

[Subscribe](#)[Share ▾](#)[Past Issues](#)[Translate ▾](#)[RSS](#)


Regional Development Australia

Clare Valley Tourism e-News



Welcome to this month's edition of Regional Development Australia Yorke and Mid North's Clare Valley Tourism e-newsletter, aiming to support tourism operators and organisations in the Clare Valley region.

If you would like to share an interesting article, piece of information or useful link, please email cvtourism@yorkeandmidnorth.com.au or call us on 1300 742 414 so that we can share the great news.

CONTENT - MARCH 2017

- Events & Workshops
- Awards & Grants
- Tourism Information and Resources

EVENTS & WORKSHOPS

Exhibit at Think Food 2017

As South Australia's only dedicated food tradeshow, Think Food is the 'must attend' event for buyers looking for great South Australian food and beverage products.

Think Food offers the opportunity for over 500 invited buyers to meet around 50 food and beverage producers from South Australia, all in one area. Showcase your products to local, interstate and international buyers, including retailers, distributors, purchasing managers, chefs, caterers, tourism operators and more. It's your chance to increase your reach, develop new sales channels, and connect with new customers and markets. This year, our guests will include a select group of Chinese buyers, hungry to see and taste the best of South Australia.

Date: Monday 1 May 2017

Time: 12:00pm to 5:00pm

Venue: Ridley Centre Adelaide Showgrounds

Cost: Food South Australia members price: \$495 (inc GST) | Non-members price: \$605 (inc GST)

Enquiries: darren@foodsa.com.au or 8303 9627

Register [here](#).



Clare Valley Calendar of Events

Have you visited our website www.clarevalley.com.au recently! The Events Calendar has been revamped with loads of event details available, and we encourage everyone to submit any events of interest to us to ensure a presence on the Calendar and site for visitors to use when planning their trips and locals to keep updated on What's On in the region. If you are involved in an Event, you are also welcome to share it to our Facebook page at any time.



New Directions Food Summit

Take a different turn and see how you can lead the way with the latest food ideas at the seventh Food South Australia Summit, *New Directions*.

The annual Food South Australia Summit is the key food industry conference for South Australia, and is attended by industry leaders in food production and manufacturing, distributors, retailers, and key industry stakeholders including government, at all levels.

An invigorating line-up of speakers, headed by one of Australia's leading business and financial commentators Peter Switzer, will provide insights and information on the latest trends and strategies for the food industry.

Through the theme of New Directions, the Summit will examine consumer attitudes and behaviour, report the latest trends and innovations in food, and enable the South Australian food industry to come together to explore emerging challenges and opportunities to meet the changing needs of future eating habits and choices.

For more information visit [here](#).



Dreamtime

Tourism Australia's signature incentive showcase, **Dreamtime**, will be held in Brisbane from 3 to 6 December 2017. Held biennially, Dreamtime provides Australia's business events industry with the opportunity to network and do business with qualified international incentive buyers.

Dreamtime 2015 resulted in over 80 business leads for Australian industry, with 100 per cent of sellers indicating in the [post-event survey](#) they were 'satisfied' or 'extremely satisfied' with Dreamtime.

Information for Australian industry wishing to participate in Dreamtime 2017 will be released in April through this newsletter. Or get in touch with us at bea@tourism.australia.com

Writing for the Media

Registrations are now open for the second webinar in our four part, online PR training course for tourism operators and businesses. It would be greatly appreciated if you could help spread the word about this training throughout your regions.

Writing for the media will be held on **Wednesday, 15 March**. Learn about writing media releases, online content and more from PR expert, [Michelle Prak](#).

The workshops are free to attend, run for 90 minutes and are delivered online. Participants will receive instructions on how to use the online software once they register.

For further information and to register, [click here](#).

Course materials from the first webinar, Working with the media, can be found under the 'PR Resources' heading [here](#).

The Social Media Masterclass

If you'd like to improve your knowledge, confidence and performance with Social Media for getting new customers, this Masterclass is for you. Providing tips and strategies to win new customers consistently – each month.

The upcoming Masterclass will be covering:

- How To Grow A Large Following Of Potential Customers.
- The 3 Steps To Turn Those Followers Into Paying Customers.
- The 4 Things Needed For A Successful Social Media Strategy.
- How To Stand Out From The 'Noise' (And Your Competitors) On Social Media.
- Why Businesses Fail With Social Media - And How To Avoid These Mistakes.
- How To Use Social Media For 30 Mins Per Day - And Achieve Your Objectives.
- How To Deliver A Tangible And Reliable ROI.

Here are the finer details:

Wednesday 8th March, 2017. 9:30am - 11.45am (AEST).

Location: Online. You just need an internet connection to attend.

Cost: Early Bird Tickets are just \$27.00, momentarily reduced from \$87.00.

