

Adelaide
Hills, SA
1-3 April
2022



Wellness wander
Host toolkit

Wellness wander acknowledges the Peramangk people as the traditional custodians and caretakers of the land that is known as the Adelaide Hills. We value the Peramangk people's rich cultural heritage and spiritual beliefs that connect them with Country, and pay our respects to Elders past and present.



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Wellness wander is a weekend program of events, rendezvous and experiences to celebrate wellness. Our inaugural event will be held in the beautiful Adelaide Hills region April 1-3, 2022.

We're an open-access event that welcomes any operator in the Adelaide Hills who shares our aims and practices.

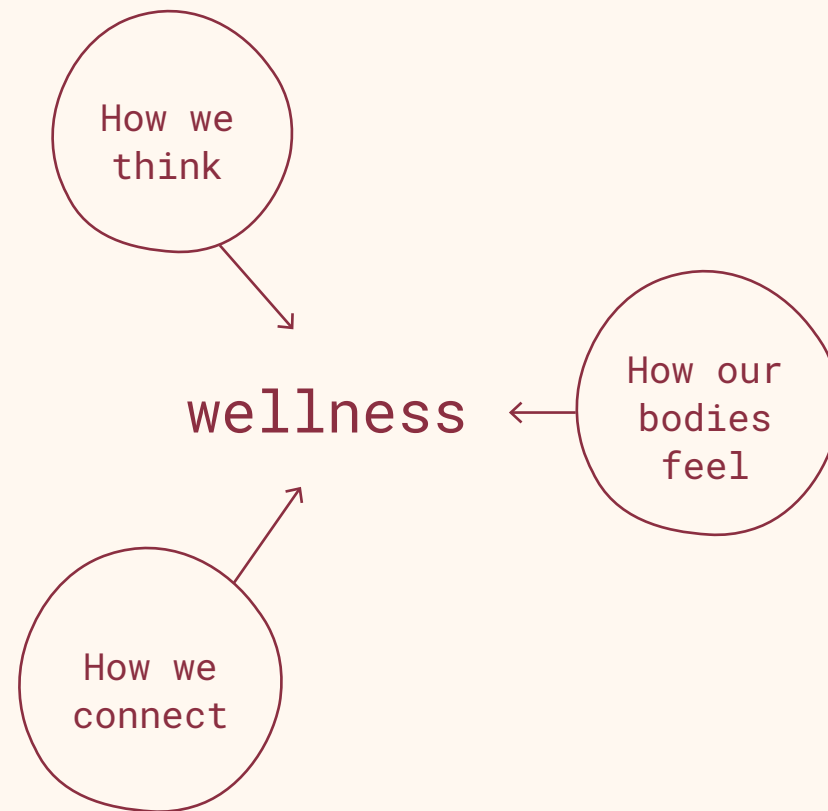
We're particularly interested in collaborating with operators (like you!) who can help us showcase a diverse mix of wellness experiences across our event pillars:

- Nature
- Provenance
- Relax + unwind
- Stay
- Learn + create.

What is wellness tourism?

Wellness tourism is any travel that is also associated with enhancing, kickstarting or maintaining mental, physical, and social wellbeing.

- **Mental wellbeing** – how we think. This is the resilience to cope when times are tougher than usual. It is also feelings of contentment, confidence, contribution, and engagement.
- **Physical wellbeing** – how our bodies feel in our day to day. This is not just the absence of disease but a proactive approach to keeping our physical bodies in a healthy state.
- **Social wellbeing** – how we connect. This is our relationships with others, a sense of belonging to a community and making a positive contribution to society.





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Wellness wander pillars

Wellness wander has been created to showcase experiences that reflect the following pillars.

