



SEBRIGHTTM
Adventures
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ABN 40 660 669 382

Victorian Potato Industry Tour

11th – 18th August 2018

Melbourne—Ballarat—Gippsland —Melbourne

Photo: Keith Blackmore



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Tour Inclusions

Key sights: ViCSPA Conference, AFL football game at MCG, Queen Victoria Market, Ballarat & Gippsland potato farms, McCain Foods, CSIRO AgCatalyst event, Bundoora Park Farm, Centre for AgriBioscience, Vin Rowe Farm Machinery, Nickelby at Darnum, Gippy Goat Café (CapriLac)

Guide: Sebright Adventures Chief Experience Officer Elizabeth Wharton. Elizabeth is a qualified agronomist and worked in the Victorian seed potato industry as an extension officer and plant tissue culture technician with Bruce Fry at Department of Primary Industries Victoria. She has lived and worked in rural and metropolitan Victoria, is an experienced agricultural study tour coordinator and traveller.

Transportation: Melbourne sightseeing by tram, train (Myki card included). Study tour by private air-conditioned touring coach.

Hotels: Centrally located. Double, single or twinshare rooms available with private ensuite.

Included Meals: 6 breakfasts (B), 4 lunches (L), 3 dinners (D)

Tour numbers: Maximum 30 people.

Optional Activities: Yarra River cruise, Dinners in Melbourne at an inner city Thai restaurant, Lygon Street, Crown Casino

Day 1 Saturday 11th August MELBOURNE. Welcome to Melbourne! Meet your Tour Director and group members at your Hotel mid-morning before strolling to Federation Square for lunch. In the afternoon, experience the unforgettable atmosphere and tenacity of an **AFL football game** between Geelong Cats and Hawthorn Hawks at Melbourne's world-renowned MCG stadium. Afterwards, enjoy an Optional Dinner at a favourite **local Thai restaurant**, with the rest of the evening at leisure to explore the city's vibrant nightlife.

Day 2 Sunday 12th August MELBOURNE. A gastronomic and artisan delight awaits at the **Queen Victoria Market** this morning, Melbourne's largest 19th century Market still in operation. Tantalise your tastebuds with the abundant fresh fruit & vegetables, cheeses, seafood and cured meats; checkout the beautiful custom-made leathers and craft stalls. Lunch is at leisure from one of the many cafes at the Market. The afternoon is free to explore more of the city, or relax on an **optional Yarra River cruise** taking in the sights of Melbourne's Southbank, botanical gardens and more. This evening, visit the Melbourne Arts Centre for a delicious **Welcome Dinner at the ViCSPA Potato Conference**. (B, D)

Day 3 Monday 13th August MELBOURNE. Join your potato industry colleagues at the **ViCSPA Conference** taking place at the Melbourne Arts Centre. This evening, enjoy a Gala Dinner with conference delegates at the Melbourne Arts Centre. (B, L, D)

Day 4 Tuesday 14th August MELBOURNE. Today, take a short stroll to the Melbourne Arts Centre for the second day of the **ViCSPA Potato Conference**. This evening is free to relax, or enjoy authentic Italian cuisine during an Optional Dinner at a popular **Lygon Street restaurant**. (B, L)

Sebright Secret

Custom-made agricultural and special interest study tours that get you *in the picture!*

Australian family-owned and operated business.

First-hand local knowledge and experience in rural Australia and agriculture.

Tour Options

	Victorian Potato Industry Tour	Victorian Potato Study Tour	Ballarat Industry Luncheon only	Gippsland Industry Dinner only
Date	Sat 11 th – Sat 18 th August 2018	Wed 15 th – Sat 18 th August 2018	Wed 15 th August 12:15pm – 1:45pm	Thur 16 th August 7:00pm – 10:00pm
Location	Melbourne, Ballarat, Gippsland	Melbourne, Ballarat, Gippsland	Ballarat area	Warragul
Days on Itinerary	Day 1 – Day 8	Day 5 – Day 8	Day 5	Day 6
Price	Single	AUD \$2922.00	\$40pp including meal and drink	\$80pp including 3-course meal and drinks
	Double or Twinshare (per person)	AUD \$2297.00		

STUDY TOUR COMMENCEMENT

Day 5 Wednesday 15th August MELBOURNE – BALLARAT – WERRIBEE. Our Potato Industry Study Tour participants join the group today for the remainder of our travels. Leave the hustle of the city behind this morning for a scenic drive to Victoria's processing potato heart around Ballarat. Visit a **1200ac diversified farming enterprise** that grows crisping and processing seed potatoes, mixed crops, and operates a robotic dairy, supporting a 400 Friesian cow herd. Afterwards, network with potato growers and industry members at an **Industry Luncheon** near Ballarat. Meet with the **McCain Foods** team in the afternoon to learn about this multi-national company's products, supply-chain management, new variety development, and stakeholder extension methods. **Visit farms** that supply McCains to see how potatoes are stored, graded and transported from farm to factory. Later, head to your Werribee hotel, before enjoying dinner at **Werribee Park Golf Club**. The iconic Werribee Park property was established in the 1870s by Scottish brothers Thomas and Andrew Chirnside, who created the 'Chirnside Pastoral Empire'. (B, L)

