

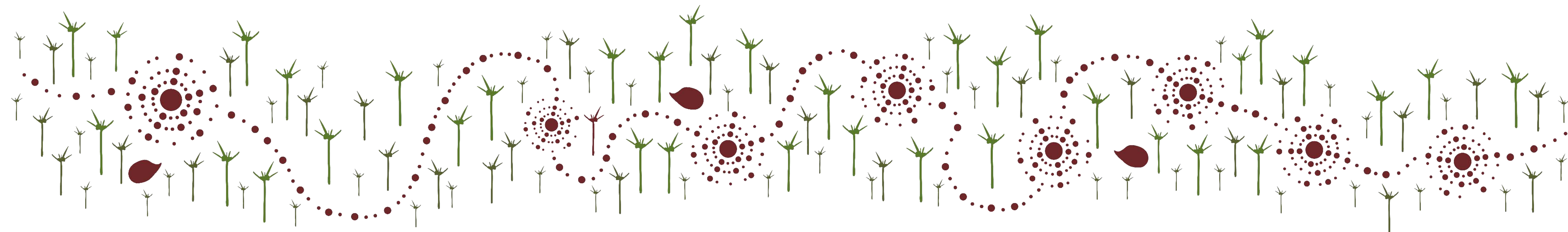


*Welcome to the Lenswood
Community Forum
Cultivating opportunity*



Acknowledgement of Country

Council acknowledges that we meet on the traditional Country of the Peramangk and Kurna people. We pay our respects to Ancestors and Elders past and present as the Custodians of this ancient and beautiful land.



Forum Agenda –

Jess Charlton, Director Community and Development

6.30pm – 7.10pm - Council and Community Presentations

- Council update
- Adelaide Hills Tourism
- Lenswood and Forest Range Community Association
- Any questions / community discussion topics

7.10pm – 7.50pm - Break out Session

- Community networking and discussion time
- Engagement activities

7.50pm – 8.00pm - Discussion close out



Nathan Daniell

Mayor

Adelaide Hills Council



Adelaide Hills
COUNCIL



Setting the scene

- Community Forums are held throughout the year in community facilities around the Hills.
- Forums are an opportunity for:
 - Council and local residents to communicate with each other.
 - Hearing about activities being undertaken by local community groups and organisations.
 - Finding out about our latest council projects and updates.
- Upcoming forums for 2026
 - Mylor – Tuesday 30 June
 - Birdwood – Monday 24 August

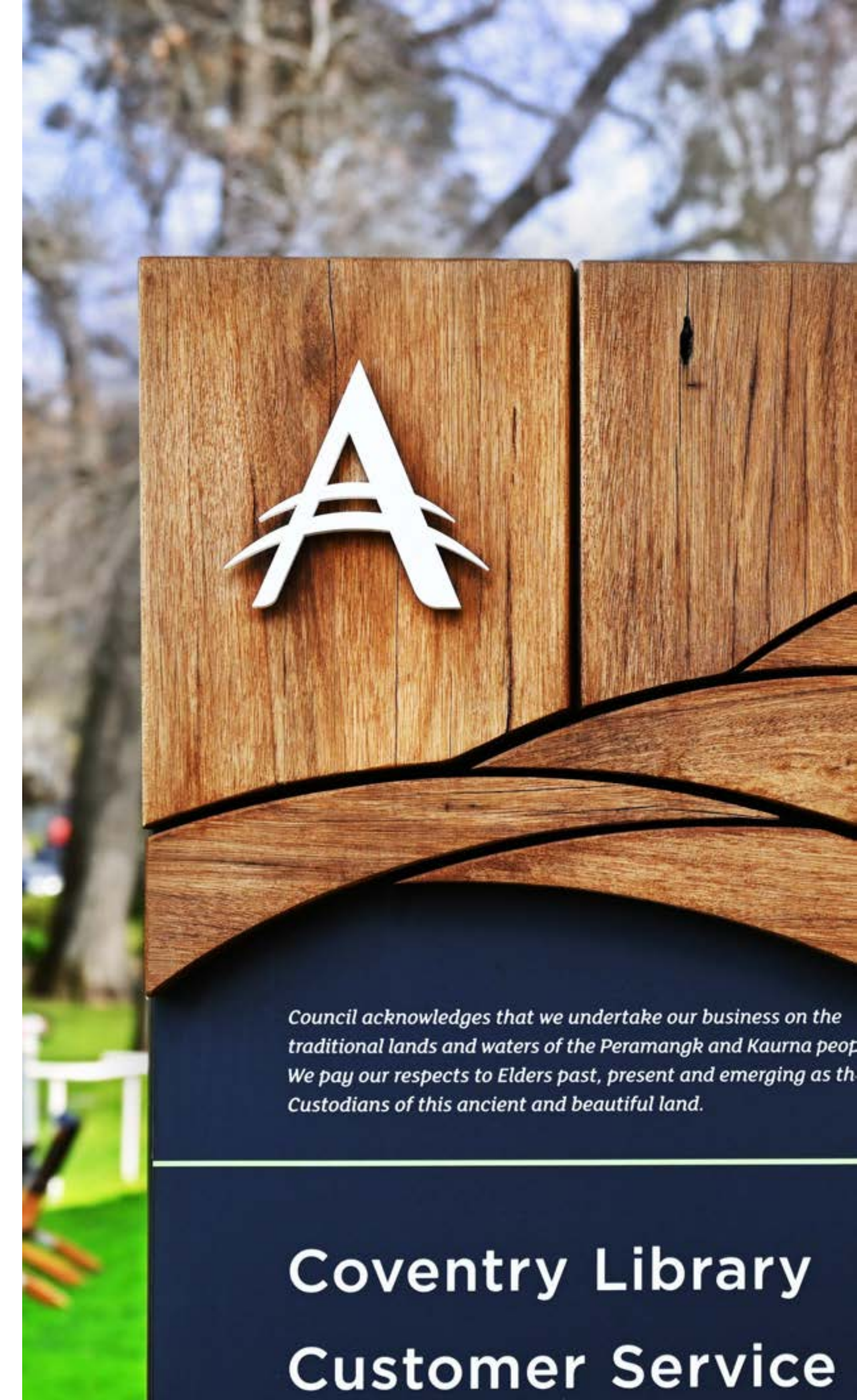
Annual Business Plan and Budget

The ABP:

- Details the programs, projects and services we will deliver to our community and how these will be funded.
- Aligns with key documents such as our Strategic plan and long-term financial plan

During the ABP process we consider:

- Priority projects raised by community members, staff, and elected members and how they align with our strategic documents.
- Community feedback



How you can get involved

The most effective way to influence your Council is by sharing your thoughts and ideas by:

- Participating in community consultation opportunities
- Working with Council staff and elected members
- Providing feedback on our draft ABP (consultation in May)





Day of Doing

In partnership with Town Team Movement the “Day of Doing” will:

- Support community members to undertake small projects that make their neighbourhood feel more welcoming, creative and alive.
- Fund up to \$500 to bring ideas to life.