- **Nature:** Soak up the benefits of immersing yourself in nature. Whether it be energetic or leisurely, learning or play. For example activities such as hiking, cycling, horse riding, forest bathing, nature picnics or connecting to Country.
- **Provenance:** Delight your taste buds and nourish your soul with bespoke food and drink experiences crafted by the region's finest artisans and producers. For example local markets, pick your own orchard produce, a relaxed farm experience, wellness infused dining experience or picnic.
- **Stay:** The opportunity to encourage visitors to stay overnight with a wellness themed accommodation offering.
- **Relax + unwind:** A focus on pampering or experiences designed to help visitors destress, recharge and reconnect. This could include spa treatments, yoga sessions, mediation.
- **Learn + create:** Workshops and activities focused on unleashing creativity or mastering a new skill. A focus on providing relaxing and fun experiences that ease busy minds and help our wellbeing.

Why host a Wellness wander event?

We want to collaborate with you to showcase your wellness experiences authentically.

Our objectives are:

- To provide visitors with experiences that improve their physical, mental or social wellbeing in some small or significant way.
- Drive visitor spend and encourage overnight stays.
- Build domestic awareness of what Adelaide Hills can offer as a wellness destination for future visitors.
- Embed the region's wellness credentials and encourage ongoing repeat visitation to wellness offerings you may currently offer or develop for our event.

Wellness wander target audience

Wellness wander will be targeting a broad group of travel-minded Australians who already align with the Adelaide Hills current visitor priorities, who are also motivated to maintain their own wellbeing.

This includes:

- Intrastate visitors
- Interstate visitors
- Friends and relatives of locals who are visiting in the region
- Couples, families, singles and groups of friends
- Residents and the local community of Adelaide Hills



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How to design your offering

Wellness wander is all about showcasing wellness experiences authentically.

What does that mean for you? This means staying anchored in what you do best while expanding to offer more wellness-oriented experiences for your customers, if this is something you don't already do.

Your event offering could be:

1. Showcasing an existing business offering that speaks to wellness.
2. Creating a new wellness visitor experience that has potential longevity for your business.
3. Collaborating with others in the region and/or partners nearby e.g. yoga in the vineyards, wellness stay add-ons, retreat offerings, wellness hampers with a bike tour, Hahndorf artisan shopping trail, wellness-themed markets, or farm gate extensions.

When deciding on your offering, consider the following:

- **Be authentic:** Play to your strengths and how you connect visitors to wellbeing.
- **Be environmentally conscious:** How can your offering embrace low impact sustainable principles when delivering the experience?
- **Contribution:** How can you encourage the local community to connect with your offering or how can your experience contribute to the local community in some way?
- **Will it be a paid or a free offering?** Wellness wander will appeal to all types of visitors and price points. Your event could be free for customers or priced to suit your business.
- **Ease of booking:** As event owners you are responsible for your own booking/ticketing management on your preferred platform. Our website and marketing will direct visitors to your preferred platform. Communicating your event status is key to your success.
- **Consider duration, frequency and capacity:** What will work best to maximise your opportunities during the event and, just as importantly, in the long term.

Wellness wander marketing strategy

We will be running a significant eight week print and digital advertising, public relations and social media campaign for Wellness wander in the Adelaide Hills. Our campaign provides excellent opportunity to showcase your business and event offering.



Marketing your event offering

In addition to our marketing campaign we encourage you to be proactive about promoting your event for Wellness wander

- Are you registered on [Australian Tourism Data Warehouse](#)? The ATDW offers a range of great digital tourism marketing opportunities. Email Tanya Jarman at Adelaide Hills Tourism to find out more tanya@visitadelaidenhills.com.au
- Nominate a spokesperson for our PR inquiries.
- Identify one hero image and one other image for your event listing on our website and social media.
- Share your social media handles with our team (Facebook and Instagram).
- Post about Wellness wander and your event on your social media accounts in the lead up to the weekend.
- Use our hashtags (#) so we can re-post and share your posts on our account:
 - » #wellnesswander
 - » #adelaidehillswellness
 - » #visitadelaidenhills
- Tag us in your social media posts:
 - » Instagram [@wellnesswanderweekend](#)
[@visitadelaidenhills](#)
 - » Facebook [@wellnesswander](#)
[@visitadelaidenhills](#)
- Create a giveaway for social media that we can also share or promote for you.
- Share your key messages (event type, location, times, etc and a media release if you create one). Remember, a new or unique story will gain more attention.

