ADELAIDE HILLS TOURISM BOARD MEMBERS

October 2026



Sally Paech, Chair

Sally is Marketing Director of her family-owned business, The Beerenberg Family Farm, a brand sold throughout Australia and in 23 countries across the world. After completing a Bachelor of Business (Marketing) and later a Masters of Social Science, she worked in international development and community services management in Melbourne until 2008 when she returned to South Australia and joined the family business which she now runs with her two brothers, Anthony and Robert, and mother Carol. She was proud to accept the Telstra South Australian Business of the Year Award on behalf of the business in 2011. As Marketing Director and Board Member, Sally oversaw the dramatic and very successful rebranding of Beerenberg in 2013. She is also the Director of the Beerenberg Foundation, supporting community organisations to conserve and celebrate Hahndorf's natural, built and cultural heritage. Most recently, she directed the transformation of Beerenberg's farm shop, incorporating a café, conference facilities and cooking school that welcomes over 250,000 visitors every year. She is also the Chair of Variety, the Children's Charity (SA), supporting kids and families who are facing many challenges through sickness, disadvantage or living with a disability.



Michael Lamprell, Deputy Chair

Michael is the visionary founder of CABN, South Australia's pioneering off-grid, sustainable tiny house accommodation. CABN, including its latest project at Hans Heysen - The Cedars, in the beautiful Adelaide Hills, is recognized as a leading innovator in the accommodation and tourism industry sector, offering guests unique experiences in architecturally designed, eco-friendly cabins. Before CABN, Michael successfully led his own sales and marketing company for nearly two decades, building expertise in strategic marketing and executive management within the fashion, lifestyle, sports and leisure industries. Known for his exceptional leadership, communication, and relationship management skills, Michael possesses a keen ability to align strategic vision with effective sales and marketing strategies. He brings a unique and valuable perspective to the board, representing both the accommodation sector and the growing wellness, regenerative, and nature-based sector through CABN's impactful philosophy.



Trudy Dickson, Treasurer

Trudy has been a hills resident for over 40 years and is a local Tourism Operator. She held Senior Executive positions within large international companies over her 30-year corporate career and established her first business in the Human Resources sector in 2009. In 2016 she co-founded their family business, Ambleside Distillers in Hahndorf, which includes both distilling and tasting bar operations. She holds several Board and Executive Committee roles including Chair of a Risk Committee. Her broad business experience encompasses sales and marketing, financial management, governance, risk, human resources and operational management across industries including health, human resources, tourism and beverage manufacturing and she is a member of the Australian Institute of Company Directors.



Jess Charlton (Adelaide Hills Council Funding Partner Nominee)

As the Director Community and Development, Jess leads Adelaide Hills Council's delivery of services, programs and facilities that support a thriving, safe and connected community. The Community and Development directorate includes libraries, customer service, community centres, Fabrik, development and building, public and environmental health, economic development, animal management and parking.



Alison Hancock (Mount Barker District Council Funding Partner Nominee)

Alison has been working for Adelaide Hills residents for over 10 years. Currently General Manager Strategy of Mount Barker District Council, Alison works closely with both the Mayor and CEO on regional strategic initiatives. With years of Board experience, Alison currently sits on the Board of Bendigo Bank and is a member of the Risk and Governance subcommittee. Alison is an experienced and results oriented executive with a commercially astute and pragmatic approach across both public and private sectors. She has been a leader of multi-disciplinary teams across a range of corporate and business functions to achieve alignment of strategic and operational goals. Qualifications include a Bachelor of Laws and Legal Practice (LLB), member of the Australian Institute of Company Directors, the Law Society and Women on Boards.



Sarah Carlson (AHWR)

Sarah has been the Executive Officer of Adelaide Hills Wine Region (AHWR) since January 2022. Sarah has studied and worked in the wine industry since 2005, primarily in the Adelaide Hills. Having grown up in the US and spent time working in publishing in the UK, Carlson moved to Australia in 2004 and dedicated her career to the wine industry. After beginning studies in viticulture, she obtained an MA in Wine Business at the University of Adelaide and worked with several wineries in the Adelaide Hills in marketing and communications. Passionate about sustainability, she consulted to AHWR for six years to support the roll-out of its Environmental Management Plan, before taking on a permanent role as Grower Engagement Officer in August 2019. As AHWR Executive Officer, Sarah's role encompasses grower engagement and sustainability while also having oversight over marketing, events, policy, advocacy and broader member engagement and services. Sarah has been an active resident of Ashton in the Adelaide Hills since 2007, raising two boys in this beautiful Hills community and supporting local recreation initiatives.



