

Going Global

2007 Victorian Adventure Tourism Forum

Wednesday 20th and Thursday 21st June 2007,
Marysville, Victoria



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Going Global

Tourism Alliance Victoria's **2007 Victorian Adventure 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.

The theme of this year's Forum "Going Global" focuses on the key priorities in moving forward for Victoria's adventure and nature based businesses.

International marketing and learning from our global partners, sustainable solutions, attracting emerging markets and strategic use of the internet will all be discussed, debated and stories will be shared.

Your Invitation

Tourism Alliance Victoria invites you to attend the 2007 Victorian Adventure Tourism Forum, Wednesday 20th & Thursday 21st June, 2007 at The Cumberland, Marysville.

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 one and a half day forum will provide professional development and networking opportunities to Adventure and Nature Based businesses, local government and the wider tourism industry.

It will also provide the opportunity to discuss key issues facing the industry.

The objectives of the 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 you to achieve triple bottom line results;
- Strengthen relationships and networks amongst individuals involved in the Adventure and Nature Based Tourism sectors.

What's in it for me?

- Becoming Internationally Smart – moving from an adhoc to a strategic approach;
- Spreading your business message strategically via the internet;
- Taking advantage of global growth – attracting Asian and other emerging countries;
- Thinking globally, acting locally – going green to combat global warming;
- The future of Victoria's Adventure & Nature Based Tourism Industry; and
- Learning from our global and interstate partners.

The Venue

The Cumberland Marysville & Villa Day Spa
34 Murchison Street,
Marysville Victoria
Tel: (03) 5963 3203
www.thecumberland.com.au



Situated in Victoria's spectacular Marysville, The Cumberland and Villa Day Spa is one of Victoria's favourite retreats for leisure and business and is located under 1.5 hours from Melbourne CBD.

Speaker Snapshots

Luke Howe, Dive! Tutukaka (NZ)

As senior skipper in charge of maritime operations for national award-winning New Zealand company Dive! Tutukaka, Luke has a strong knowledge and passion for sustainable tourism and the marine environment.

Sustainability is the cornerstone of Dive! Tutukaka, New Zealand's biggest dive charter operation. In 2006 they were awarded the country's top tourism prize - the New Zealand Tourism Industry Association's Supreme Award - a testament to their commitment to conservation, passion for the marine environment, dedication to quality and customers and staff.

Sam Denmead, Island Cycle Tours (Tas)

Sam started Island Cycle Tours back in July 2002 from a good idea brought up at dinner with Greg LeMond - believe it or not! Greg thought Tasmania was an ideal place for cycling and especially for off-season training, and the business grew from there.

With Island Cycle Tours recently merging with Under Down Under Tours, Sam has moved from sole owner to a Director of the company and is extremely busy as Marketing Manager for their three brands – Island Cycle Tours, Under Down Under and a new range – Nature Safaris.

This year Sam was acknowledged by the Australian Government as one of 18 inspirational Australian Women Entrepreneurs. In 2004 Sam won the Telstra Young Business Woman of the Year for Tasmania and previous to that in 2002 she won the Ministers Award for Young Achiever in the 2002 Tasmanian Tourism Awards.

Want to be pampered whilst at the Forum?

Book in for a spa treatment or massage at the Villa Day Spa. Prices start from \$50 for a back and shoulder massage.

Visit www.villadayspa.com.au for further details.

To avoid disappointment, ensure you book before arriving at the Forum.



"The quality of presenters was excellent. They were entertaining as well as relevant."

