

Draft Program Adelaide Food Summit 2010

South Australia joins the list of the world's top food and wine tourism destinations.

PART 1, 3 MAY 2010

NOTE: Part 1 is a half-day program designed to give international, national and regional media a strong portrait of South Australia's tourism opportunities, particularly in the context of South Australia as one of the world's top food and wine tourism destinations.

1:00pm

Welcome to South Australia

Premier Mike Rann

1:20pm

Context for the 2010 Adelaide Food Summit

Summit Chair K. Dun Gifford, Oldways Preservation Trust (Boston, USA)

1:30pm

SA Food and Wine Tourism Strategy 2009-2014

TBC

1:50pm

Common characteristics of the world's top food and wine tourism destinations

Dr Richard Mitchell, University of Otago, New Zealand

2:10pm

South Australia's food and wine tourism characteristics are similar to those of other world leading destinations in food and wine tourism

An introduction to the ingredients that make South Australia a Brilliant Blend (more details to come in 3:00 session)

Presented by member(s) of the Food and Wine Tourism Working Group

2:30pm

Break

3:00pm – 5:00pm

The ingredients making South Australia a Brilliant Blend and one of the world's top food and wine tourism destinations

Each presenter will give a snapshot of specific ingredients, products and activities in the Regions and Adelaide that contribute to making South Australia a Brilliant Blend.

Moderated by: Summit Chair K. Dun Gifford, Oldways Preservation Trust (Boston, USA)

5:00pm-5:15

Summary and Conclusions: South Australia's Ingredients Add Up to a Brilliant Blend

TBC

PART 2, 4 MAY 2010

NOTE: Part 2 is designed to provide information for tourism operators/business people in order to grow their businesses, and contribute to South Australia's place as one of the world's top food and wine tourism destinations. In addition, this program is intended to provide information for the Tourism Minister's Tourism Round Table Working Group and the South Australian Tourism Commission as they implement the **SA Food and Wine Tourism Strategy 2009-2014**.

9:00am
Introduction
TBC

9:10am
Moderator
Summit Chair K. Dun Gifford,

9:20am
Guest Presenter
TBC

9:50
Breakout Sessions
Attendees will choose one breakout session that is most relevant for the type of business they operate. A facilitator will be appointed to each session. Members of the Food and Wine Tourism Working Group and professionals from SATC will also take part in the breakout sessions.

- A. Food producers, food trails and farmers markets
- B. Cellar doors and wineries
- C. Restaurants, hotels, cooking schools, gourmet retreats

Possible discussion topics:

- Understanding global trends
- How to develop new products and value add
- Understanding and reading customer needs and demands

12:00 noon
Lunch

1:00pm
Unite the vision and grow South Australia's food and wine tourism
A representative from each group will present a brief summary of the ideas that group members believe are the effective keys to increasing food and wine tourism in their area.

1:00pm - 1:20pm
Food producers, food trails and farmers markets group

1:20pm - 1:40pm
Cellar doors and wineries group

1:40pm - 2:00pm
Restaurants, hotels, cooking schools, gourmet retreats group

2:00pm - 3:00pm
Questions regarding group discussions

3.00pm
Break

3:30pm

The Next Steps

Based on the discussions and summary information from the three breakout sessions, the three group facilitators will make recommendations for individuals, groups and for the Tourism Minister's Tourism Round Table Working Group and the South Australian Tourism Commission.

5:00pm

Conclusion of Part 2