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WELCOME



Cr Linda Scott, President, LGNSW

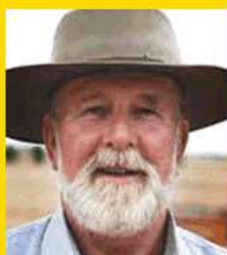
I am honoured to offer a warm welcome to the 2018 LGNSW Tourism Conference. It is a great pleasure to be in the central west showcasing the skills of the region in bringing the benefit of tourism to local communities, while enjoying Parkes' mix of attractions, events, heritage, natural landscape - and Elvis memorabilia!

The effect of tourism on local economies, in both metropolitan and regional areas, cannot be underestimated. In 2017 NSW attracted 31 million overnight visitors from around Australia who spent a record \$18.1 billion in NSW during their stay - up 10.5 per cent on the previous year.

Local government plays a vital role in tourism management and leadership. Councils manage tourism businesses, drive local economic development, deliver public infrastructure and services, and manage impacts on the environment and community through our planning and other regulatory roles. Getting the mix right is vital in achieving visitor appeal, and this is reflected in this year's theme 'Tourism: It all adds up!'

During the conference we will explore the latest changes in the tourism industry including innovation in staging, running and attracting business events, short-term letting and marketing - all within a local government context.

I would like to thank our co-host, Parkes Shire Council, special thanks to our conference partner, Destination NSW, for their long-term support of this important conference, as well as the other sponsors who make this important event possible.



Cr Ken Keith OAM, Mayor of Parkes Shire Council

Gawaymbanha Wiradjurigu Ngurambanggu. Welcome to Wiradjuri Country.

On behalf of the Parkes Shire Council I welcome all delegates to this year's conference. We are delighted to showcase our destination including our iconic CSIRO radio telescope, Elvis Festival, and Peak Hill Gold Mine. Your attendance at this leading industry event all adds up to a terrific learning and collaboration opportunity. I encourage your participation and idea sharing, so together we can work to strengthen our visitor economies.



NSW Minister for Tourism and Major Events, The Hon Adam Marshall MP

This conference provides a platform to discuss how the NSW Government can work with industry and local councils to continue to grow tourism across the State.

The NSW Government has invested \$43 million in regional tourism and as a proud country-based Minister, I am determined to ensure that we continue to drive that commitment home in rural and regional NSW.

More overnight visitors across our regions means more heads on hotel beds, diners in restaurants and shoppers in local boutiques and that means more jobs and boosted local economies.

I look forward to working with all of you to achieve this vision as we work towards the Government's goal of doubling overnight visitor expenditure to NSW by 2020.

**Office of Environment
& Heritage through
the Heritage Near
Me program**

Elite Sponsor: Office of Environment & Heritage through the Heritage Near Me program

This is our third year of participation as elite sponsor and we would like to welcome you to the conference and to Parkes in beautiful Wiradjuri country. Our program, Heritage Near Me, and our participation in these conferences has allowed us to form many collaborative local government partnerships across NSW, and we look forward to meeting many of you during this event.



Premier Sponsor: Service NSW

Welcome to Parkes for the Local Government NSW Tourism Conference. Service NSW is delighted to be the premier sponsor of such a prestigious event on the NSW tourism calendar. We are excited to join representatives at the conference and look forward to sharing how we can make it easier for local businesses to do business in NSW.



PROGRAM

The theme of this year's conference is "Tourism: It all adds up!"

This is a nod to our destination, the brand of Parkes Shire Council, its wonderful mix of attractions, events, heritage and landscapes and the strong effort by the business community to make the region sustainable.

We have applied this theme to our program. The way we seek, plan, provide and consume tourism experiences is being completely transformed. From accommodation, communication practices and local business events to information centres to online information - traditional attitudes and opportunities are being redefined.

We look at how this new mix all adds up for the tourism industry.

