

# Tourism: Investing in our Future

## Victorian Tourism Conference 2008

Wednesday 14 & Thursday 15 May 2008

Telstra Dome & Shed 14 Central Pier, Docklands, Melbourne

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



Book before Monday 28 April to receive  
20% off the full conference rate.

(Only TAV members eligible for early bird rate)



# Tourism: Investing in our Future

This year's theme aptly captures the environmental, economical, social and political vision we must have at a local, state and national level in order to thrive and survive in this changing world. Investing in infrastructure development to ensure accessible regions; mentoring our young to keep them passionate about the industry; building community capacity; excelling in sustainable business practices means investing in our future.

Attend the Victorian Tourism Conference - then take back your knowledge and enthusiasm to your businesses, communities and regions to implement local solutions.

## Five reasons to attend the Victorian Tourism Conference:

- Strengthen relationships and networks with other individuals, businesses, regions and industry sectors
- Hear about best practice examples from other industries, states and countries
- Gain breakthrough insights from industry and business experts
- Share ideas, innovations and generate new business partnerships
- Interactive and hands-on workshops providing in-depth learning opportunities.

## Details

2008 Victorian Tourism Conference, 14th & 15th May at Telstra Dome, Docklands, Melbourne

## Who Should Attend?

- Local Government – Tourism Portfolio Councillors, CEO's, Economic and Business Development Managers;
- Victoria's leading Tourism Businesses, Attractions, Accommodation Providers and Tour Companies;
- Regional Tourism Managers;
- Tourism Service Providers.

## Speaker Snapshot Wednesday 14th May



### The Hon **Tim Holding** MP, Minister for Tourism & Major Events

Tim Holding represents the electorate of Lyndhurst and is currently Minister for Tourism and Major Events, Minister for Finance, WorkCover and Transport Accident Commission and Minister for Water. Mr Holding was Minister for Police & Emergency Services and Minister for Corrections, 2005-2006, Minister for Financial Services Industry and Minister for Manufacturing and Export, 2002- 2005.



### **Tom O'Toole**

Tom O'Toole is the charismatic and inspirational 'Baker' from Beechworth. His bakery has become one of Australia's greatest business success stories. Tom shares his story of business and community renewal & how he took on a bakery in a small and isolated county town with a population of 3,000 people: from two staff to 200 full and part timers; from an annual turnover of \$100,000 to in excess of \$8 million; now serving well over 600,000 customers per year; and the rebirth of a community.



### **John McIntyre**

There is growing desire among travellers to support those destinations which do not damage their precious areas but protect them for all to enjoy. Equally prevalent is the growing responsibility of tourism businesses to protect the 'assets' upon which their livelihoods are founded. The Planet Safe Partnerships Program is a recognition program implemented to

recognise Tropical North Queensland products and businesses who are achieving excellent results in terms of environmental sustainability.

John McIntyre is currently the Director of Destination Development with Tourism Tropical North Queensland. He has over 20 years experience in senior Government and private sector program management in: Science; Education and Training; Conservation and Land Management; Cultural Heritage and Community Development; and tourism development and marketing.



### **Fiona Sweetman**

Fiona began Hidden Secrets Tours in May 2004, with no capital - other than a small grant from Business Melbourne, and an empty office of a friend and mentor. An innovative idea back then and still now, in supplying a tourism product that breaks the mould in terms of financial relationships, and flexible tour itineraries.

Fiona and her team continue to look for gaps in the tourism and experiential market within their target area - central Melbourne. Her passion for innovation in her own product design, and innovation at the establishments she visits, IS the realisation of creative ideas!



### **Nicola Reynolds**

V/Line has traditionally thought of itself as a transport operator, however; following significant investment by the State

Government over recent years, is emerging as a major partner across regional Victoria. With patronage growth of over 30% in just 12 months, V/Line provides millions of journeys to commuters and discretionary travellers alike. It is broadening it's involvement in local regional economies, the environment and, most importantly regional tourism. Nicola Reynolds has over 20 years of services marketing experience in both the private and public sector. All her skills and ingenuity are being put fully to the test in her current role as Marketing & Business Development Manager for V/Line as this business undergoes some of the biggest changes in its 120 years.



