

2008 Victorian Adventure and Nature Based Tourism Forum



Program Schedule

- La Trobe at Beechworth -

Theme: "Planning for sustainability in today's challenging tourism environment".

The theme of this year's forum focuses on key priorities including:

- Understanding sustainability and strategies to create environmental sustainability business success.
- Co-operative approaches to a long-term sustainable tourism future through learning how to work co-operatively with your region. Visitor Information Centre, tourism operators, land managers and community stakeholders.
- Increasing the long-term success of your business by diversifying your product and engaging new markets.
- Becoming a global player by learning how to package your product to wholesalers and In-bound Tour Operator's.
- Learning what to do in the case of an emergency, plus other risk management techniques to prevent impacts on your business.
- Learning small business solutions and means of keeping the dollar down in today's volatile tourism industry.

Program Day One Tuesday 29th July

12.15pm – 12.45pm

Registration (refreshments on arrival)

12.45pm – 1.20pm

Welcome & Forum Opening - Kerferd Room

Anthony McIntosh, Chief Executive Officer,
Tourism Alliance Victoria.

Industry update from DSE, Parks Victoria and Tourism Victoria.

1.20pm – 1.30pm (break into concurrent streams)

1.30pm – 3.00pm

Business Exchange Sessions A & B run concurrently (delegates choose 1 to attend)

Business Exchange Session A – Pines East
Engaging the Education Sector

- How to engage the education sector.
- The current status and future of Australian outdoor education programs.
- Industry case study of success within the education sector.

Speaker Panel:

Tony Carden, Victorian Outdoor Education Association.

David Petherick, Australian Camps Association,
School of Outdoor Education and Environment.

Dr Martin Fluker, Victoria University.

Business Exchange Session B – Pines West
Successfully understanding and implementing sustainability in your business

Key Sustainable Tourism operators discuss:

- What does sustainability mean for an operator.
- The future of sustainable tourism.
- How sustainability can equal profitability.
- Successfully implementing sustainability into your business.

Speaker Panel:

Lizzie Cork, Cape Otway Centre for Conservation Ecology.

Mark Manteit, Phillip Island Nature Park.

Paul Wittwer, Ningaloo Reef Retreat.

3.00pm – 3.30pm

Afternoon tea

3.30pm – 5.00pm

Panel Sessions A & B run concurrently (delegates choose 1 to attend)

Panel Session A – Pines West
Risk Management and strategies to handle emergency situations in the outdoor industry

- Understanding the root causes of outdoor incidents and minimising risks for your business.
- How to handle an emergency situation.

Speaker Panel:

Claire Dalatt, Risk Manager (OEC), Outdoor Education Group.

David Chitty, Adventure Guides Australia.

Kath Baird, Bogong Horseback Adventures.

Panel session B – Pines East

Sustainable Tourism partnerships

- Key agencies highlight successful tourism partnerships.

Speaker Panel:

Alysia Brandenburg, Parks Victoria
Successful Land Manager partnership case study: Great Ocean Walk.

Roger Pitt, Trail Bike Project Manager, DSE
Partnership between Government and Recreation - "The Trail Bike Initiative".

Bruce Lever, National Parks Australia
National Landscapes - A partnership between conservation and tourism. "How the National Landscapes initiative could work for you".

5.00pm – 5.45pm

Public Land Liaising Reforms Discussion (optional forum before dinner) – **Pines East**

6.15pm – 7.00pm – Kerford 1

Pre-dinner drinks

7.00pm – 11.00pm

Three Course dinner with guest speaker at La Trobe at Beechworth

Program Day Two Wednesday 30th July

8.30am – 8.35am

Welcome

Anthony McIntosh, Chief Executive Officer,
Tourism Alliance Victoria.

8.35am – 9.20am

Keynote Presentation – Kerferd 1

Ian Johnstone, Maria Island Walk (TAS)
"Successfully combining an eco-tourism nature interpretation experience with an adventure product".

9.20am – 9.30am

Break into Workshops. Workshops A, B & C run concurrently and are repeated in the afternoon (delegates choose 2 out of 3 to attend)

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9.30am – 11.00am

Workshop A - Kerferd 1

Working co-operatively with your destination

- Learning how to make the most of support structures around you.

Speaker Panel:

Sam Hicks, Marysville Visitor Information Centre / Mystic Mountains Tourism Inc. – *"Engaging your VIC".*

Clayton Neil, Cycle Tourism Officer for the Rural City of Wangaratta, Alpine and Indigo Shires – *"Working with your regional tourism committees and campaigns".*

Will Flamsteed, North East Victoria Tourism Inc. (Marketing Victoria's High Country) – *"Working with the support structures around you".*

Workshop B – Pines West

Packaging product workshop

- "How to package your product to wholesalers and Inbound Tour Operators?" "Packaging adventure product - operator case-study."

Speaker Panel:

Michael Watson, Adventure Victoria and Watson's Mountain Country Trail Rides.

Chris White, Tourism Victoria.

Workshop C – Pines East

Small Business Management tools to manage the bottom line in today's challenging tourism landscape

- Small Business solutions relating to key issues affecting the tourism industry

Speaker Panel:

Malcolm Weaver, Business Development Network.

11.00am – 11.30am

Morning tea

11.30am – 1.00pm

Workshops A, B & C repeated
(delegates choose 2 out of 3 to attend)

1.00pm – 2.00pm

Lunch – Pines Central

2.00pm – 2.45pm

Keynote Presentation – Kerferd 1

Fred Ariel, Raging Thunder (QLD)

"Sustaining a successful adventure tourism business in an increasingly challenging tourism environment- Ningaloo Reef Retreat case study".

2.45pm - 3.00pm

Summary & Closing

Anthony McIntosh, Chief Executive Officer, Tourism Alliance Victoria.