MONDAY 12 MARCH – AVIC SUMMIT

12.00pm – 5.00pm	Exhibitors set up for trade exhibition	
1.00pm – 5.00pm	Registration at Parkes Leagues Club	
2.00pm – 5.00pm	Optional AVIC Summit	
1.30pm – 2.00pm	For all Accredited Visitors Information Network, tourism and operations staff and volunteers. Light refreshments served	Facilitated by Mark Greaves Managing Director, The Tourism Group Sponsored by The Tourism Group
2.00pm – 2.10pm	Introduction and overview	Mark Greaves
2.10pm – 2.40pm	Changing tack to visitor inspiration centres	Peter Turner Partner, Customer Frame
2.40pm – 3.10pm	Case study: How to create "wow" experiences and open up your customer base	TBC
3.10pm – 3.40pm	Case study: Maximise your AVIC network. A case study from Crookwell Visitor Information Centre	Mark Greaves and Andrew Warren Tourism Manager, Upper Lachlan Shire Council
3.40pm – 4.05pm	A working afternoon tea	
4.05pm – 5.10pm	Workshop and discussion: <ul style="list-style-type: none"> • Introduction to the AVIC industry advisory group • How to make your AVIC more relevant • How to get more people through the door and improving collaboration 	Mark Greaves and Peter Lipman Manager Visitor Services, DNSW
5.10pm – 5.30pm	Summary and findings	Mark Greaves
From 6.25pm	Transfer bus to pick up from listed accommodation to IKON Function Centre, 7-9 Bushman Street, Parkes	
6.30pm – 9.30pm	Welcome Reception (at IKON Function Centre sponsored by Service NSW) Introduction by Donna Rygate, Chief Executive, Local Government NSW Welcome to Parkes, Cr Ken Keith OAM, Mayor of Parkes Shire Council Welcome from The Hon Adam Marshall MP, Minister for Tourism and Major Events Welcome from Robyn Hobbs OAM, NSW Small Business Commissioner <i>Delegate registration will be available at this event</i>	

**TUESDAY 13 MARCH**

8.00am	Trade exhibition opens	
8.50am – 9.00am	Introduction Welcome to Country - Our Mother Tongue: Wiradjuri	Gerry Gannon Master of Ceremonies Wiradjuri Combined Schools Choir
9.00am – 9.10am	Introduction to LGNSW Tourism Conference	Donna Rygate Chief Executive, Local Government NSW
9.10am – 9.20am	Welcome to Parkes	Cr Ken Keith OAM Mayor, Parkes Shire Council
9.20am – 9.50am	An update from Destination NSW including the outcomes of the regional NSW review announced in July 2016 and Destination Management Plans for regional networks	Sandra Chipchase Chief Executive Officer, Destination NSW
9.50am – 10.10am	Jobs For NSW: Go NSW Equity Fund	Michael Lukin Partner, Roc Partners
10.10am – 10.30am	Australian Tourism Accreditation Program	Nicole O'Donnell Industry Development Manager, Tourism Industry Division, NSW Business Chamber
10.30am – 11.00am	Morning tea sponsored by HomeAway	
11.00am – 12.00pm	Short-term letting – what's the long term solution? This panel will discuss managing the impacts of short-term holiday letting and the community benefits	Facilitated by Gerry Gannon Brent Thomas Public Policy, ANZ, India and South East Asia, AirBnB Cr Simon Richardson Mayor, Byron Shire Council Tim Sneesby Senior Strategic Planner, Waverley Futures Coralie Bell Tourism Manager, Shoalhaven City Council
12.00pm – 12.50pm	Innovation in attracting business events to your destination. What must you consider now and in the future? This discussion will cover: • Innovation in business conferencing • Metro and regional destination • How to attract visitors to your region? • Value adding events with technology	Facilitated by Gerry Gannon Robyn Johnson Chief Executive, Meetings and Events Australia Nerida Worboys Business Events Facilitator, Newcastle Business Events Zoe Hida Managing Director, Everywhere Venues
12.50pm – 1.00pm	President's address	Cr Linda Scott President, LGNSW
1.00pm – 2.00pm	Lunch sponsored by CCIA NSW	