2006 Delegate Feedback

Day One Wednesday 20th June

12.45pm – 1.00pm

Registration

1.00pm – 1.15pm

Welcome & Forum Introduction –
Nicholas Hunt, Chief Executive,
Tourism Alliance Victoria

1.15pm – 2.45pm

Business Exchange – Successes &
Challenges in the International Market

- The operational logistics of moving into the International market
- Working co-operatively to target the international market
- Maximum impact with minimum budget

Panel of speakers:

Terry Smit, Go West Tours

Geoff Proctor, Australian Adventure
Experience & Adventure Victoria

Dana Ronan, Bothfeet

Paul Thompson, Cape Otway Lightstation

2.45pm – 3.15pm

Afternoon tea

3.15pm – 4.45pm

Panel Discussion

Key Agencies discuss the Future Strategic
Direction of the Adventure & Nature Based
Industry

Panel of speakers:

Sean Daugherty, Tourism Victoria

Dick Ford, Dept. of Sustainability &
Environment

Alysia Brandenburg, Parks Victoria

5.30pm – 7.00pm

Pre-dinner drinks & Hors d'oeuvres at
Stevensons Falls (weather dependent)

7.00pm – 10.30pm

3 Course Dinner at The Cumberland,
Marysville

Day Two Thursday 21st June

8.45am – 9.15am

Official Forum Opening &
Tourism Victoria update

Greg Hywood, CEO Tourism Victoria

9.15am – 10.05am

Keynote Presentation 1

**“Providing a quality tourism product
whilst maintaining a sustainable
environment”**

Luke Howe, Dive! Tutukaka (NZ)

The Poor Knights Islands where Dive!

Tutukaka operates, were named by Jacques
Cousteau as one of the top 10 dive sites in
the world. Operating in such an iconic location
brings huge responsibilities and rewards.

10.05 – 10.45am

Keynote Presentation 2

“From little things, big things grow”

Sam Denmead, Island Cycle Tours (Tas)

From sole business owner of a cycle tour
business to director, shareholder and
marketing manager of a multi-product tour
company, Sam will talk about her journey, the
benefits of consolidation and the importance
of planning for the future.

10.45am – 11.15am

Morning Tea

11.15am – 12.45pm

Workshop A, B & C running concurrently
and repeated in the afternoon session
(delegates choose 2 out of 3 to attend)

Workshop A

“Are you part of the online world?”

Joel Thorsen, bwired

Troubleshooting, web strategy, your website
as an international marketing tool and back
office logistics will be discussed and
measurable business benefits delivered to
businesses.

Workshop B

“Becoming Internationally Smart”

Nigel Aldons & Isabelle Fennessy, Tourism
Victoria International Marketing Team.

Move from an adhoc to a strategic approach
when targeting the international market. Make
the most of international opportunities. Know
which markets to target and find out how to
reach them.

Workshop C

**“Going Green ... the mindset of your
business or just another slogan?”**

Australian Conservation Foundation (TBC)

Reduce your carbon footprint whilst increasing
profits. Learn how to market to the green
consumer. Discuss the issues and solutions
for Victoria's adventure and nature based
tourism industry in adapting to climate
change.

12.45pm – 1.45pm

Lunch

1.45pm – 3.15pm

Workshop A, B & C repeated

3.15pm – 3.45pm

WorkCover Presentation

Zorica Babic

An overview of the Adventure Activities Injury
Prevention Project, including how the project
will impact on the adventure and nature based
industry.

3.45pm – 4.00pm

Looking Forward

Summary & Closing

Nicholas Hunt,

Chief Executive, Tourism Alliance Victoria

Post Forum Optional Famil Day

Friday 22nd June

Why not stick around for an extra day and
experience some of the adventure activities
offered in the Marysville region?

Adventure Victoria is offering the following
package to Forum delegates for just \$122.
The package includes:

- Parks Victoria guided hike to the
spectacular Beauty Spot (1hr)
- Paddle with a Platypus Rafting Trip along
the lower Goulburn River (1.5hrs)
- Mountain Bike Adventure through the
Murrindindi parks and ranges (1.5hrs)

Friday's activities will run from 9.00am –
3.30pm. Please complete the Post-Forum
Famil section of the registration form if you
wish to attend. Spaces will be limited and will
be subject to weather conditions.

The conference program is correct at the time of printing, however all information
may be subject to change.



*“I have attended many conferences but this is the best one I have
been to. I have met many promising operators, researchers and
government officials, and am very confident that the Victorian
operators are well equipped for international customers.”*

2006 Delegate Feedback