Day 6 Thursday 16th August WERRIBEE – BUNDOORA – WARRAGUL. Inspire innovative possibilities for the potato industry this morning at **CSIRO's AgCatalyst event** at Melbourne Park. Meet and mingle with agribusiness professionals, peak industry bodies, rural research funders, scientists, policy-makers and education providers to discuss opportunities for the potato industry. Late morning, travel north through Melbourne to **Bundoora Park Farm** for lunch. This wondrous 180ha agricultural site in Melbourne's heartland plays an important role in educating school children and people living in the city about farming, landcare, Australian history and bush cooking. Tour this property, chat with farm managers and volunteers, and enjoy lunch at this scenic oasis. This afternoon visit Melbourne's **Centre for AgriBioscience (AgriBio)**; home to research dedicated to improving agricultural productivity and reducing environmental impacts. Tour the facility, discover the broad range of departments including potato Plant Tissue Culture lab, meet with AgriBio scientists, and learn about the Centre's crucial links with the Australian potato industry. Late afternoon travel to Warragul set in the lush rolling hills of Gippsland to your Hotel. This evening, enjoy a 3-course **Potato Industry Dinner** with guests from across Gippsland's potato industry and speakers from Potatoes Victoria, Seed Potatoes Victoria, Young Potato People and the Thorpdale Potato Festival. (B, L, D)

Day 7 Friday 17th August WARRAGUL – TRAFALGAR – MELBOURNE. Discover mechanised magic this morning at **Vin Rowe Farm Machinery**. Inspect equipment firsthand, learn about types of plant available to the potato industry, and what forms of machinery have proved popular with local Gippsland farmers. Mid-morning gorgeous alpacas, an olive grove and delicious homemade morning tea await at **Nickelby at Darnum**. Learn about this innovative agricultural business that is being showcased in the fashion industry, shop for beautiful alpaca garments and chat with owner Angela Betheras about her fascinating career and role with Lardner Park. Delve into Gippsland's agritourism ventures at **Gippy Goat Café**, which is affiliated with CapriLac, a large dairy goat business supported by a 5000 dairy goat herd on farms around Trafalgar. This business has grown from strength to strength; now supplying products across Australia and internationally. See the goats, savour a delicious lunch and shop for locally made dairy products. Mid-afternoon visit **Jones Farm** in the stunning Warragul countryside. This 400ac property has gained certified organic and HACCP accreditation, utilises a range of marketing techniques including Farmers Markets and an online shop, and complements potato cropping with beef production through a first-cross Angus herd. Return to Melbourne late afternoon, before enjoying an **Optional Dinner at Crown Casino** where Melbourne's night skies are lit up with colourful lights and entertainment abounds. (B)

Day 8 Saturday 18th August MELBOURNE. The tour concludes this morning after an optional breakfast overlooking Melbourne's Southbank and Yarra River. Transfers can be arranged to Tullamarine Airport.



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Terms & Conditions

If participant provides at least 8 days notice of cancellation from scheduled departure date 11th August 2018, 100% refund will be provided. If less than 8 days notice is provided, no refund will be possible.

Sebright Adventures reserves the right to change tour itineraries, inclusions, and suppliers/venues should the need arise due to operational requirements or unforeseen circumstances.

No responsibility or liability is accepted in the event of an accident, injury, loss or damage to persons or property. Whenever travelling, participants are advised to have travel insurance.



Key Dates 2018

Monday 6th August	Expressions of interest close for tour
	Participants notified of their place on the tour. Invoices sent to participants
Thursday 9th August	Tour participant registration finalisation and full payment due
Friday 10 th August	RSVPs for Ballarat luncheon and Gippsland Dinner in Warragul close
Saturday 11 th August	Victorian potato industry tour commences
Wednesday 15 th August	Study tour component commences
Saturday 18 th August	Tour concludes after breakfast. Participants depart according to their own travel schedules



For more information

Phone: 0484 902 702

Email: sebrightadventures@outlook.com

Postal address: Sebright Adventures
Elizabeth Wharton, Chief Experience Officer
PO Box 123, Toongabbie VIC 3856



EXPRESSION OF INTEREST FORM

All information provided will be kept strictly confidential

Personal Details

First name	
Family name	
Business name	
Postal address	
Phone	
Email	
Special dietary requirements	
Medical conditions (if may impact tour participation)	

Tour Participation

Activity	Accommodation Type and Optional Dinner details	Price (AUD \$) per person	Number of Places Required	Price
Victorian Potato Industry Tour 11-18 August	Single room	\$2922.00		
	Twinshare or Double room	\$2297.00		
Optional Yarra River cruise Sunday 12 th August	n/a	\$35.00		
Victorian Potato Industry Study Tour 15-18 August	Single room	\$1466.00		
	Twinshare or Double room	\$1241.00		
Optional Dinners	Inner City Melbourne Thai Saturday 11 August	Determined by participant		Determined by participant
	Melbourne Lygon Street Tuesday 14 August			
	Melbourne Crown Casino Friday 17 August			
Ballarat Luncheon only Wednesday 15 August	n/a	\$40.00		
Warragul Dinner only Thursday 16 August	n/a	\$80.00		
TOTAL PRICE (payable by Thursday 9 th August 2018 after tour confirmed. Invoice will be sent separately)				\$

Return 'Expression of Interest' form by Monday 6th August 2018 via:

Email sebrightadventures@outlook.com

Post Sebright Adventures, Elizabeth Wharton, Chief Experience Officer
 PO Box 123, Toongabbie VIC 3856

Applicant signature

Date