Apply as soon as possible to benefit from our marketing campaign starting 30 January 2022!

Working together

Great communication is integral for a successful event

Booking status

We ask you to inform us of changes in your event status in a timely manner so the Wellness wander website is always up to date.

Sold out events will remain on the site to encourage greater exposure for your business and potential bookings outside the designated Wellness wander weekend.

Ensure booking is seamless and trackable for post event reporting.

Post-event checkup

As part of your event participation we require all event hosts to complete a post-event report and return by no later than 20 April 2022.

We are here to help

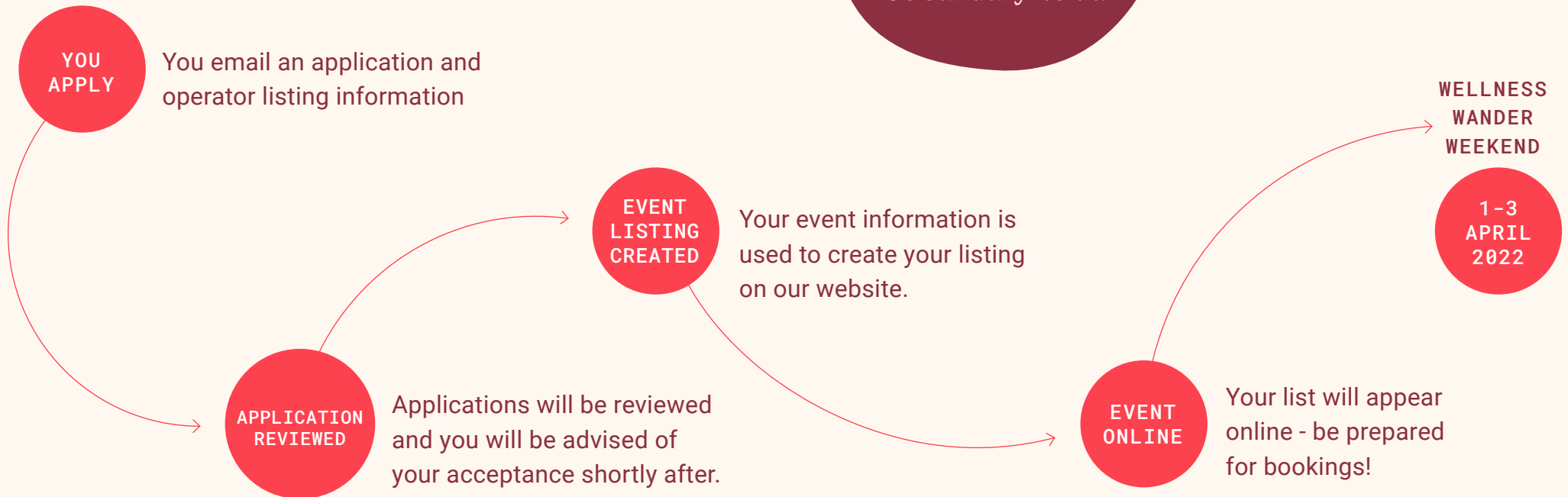
We want you enjoy your Wellness wander experience so our friendly team are always available if you need help.

Public relations: chrystal@littlelion.com.au
General: hello@wellneswander.com.au

Ready to apply!

All operators interested in participating in Wellness wander will be required to complete the application form on the next pages and email it to hello@wellnesswander.com.au

Apply as soon as possible to benefit from our marketing campaign starting 30 January 2022!



WELLNESS WANDER EVENT HOST APPLICATION FORM



Please complete the three pages of the application form, read the terms and conditions and email to hello@wellnesswander.com.au with the subject line 'WW Application form'.