Meg Barker (DEW)

Meg is a passionate advocate for connecting people with meaningful travel experiences with over 25 years' experience in the tourism and hospitality industry. In her current role, Meg drives the development and delivery of nature-based tourism in South Australia's network of national parks. Meg has a wealth of experience in regional tourism development across South Australia, having worked as a Regional Tourism Manager across several regions. Additionally, Meg has managed small hotels, operated her own consultancy business and has worked in marketing and public relations in various sectors. Meg is a member of the Governor's Leadership Foundation alumni (2020), and her tertiary qualifications include a Bachelor of Arts (Flinders University), Diploma of Hospitality Management (TAFE SA) and an Associate Diploma in Wine Marketing (University of Adelaide). Meg is also an active member of the Ngaut Ngaut Conservation Park Co-management Board and the Hills Montessori School Board. Meg lives in the Adelaide Hills and is an advocate for the region as a place to live, work and visit.



Travis Kalleske

Travis manages Templewood House and Templewood Horse Riding Centre in Inglewood, continuing a 50-year family legacy in the Adelaide Hills. Returning to Adelaide in 2019 after two decades across Australia and overseas, Travis brings extensive executive experience in marketing, communications, sales, and general management. With an MBA and Institute of Company Directors membership, he brings a wealth of experience in FMCG and financial sectors, working with multinational corporations, ASX Top 200 companies, and SMEs. Travis is passionate about strategic planning, P&L management, branding and marketing and is accustomed to managing high-profile client relationships. Before returning home, Travis was head of Acquisition Marketing at Flexi Group where he led national product rollouts and before this, launched the Ecostore brand in Australia. His early career started in the hospitality and wine sector working across Australia.



Cherie Hutchinson

An Adelaide Hills native, Cherie has built a unique career at the intersection of agriculture and tourism. Tourism and Farm Manager at at Jurlique's renowned Biodynamic Farm, Cherie has spent over 13 years translating authentic farm-to-skin stories into compelling visitor experiences that attract local, national, and international audiences. Cherie manages tourism strategy, stakeholder engagement, brand partnerships, and delivers farm experiences to public visitors, VIPs, and media—showcasing the Adelaide Hills as a world-class agritourism destination. Her hands-on approach combines deep agricultural knowledge with natural storytelling ability, making her equally comfortable in the field as she is presenting to groups. Cherie's tourism credentials extend beyond Jurlique. In February 2025, she was invited by Tourism Australia to represent Australian agritourism in India, promoting our country, state, and region on the international stage. She has attended the Australian Tourism Exchange to deepen her understanding of tourism trade, and serves as a board member of Biodynamic Agriculture Australia (appointed July 2025), connecting sustainable farming practices with tourism innovation. With her blend of regional knowledge, agritourism expertise, international experience, and proven ability to engage diverse audiences, Cherie brings a fresh, grounded perspective to advancing tourism in the Adelaide Hills.



Daniel Young

A dedicated tourism operator and Adelaide Hills native, Daniel Young brings a wealth of expertise in visitor engagement and adventure-based tourism. As the Director of Bike About, he has developed a premier suite of cycling experiences designed to connect visitors with the unique landscapes, premium produce, and world-class hospitality of the Adelaide Hills. With a professional background spanning diverse tourism hubs across Australia, Daniel’s experience is grounded in high-level service delivery and nature-based experience design. He holds formal qualifications in both Outdoor Education and has robust experience with travel agents, inbound operators and global tourism partners. Daniel has established Bike About as a recognised provider of active, sustainable travel experiences. A natural collaborator, he works closely with regional wineries, operators and accommodation providers to create seamless, cooperative offerings. Beyond local operations, Daniel possesses an extensive understanding of international tourism trade and distribution networks. This global perspective, combined with a strategic, critical-thinking approach, allows him to connect regional products to broader visitor markets. Daniel remains passionate about elevating the Adelaide Hills as a leasing destination for experiential and nature-based tourism.

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Stella Biggs (Executive Officer, Ex Officio (Non-Voting))

With a career bridging both public and private sectors, Stella brings extensive experience and unwavering passion to Adelaide Hills and advancing the visitor economy. Stella joined the Tourism Industry Council South Australia and led industry development initiatives including Quality Tourism Accreditation, Star Ratings and the South Australian Tourism Awards. During this period, she grew her passion for regional South Australia cultivating connections with over 1,000 tourism operators statewide, enhancing regional tourism offerings and business capabilities across the state. Stella has worked with Zoos South Australia and at the Adelaide Economic Development Agency. Her most recent role was with Invest SA at the Department of State Development, where she worked in investment attraction and project development across priority sectors including tourism and the green economy. Stella considers it a privilege to support local Adelaide Hills operators, strengthen regional networks, and further the Adelaide Hills as a premier tourism destination. Her enduring commitment to the tourism industry, complemented by her extensive networks across state and local government, positions her well to lead this vibrant region into its next chapter of tourism excellence.