



Held biennially, Dreamtime is Tourism Australia's signature incentive showcase that brings together incentive buyers and media from international markets to discover first hand why there is nothing like Australia for business events. Dreamtime provides buyers with the platform to build relationships with Australia's business events industry, and to learn more about the country's business events offering and diverse experiences. In 2015, Dreamtime was held in Adelaide and organised by Tourism Australia's specialised team, Business Events Australia, and host city partner Adelaide Convention Bureau. Virgin Australia, Etihad Airways and Singapore Airlines were the global airline partners.

## CHALLENGES AND INITIATIVES

Adelaide is not well known in some international markets. The challenge for Business Events Australia was to build awareness and desirability around the host city to attract quality buyers and media to the event.

Business Events Australia created the positioning 'Adelaide, welcome to our home' that highlighted the heritage of the people of Adelaide and South Australia, and their connection to the land and what it produces. This positioning statement was weaved through the Dreamtime 2015 program, which celebrated South Australia through the stories of its people.

## WHAT SUCCESS LOOKS LIKE

Through Tourism Australia's international business events network, more than 100 qualified international buyers and media were secured from around the world for Dreamtime 2015.

Post Dreamtime, buyers, media and sellers were sent a follow up survey and the results were a resounding success with 94 per cent of buyers 'very satisfied' with the Dreamtime program and 95 per cent likely to send business to Australia after having attended the event.

*"Australia is more than kangaroos and koalas - it's an exciting and appealing destination which offers cultural diversity, luxury hotels and resorts, gastronomy and wineries. The perfect place to exceed all of your MICE clients' expectations."*

– Dreamtime buyer

*"Dreamtime was an excellent way for me to experience Australia for the first time. It opened my eyes to what Australia can offer my clients."*

– Dreamtime buyer



## DREAMTIME HIGHLIGHTS



### A CREATIVE SPACE TO DO BUSINESS

The Dreamtime 2015 Business Session was designed to represent the Australian landscape, with theming featuring water-colour graphics evoking the vastness, beauty and diversity of the Australian continent providing buyers and media with a creative and inspired place to meet and do business. To complement the design, Virgin Australia created a relaxation area where buyers and media could network and receive hand massages and light refreshments between sessions.



### A WELCOME LIKE NO OTHER

The Dreamtime welcome function was held at the award winning urban winery, Penfolds Magill Estate, which has recently undergone a multi-million dollar redevelopment. Guests had the opportunity to experience first-hand the hilltop, indoor and outdoor venue with commanding views of the Adelaide area, and to visit its spacious cellar door, tasting rooms and extensive heritage wine-making facilities and caves that hold the world famous Penfolds Grange. A range of Penfolds wines were on the menu, as well as canapés created by resident chefs Emma McCaskill and Scott Huggins.



### A BREAKFAST THAT STOPPED TRAFFIC

A surprise awaited Dreamtime attendees on the second morning, as an entire inner-city street, Vardon Avenue, was closed off to create a vibrant breakfast market that featured local artists and musicians as well as a range of delicious food and fresh produce from the surrounding restaurants.



### SHOWSTOPPER SHOWCASE

Buyers and media experienced some of the very best of Adelaide and surrounds on Showcase day, including Port Willunga, McLaren Vale, Barossa Valley, central Adelaide and the Adelaide Hills. One of the unique experiences guests enjoyed included tasting vintage Tawny from their birth year straight from the barrel at Seppeltsfield, the only winery in the world to release a 100 year old, single vintage wine each year.



## IT'S ALL IN THE DETAILS

Dreamtime 2015's Adelaide program concluded with a dinner at the National Wine Centre of Australia, with some of the unique touch points including:

- On arrival, guests were greeted by a wall of personalised letter boxes each with a welcome message in their native language.
- Continuing with the positioning of Dreamtime, 'Welcome to our Home' fragrancd native flowers hung high above the tables, custom designed paper table runners featured welcoming Australian quotes and a warm colour palate was maintained throughout lighting, table ware and menus, to compliment the positioning.
- Place cards were personalised to include how far each individual attendee had travelled to attend the event.
- Each course was introduced by a short film featuring the South Australian personality involved – Hagen Stehr presented the story behind his Hiramasa Kingfish fishery in Port Lincoln, Ben Bryant introduced the Jacob's Creek Centenary Shiraz and the Barossa Valley, and as a final surprise after a short film about his passion for chocolate, Steven Ter Horst appeared in person to create the Dreamtime dessert for guests.
- As guest departed the final dinner, they were encouraged to 'check for mail' – and were delighted to find a miniature koala, handmade in South Australia, in their mailbox.



## DREAMTIME HIGHLIGHTS

### BEYOND ADELAIDE

As part of the 2015 Dreamtime program, buyers and media journeyed to Cairns, Gold Coast, Kangaroo Island, Melbourne and Sydney to experience firsthand Australia's diverse destinations and incentive offerings.



#### CAIRNS

Dreamtime guests visited Mossman Gorge, located at the southern part of the World Heritage Listed Daintree National Park where they were welcomed by their Indigenous guide with a traditional smoking ceremony.



#### GOLD COAST

The Gold Coast put on a spectacular outdoor dinner under the stars for Greater China buyers with local food trucks serving up carnival favourites such as tacos, burgers and ice-cream. Guests were entertained by street buskers and Gold Coast based singer, Rhydian, who sang to guests in Mandarin.



#### KANGAROO ISLAND

Home to a range of native wildlife and stunning landscapes, Kangaroo Island is located a short ferry or flight journey from Adelaide. Dreamtime delegates had the opportunity to meet some of the local wildlife with a private visit to the Australian sea-lion colony where they were able to get up close with these beautiful mammals in the wild.



#### MELBOURNE

Guests from Japan and New Zealand flew by helicopter to the beautiful lakeside estate, Campbell Point House, on the Bellarine Peninsula where they enjoyed an especially created lunch by an Australian chef.



#### SYDNEY

Sydney bowled over guests with a behind the scenes tour of the Sydney Cricket Ground before surprising them with a meet and greet with one of the greatest bowlers in cricketing history, Australian international cricketer Glen McGrath, who then took turns bowling to guests in the batting cages.