PAGE 1 OF 6

YOUR BUSINESS DETAILS

BUSINESS NAME:

CONTACT NAME:

ABN:

POSITION:

ARE YOU A PROPRIETARY LIMITED COMPANY (please tick): ☐ YES ☐ NO

EMAIL:

REGISTERED BUSINESS ADDRESS:

TELEPHONE:

BUSINESS WEBSITE (URL):

EVENT DETAILS (TO BE DISPLAYED ON WELLNESS WANDER WEBSITE)

NAME OF EVENT:

TELEPHONE:

EXPERIENCE TYPE: ☐ Provenance ☐ Relax + unwind ☐ Learn + create
☐ Stay ☐ Nature

SOCIAL MEDIA: Instagram:
Facebook:
Twitter:

Please select all that apply. This is how your offering will be categorised on our [website](#)

PRICE (multiple price points permitted):

EMAIL:

SESSION TIMES (list times of all sessions):

WEBSITE (URL):

EVENT LOCATION ADDRESS:

SUB-DISTRICT ([unsure](#) of your subdivison?): ☐ Stirling and surrounds
☐ Hahndorf, Mt Barker and surrounds ☐ Central Adelaide Hills
☐ Northern Adelaide Hills ☐ Southern Adelaide Hills

BOOKING LINK (URL):
(If you offer multiple session times they must be available for individual purchase from the one link)

EVENT DETAILS (TO BE DISPLAYED ON WELLNESS WANDER WEBSITE)

HEADLINE Brief title that sums up what attendees can expect or will love about your event from a wellness perspective e.g. [Goat Yoga in the Hills](#)

SUB-HEADING More detail about the wellness benefits and what the event entails e.g. [Gentle morning yoga with emphasis on breathing and baby goats.](#)

DETAILS Expanded information about your business and the event. Please add as much detail about the event as you can, what attendees can expect, what they will love, how the event will run. Around 250 words total is ideal. e.g. [Goat yoga is just like regular yoga, but with one significant difference: baby goats. Whether you're an expert yogi or just looking to try something new, fun and adventurous, goat yoga is a great way to get in touch with nature and get those endorphins flowing simultaneously. Essentially, it's a regular yoga session with the addition of mama goats and baby goats that roam, frolic, and play throughout the entire class. Expect to have baby goats climb over the top of your back during different positions \(like plank or downward dog\). While goat yoga may be partly about fun and giggles, it also provides a more serious health benefit: it can significantly improve strength, flexibility, range of motion, power, and performance. These physical benefits are perfect for athletes, so if you're into sports, it's worth a try. This benefit is where goat yoga really excels. When baby goats start climbing up on your back in plank position, it adds an extra 4kgs to 7kgs of weight. Whether you want to try goat yoga because you secretly want to spend time with cute baby goats or because you want to perform better as an athlete, it's proven that this form of exercise provides numerous benefits. Improving flexibility, range of motion, strength, and mental clarity are incredibly important for athletes and better sports performance. Try goat yoga today to get all the cuteness of baby goat kisses combined with the excellent mental, physical, and psychological benefits of yoga class. What could be better?](#)

CONCLUSION Sum up the event and offer more details here if required. e.g. [For more information about Goat Yoga in the Hills hello@goatyoga.com](#)

IMAGES: Please provide two high-quality images that best represent your event/business for use on our website. Image resolution should be 150dpi. Preferred size image is 2520x1460px but we can accept 1260x730px. Images must be these exact sizes. Image file size should ideally be 300KB or at least under 500KB. Label you image files with your event/business name and a number, e.g. 1-goat-yoga-adelaide-hills and 2-goat-yoga-adelaide-hills

ADDITIONAL EVENT DETAILS PLEASE COMPLETE A NEW FORM FOR SUBSEQUENT EVENTS THAT YOU WISH TO OFFER.

