

# 2008 Victorian Adventure and Nature-Based Tourism Forum

Tuesday 29th and Wednesday 30th July, 2008.

La Trobe at Beechworth, Victoria



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The **2008 Adventure and Nature-Based Tourism** forum will encompass key issues at the forefront of Victorian Adventure and Nature-Based Operators' minds, in planning for sustainability in today's challenging tourism environment, including:

- Strategies to achieve a profitable and sustainable business;
- Working co-operatively with your destination and industry partners;
- Engaging new tourism markets such as the education sector for long-term business success;
- Risk management strategies and small business solutions to help meet the current challenges facing today's tourism industry.

#### Your Invitation

Tourism Alliance Victoria invites you to attend the 2008 Victorian Adventure and Nature-Based Tourism Forum, Tuesday 29th and Wednesday 30th July, 2008 at La Trobe at Beechworth.

#### Who should Attend?

- Adventure Operators
- Nature-Based Tourism Businesses
- Local Government
- Land Managers
- Individuals with an interest in the future of the Adventure & Nature-Based Tourism Sectors

#### Objectives

The 2008 Adventure and Nature-Based Tourism Forum will once again provide professional development and networking opportunities to Adventure and Nature-Based businesses, local government, key agencies and the wider tourism industry.

Objectives of the one and a half day forum are to:

- Provide a Forum to discuss key issues facing the Adventure and Nature-Based Tourism sectors and ask questions of the people involved with initiating industry changes;
- Provide workshops relevant to businesses that assist them to achieve triple bottom line results;
- Strengthen relationships and networks amongst individuals involved in the Adventure and Nature-Based Tourism sectors.

#### Feedback from the 2007 Forum

Total Attendees were up by 34% on the previous year.

- 100% of respondents thought that the forum offered value for money;
- 97% of respondents thought that the Forum met their expectations;
- 88% of respondents said that the Forum will contribute to the development of their business.

#### The Venue

La Trobe at Beechworth  
Albert Road  
Beechworth VIC 3747  
Ph: (03) 5720 8020

[www.latrobeatbeechworth.com.au](http://www.latrobeatbeechworth.com.au)

Situated in one of Australia's best preserved historic towns, Beechworth, La Trobe at Beechworth was winner of the 2007 AHA (VIC) Best Midrange Accommodation.

Dedicated to supporting professional development, conferences, seminars and special events, this unique facility offers year round accommodation for up to 200 guests.



#### Speaker Snapshots

##### Ian Johnstone, Maria Island Walk (Tas)

Since setting up the Maria Island Walk in 2002 Ian Johnstone has shown himself to be one of Australia's leading adventure based tourism operators.

Described as "Four days that will last a lifetime" this guided walk on Maria Island National Park off Tasmania's east coast, combines fascinating history, rare wildlife and elegant accommodation and has received awards at a local and national level every year from 2004 to 2008 including recently being awarded Best Adventure Tourism and Best Eco-tourism Initiative in the Australian Gourmet Traveller 2008 Travel Awards.

At the conference Ian will talk from an owner operators perspective how he developed his vision into the successful operation that it is today and challenges he anticipates in the future.



## 2008 Victorian Adventure and

### Day One Tuesday 29th July

12.15pm – 12.45pm

Registration (refreshments upon arrival)

12.45pm – 1.20pm

Welcome & Forum Introduction –  
**Anthony McIntosh**, Chief Executive,  
Tourism Alliance Victoria

Industry update from the Department of  
Sustainability and Environment, Parks  
Victoria and Tourism Victoria

1.20pm – 1.30pm

Break in to concurrent panel sessions A or B  
Delegates choose one to attend

1.30pm – 3.00pm

(Panel Sessions A, B run concurrently. Delegates  
choose one to attend)

#### Panel Session A

##### **Engaging the Education Sector**

Key associations in the Outdoor Education  
sector discuss:

- How to engage the education sector;
- The current status and future of Australian outdoor education programs.

Speaker Panel:

**Tony Carden**, Victorian Outdoor Education  
Association.

**David Petherick**, Australian Camps  
Association

**Speaker TBC**, School of Outdoor Education  
and Environment, La Trobe University

#### Panel Session B

##### **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.

Speaker Panel:

**Lizzie Cork**, Cape Otway Centre for  
Conservation Ecology

**Mark Manteit**, Phillip Island Nature Park

**Paul Wittwer**, Ningaloo Reef Retreat (WA)

3.00pm – 3.30pm

Afternoon tea

3.30pm -5.00pm

(Panel Sessions A, B run concurrently. Delegates  
choose one to attend)

#### Panel Session A

##### **Risk Management & strategies to handle emergency situations in the outdoors**

- Understanding the root causes of outdoor incidents;
- How to handle an emergency situation and minimise risks for your business?