### **Dr Peter Ellyard**

Dr Peter Ellyard is a futurist and strategist. He is currently Chairman of the Preferred Futures Institute and the Preferred Futures Group, which he founded in 1991. He has been a Senior Adviser to the United Nations system for more than 30 years in which time he has worked in 25 developing countries. Peter is the author of the best selling book *Ideas for the New Millennium* and of *Designing 2050; Pathways to sustainable prosperity on Spaceship Earth*. His new book provides a framework for predicting, and becoming successful in, the emerging markets and global economy of the 21st Century. The book also describes the innovations, products and services which will enter the global market over the next 20

years. With an impressive list of credentials, Dr Ellyard will provide a highly thought provoking insight into the issues currently facing regional and rural tourism destinations and the ways in which they can be better planned for in the future.



#### **Prof. David Simmons**

The Sustainable Tourism Cooperative Research Centre (STCRC) has been in existence for 10 years and has recently undergone significant management change. The core foci remain on research into: sustainable resources, enterprises, and destinations – and delivering practical outcomes to support the long-term development of the tourism sector in Australia.

As the STCRC seeks a re-bid of its program it is important to assess these issues and with sector partners build these into a viable research program. Prof. David Simmons has recently been appointed as Australia's STCRC's Director of Research. He comes to the STCRC from a 28 year career at Lincoln University (New Zealand), where he has been integral in building and leading New Zealand's tourism research and education programs.



#### **Martin Flanagan**

Martin Flanagan was described as "a legend of Australian journalism" in TIME magazine in 2003 after his last book, *The Game In Time of War*.

He is a storyteller, journalist, poet, author, public speaker and is the author of ten books including *The Call*, an imaginative re-construction of the life of Tom Wills, the founder of Australian football that was adapted into a stage play for the Malthouse Theatre in 2004. His other books include *Shorts* (1984), a collection of poetry, and *One of the Crowd* (1990), a collection of his early newspaper writing, and an autobiographical novel, *Going Away*. One of his more recent books is *The Line*, which he co-wrote with his 91-year-old father, Arch Flanagan, and is based on Arch's experience of the Burma Railway.

## **Speaker Snapshot Thursday 15th May**



#### **Malcolm Bell**

South West Tourism is the Regional Tourism Board for the South West of England, which receives over 26 million visitors each year, with a total visitor spend of over £8 billion. Perceived by many worldwide as a benchmark for regional tourism, their 12 year regional tourism strategy *Towards 2015* has been adopted across the region and is seen as one of the best tourism strategies that embraces the challenges of driving up quality, destination management and especially sustainability. Malcolm Bell is their CEO whose previous appointment was as Director of Economic Development for Devon and Cornwall.

With his wealth of industry experience and achievements, Malcolm will provide invaluable insight into innovative sustainable tourism practices for the future of tourism.



#### **William Kestin**

William Kestin has been lecturing and public speaking for over 10 years on sales and motivation, internal & external incentives, marketing and work place communications. With over 15 years experience in senior management, his career includes 14 years in telecommunications, three years managing a global training and development company and four years as a director of two major promotional marketing agencies. William is currently the CEO of APPA (the Australasian Promotional Products Association). With total promotional product sales in Australia estimated at \$1.56 billion (an increase of 35% on previous figures). William will highlight the reach and potential of merchandise as part of below the line advertising strategies.



#### **Susan Wright**

Susan Wright established boutique PR consultancy, Q Strategies in 2003 and has earned a reputation for delivering

creative marketing communications campaigns and projects in the tourism, lifestyle and arts industries. From devising and implementing PR strategies for new five star hotel openings, international and regional tourism destinations, to major events and product launches, Susan will highlight how PR can be an effective tool for gaining media, consumer and stakeholder support by developing media profile, building reputation, loyalty and delivering business benefits.



#### **Matthew McMaster**

Aruspex is a leading expert on workforce planning and strategy. Aruspex's workforce planning model was developed through years of practical experience and Matthew will use this insight to highlight the need for executives and professionals to analyse internal and external demographic trends and identify future workforce challenges. Matthew is currently the organisation's Business Development Manager and has been in the software & technology industry for over seven years, working for organisations across industries including Retail, FMCG and Software Development, where he supported and consulted with clients worldwide.



