

# Planning for the Experience – Victorian Tourism Conference 2006 Program Schedule

## Program Day One Tuesday 2<sup>nd</sup> May

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### 9.30am – 10.00am

**Registration** – Tea and Coffee on arrival

### 10.00am – 12.00pm

#### Plenary Sessions

**Master of Ceremonies** – Bindi Gove, Manager Business and Industry Development, Tourism Alliance Victoria

#### Introduction to the Victorian Tourism Conference

Fred Herbert, Deputy Chairman, Tourism Alliance Victoria

#### Guest Speaker (Invited)

The Hon. John Pandazopoulos, Minister for Tourism and Major Events

#### Generation Y and Labour Shortages – I can get a better job elsewhere.

Peter Sheahan, Generation Y Expert

#### 100% Pure, 100% Tactics

Tim Cossar, CEO Positively Wellington Tourism, New Zealand

### 12.00pm – 1.00pm

Lunch

### 1.00pm – 2.30pm

#### Concurrent Panel Sessions

Three concurrent sessions of key presentations directed at specific themes. Good opportunity for questions and general discussion.

#### Local Government Tourism

##### Spotlight on tourism research for Local Government

Leo Jago, Deputy CEO and Director of Research, Sustainable Tourism CRC

##### Optimum Tourism Structure for Optimum Outcomes

Scott Chapman, Director of Marketing, City of Melbourne

#### Tourism Marketing

##### Zero Budget Marketing

Kimberly Palmer, Founding Director Brazen Productions

#### Brand Positioning

Geoffrey McDonald Bowl, Managing Director, The Starship Ad Agency.

#### Tourism Experience and Innovation

#### Tourism Lifestyle Opportunities

Paul Wittwer, Manager, Ningaloo Reef, Western Australia

#### From the Ground Up and Out

Terry Smit, Manager, Go West Tours

### 2.30pm – 3.00pm

Afternoon Tea

### 3.00pm – 4.30pm

#### Key Speakers

##### Domestic Tourism Downturn, Tourism Victoria's response

Campbell Gome, Research Manager, Tourism Victoria

##### The Truth about Lies?

Steve Van Aperen, Body Language Expert

### 4.30pm

#### Summary & Closing

Nicholas Hunt, Chief Executive, Tourism Alliance Victoria

#### Tour of Refurbished MCG

### 7.00pm – 11.30pm

#### Victorian Tourism Conference Dinner Program

Tuesday 2 May 2006

Plaza Ballroom, 191 Collins St

Join Tourism Industry Colleagues for an elegant evening of dining, dancing and great conversation



# Planning for the Experience – Victorian Tourism Conference 2006 Program Schedule

Program Day Two Wednesday 3<sup>rd</sup> May

**8.30am – 9.00am**

Registration – Tea and Coffee on Arrival

**9.00am – 10.45am**  
**Plenary Sessions**

**Master of Ceremonies**, Bindi Gove,  
Welcome to Day Two

**Consumer Spending - What people want and why.**

David Chalke, Quantum Research

**Sustainable Tourism Destination – The Visitor wants what the Locals want.**

Julie Leu, Manager of Cultural and Economic Services, Douglas Shire Council, Queensland

**Performance of the Australian Tourism Industry; what are our future issues?**

Speaker TBC

**10.45am – 11.15am**

Morning Tea

**11.15am – 12.45pm**

**Facilitated Workshop Sessions**

This is an open forum session designed to generate discussion amongst delegates and an opportunity to gain ideas and learn from other businesses and regions.

**Local Government Tourism Facilitator – Susan Benedyka**

**Speaker 1 – Rail Trails in Victoria.** Darren Murphy, Project Officer, Murray to the Mountain Rail Trail

**Speaker 2 – Facing the challenges of transition.** Tracey Slatter, CEO, Colac Otway Shire Council

**Speaker 3 – Cross Border Partnerships.** Kaye Demmery, CEO, Mildura Tourism

**Tourism Marketing Facilitator – Delyse Graham**

**Speaker 1 – Cooperative Marketing** Nell Kell, Project Officer, North East Valleys Food and Wine

**Speaker 2 – Innovative Marketing** Liz Seymon, Chief Executive, Destination Melbourne

**Speaker 3 – Emarketing** Sam Saltis, Managing Director, Bwired Group

**Tourism Experience and Innovation**

**Facilitator – Mary Maddock**

**Speaker 1 – Ideas, to Innovation to Business Growth**, Rob Asplin, Manager, River Country Adventours

**Speaker 2 – Selling the Experience** Barbara Bjerking, General Manager, Aquila Mount Abrupt Eco Lodges (invited)

**Speaker 3 – Starting with Both Feet we'll walk you through it** Gavin Ronan, Director, Bothfeet (invited)

**12.45pm – 1.45pm**

Lunch

**1.45pm – 3.30pm**

**Case Studies from the Floor**

Facilitated by Bindi Gove, Manager Business and Industry Development, Tourism Alliance Victoria

**Melbourne's Commonwealth Games, now that the dust has settled.**

Clive Dwyer, Melbourne 2006 Commonwealth Games.

**What attractions - my attention?**

Anne Willey, Editor, Victorian Lifestyle Magazine.

**3.30pm**

**Conference Conclusion & Close**

Nicholas Hunt, Chief Executive, Tourism Alliance Victoria

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