Find out more:

- Adelaide Hills Engagement Hub engage.ahc.sa.gov.au.
- Community Information Session – 5.30pm to 7pm, Tuesday 31 March at Uraidla Hotel.
- Registrations to participate are open until Sunday 19 April.

Draft Community Engagement Framework and Policy

During September and October 2025, we asked for your help to shape the way we engage in the Adelaide Hills.

The ideas and feedback you shared have been used to develop our draft Community Engagement Framework and now we want to find out if we heard you correctly.

What do you like? Is there anything missing?

Engagement closes on Sunday 26 April 2026.





Community Grants

Now's the time to get ready – applications open 1 May 2026.

More than \$200,000 in funding available for not-for-profit groups through our Community and Recreation Facility Grants and Community Development Grants.

Learn more about the process and how to apply at our Community Grants Information Sessions:

- Stirling Coventry Library - 6pm to 7.30pm, Tuesday 7 April.
- Woodside Positive Aging Centre – 11.30am to 1pm, Thursday 9 April.



Adelaide Hills Tourism

Lenswood Community Forum

30 March 2026

Stella Biggs
Executive Officer & Regional Tourism Manager



Acknowledgement of Country

Adelaide Hills Tourism acknowledges the Peramangk and Kaurna people as the traditional custodians and caretakers of the land that is known as the Adelaide Hills.

We pay our respects to Elders past, present and emerging.





Our Purpose

To build a resilient and sustainable industry that capitalises on its proximity to Adelaide by:

- aiming to convert **more visitors to stay overnight,**
- encourage day trippers to **linger longer and spend more,**
- **grow repeat visitation.**





Funding Partners



Government of South Australia
South Australian Tourism Commission



Adelaide Hills Tourism Board

Team



Stella Biggs
Executive Officer &
Regional Tourism Manager



Lachlan Swan
Social Media
Manager



Scharyn Way
Administration
& Governance
Manager



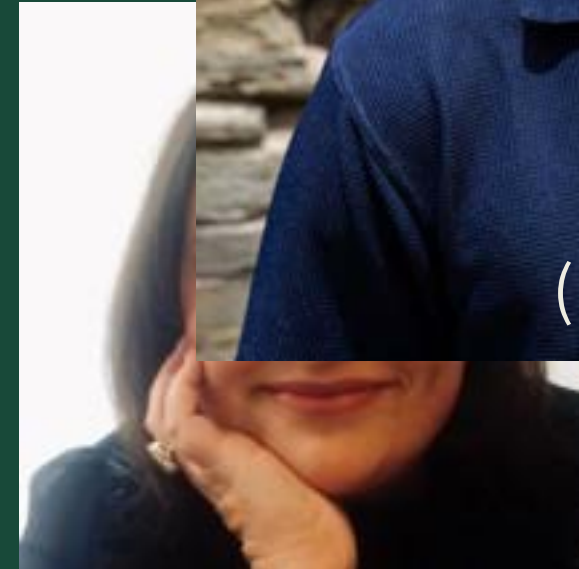
James
Sellers
(Scouts SA)
Chair



Sarah Carlson
(Adelaide Hills
Wine Region)



Sa
(Beer
De



Meg Barker
(Department of
Environment & Water)



Travis Kalleske
(Templewood
House/Templewood
Horse Riding)



Dan Young
(Bike About)



Michael Lamprell
(CABN)



Cherie Hutchinson
(Jurlique Farm)

