

TOURISM AND HERITAGE - A WINNING COMBINATION

Tuesday 7 October 2014

9:00am to 5:30pm

LG House Boardrooms, 148 Frome Street, Adelaide

8:30am **REGISTRATIONS OPEN**

9:00am **Welcome & Housekeeping**

Speaker: Lisa Teburea, Director Planning and Community Services, LGA

9:10am **Opening Address**

Speaker: Hon Geoff Brock, Minister for Regional Development and Local Government

9:40am **Exploiting YOUR Council's Heritage Assets**

Speaker: Professor Norman Etherington, National Trust SA President

Heritage? Is it MORE than places? In this session Norman will explore the question- What is heritage and how to promote it? Norman will also discuss the importance of being able to access heritage places via all forms of media easily and illustrate this by giving some examples of this being done successfully.

10:30am **Where are your Heritage Assets?**

Speakers: Peter Bell, Consultant, David Ellis, Member, National Trust's Cultural Heritage Advisory Committee

In this session Peter will discuss best practice in conducting heritage surveys and David will discuss access and promotion of heritage through, Council website portals (lists), State Heritage signage and the use of Trip Advisor, Google Maps and the National Trust Website.

11:15am **MORNING TEA**

11:30am **The Willunga Story**

Speakers: Mayor Lorraine Rosenberg, City of Onkaparinga, Divya Bali Dogra, Heritage Officer, City of Onkaparinga and Victoria Masterman, Leader, Willunga Township Project

Mayor Rosenberg and Divya will outline what the City of Onkaparinga is doing about telling their heritage story and Victoria Masterman will give an overview of the Willunga Township project.

12:30pm LUNCH

1:15pm Making it Mobile

Speaker: Dr Darren Peacock, Chief Executive Officer Elect, National Trust of South Australia

Darren will discuss the importance of mobility and social media to Heritage and Tourism.

2:15pm AFTERNOON TEA

2:30pm Economic Rewards

*Speaker: Ward Tilbrook, CEO, South Australian Tourism Industry Council
Open floor: Alison Oborn, Haunted Horizons; Kate Wake, Director, Hahndorf Academy; Andrew Morphett, Anlaby Station*

Ward will discuss how tourism operators can benefit from a greater awareness of local heritage assets. A panel of innovative tourism operators will discuss their strategies and the economic benefits of Heritage. There will be time for questions from the floor.

3:45pm Working Together - Introducing National Trust Civic Partnerships

Speaker: Eric Heapy, CEO, National Trust of South Australia

Eric will discuss National Trust Civic Partnerships, how to attain critical mass and the community engagement of volunteers and will invite a representative from the Town of Gawler to speak about the Gawler Civil Partnership experience.

4:30pm Adelaide City Explorer EXPERIENCE

Tour Guide: Jill MacKenzie, Public Programs, National Trust of South Australia

Our guide will take participants on a specially created Adelaide City Explorer EXPERIENCE.

5:30pm CLOSE