NAME OF EVENT:	TELEPHONE:
EXPERIENCE TYPE: <input type="checkbox"/> Provenance <input type="checkbox"/> Relax + unwind <input type="checkbox"/> Learn + create <input type="checkbox"/> Stay <input type="checkbox"/> Nature Please select all that apply. This is how your offering will be categorised on our website	SOCIAL MEDIA: Instagram: Facebook: Twitter:
PRICE (multiple price points permitted):	EMAIL:
SESSION TIMES (list times of all sessions):	WEBSITE (URL):
EVENT LOCATION ADDRESS:	BOOKING LINK (URL): (If you offer multiple session times they must be available for individual purchase from the one link)
SUB-DISTRICT (unsure of your subdivsion?): <input type="checkbox"/> Stirling and Surrounds <input type="checkbox"/> Hahndorf, Mt Barker & Surrounds <input type="checkbox"/> Central Adelaide Hills <input type="checkbox"/> Northern Adelaide Hills <input type="checkbox"/> Southern Adelaide Hills	
HEADLINE Brief title that sums up what attendees can expect or will love about your event.	SUB-HEADING More detail about the wellness benefits and what the event entails.
DETAILS Expanded information about your business and the event.	CONCLUSION Sum up the event and offer more details here if required.

IMAGES: Have you provided your hero image and social media image/s to hello@wellnesswander.com.au? (please tick): ☐ YES ☐ NO

PARTICIPATING OPERATOR TERMS AND CONDITIONS

This agreement sets out the terms on which an event Host (**You, Your**) will be registered with Droga & co. Pty Ltd (ABN: 36 629 566 801). (**Droga & co., Us, We or Our**) to participate by hosting an event in the 2022 Wellness wander weekend (**Wellness wander**).

By registering an event (Event) in Wellness wander, You agree to be bound by the terms and conditions contained in this Agreement.

1. TERM

1.1 This Agreement is only from the commencement of registration of Wellness wander and ends on 3 April 2022 unless:

1.1.1 Your Event registration is not accepted by Droga & co. under clause 3.2; or

1.1.2 This Agreement is cancelled or terminated earlier in accordance with clauses 4 or 7.

2. REGISTRATION OF AN EVENT

2.1 You warrant that all information supplied to us in relation to Your Event during the registration process, including any and all future information supplied to us by You, has been reviewed, accepted and confirmed by You and is accurate and correct. If at any time You become aware that You have provided us with information that is not accurate and correct, You undertake to immediately notify us.

2.2 Submission of registration of Your Event does not guarantee that Your Event will be accepted by Droga & co.

2.3 You have the opportunity to make changes to the information provided to us up to and including 15 Mar 2022. If You request changes to Your Event information after 15 Mar 2022, those changes may be made at Droga & co.'s sole discretion.

2.4 Images included in the program must be approved by Droga & co. and will be included at Droga & co.'s discretion.

2.5 By uploading images or other works during Event registration, You warrant and undertake to Us that You hold or have obtained all necessary rights and permissions for the use of such images or other works (including, where relevant, any third parties which may hold intellectual property rights in relation to the images or other works).

2.6 You grant Droga & co. a non-exclusive, royalty free perpetual licence to reproduce any images, text or other works provided by You to promote and publicise Wellness wander.

3. ACCEPTANCE

3.1 Eligibility to Participate

3.1.1 Your Event must:

(a) take place in Adelaide Hills, South Australia as determined by Droga & co.;

(b) be available to the public (i.e. not 'members only' or 'invite only');

(c) connect in a meaningful and demonstrable way to deepening our relationship with wellbeing.

3.2 Acceptance of Registration

3.2.1 Droga & co. reserves the right in its sole discretion to not accept the registration of Your Event or to not accept any content relating to Your Event including but not limited to the following reasons:

(a) Your Event does not comply with clause 3.1.1;

(b) Your Event or any content relating to Your Event:

(i) is liable to incite racial, ethnic, gendered or homophobic hatred or promotes hatred of any particular community or persons; or

(ii) constitutes or encourages conduct that would be considered as a criminal offence or is otherwise contrary to law including freedom of expression legislation and third party contractual rights; or

(iii) is detrimental or is likely to cause damage to the reputation of Wellness wander or the sponsors or stakeholders of Wellness wander.

3.3 Use of Aboriginal and Torres Strait Islander Traditional Knowledge

3.3.1 If Your Event involves the use of Aboriginal or Torres Strait Islander traditional knowledge or intellectual property, You must:

(a) to the extent required by applicable laws, seek free, prior and informed consent and/or involvement from the relevant traditional owners (i.e. consent given voluntarily and without coercion, intimidation or manipulation);

(b) respect Aboriginal and Torres Strait Islander Peoples' ownership of their traditional knowledge and the cultural protocols associated with it;

(c) endeavour to hire and remunerate Aboriginal providers to share traditional knowledge first hand where applicable; and

(d) attribute any known owners of the traditional knowledge or intellectual property wherever it is used.