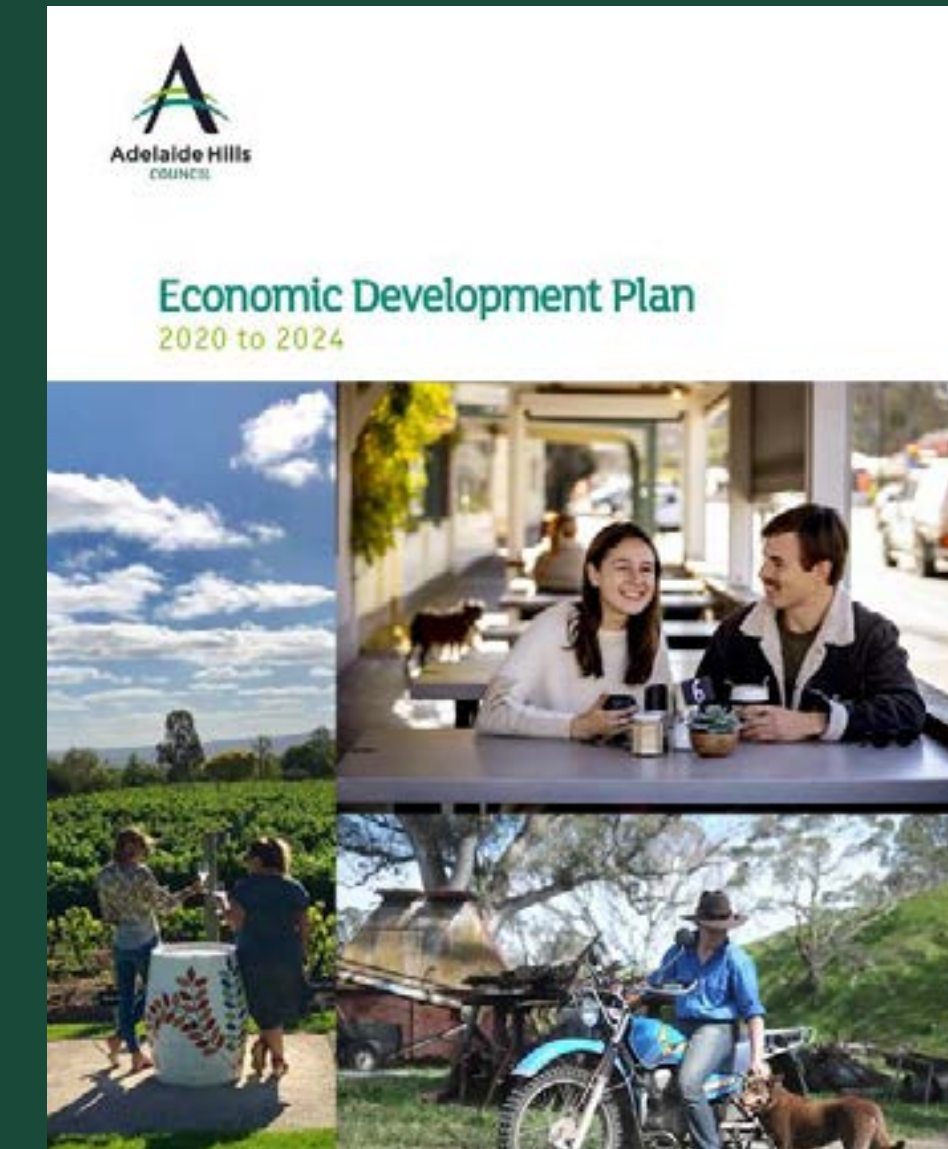
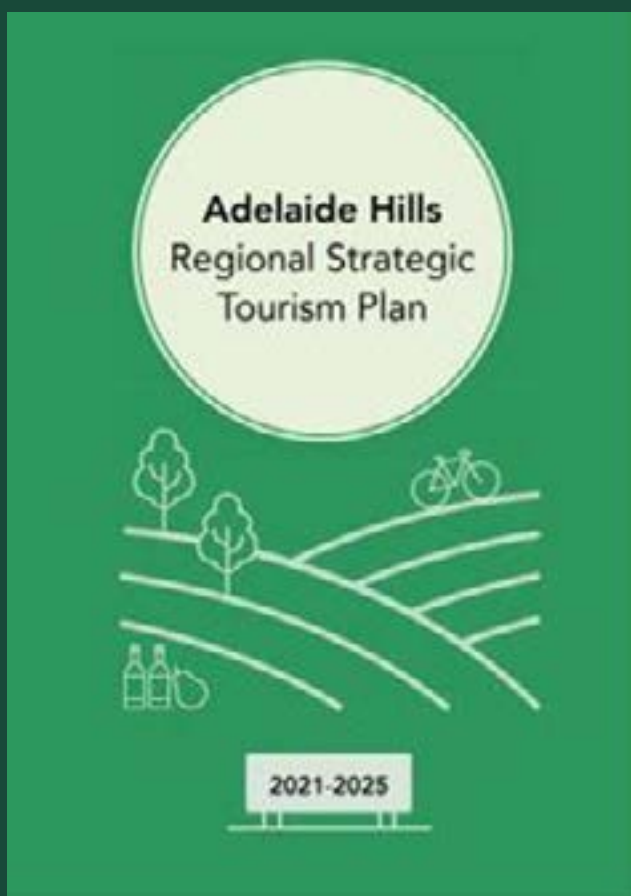
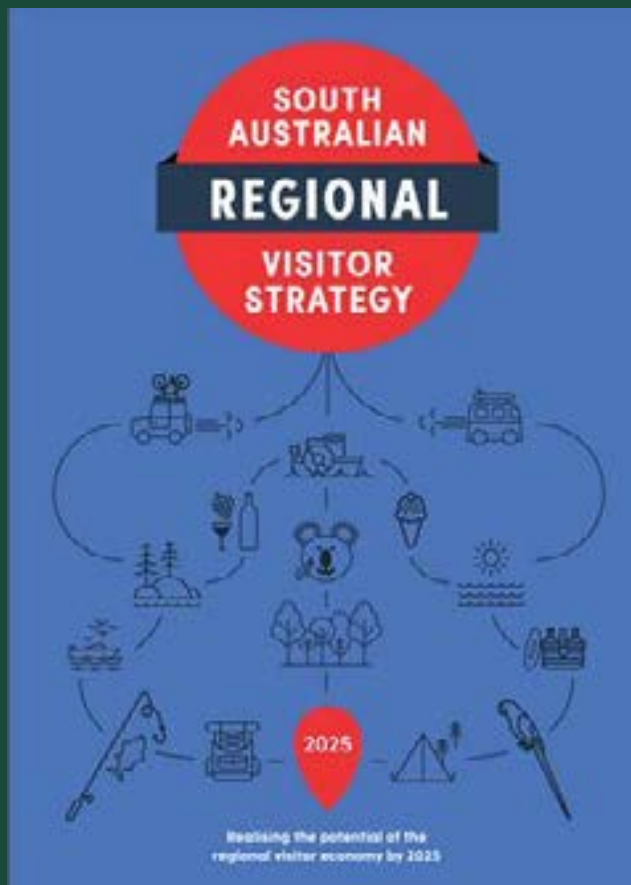
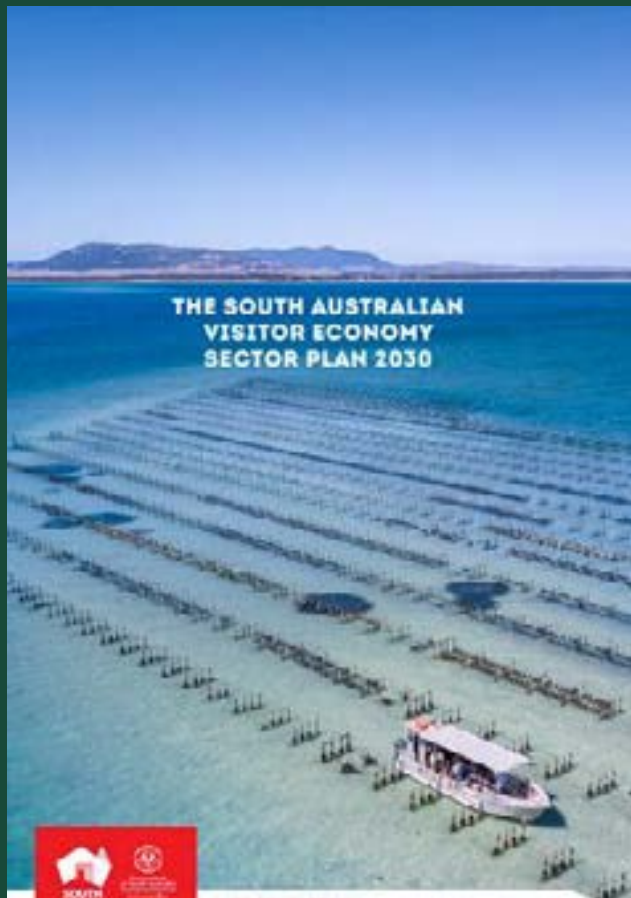


Alison Hancock
(Mount Barker District
Council)
Funding Partner



Greg Georgopoulos
(Adelaide Hills
Council)
Funding Partner

Strategy



- More than 400 stakeholders and community members engaged to inform the **2025 – 2030 Adelaide Hills Destination Management Plan**.
- DMP to be finalised by July 2026 and will be made available for public consultation.

Adelaide Hills Tourism 2025-26 Priorities

1. Brand Positioning & Marketing

Strengthen the Adelaide Hills' reputation as Australia's premier destination for **food & beverages, wellness, nature** and **agritourism** through strategic messaging and brand alignment.

2. Experience & Supply development

Enrich Adelaide Hills visitor experience with unique stays, diverse experiences, a vibrant **night-time economy**, and strong community connections.

