.

The four day Destination South Australia famill organised by the Adelaide Convention Bureau in early March highlighted what the boutique city is all about – food, wine and an element of surprise. On the first night of the famill, guests were treated to a progressive dinner which celebrated Adelaide's art and cultural scene. Beginning at the Art Gallery of South Australia, the event followed on with a cocktail dinner at the South Australian Museum. The final surprise was the State Library of South Australia, which was converted into a 1920's

party with flapper girls, classic gin cocktails and live music. Melanie Murray, from cievents in Sydney, was impressed from the start. "I would be really interested in looking at the venues that we went to for the welcome dinner, as they would be suitable for some of our smaller incentive groups" she says. Kathryn Lee, founder of Lumino Events, who were the organisers of the evening's festivities says that the three venues worked together to showcase their spaces in one night, "highlighting Adelaide's desire to collaborate". "Each venue also had an obvious

role to play on the night," Lee adds. "But it was critical to the event planning that the spaces were respected." With the artwork in the Art Gallery of South Australia, artefacts in the South Australian Museum and a collection of material within the State Library of South Australia, it was important to ensure that "content and timing" were all on par. "Our time at the Art Gallery allowed people to meet each other, before the formalities took place in the Museum. "Then revealing the Mortlock Wing as a secret gin club and bringing theatre into play

through our hosts and the costume items topped off the night as guests enjoyed relaxing into what was to come over the next few days." Showcasing all of Adelaide is at the fore for the event company, and Lee explains that is achievable because of Adelaide's close proximity and minimal traffic congestion, enabling guests to move quickly from the city to the wineries. Situated in the midst of a \$5 billion redevelopment of the Riverbank Precinct and a five minute walk from the Intercontinental Hotel is the Adelaide Convention Centre.

Simon Burgess, director of conventions and exhibitions at the Adelaide Convention Centre, says that this year will be a busy one, as the Centre has a "story to tell". "We've just finished the first stage of our redevelopment, the second stage is due next year, and people are interested in that," he says. Burgess goes on to say that it's not just about what's happening at the Centre though, it's about the whole riverbank complex, as there's an enormous amount of money that's being spent there. "We have a medical zone right on our door step, we have the entertainment zone, the Festival Centre, the sports zone with the Adelaide Oval, we've

got the education zone of the universities close by so it's quite a mix and obviously we are at the heart of it so I think Adelaide is changing." Once the renovations of the Centre are complete in 2017, it will host their largest conference to date, the International Astronautical Federation in September 2017. After a day of networking at the Centre, guests were surprised with dinner at Adelaide's Fringe Club, an outdoor pop-up venue for the month long Fringe Festival celebration. An hour's drive out of Adelaide is the Barossa Valley, home to more than 170 wine establishments and 80 cellar doors to explore. Making the first stop at Seppeltsfield Winery, the group segwayed through the vineyards, tried port from their year of birth and enjoyed a history lesson about the beginnings of Seppeltsfield. The second stop of the wine journey was the 126 year old estate, Château Tanunda. The group was greeted with sparkling white wine, followed by a taste of the property where they had an opportunity to dip their glasses into barrels of fermented grapes to taste the juice. "Guests from all around the world come to visit the Château because of its history, beautiful

grounds, and of course, its award-winning wine portfolio," says Cassie Ferrett, the functions and events manager. "Business event guests are often eager to learn more about our traditional wine making techniques together with the use of modern technology, and can even get their hands dirty blending their own wine with samples drawn straight from barrels!" For function space, the Chateau has the Grand Ballroom (500 seated) and the Long Room (80 seated) and it also hosts business lunches and dinners throughout the year with spring being the most popular. Ferrett adds that business guests most commonly stay at the Novotel Barossa Valley Resort, a 10 minutes' drive from the Château, or alternatively visit the Barossa Valley on a day trip pre or post conferencing. With food and wine going hand in hand in South Australia, catering is evidently another significant factor for the venue. "We also have a very strong heritage and reputation for fine foods and quality produce," she says. "Food is an integral part of any event. It may be a gourmet smorgasbord of produce or a five-course degustation, but we always ensure Barossan produce plays a role." The wine journey ended at

Jacobs Creek Winery, with a wine tasting of seven different flavours including Jacob's Creek Reserve Chardonnay Pinot Noir, the Riesling, Double Barrel Shiraz, and the Cool Harvest Sauvignon Blanc. Staying one night in Glenelg, the beach-side suburb of Adelaide and just 20 minutes from Adelaide's CBD, the guests were treated to a sunset sailing cruise with Temptation Sailing, followed with a BBQ dinner at the Stamford Grand Adelaide Hotel. The hotel includes 220 rooms, including 29 suites with views of either the ocean or Adelaide Hills. There are also 13 function rooms, with the Grand Ballroom being one of the largest meeting rooms in Adelaide, seating up to 500 people. The last day was spent with breakfast at the Adelaide Zoo, followed with a tour of the Adelaide Oval that included going inside the historical 120 year old score board and seeing the Stadium's newest product – the Commonwealth Bank RoofClimb, which offers delegates a chance to venture across the Oval's Western Stand roofline and along the inside of the Riverbank Stand's gantry on a purpose-built walk-way. **Anastasia Prikhodko** was hosted by the Adelaide Convention Bureau.

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