



Tourism: Investing In our Future – Victorian Tourism Conference 2008 Program Schedule

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

10.00am – 11.50am

Plenary Sessions

Introduction & Welcome by Anthony McIntosh, CEO, Tourism Alliance Victoria & 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 – Recognizing excellence in business sustainability

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

Innovation – Realizing 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 and committees

Janelle Boynton, Chair, North East Valleys Food & Wine

Building a better board and being a better board member-board orientation series

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

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

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

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Tourism: Investing In our Future – Victorian Tourism Conference 2008 Program Schedule

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 Businesses 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 & Recognising Excellent Sustainable Practices

Peter Broschofsky, 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

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Tourism Alliance Victoria Ltd
ABN 74 109 290 520
Founded by Country Victoria Tourism Council
And Victorian Tourism Operators Association

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