2.00pm – 5.00pm	Site visits – Choose one of the options below	
	Site visit 1: The Rejuvenation of Peak Hill Gold Mine, a NSW Regional Visitor Economy Fund project. This walking tour includes viewing platforms of the spectacular open cut mine, learning about its history and contemporary times, and the method of funding and asset management	Facilitated by Kelly Hendry Destination Development Manager, Parkes Shire Council
	Site visit 2: Henry and Elvis – the icons of Parkes. It all adds up at the Henry Parkes Centre – a successful collaboration of visitor information, attractions and community groups	Facilitated by Katrina Dwyer Brand & Marketing Manager, Parkes Shire Council. Sponsored by Royal Flying Doctor Service.
	Site visit 3: Reinvigorating Trundle, a small country town going ABBA-solutely fabulous! Trundle is increasing its population and visitation with main street building works, events and the Treechange Rent-a-Farmhouse scheme	Facilitated by Gary Crowley Lifelong Trundle resident, farmer, truck driver and event manager Sponsored by Cartoscope
7.30pm – 10.30pm	Conference dinner sponsored by the Office of Environment and Heritage A Night with the Stars, CSIRO Parkes Observatory, CSIRO Astronomy and Space Science, 585 Telescope Road. Bus transfers from selected hotels from 6.30pm. Check schedules provided.	
WEDNESDAY 14 MARCH		
8.00am	Trade exhibition opens	
8.55am – 9.00am	Welcome to day two	Gerry Gannon Master of Ceremonies
9.00am – 9.20am	How to run an effective marketing campaign workshop. DNSW provides insights and trends on successful destination campaigns, including case studies on campaigns valued \$200,000 and \$700,000	Rebecca Durr Campaign Manager, Regional Marketing, Destination NSW Assisted facilitation by Gerry Gannon
9.20am – 9.30am	Does your brand represent your region today for tomorrow's audience?	Melissa Richie Art Director, Account Manager, Wisdom Marketing
9.30am – 10.10am	Workshop: Devise your own marketing campaign including objectives, budgets and themes. DNSW marketing staff will provide guidance and answer queries	
10.10am – 10.30am	Presentation back to the main group	
10.30am – 11.00am	Morning tea sponsored by Leonards	
11.00am – 12pm	Concurrent topic stream 1 Events - future considerations	Facilitated by Kate Faithorn Chief Executive Officer, Leonards Sponsored by Leonards
	Security and safety implications for crowded places and mass gatherings and what you need to know	Mick Bray Manager, State Planning Unit, Operational Logistics, NSW Ambulance
	Don't follow the path – blaze the trail. Growing and transitioning the Parkes Elvis Festival for the future and consideration of the key challenges	Cathy Treasure Festival Director, Parkes Elvis Festival
	Incorporating new technology into community events	Nick Dawkins Founder, Behavioural Analytics
12.00pm – 12.15pm	Questions and answers	



11.00am – 12.00pm	Concurrent topic stream 2 What's new in caravan and camping – a growth sector for accommodation	Facilitated by Lyndel Gray Chief Executive Officer, Caravan & Camping Industry Association NSW (CCIA) Sponsored by CCIA
	Panel session on the growth of the industry and the challenges and opportunities for councils. Discussion will include a balanced view on compliance and growth and will cover free camping, open fields, festival camping, and the RV market	Lyndel Gray Paul Davies Chief Executive Officer, NRMA Parks and Resorts Richard Barwick Chief Executive Officer, Campervan and Motorhome Club of Australia
	A new management model for holiday parks and attracting capital investment: a case study with Kempsey Shire Council	Mike King Director, Otium Planning Group
	New trends and products	Kevin Sullivan Group Manager, Holiday Haven Tourist Parks Group, Shoalhaven Council
	Glamping in Thou Walla	Peter Moeller Assets and Investment Manager, Port Stephens Council
12.00pm – 12.15pm	Questions and answers	
11.00am – 12.00pm	Concurrent topic stream 3 Forward thinking in tourism funding and planning	Facilitated by Eacham Curry Director, Government & Corporate Affairs, Expedia Australia Sponsored by HomeAway
	How to submit a successful grant application	Sally Chapman Grant Officer, Parkes Shire Council Kimberley Harris Grant Officer, Parkes Shire Council
	Creating a night time economy – is it right for your destination? Why do you need it? How can you assess your destination? What are the criteria?	Francesca O'Brien Manager City Business and Safety, City of Sydney
	The Big Pineapple case study – renewal of a tourism icon	Shaun Munday Managing Director, Place Design Group
	Questions and answers	
12.15pm – 1.40pm	Presentations and panel on destination development: bridging city to country	Facilitated by Gerry Gannon and Rose Wright
	Councils are partnering to use events (and marketing) to boost destination tourism, particularly in the agri-tourism field. How do you develop the products and the experience? What are the benefits of the gate to plate value chain? How do you connect with consumers to build demand?	Rose Wright Chief Executive Officer, Destination Tweed Linda Tillman Managing Director, Tilma Group and Director, Australian Regional Tourism Lorraine Elliott Founder and publisher of food blog Not Quite Nigella James Sweetapple President, F.O.O.D Week Association
1.40pm	Lunch	
2.30pm	Close	

This program is correct at the time of publication. Speakers and topics may change.