Speaker Panel:

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

**Kath Baird**, Bogong Horseback Adventures  
**David Chitty**, Adventure Guides Australia

# Nature-Based Tourism Forum Program

## Panel session B

### Sustainable Tourism Partnerships

Key agencies highlight successful tourism partnerships:

*Partnership between conservation and tourism - how the National Landscapes initiative could work for you?*

**Bruce Lever**, National Parks Australia

**Alysia Brandenburg**, Parks Victoria

*Partnership between Government and Recreation. The Trail Bike Initiative*

**Roger Pitt**, Trail Bike Project Manager, DSE

5.00pm – 5.45pm

Public Land Licensing Reforms Discussion (optional forum before dinner)

6.15pm – 7.00pm

Pre-dinner drinks

7.00pm – 11.00pm

Three Course dinner (with guest speaker) at La Trobe at Beechworth

## Day Two Wednesday 30th July

8.30am – 8.35am

Welcome

**Anthony McIntosh**, Chief Executive, Tourism Alliance Victoria

8.35am – 9.20am

### Keynote Presentation –

“Successfully combining an eco-tourism nature interpretation experience with an adventure product”

Keynote: **Ian Johnstone**, Maria Island Walk (TAS)

9.20am – 09.30am

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

09.30am - 11.00am

Workshop A

### Working co-operatively with your destination

Learning how to make the most of support structures around you will be the focus of in this workshop.

*Engaging your VIC*

**Sam Hicks**, Marysville Visitor Information Centre/Mystic Mountains Tourism Inc.

*Working with your regional tourism committees and campaigns*

**Clayton Neil**, Cycle Tourism Australia and Cycle Tourism officer for Indigo, Alpine and Wangaratta shires.

## Workshop B

### Packaging product workshop:

Successful local operator case studies highlighting how to package product with other suppliers, pricing strategies, target marketing and product inclusions.

**Michael Watson**, General Manager, Adventure Victoria and Watson's Mountain Country Trail Rides

**Co-chair TBC**

## Workshop C

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

This workshop will focus on small business solutions relating to key issues specifically affecting the tourism industry including how to better budget your business to deal with issues such as rising fuel costs, seasonality, natural disasters and other factors essential for business survival and success.

**Malcolm Weaver**, Director, 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

2.00pm – 2.45pm

### Keynote Presentation

Sustaining a successful adventure tourism business in an increasingly challenging tourism environment

**Fred Ariel**, Raging Thunder (QLD)

2.45pm – 3.00pm

Summary & Closing

**Anthony McIntosh**, Chief Executive, Tourism Alliance Victoria

## Pre-Forum Optional Famils

### Tuesday 29th July

Why not arrive in Beechworth early and experience some of the celebrated cultural or adventure product available in this historic region?

Two pre-forum options are available to forum delegates on Tuesday morning 29th July, 2008:

#### Option 1 - Adventure Beechworth

Tuesday 29th July 9.00am – 12.00pm  
Adventure Guides Australia are offering 2008 Forum delegates the following FOC Pre-forum activity familiarisation option:

#### *Beginners Abseiling at Beechworth Gorge*



The Beechworth area has numerous excellent cliffs and crags for rock climbing and abseiling. Experience the Beechworth Gorge abseil before the Conference begins.

Abseiling is a user-friendly Activity that is suitable for most ages and levels of fitness. Adventure Guides Australia has been running Recreational Educational and Corporate Abseiling in Victoria's High Country for over 25 Years

*Normally \$80.00 this program will be complimentary for the first 15 Delegates registered.*

#### Option 2 - Historic Beechworth

Tuesday 29th July 9.00am – 12.00pm

Beechworth Visitor Information Centre and Indigo Shire are offering 2008 forum delegates the following complimentary pre-forum famil: *Walking tour of Beechworth's historic and cultural precinct*



Enjoy a walking tour of Beechworth's historic and impressive collection of 19th century government buildings identified as the most historically significant of their kind in Victoria, including

landmarks: Robert O'Hara Burke Museum and the Beechworth Historic Courthouse.

*For either Pre-Forum famil option, please complete the relevant section of the registration form if you wish to attend. Spaces will be limited and will be subject to weather conditions.*