3. Collaboration & capacity building

Enhance the Adelaide Hills tourism offering through collaborative **stakeholder engagement, industry capacity building** and **advocacy** to develop distinctive regional products.

4. Supporting Business & Leisure Events

i.e., Australian Regional Tourism Convention October 2025, Tour Down Under, A Taste of the Hills, Winter Reds, Chardonnay May, Bay to Birdwood etc.



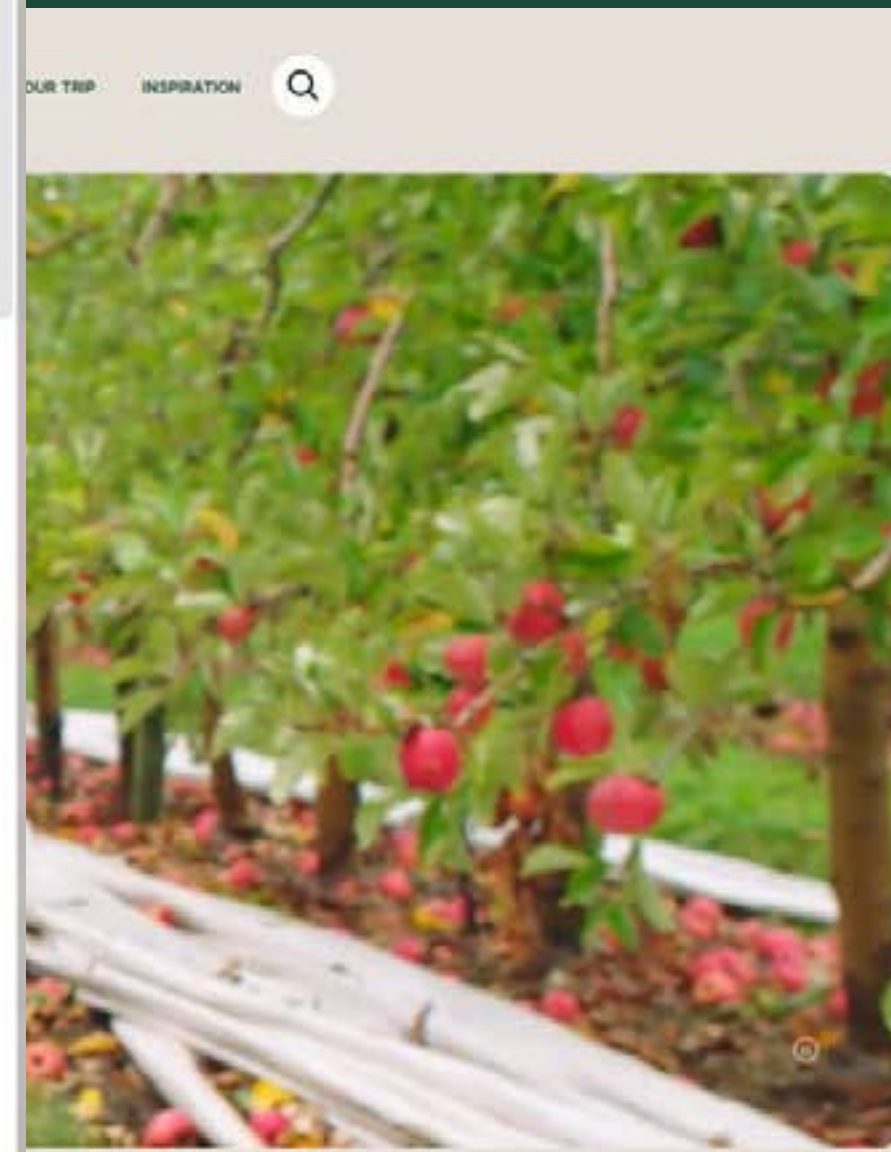
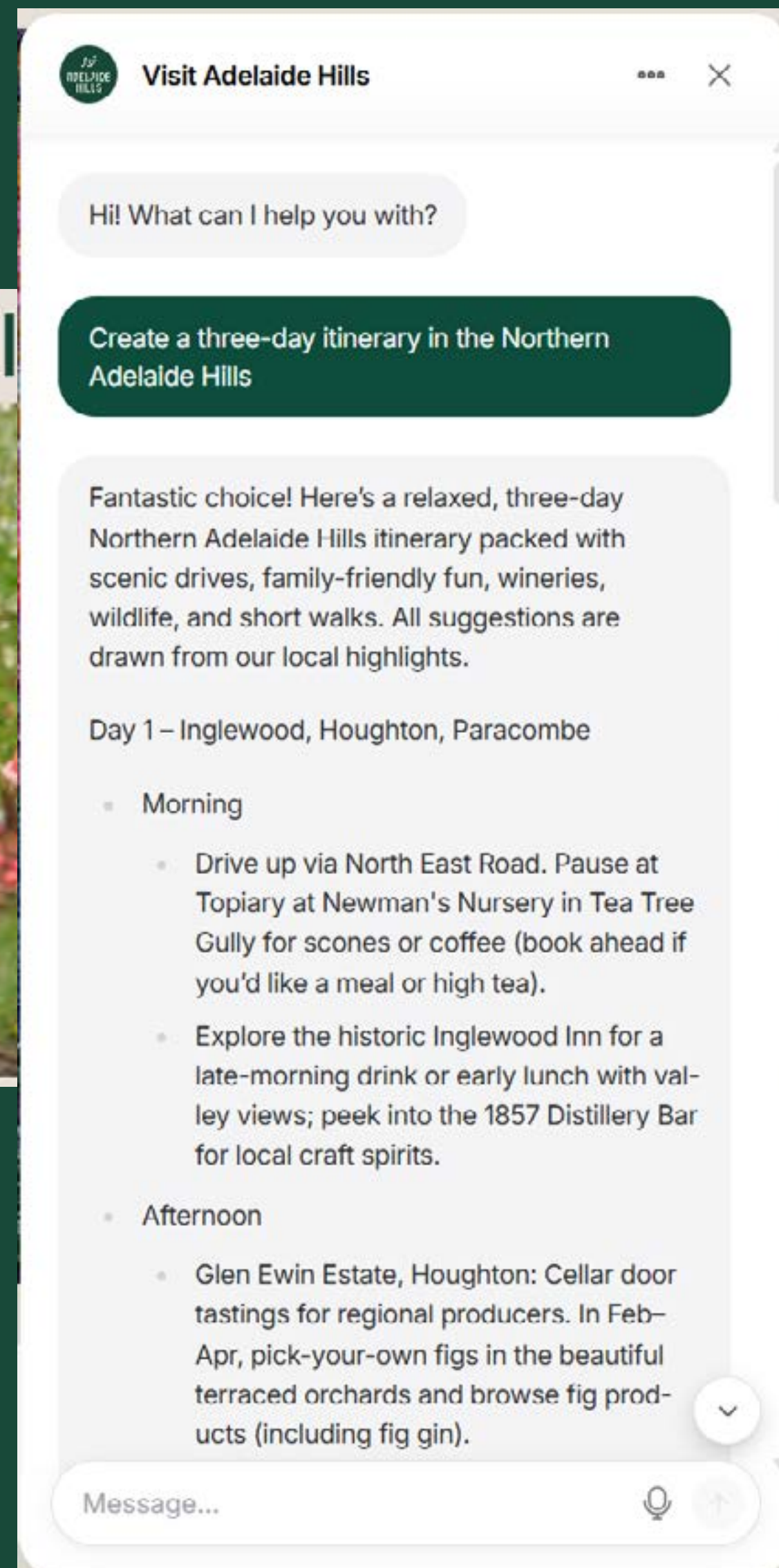
A hand holding a glass of white wine against a sunset background with trees.