4. CANCELLATION

4.1 If You choose to withdraw Your Event from Wellness wander program, You must give written notice to Droga & co. as soon as possible.

4.2 Droga & co. may cancel Your Event at any time if it becomes aware of any offending material or content within the meaning of clauses 3.2.1(b)(i), 3.2.1(b)(ii) or 3.2.1(b)(iii).

4.3 If Your Event is cancelled or withdrawn from Wellness wander:

4.3.1 You must advise any registered attendees, the public and Your venue of the withdrawal or cancellation of Your Event and undertake all reasonable endeavours to ensure third parties do not incur significant loss as a result of withdrawal or cancellation; and

4.3.2 Droga & co. will update Your Event listing on Wellness wander website.

5. FORCE MAJEURE

5.1 For the purposes of this clause 5, "**Force Majeure Event**" means the following Events or circumstances:

5.1.1 fire, flood, earthquake, elements of nature, acts of God, malicious damage, epidemic, pandemic, explosion, sabotage, riot, civil disorder, rebellion or revolution;

5.1.2 any change of law executive or administrative order or act of either general or particular application of any government, or of any official acting under the authority of that government, prohibition or restriction by domestic or foreign laws, regulations or policies, quarantine or customs restrictions, which Wellness wander:

(a) did not cause; and

(b) cannot prevent, control or influence.

5.2 Where a Force Majeure Event occurs Droga & co. may take such steps as it deems necessary to mitigate or address the impact of the Force Majeure Event including but not limited to cancelling or postponing Wellness wander.

5.3 Droga & co. is not in any way responsible or liable for failure to perform this Agreement to the extent and for so long as its performance is prevented or delayed because of a Force Majeure Event.

5.4 Droga & co. will, as soon as is reasonably practicable, notify You in writing providing details of the expected effect of the Force Majeure Event.

PARTICIPATING OPERATOR TERMS AND CONDITIONS

6. WARRANTIES, LIABILITY AND INDEMNITY

6.1 You must comply with all applicable local, state, national and international laws and regulations that relate to Your use of, or Your activities partaken in Wellness wander

6.2 You accept that You, Your staff and volunteers participate in Wellness wander wholly at Your and their own risk. We are not liable for any loss or damage incurred by You, Your staff or volunteers in participating in Wellness wander.

6.3 You warrant to us that You have obtained all necessary licences and permissions from all parties interested in the and other intellectual property rights whatsoever, and You indemnify us in respect of any claims, damage, loss, liabilities, costs, charges or expenses that are suffered or incurred by us as a result (whether directly or indirectly) of Your failure to obtain any and all such necessary licences or permissions or to pay any relevant fees in relation to the same.

6.4 You agree to indemnify, defend and hold Droga & co. and its officers, directors, agents and employees harmless, at Your own expense against any and all claims, actions, damage, loss, liabilities, costs, charges or expenses arising, suffered or incurred by us as a result of Your Event (whether directly or indirectly) including any act or default by You, Your venue, agents, staff, volunteers or Event attendees in connection with the conduct of the Event or the use of Your venue for Your Event.

6.5 You are wholly responsible for the safety of all persons present at Your Event and to the extent.

6.6 You are responsible for arranging and paying for all insurances for Your Event including any public liability insurance for a minimum of \$10,000,000.

6.7 Where You elect to subcontract or collaborate with third parties in the provision of services and/or Events, You are wholly responsible for any rights and responsibilities created as a result of that third party arrangement and You remain contractually liable under this Agreement and bound to its terms.

6.8 Where You agree to provide services to a registered attendee in conjunction with another registered Event Host providing services, You will:

6.8.1 act in good faith toward the other Event Host; and

6.8.2 use best endeavours to ensure that where possible only one Host contracts with the registered attendee whilst the other Host sub-contracts with You.

