

## Itinerary

### Interstate Journalists Program | Around Our State Program

**Innovative Agribusiness in South Australia -**  
*Promoting premium food and wine from our clean environment*

**Tuesday 17 and Wednesday 18 September 2013**

#### **Overview:**

*The Around Our State Tours and Interstate Media Program enable Brand South Australia members and media to gain direct insight to leading initiatives in South Australian industries with an itinerary of exclusive site visits and briefings by government, community and business leaders throughout regional and metropolitan South Australia.*

*The Interstate Media Program looks to challenge and alter perceptions of South Australia held by key editors and interstate media representatives. Brand South Australia hosts selected interstate media guests on a series of tours, which profiles the State as creative, innovative and industrious. The tours showcase key businesses and industry sectors providing an informative, hands-on experience highlighting the key advantages of the State.*

**For more information please contact**

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CREATIVE  
INNOVATIVE  
INDUSTRIOUS

## DAY 1 - Tuesday 17 September 2013

- 7.30am** Industry Briefing at Crown Plaza Adelaide, Hindmarsh Square, Adelaide
- 8.00am** Formalities Commence
- 8.01am** Karen Raffen to welcome guests, provide outline of the event and introduce Minister Gail Gago (TBC)
- 8.05am** Hon. Gail Gago MP, Minister for Agriculture, Food, Fisheries to speak for 10 minutes
- 8.15am** Karen to thank Minister Gago and introduce panel members:
- *Catherine Barnett (Chief Executive Officer, Food SA)*
  - *Brian Smedley (Chair, South Australian Wine Industry Council)*
  - *Scott Ashby (Chief Executive, PIRSA) (TBC)*
- 8.17am** Presentations (25 minutes)
- 8.42am** Karen to thank speakers and invite Minister Gago back up to the stage for questions.
- 8.43am** Questions from the floor (10 minutes)
- 8.53am** Karen to thank Minister Gago and speakers and present each with a gift.
- 8.55am** Guests to recommence networking – Minister free to depart
- 9.10am** Coach to depart Crowne Plaza Adelaide for D’VineRipe, Germantown Road, Two Wells (40 mins)
- Briefing by: **University of Adelaide Roseworthy Campus Representative** (TBC)
- Briefing on their livestock production, new veterinarian training facilities and innovations in breeding and livestock management.*
- 9.50am** **D’VineRipe – Briefing and Factory Tour** (TBC) (50 minutes)
- 10.45am** Depart D’VineRipe for The Mitolo Group, Mitolo Group, Angle Vale Road, Virginia (15 mins)
- 11.00am** **The Mitolo Group - Briefing and Factory Tour** – including morning tea (60 mins)
- 12.10pm** Depart The Mitolo Group for Maggie Beers Farm Shop, Pheasant Farm Rd, Nuriootpa (40 minutes)
- Briefing by: **Root Boot, Jason Pfitzner**

<b>12.50pm</b>	Arrive at <b>Maggie Beers Farm Shop</b> – welcomed by Maggie and offered a welcome drink
<b>1.05pm</b>	Guests are seated for Lunch
<b>1.05pm</b>	Entree is served (15 mins allowed to eat)
<b>1.20pm</b>	Entree cleared
<b>1.21pm</b>	Panel discussion on the below points to commence - pre determined questions/presentation (30 mins)
	<b>Panel:</b> Maggie Beer, Simon Bryant and Paul Henry
	<ul style="list-style-type: none"> <li>• <i>The rebrand of the Barossa</i></li> <li>• <i>Tasting Australia re-birth</i></li> <li>• <i>Building our reputation for food and wine tourism experiences</i></li> <li>• <i>Why been innovative within the industry is important</i></li> <li>• <i>Importance of developing targeted local, national and international markets for food and wine.</i></li> </ul>
<b>1.41pm</b>	Karen Raffan, CEO of Brand South Australia to thank and announce that Mains will be served
<b>1.42pm</b>	Mains served (25 mins allowed to eat)
<b>2.07pm</b>	Main Cleared
<b>2.07pm</b>	Karen to open for questions (10 mins)
<b>2.17pm</b>	Karen to present gifts (chocolates) and announce will be departing in 15 minutes
<b>2.30pm</b>	Depart Maggie Beer Farm Shop for Barossa Climate Applications Site (15 minutes)
<b>2.45pm</b>	<b>Barossa Climate Application Site – Briefing and Tour</b> (35 mins)
<b>3.25pm</b>	Depart Barossa Climate Application Site for Nunga Produce, Matjarra Herbs, 44-46 Merchant Cr, Pooraka (50 mins)
	Briefing: <b>Balco</b> by Managing Director, Malcolm May
<b>4.15pm</b>	<b>Nunga Produce, Matjarra Herbs – Briefing and Site Tour (35 mins)</b>
<b>4.50pm</b>	Depart Nunga Produce, Matjarra Herbs for Arrive in Adelaide CBD (35 mins in peak traffic)
<b>5.25pm</b>	<b>Arrive at Crown Plaza Adelaide, Hindmarsh Square</b>

## **DAY 2 – Wednesday 18 September 2013**

- 8.20am** Guests to arrive at **Brand South Australia**, Level 1/15 Leigh Street, Adelaide
- 8.40am** Depart Leigh Street for Waite Campus, University of Adelaide, Urrbrae (20 mins)
- 9.00am** Waite Campus visit covering:
- **Plant Research Centre** – SARDI
  - **Energy Efficiency Upgrades Program** – FoodSA
  - **Graduate Access Program** – SARDI
  - **Food Technology Program** – SARDI
  - **The Hickenbotham Roseworthy Wine Science Laboratory** –The University of Adelaide
  - **Plant Accelerator** – The University of Adelaide
- 11.10am** Depart Waite Institute for Ngeringa Vineyards, 119 Williams Rd, Mt Barker Summit (35 mins)
- Briefing by: Simon Martin** speaking on Community Supported Agriculture (CSA).
- Simon helped found Jupiter Creek Farm one of Adelaide's first farms to be part of CSA and will speak on how customers are searching for more of a connection to where their food is coming from and how the CSA program helps facilitate this and educating children through farm visits and volunteering programs.*
- 11.45pm** **Ngeringa Vineyards – Briefing and Tour (40 mins)**
- 12.25pm** **Lunch at Cellar Door (60 mins)**
- Including Briefing by:
- Ballast Stone Estate
  - Paracombe Wines
  - Temple Bruer Wines
- 1.30pm** Depart Ngeringa Vineyard's for B.-d Farm Paris Creek (35 mins)
- 2.05pm** **B.-d Farm Paris Creek - Briefing and Tour (60 mins)**
- 3.10pm** Depart B.-d Farm Paris Creek for Leigh Street, Adelaide (55mins)
- Briefing by: Biosecurity South Australia (TBC)**
- 4.05pm** **Arrive in at Leigh Street, Adelaide**
- 4.40pm** **Arrive at the Adelaide Airport**

**Please note: This itinerary is subject to change**