Alignment with AHC

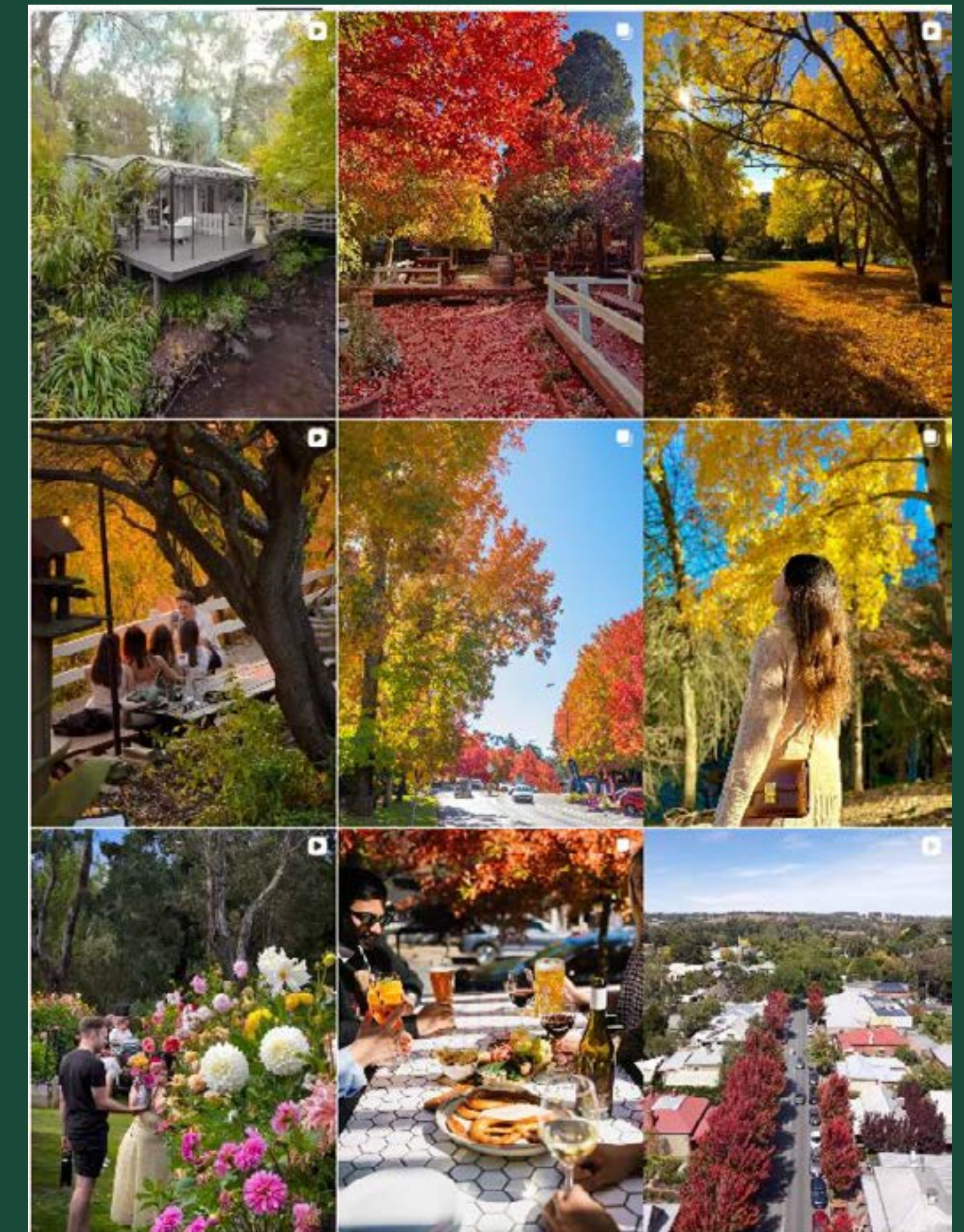
- Support major projects including Amy Gillett Bike Pathway Extension and Fabrik Arts + Heritage.
- Facilitate increased connectivity and regional collaboration through events, transport and regional experiences.
- Grow visitor offerings in key townships and support event activations i.e. Tour Down Under 2026 in Paracombe, Uraidla and Stirling.
- Expand visitor information servicing initiatives to reach customers via website, social media and digital tools.
- Supporting industry to enhance night-time economy offering to increase overnight stays in region.



1. Brand Positioning & Marketing



@VisitAdelaideHills - Autumn





Number 2 region in SA

56,000

followers

Brand Positioning & Marketing 2025 – by the numbers

FACEBOOK

380 posts published

7.1 million users reached

8.5 million
views/impressions

98,184 reactions

7,467 comments

INSTAGRAM

199 posts published

2.3 million post reach

4.2 million
views/impressions

166,684 likes

1,860 comments



Number 1 region in SA

78,900

followers



High Performing Content



Cleland Koala Loft



Stirling in Autum



Cherry Bomb Café, Ashton



Morialta Falls



Social Media Guide for Industry

[visitadelaidenhills.com.au/
social-media-guide](https://visitadelaidenhills.com.au/social-media-guide)

Physically tag Reels/images with
[@visitadelaidenhills](#)

Hashtag [#visitadelaidenhills](#)

SOCIAL MEDIA TIPS FOR INDUSTRY

Are you keen to make your business shine on social media? This guide will walk you through simple, effective ways to capture content that connects with your audience and reflects the style we love to showcase across our Adelaide Hills social channels.



MAKE IT SEASONAL

The Adelaide Hills celebrates all four seasons, and you'll find our social media channels strongly reflect this throughout the course of the year. This also means we're constantly on the lookout for fresh visual content that fits, with examples from our Instagram feed shown below.