6.9 You are entirely responsible for any and all costs and fees associated with agreements entered into with any attendee or third party.

You warrant that by registering and participating in Wellness wander Your business is a going concern, is not insolvent or bankrupt, nor do You anticipate any pending insolvency or bankruptcy such that You are unable to fulfill Your responsibilities under this Agreement.

6.11 You agree to use all reasonable endeavours to follow the Live Performance Australia (LPA) Ticketing Code of Practice.

7. TERMINATION

7.1 We may terminate Your participation in Wellness wander with immediate effect by giving written notice to You:

7.1.1 if You have breached this Agreement and the breach is not remedied by You within 5 business days of notice from us in writing; or

7.1.2 if Droga & co. has cancelled Your Event registration under clause 4.2; or

7.1.3 if You have withdrawn Your Event from Wellness wander under clause 4.1; or

7.1.4 for convenience and without cause; or

7.1.5 if Wellness wander is cancelled for any reason.

7.2 You are not entitled to any compensation in the Event of termination under clause 7.1 of this Agreement.

8. EVENT MANAGEMENT

8.1 You are responsible for managing Your Event including (but not limited to) venue hire, bookings for attendees and promotion of Your Event. All details must be finalised prior to submitting your registration. You agree to be liable for all costs involved in holding and managing Your Event.

8.2 It is Your responsibility to obtain all necessary licenses and permissions required for Your Event, including but not limited to any liquor licensing requirements and any intellectual property rights, licenses or permissions.

8.3 You agree to acknowledge that Your Event is part of Wellness wander in promotional materials and to use the Wellness wander logo in accordance with any style guides or other relevant policies determined by Droga & co.

8.4 You agree to do what You can to make Your Event accessible to visitors with disabilities and to provide clear information about access for Your Event.

9. HEALTH AND SAFETY

9.1 COVID-19

9.1.1 You must:

(a) ensure that Your Event and the venue complies with all State and Federal Government laws, regulations, directions, requirements, crowd restrictions and health practices in relation to COVID-19;

(b) complete and update any COVID Safe Plan or a COVID Management Plan required by law. Visit: <https://www.covid-19.sa.gov.au/> for more information; and

(c) manage staffing and ensure Your staff and volunteers comply with any applicable COVID-19 isolation requirements.

9.2 General

9.2.1 By participating in Wellness wander, You are solely responsible for ensuring all persons involved in running Your Event who are likely to work with children have a current Working with Children Check. For more information, visit: <https://screening.sa.gov.au/>

9.2.2 You and/or Your venue are wholly responsible for the safety of Your attendees, staff, volunteers and other individuals or parties involved in Your Event.

10. REPORTING AND FEEDBACK

10.1 By taking part in Wellness wander, You agree to report visitor numbers and provide feedback by completing the Event Host survey by 20 April 2022.

11. GOVERNING LAW

11.1 This Agreement is governed by the law of South Australia and the Courts of South Australia have jurisdiction to determine any proceedings in relation to these terms.



CONDITIONS OF PARTICIPATION

PUBLIC LIABILITY: ☐ YES ☐ NO

Do you have public liability insurance to a minimum of \$10,000,000 to cover proposed event?

RISK MANAGEMENT: ☐ YES ☐ NO

Do you have a risk management plan in place for the proposed event?

INSURANCE: ☐ YES ☐ NO

Do you have required and compliant workers compensation insurance?

COVID SAFE PLAN: ☐ YES ☐ NO

Do you have a [COVID safe plan](#) as specified by the SA Government?

TERMS AND CONDITIONS

T&Cs: ☐ YES ☐ NO

Do you accept the Wellness Wander terms and conditions contained in this agreement and agree they apply to any subsequent or additional forms you submit?

SIGNATURE

DATE:

NAME OF PERSON SIGNING:



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THIS INITIATIVE IS AN ADELAIDE HILLS TOURISM ASSOCIATION-LED PROJECT.
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SOUTH AUSTRALIA AND THE AUSTRALIAN FEDERAL GOVERNMENT.