This will be a great workshop for you to learn how to use Facebook, Twitter and/or LinkedIn 'properly' to win new business.

To find out more and book on to the Workshop today, please head on over to: <http://www.JasonSquires-Workshop.com/>

New Online PR Workshops For Tourism Operators

The SATC is offering a new online PR training program in 2017 and registrations are now open. There are a wide range of public relations tactics which tourism operators can use to raise their profile, gain media coverage and share their stories. Delivered by Michelle Prak – PR consultant, lecturer, and former SATC digital content manager – the online workshops are 90 minutes long, beginning at 9.30am, and free to attend. Participants will receive instructions on how to use the online software.

The dates and topics of each workshop are below. For more information [click here](#) or contact [industry@mail@sa.gov.au](mailto:industry@mail.sa.gov.au) or Jessica Justin on **8463 4637**.

- **Wed 15 March 2017** – Writing for the media (media releases, online content and more)
- **Tues 11 April 2017** – Online PR and your reputation
- **Wed 17 May 2017** – Managing issues and crisis



AWARDS & GRANTS

Small Advanced Food Manufacturing Grants

Small grants are now open to South Australian food and beverage manufacturers and processors to boost innovative projects in their business.

Grants up to \$30,000 are available for co-funded projects from South Australian food and beverage manufacturers (excluding wine) in partnership with a research or technology provider.

Program guidelines are available [HERE](#) to help check your eligibility.



Regional Events and Festivals Program

Event South Australia's Regional Events and Festivals Program provides financial support towards marketing and PR for events which promote South Australia and its regions as tourism destinations.

Applications for funding through the 2017/18 round will close on **Thursday 16 March 2017** and will support events held after 1 September 2017.

Those wishing to apply for funding are encouraged to review the Regional Events and Festivals Program funding guidelines prior to submitting an application.

In order to apply, follow this link to the Events South Australia funding portal.

For more information contact the Business Development Coordinator on +61 8 8463 4650 or esa@sa.gov.au

Community Events Development Fund

The Community Events Development Fund provides up to \$5,000 +GST in financial support towards events which promote South Australia and its regions as tourism destinations.

This Fund supports new, smaller or community-based events seeking to increase their tourism relevance, or undertake a specific project to achieve this.

Applications for funding through the 2017/18 round will close on **Thursday 16 March 2017**, and will support events held after 1 September 2017.

Those wishing to apply for funding are encouraged to review the Community Events Development Fund guidelines prior to submitting an application.

In order to apply, follow this link to the Events South Australia funding portal.

For more information contact the Business Development Coordinator on +61 8 8463 4650 or esa@sa.gov.au

SA Agribusiness Growth Program

Food South Australia, on behalf of Primary Industries and Regions SA is delivering the Agribusiness Growth Program to support value adding for small enterprises (with a turnover of \$300,000-\$1.5m) in the agriculture, food and beverage industries.

This program aims to accelerate business growth through expert business evaluation and coaching services for activities that will have a direct impact on your growth, and that you would not otherwise have undertaken.

It includes a comprehensive business evaluation of your current business position and growth plans, and provides recommendations for improvement. It also includes one-on-one business coaching to \$10K with 25% co-contribution. Applicants must be ag/food businesses of 2+ years with turnover of \$300K to \$1.5m.

[Read more](#)



Job Accelerator Grant Scheme



Businesses can now register for a Job Accelerator Grant to assist in employing additional full-time, part-time and casual employees in South Australia, with up to \$10 000 available for every new job created.

The grant aims to create jobs now and build a strong workforce for the future. Find out if your business is eligible today to start shaping the jobs of tomorrow.

Can I register for the Job Accelerator Grant?

To qualify for the Job Accelerator Grant, businesses need to:

- employ a new position between **1 July 2016** and **30 June 2018** (inclusive)
- maintain the new position for at least **12 months**
- have Australian taxable wages below \$5 million, across the group. If your business is exempt from payroll tax, see *I'm a small business and exempt from payroll tax – am I eligible?* below
- register the new employee **within 90 days** of their commencement

Your grant will be distributed over two years - up to \$5000 per year - and will be paid at the first and second anniversary date of employment.

If your business is ready to start employing new workers and creating the jobs of tomorrow, check today to see whether you are eligible for the Job Accelerator Grant

[Read more](#)



Applications now Open for Community Investment Program

Applications are now open for the Building Better Regions Fund Community Investments Stream. The Community Investments Stream will fund community building activities including, but not limited to, new or expanded local events, strategic regional plans, and leadership and capability building activities. **Applications close on 31 March 2017.** [Read more](#)

GRANTassist



GRANTassist provides businesses with access to up to date information on State and Federal Government assistance and programs relevant to Businesses. GRANTassist can help you locate the assistance and program initiatives most relevant to your business needs.