Here's just a few examples of the sort of content we actively look for to help visually showcase our stunning seasons:

- **In Spring**, think: transition to sunnier weather, lush landscapes, orchards and gardens in bloom, budding vines, alfresco dining with a view, fruit and flower picking, crisp whites and cocktails, spring hikes, great outdoors, events.
- **In Winter**, think: cosy and hearty food and dining, cosy fires, romantic stays, warm cellar doors, rich reds, dark ales, mulled wine, misty mornings, camping and campfires, flowing creeks and waterfalls, wildlife, events.
- **In Autumn**, think: cooler weather, spectacular autumn foliage in villages, vineyards and gardens, pick your own fruit and flowers, indoor and outdoor food and dining, seasonal produce, romantic stays, cellar doors, wildlife, events.
- **In Summer**, think: daylight saving and sunny weather, shady nooks and cool canopies, alfresco dining with a view, fruit and flower picking, crisp whites, refreshing beers, ciders, cocktails, Christmas, school/family holiday times.



Official Adelaide Hills Visitor Guide

ADELAIDE HILLS





VISITADELAIDEHILLS.COM.AU



EXPLORE

happy days



Adelaide Hills Visitor Guide

One day

Follow the one-day journey village after village, from the heart of the Adelaide Hills to the coast. The journey is a mix of history, culture, and nature. It starts in the heart of the Adelaide Hills, where you can enjoy the views and the wine. The journey continues through the hills, where you can see the vineyards and the forests. It ends on the coast, where you can enjoy the beach and the sea.



Adelaide Hills Visitor Guide

Two days, one night

Follow the two-day journey village after village, from the heart of the Adelaide Hills to the coast. The journey is a mix of history, culture, and nature. It starts in the heart of the Adelaide Hills, where you can enjoy the views and the wine. The journey continues through the hills, where you can see the vineyards and the forests. It ends on the coast, where you can enjoy the beach and the sea.



Adelaide Hills Visitor Guide

Four days, three nights

Follow the four-day journey village after village, from the heart of the Adelaide Hills to the coast. The journey is a mix of history, culture, and nature. It starts in the heart of the Adelaide Hills, where you can enjoy the views and the wine. The journey continues through the hills, where you can see the vineyards and the forests. It ends on the coast, where you can enjoy the beach and the sea.



Adelaide Hills Visitor Guide

RETREAT...

Where the city ends, the Adelaide Hills region begins. It's a place of vines, villages and views – a place that's a little bit cooler and a lot more relaxed. So it's okay if your lunch runs to three hours. It's quite normal for your kids to be running and playing in wide open spaces. And don't be surprised if the forests, the botanists and the creeks begin to work their magic on you, and you start to feel strangely... restored. You'll meet artists and growers, artists and story tellers, and encounter the oldest German settlement in the Southern Hemisphere. The Adelaide Hills will possibly feel like a different world. But don't worry, because it's just 20 minutes' drive from the CBD. Come on up...



Adelaide Hills Visitor Guide

24,000 distributed nationally since October 2025. Opportunities for next addition will open in August 2026.



Adelaide Hills Harvest & Bloom Trail

An Adelaide Hills Tourism & Adelaide Hills Pantry initiative.

19 confirmed farms to date including:

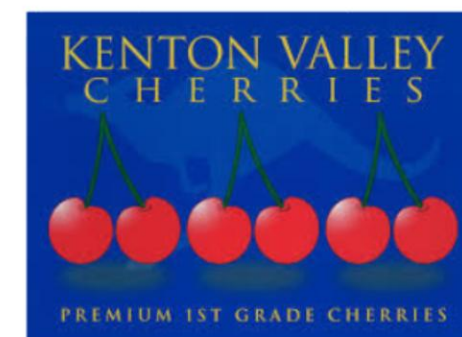
Kidman
Flower Co.