SOCIAL PROGRAM

Welcome reception

Monday 12 March, 6.30pm – 9.30pm

**IKON Function Centre, 7-9 Bushman Street, Parkes,
Sponsored by Service NSW**

Dress: A nod to the King (optional)

Parkes has been celebrating Elvis Presley for well over two decades. The Parkes Elvis Festival was founded in 1993 by local restaurateurs and Elvis fans Bob Steel OAM and Anne Steel OAM, with the inaugural festival attracting 200 people. Today, it attracts over 20,000 people from across Australia and around the world, and has become an iconic destination event on the national festivals calendar. It started right here at Gracelands Motel and IKON Function Centre.

Enjoy highlights from the festival, meet peers and enjoy some local produce.



A Night with the Stars conference dinner

Tuesday 13 March, 7.30pm – 10.30pm

**Parkes Observatory, 585 Telescope Road, Parkes,
Sponsored by Office of Environment and Heritage**

Dress: After five and sparkling

The CSIRO Parkes Radio Telescope, star of the movie *The Dish*, is one of Australia's most prominent landmarks and a must-see attraction on every driving holiday through inland NSW. As portrayed in the movie, the giant dish stands impressively over surrounding farmlands - a sophisticated piece of scientific equipment ironically in the middle of sheep paddocks! You will be one of the few who will dine in a marquee under the rim of *The Dish*, and marvel at the 64-metre steel paraboloid, elegantly balanced atop a three-storey concrete tower.

View the heavens with the help of the CSIRO and the Central West Astronomical Society, explore the world of astronomy and discover the role of *The Dish* in listening to the stars.

Don't miss Amitie, a female trio from Parkes who formed simply to enjoy each other's company and sing the songs they loved from the 50s, 60s and 70s. Amitie has been involved with regional events including the Parkes Elvis Festival, where they quickly developed a huge following of fans, both Elvis festival goers and locals.

Coupled with local produce, beautifully crafted by chef Craig Smith from the Dish Café, you'll have a unique dining experience. (Mobile phones must be on flight mode from arrival and during the dinner).

SPONSORS

Local Government NSW thanks the following sponsors, whose support makes it possible to produce a comprehensive, affordable and informative program.



Strategic Sponsor: Destination NSW

Destination NSW is the lead government agency for New South Wales (NSW)

Our role is to market Sydney and NSW as one of the world's premier tourism and major events destinations; to secure major sporting and cultural events; to work in partnership with Business Events Sydney to win major international conventions and incentive travel reward programs; to develop and deliver initiatives that will drive visitor growth throughout NSW; and to achieve the NSW Government's goal of doubling expenditure within the State's visitor economy by 2020.

Office of Environment & Heritage through the Heritage Near Me program

Elite Sponsor: NSW Office of Environment and Heritage

Working with the community, the Office of Environment & Heritage cares for and protects NSW's environment and heritage, which includes the natural environment, Aboriginal country, culture and heritage, and built heritage. OEH supports the community, business and government in protecting, strengthening and making the most of a healthy environment and economy in NSW.



Premier Sponsor: Service NSW

Service NSW is an award-winning NSW Government initiative that delivers one-stop services for customers and businesses. We are shaped by our customers as they demand easier and greater access to government services online. Our mission is to transform transactional services through excellent customer service and effective partnerships.



AVIC Sponsor: The Tourism Group

The Tourism Group in partnership with Destination NSW oversees and assists in the development of Accredited Visitor Information Centres. The role of these centres is to facilitate economic benefit to their local regions through engagement with visitors, residents, local business and local government.

DISTINGUISHED SPONSORS



Caravan & Camping Industry Association NSW

The Caravan & Camping Industry Association of NSW represents one of the fastest growing tourism sectors in Australia. As Australia's favourite state for caravanning and camping, NSW leads this growth with more than four million overnight caravan and camping trips recorded last year generating more than \$2 billion in economic value.



Leonards

As Australia's oldest accredited media agency, Leonards brings experience and genuine care to the work we do for our clients. From audience research to determine the right media to negotiating the best price and reporting on results for future planning, Leonards will help you every step of the way with your destination and event campaigns.