#### **Malcolm Auld**

Malcolm is Principal of Malcolm Auld Direct (MAD) and is regarded as one of the direct marketing industry's pioneers, with nearly 30 years experience. He has owned Malcolm Auld Direct (MAD) since 1991 and is also Principal of The Marketing Campus, a specialist marketing publishing and education company and has educated marketing executives in 16 countries. His email company BuzzMail, was Australia's first specialist email marketing agency. Malcolm's book *Direct Marketing Made Easy* is the largest selling marketing text in Australia. His agencies have won numerous awards internationally and Malcolm is a major

contributor to local marketing education programmes. Malcolm will use his wealth of industry knowledge to outline some of the leading edge directions in marketing today and provide insight on where we are headed for the future.



#### **Steve Bird**

Steve Bird has been CEO at the Victorian Water Industry Association (VicWater) since his appointment in December 2004. Prior to this he spent over 32 years working for a number of rural and urban water authorities throughout Victoria. In his current position Steve chairs a number of committees in policy development and works closely with key stakeholders, including the State Government, to address a broad range of strategic issues which are of concern to the water industry. Steve's presentation will focus on the role VicWater plays within the tourism industry and how they can more effectively assist the industry in communicating water conservation messaging.



#### **Clive Dwyer**

Clive is currently the Director of Business Development for the Melbourne Convention and Exhibition Centre (MCEC), where construction is underway on what will be the largest combined convention and exhibition centre in Australasia when it opens for business in 2009. Clive Dwyer has had over 20 years experience in the events and tourism industry, specialising in Brand Management, Destination Marketing and Major Events. His previous roles include Marketing Manager at Mt Buller Ski resort, General Manager at Tourism Victoria, delivering the acclaimed 'You'll love every piece of Victoria' Jigsaw campaign. In his last role, Clive was Marketing Manager for the Melbourne 2006 Commonwealth Games.



## Conference Options

### Three Conference Options are available;

- 1 Full Conference Registration Includes:  
Day One – Wednesday 14th May  
Conference, Lunch, Afternoon Tea,  
Victorian Tourism Conference Gala Dinner  
at Shed 14, Central Pier, Docklands  
Day Two – 15th May  
Conference, Morning Tea & Lunch
- 2 Day Registration Includes:  
Either Day One or Two of Conference,  
Lunch, Morning and/or Afternoon Tea  
(excludes Conference Gala Dinner)
- 3 Victorian Tourism Conference  
Gala Dinner at Shed 14,  
Central Pier, Docklands  
Includes 3 course dinner and drinks,  
guest speakers and live entertainment

### Early Bird Registrations

Registrations received before Monday 28th April 2008 will receive a 20% discount off the full conference price. (Only TAV members eligible for early bird rate)

### Dates and Times

#### Day One:

Wednesday 14th May 2008

9.30am to 4.30pm

Venue: Medallion Club Brasserie, Level 2,  
Gate 9, Telstra Dome, Docklands

7.00pm to 11.30pm

Victorian Tourism Conference Gala Dinner

Dress: Semi Formal

Venue: Shed 14, Central Pier, Docklands  
(access via Harbour Esplanade)

#### Day Two:

Thursday 15th May 2008

8.30am to 3.30pm

Venue: Medallion Club Brasserie, Level 2,  
Gate 9, Telstra Dome, Docklands

### Parking

Parking is available underneath Telstra Dome and can be accessed via the Bourke Street Car Park A. The Early Bird rate is \$10 if you enter before 9.30am.

### Contact Tourism Alliance Victoria:

Phone: (03) 9650 8399

Post: PO Box 18136  
Collins Street East  
Melbourne VIC 8003

Email: [info@tourismalliance.com.au](mailto:info@tourismalliance.com.au)

### Corporate Partners:



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## Program Day One Wednesday 14th May Medallion Club Brasserie, Level 2, Gate 9, Telstra Dome, Docklands, Melbourne

9.30am – 10.00am

**Registration** Tea and Coffee on arrival

### Plenary Sessions

10.00am – 11.50am

#### Introduction & Welcome

by Anthony McIntosh, CEO, Tourism Alliance Victoria and Roger Grant, Chairman, Tourism Alliance Victoria

#### Official Opening

by the Hon. Tim Holding MP, Minister for Tourism and Major Events

#### Key Note Speaker

Tom O'Toole, Beechworth Bakery

11.50am – 12.50pm

Lunch

12.50pm – 2.20pm

### Concurrent Panel Sessions

Three concurrent sessions of key presentations directed at specific themes. Questions and general discussion will be encouraged.