The GRANTassist tool allows you to search for programs across all industry sectors, including manufacturing, arts, small business, medical and assistive devices, environmental, food, beverages and wine, mining and energy resources, forestry and automotive.

If you are looking for support to help you improve your business, the GRANTassist portal can help you connect to the range of funding and support services that are offered by Government.

The content of GRANTassist is reviewed and amended regularly.

Visit the [GRANTassist](#) website.

For further assistance and information please contact info@grantassist.sa.gov.au



SATIC Makes it Easier to Apply for Tourism Awards

A streamlined SATIC tourism award system will be introduced in 2017 making it easier to have your business recognised. The notable change is the move from a .pdf submission process to a web-based 'form' which businesses will complete online. This is an exciting improvement to the application process.

Find out more [here](#).

Accelerator Program

IBA is teaming up with [Investible](#) to pilot a business development accelerator program for Indigenous entrepreneurs. This intensive eight week start-up program is an opportunity to learn from world experts with access to investors, mentors and coaches and will provide participants with the support, capital and networks they need to thrive in developing and realising their visions.

IBA is looking for high potential Indigenous entrepreneurs with innovative and scalable business ideas who are interested in being considered for a place in this eight week intensive Lab program in Sydney (start date mid-July 2017). IBA will pay all program fees, return airfares and accommodation.

Eligibility

Aspiring Indigenous Entrepreneur or Business- at least Indigenous 50% ownership

Stage of Business - In Preparation for business or a new Start Up (less than 2 years)

Scalable- the ambition to conquer new markets, not only in Australia, but also overseas; capability to perform under an increased or expanding demand and can maintain or improve profit margins while sales volume increases

Innovative - featuring new methods; advanced and original product/service or business model; new or different in some way.

If you are interested in finding out more about this unique opportunity or would like to be considered for the eight week Accelerator program contact

Brian Finlay

Indigenous Business Australia

(T) 07 3008 8327

(M) 0428 292 701



TOURISM INFORMATION & RESOURCES

SATC WeChat Workshop Videos

The SATC hosted a complimentary Understanding WeChat and UnionPay workshop aimed at introducing the industry to WeChat and providing helpful information on how the tourism industry can get involved. [Videos](#) of each presentation at the workshop are now up on the SATC corporate website for you to view. For more information and other Understanding China resources [click here](#).



Australian Tourism Achieves Another Record Breaking Year

Figures released on Monday by the Australian Bureau of Statistics, show that all of [Australia's top 15 key international markets](#) posted growth in 2016, with nine markets recording double digit increases.

For the first time in a calendar year, Australia welcomed 8.26 million international visitors in 2016, after posting an increase of 11 per cent on the previous year, to achieve another record year for tourism.

[Read more](#).

SA Food and Wine Guide

Palate, the new Food & Wine Guide for SA has now been released. The online version is available to view from the link below and if you're an operator and would like to order print copies, you can do through <http://netxpress.biz/>. The print run of this guide is 30,000 copies.

Tourism operators and events can also order copies of the guides at no cost through the SA Tourism Commission's contracted distributor Staples.



[View the full guide.](#)

Get Social and #SeeSouthAustralia

Do you have some amazing photos taken in South Australia? Share them on the SATC social media channels so the rest of the world can see why Lonely Planet named us as the 5th best region to visit in 2017. Use #SeeSouthAustralia or tag @southaustralia on [Instagram](#), [Facebook](#) and [Twitter](#) and join a global fan base of 950,000 people.



Short Breaks Australia

Short Breaks Australia has been a hugely successful program promoting quality tourism experiences for many years and remains a uniquely strong brand in South Australian tourism. Short Breaks Australia packages make great gifts and 80% of Short Breaks sales are via gift cards, these are people giving someone else a holiday.



To receive a copy of the advertising prospectus contact: wardt@holidaysofaustralia.com.au or by phone on 8311 1196.

[Download the Media Kit and Booking Form here](#)

I Choose SA





Brand South Australia is excited for you to be a part of the **I Choose SA** campaign.

We want to put SA jobs first by supporting producers, manufacturers, service providers, retailers and businesses throughout the supply chain.

The **I Choose SA** campaign will engage the whole of the state and empower them to choose South Australian. The campaign will run till **30th June 2017**.

We are calling on you to get behind this campaign and help make a real difference. We believe we can make a genuine impact on consumer mood and employment in South Australia if we have everyone's support.

When you choose SA, you are choosing to support jobs in our state.

[Click here to find out more](#) and to register your business to be a part of the searchable SA business directory.

Call into Regional Development Australia Yorke and Mid North for your **I CHOOSE SA** promotional material for display.