Jurlique



AThompson
Cherries



Hahndorf
Lavender
ESTATE

JAUMA

Gooseberry Hill Farm

ADELAIDE HILLS TRUFFLE CO



FROM THE FAMILY FARM
BEERENBERG
SINCE 1839



Springwood
Farm

ATKINS FARM



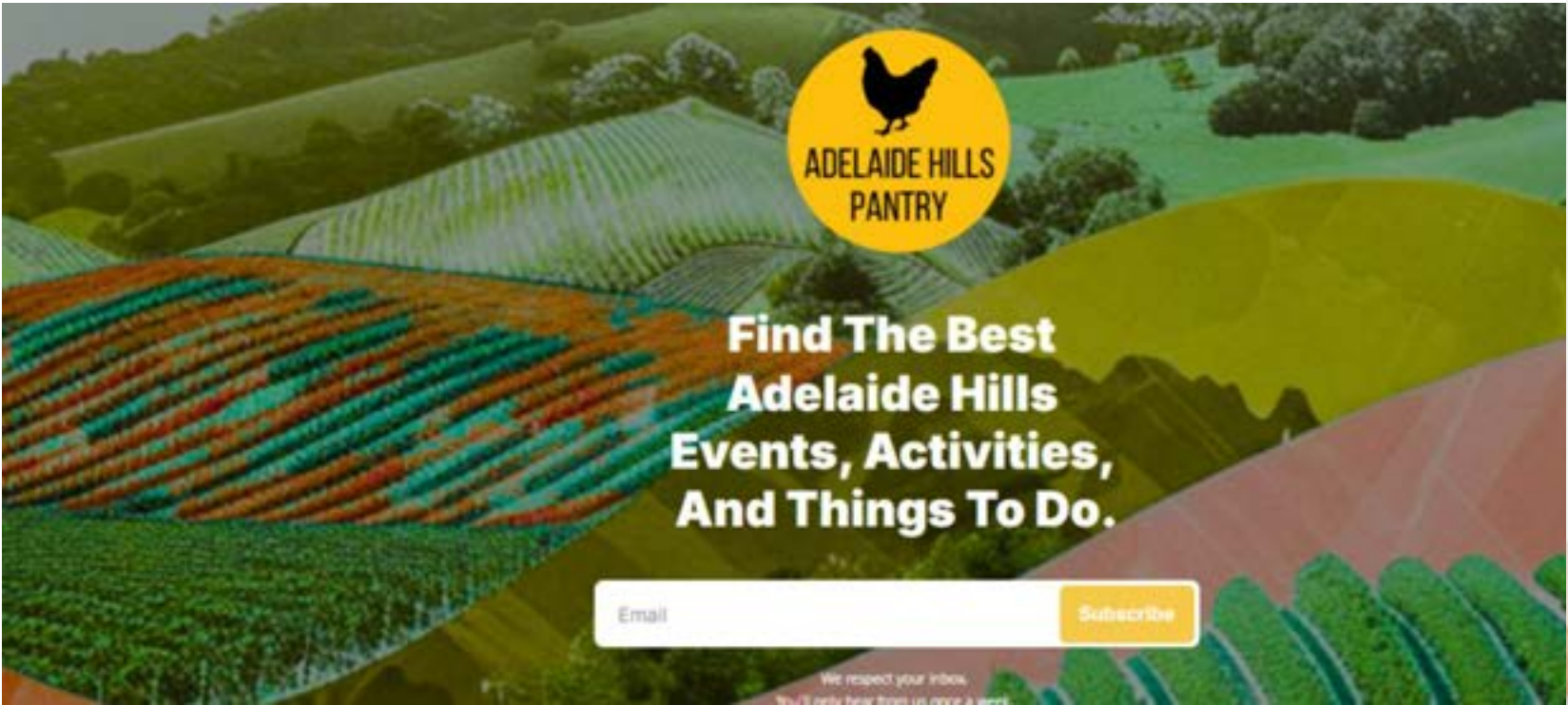
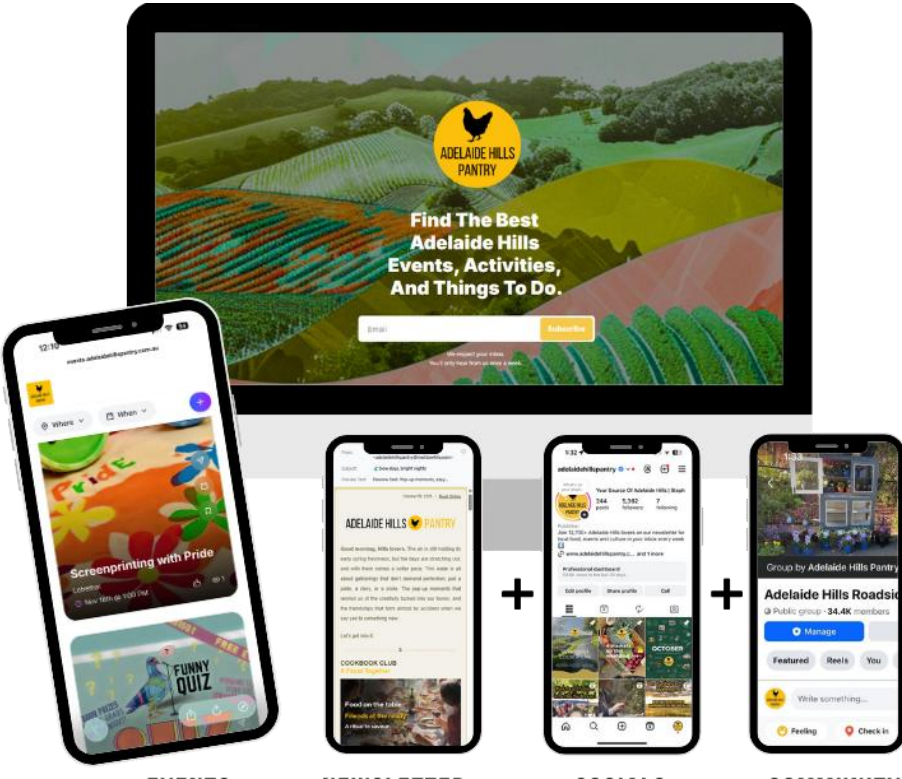
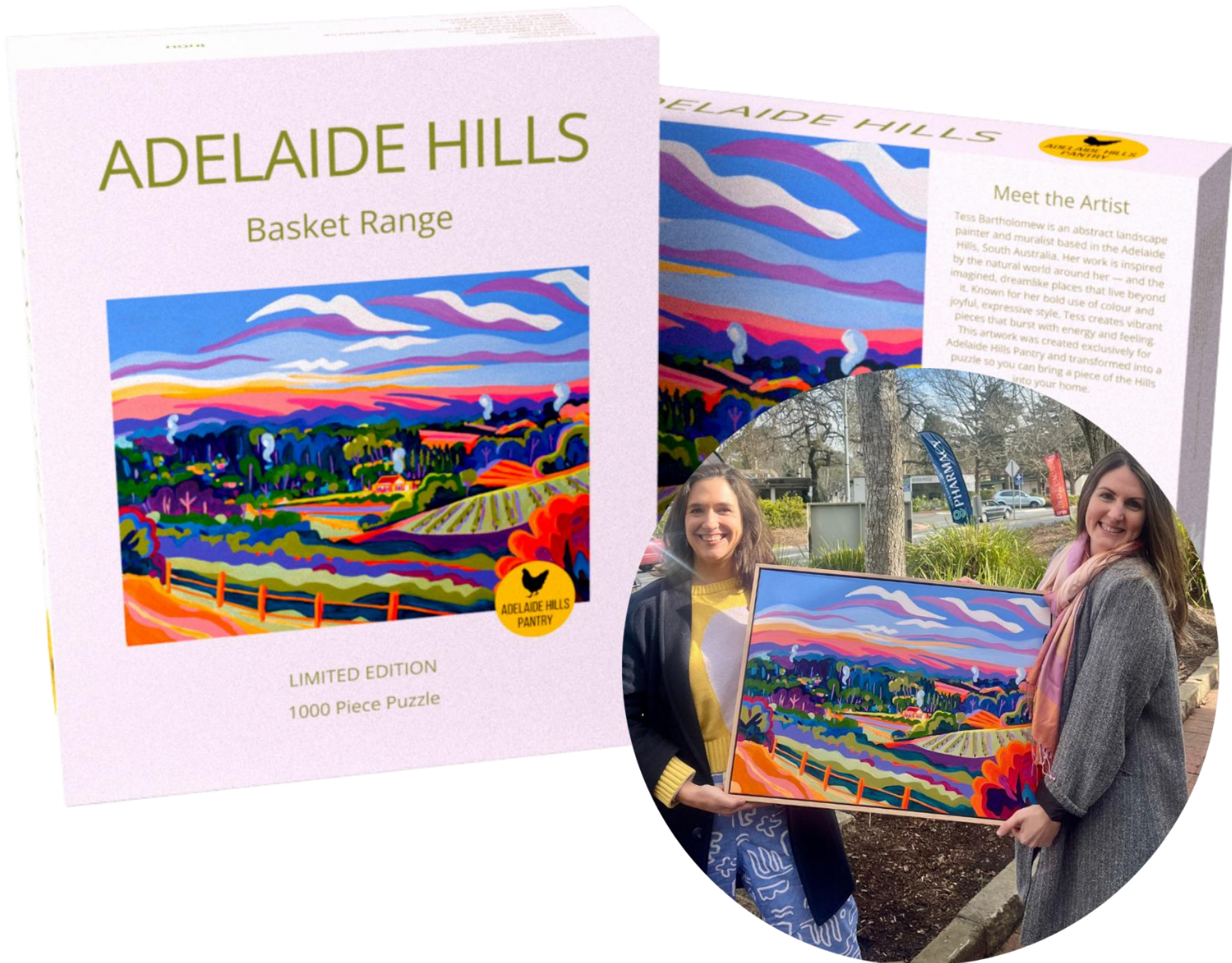
BISHOPS
ADELAIDE HILLS



Hahndorf
FLOWER FARM



Adelaide Hills Pantry, Steph Kilpatrick





Adelaide Hills Harvest & Bloom Trail

Everything you need to plan your farm trail adventure, including:

- **An Illustrated Map** - showcasing all participating farms
- **QR Directory** - Scan for instant access to farm details and bookings
- **Seasonal Guide** - Know exactly when each crop is ready to pick
- **Experience Types** - Pick-your-own, farm gate, tours, cafes and more

Sign up for early access via the below QR code:



New Tourism Businesses & Experiences!