#### 1. Showcasing best practice and tourism excellence

**Excellence breeds excellence -**

**Making awards work for you**

Peter Abbott, Executive Manager, Flagstaff Hill Tourism Precinct, Warrnambool

#### Planet Safe Partnerships - Recognising excellence in business sustainability

John McIntyre, Director, Destination Development, Tourism Tropical North Queensland

#### Innovation – Realising Creative Ideas

Fiona Sweetman, Director, Hidden Secrets Tours

#### 2. Bridging the skills gap for voluntary committees

**Improving board relations with management, staff and members**  
Jodie Willmer, CEO, Travellers Aid

#### Passing the baton: Succession & Renewal for Tourism boards & committees

Janelle Boynton, Chair, North East Valleys Food & Wine

#### Building a better board and being a better board member

Sarah Davies, CEO, Melbourne Community Foundation

#### 3. Partnerships & Collaboration

#### V/Line: Getting On Board with Regional Development

Nicola Reynolds, Marketing and Business Development Manager, V/Line Passenger P/L

#### Great Ocean Walk: The Value of National Parks to Neighboring Areas

Alysia Brandenburg, Strategic Tourism Adviser, Parks Victoria

#### National Capital Educational Tourism Project leading the way

Garry Watson, National Capital Attractions Association

2.20pm – 2.50pm

Afternoon Tea

2.50pm – 4.20pm

### Key Speakers

#### Planning for Sustainably Prosperous Tourism Communities

Dr Peter Ellyard, Chairman of the Preferred Futures Institute and Preferred Futures Group

#### Investing in Research to achieve Sustainable Tourism

Prof. David Simmons, Director of Research, Sustainable Tourism CRC

4.20pm – 4.30pm

Summary & Closing

#### Anthony McIntosh,

CEO, Tourism Alliance Victoria

7.00pm – 11.30pm

#### Victorian Tourism Conference Gala Dinner Wednesday 14th May 2008

Shed 14, Central Pier, Docklands

Special Guest Speaker –

**Martin Flanagan**, storyteller, writer, journalist and public speaker

## Program Day Two Thursday 15th May Medallion Club Brasserie, Level 2, Gate 9, Telstra Dome, Docklands, Melbourne

8.30am – 9.00am

**Registration** Tea and Coffee on arrival

### Plenary Sessions

9.00am – 10.35am

Welcome to Day Two

#### Tourism Investing in our future

**Taking a visionary approach to sustainable tourism planning**

Malcolm Bell, CEO, South West Tourism (UK)

#### Melbourne Convention & Exhibition Centre update

Clive Dwyer, Director Business Development, MCEC

10.35am – 11.05am

Morning Tea

11.05am – 12.35pm

### Concurrent Panel Sessions

Three concurrent sessions of key presentations directed at specific themes. Questions and general discussion will be encouraged.

#### 1. Helping Tourism Business to Become More Sustainable: Advice for Regional and Local Tourism Organisations

##### Working in Partnership

Steve Bird, CEO, VicWater

##### Sustainable Tourism:

##### A UK Regional Perspective

Malcolm Bell, CEO, South West Tourism (UK)

##### Rewarding and Recognising

##### Excellent Sustainable Practices

Peter Broschovsky, General Manager Environment and Fuel Efficiency, Qantas

#### 2. Outside the Box Marketing Solutions

##### Below the line advertising: merchandise as a key component of advertising

William Kestin, CEO, Australian Promotional Products Association

##### Consumer Promotions: not just kids play

Annabelle Johnstone, Group Account Director, The Marketing Pool

##### PR's contribution to the bottom line

Susan Wright, Director, Q Strategies

#### 3. Business Continuity: surviving in this changing world

##### Surviving Disasters

Ian Nicolson, CEO, Service Skills Victoria

##### The Changing Risk Landscape:

##### An insurer's view of global warming

Tony Walker, National Manager - Hospitality, OAMPS Insurance Brokers

##### Planning for Future Workforce Challenges

Matthew McMaster, Business Development Manager, Aruspex – Strategic Workforce Planning Solutions

12.35pm – 1.35pm

Lunch

1.35pm – 3.15pm

### Key Speakers

#### Leading Edge Directions in Marketing

Malcolm Auld, Principal, Malcolm Auld Direct

#### Innovative Staffing Solutions

Chris Taylor, Director, Great Place to Work Australia

3.15pm – 3.30pm

#### Conference Conclusion & Close

#### Anthony McIntosh,

CEO, Tourism Alliance Victoria