Clare Office: 318 Main North Road Clare, SA 5453

Port Pirie Office: 85 Ellen Street Port Pirie, SA 5540

Industry Toolkit

The South Australian Tourism Commission's Industry Tools and Resources are a series of information fact sheets designed to provide our tourism industry with practical advice and resources that will assist in building the business capabilities of our tourism operators and help them in making informed and strategic decisions that will lead to increased visitation and visitor expenditure.

Please note some new **Industry Resources and Tools** are now available on the South Australian Tourism Commission's [corporate website](#).



Australian Tourism Database Warehouse

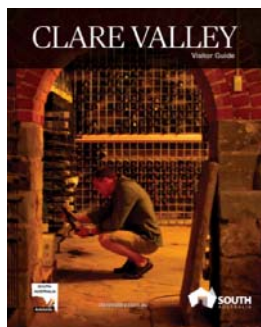
The ATDW is a database of information about Australian tourism products including accommodation, tours, attractions, restaurants, car hire and events. The database holds information such as business description, photos, contact details, opening hours and indicative pricing. This database is owned by all the State and Territory Government Tourism Organisations and Tourism Australia, and they use the information to provide product listings on their websites and also provide the information to other tourism related websites. This [ATDW Info Sheet](#) contains information on why an operator should list their business and how to register and use ATDW.

[ATDW FAQs and information](#) can be found on SATC's corporate website.

If you need assistance please don't hesitate to contact the SATC on 8463 4560 or at onlinesatc@tourism.sa.com



Clare Valley Visitor Guide - Available to Order



If you require copies of the current Clare Valley Visitor Guide...you can order them by:

1. **Email or phone** - Email Shaliza.Ferragamo@tourism.sa.com or phone 8463 4558 with your street delivery address and she will order stock for you.
2. **Online** - Order direct from Staples by logging into <https://netxpress.biz/> and start placing your order. Email printpromo-cs@staples.com.au for log-in details, or for further assistance contact Sam Gill samantha.gill@staples.com.au, phone 08 8243 8042.
3. **In person** - Collect stock from a [Clare Valley Wine Food & Tourism Centre](#) or [Burra Visitor Centre](#) (please call ahead first)

Eat Local



Don't forget to get on board with "Eat Local" campaign. Eat local is all about offering people more opportunities to enjoy the very best of local food on local menus or shelves. Visit: www.eatlocal.com.au for further information and click on the "SF" button to see who is listed in the Southern Flinders, and then join up to get your business registered.

'Buy South Australian' - Register your Business!



South Australian growers, producers, manufacturers and service providers are encouraged to register on the online [Buy South Australian directory](#) to help consumers to identify local goods or services in the marketplace and make informed purchases.

To claim that your produce or product is South Australian it must be:

- Grown or caught in South Australia,
- Made in South Australia, with South Australian ingredients/components, or
- Where 50% or more value has been added and the ingredients/components have been substantially transformed in South Australia, or
- Delivered as a service where 50% or more of the cost is derived from South Australia (ie. labour).

If you're already registered in the Buy South Australian online directory and need to update your listing details, please email Brand South Australia at info@brandsouthaustralia.com.au

Clare Valley Website - Promote Your Business



Clarevalley.com.au is the most readily used website for consumers and is becoming the first google search for tourists planning to travel to the region. The Clare Valley Website advertising is performing exceptionally well, with many businesses receiving more than 100 clicks on their adverts and visitation of more than 8,000 to the landing pages. To take advantage of advertising opportunities for the region's leading digital

marketing platform and achieve some fantastic results contact manager@clarevalley.com.au

Working with the South Australian Tourism Commission

The South Australian Tourism Commission (SATC) is committed to achieving \$8 billion in tourism expenditure potential by 2020. The SATC's purpose is to work with industry to deliver marketing, events and development programs that support tourism growth. Based in Adelaide, the vibrant capital of South Australia, the organisation works closely with representatives in the 11 key regions of the state to promote the state's tourism assets. Further information can be found [here](#).

Download a copy of the latest [SATC organisational chart](#).

Research and Reports – Latest data can be found [here](#).



FEEDBACK

Please remember, if you'd like to share an interesting article, piece of information or a useful link please email cvtourism@yorkeandmidnorth.com.au so that we can share the great news! We'd love to hear your suggestions.

Contact Details

Deb Przibilla
Tourism Coordinator
Regional Development Australia Yorke and Mid North

Phone: 88 423 115

Fax: (08) 8632 5724

Email: cvtourism@yorkeandmidnorth.com.au

Web: www.yorkeandmidnorth.com.au

Post: 318 Main North Road Clare, SA 5453

Or drop into one of our offices in Port Pirie, Clare and Kadina.



Copyright © 2016 Regional Development Australia Yorke and Mid North, All rights reserved.

View this email in your browser

Our mailing address is:
cvtourism@yorkeandmidnorth.com.au

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list
If that option doesn't work, just email: info@yorkeandmidnorth.com.au