Bottle Shock, Gumeracha





Jauma Farm, Lenswood

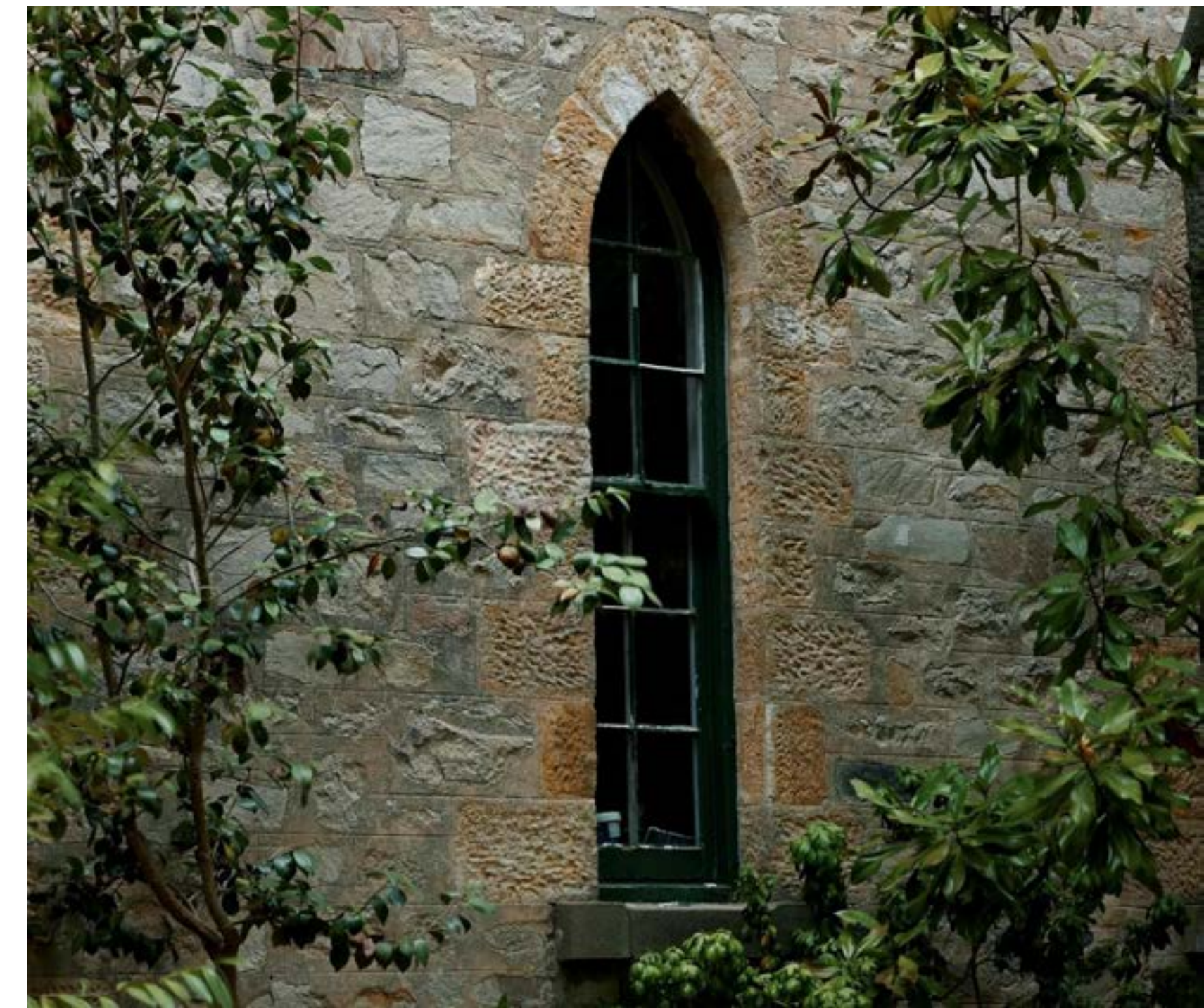








Opening in mid-2026
Restaurant Aptos, Stirling



What's next?

1. Brand Positioning & Marketing

- Hello SA / Adelady marketing campaign.
- Curation of bi-monthly blogs and content creation.
- Continue content creation partnership with Fariz Zubaidi.

2. Experience & Supply development

- Selling the region and representing Hills businesses at the Australian Tourism Exchange (ATE) in May 2026.
- Roll out 'Adelaide Hills Harvest & Bloom Trail' initiative.

4. Supporting Business & Leisure Events

2026 Events – SA History Festival, Tasting Australia, ATE 2026, Chardonnay May, Winter Reds etc.

3. Collaboration & capacity building

- Monthly 'Wellbeing Conversations' to provide opportunity for peer-to-peer support and connection.
- Tourism Accreditation business fundamentals program, in partnership with TiCSA.





Conclusion

- Adelaide Hills Tourism remains a key enabler of AHC's strategic priorities.
- Council's ongoing and valued partnership enables AHT to build a resilient and sustainable industry.
- AHT remains committed to positioning the Adelaide Hills as a must-visit destination on the South Australian itinerary.
- We look forward to continuing our collaboration into the future.





THANK YOU



Stella Biggs
E: stella@visitadelaidenhills.com.au
M: 0422 806 828



Miss Perez, Stirling

Steve Smith

Lenswood and Forest Range Community Association



Adelaide Hills
COUNCIL

Breakout Session



Adelaide Hills
COUNCIL

Talk to staff, elected members and each other:

- **Option 1: Effective ways to work together:**
Share your ideas about open and upcoming council engagements and learn about opportunities to work with council.
- **Option 2: Future of Lenswood and Forest Range:**
Talk about your ideas for the future of Lenswood and Forest Range.
- **Option 3: Start your own conversation**
Start a conversation with presenters, staff or elected members about a topic you would like to discuss.



Discussion close out

- What we heard
- What happens next
- We'd appreciate your feedback and ideas for future forums

www.engage.ahc.sa.gov.au



08 8408 0400
mail@ahc.sa.gov.au
ahc.sa.gov.au