HomeAway – the new home of Stayz

Australia's number one online holiday rental website, Stayz, allows travellers to search and compare a huge variety of amazing holiday homes to ensure a unique and memorable accommodation experience wherever they break in Australia. Stayz is part of online holiday rental global leaders HomeAway Inc., and in 2018, HomeAway will become the new home of Stayz.

TRADE EXHIBITORS



Everywhere Venues

Everywhere Venues makes business, community and sporting venues easier to search, compare, book and pay for online - making venues more accessible and profitable.

Local councils, universities, government agencies, businesses, not-for-profits and community groups use our simple and powerful resource management tools to get optimum returns on their physical assets, streamline operations and create new opportunities for business, tourism, entertainment and community engagement.



IDEAS

IDEAS has been working in the Accessible Tourism space for over 20 years with an Accessible Travel directory available on the IDEAS website. Our deep and broad understanding of the accessibility needs of all people with disability places us in a unique position to assist local councils and destinations to develop, expand and promote their inclusive tourism offerings.



MyTravelResearch

MyTravelResearch.com helps tourism and destination managers grow their visitor economy by delivering evidence-based insights. Our traveller-centric reports and resources put the voice of the customer at the centre of decision-making and assist you with stakeholder and industry management. As a subscriber, expect to save \$30,000 a year on travel research and market intelligence.



NRMA Parks and Resorts

NRMA Parks and Resorts are located in a range of iconic destinations across Australia. Featuring a variety of accommodation including cabins, glamping tents and caravan and camping sites, they are perfect for a getaway with family and friends. Find out more at nrmaparksandresorts.com.au



NSW National Parks and Wildlife Service

NSW National Parks and Wildlife Service (NPWS) manages more than 850 protected areas in NSW, including national parks, nature reserves, World Heritage areas, rainforests, beaches, alpine areas and sites of great cultural and historic significance. Management of these areas involves a wide range of responsibilities, including plant and animal conservation, fire management, tourism and visitation, research, education and volunteer programs.



Otium Planning Group

Otium Planning Group Pty Ltd (OPG) is a contemporary sport, recreation and tourism planning company that operates across Australia, New Zealand and the Pacific Region. The company has a broad range of experience in reviewing and improving the viability of tourism facilities including major attractions, holiday resorts and caravan and camping parks.



Wisdom

Wisdom has been assisting tourism regions with award winning destination marketing including all aspects of brand development and digital strategies for over 20 years. Wisdom specialises in visitor guides, developing inspirational brands, integrated advertising campaigns, VFR campaigns and world class web solutions. Wisdom offers a truly tailored approach to every project.

SITE VISIT TOUR SPONSORS



Cartoscope Pty Ltd

Cartoscope Pty Limited publishes free to user tourism guides and detailed accurate award-winning tourist maps, drawn to scale by professional cartographers. There are 29 Cartoscope maps in the series covering eastern Victoria and New South Wales. The free maps are available at visitor information centres, NRMA and accommodation and attraction outlets. Go to www.maps.com.au for more information.



Royal Flying Doctor Service, South Eastern Section

RFDS South Eastern Section operates 24 hours a day, seven days a week. The RFDS facilitates emergency rescue and inter-hospital transfers via state-of-the-art medically-equipped aircraft and patient transfer vehicles. The service also provides regular rural and remote health clinics that include mental health, oral healthcare and preventative health programs. Visitor centres at Dubbo and Broken Hill bases have significant tourism development and expansion planned for the near future.

ACCOMMODATION, TRANSPORT & TRANSFERS

A copy of the transfer schedule is available at the conference registration desk and from the LGNSW website: www.lgnsw.org.au.

Transfers to the conference venue and welcome reception will operate from listed accommodation only. Please refer to the LGNSW website. There are no transfers from any other accommodation to the social events or conference sessions.

To tweet please use the hashtag #LGNSWtourism. Join the conversation on Twitter @lgnsw.





IT's ON! IN NSW

Whether you're into sport, music, food and wine, action or adventure, you'll find many exciting events for all ages, in amazing locations throughout Regional NSW.

SOUTH COAST



WINGS OVER ILLAWARRA

5 - 6 May

Flying displays of jaw-dropping aerobatics, classic warbirds, military and vintage aircraft.

Illawarra Regional Airport

COUNTRY NSW



BATHURST WINTER FESTIVAL

7 - 22 July

A two week event with an outdoor ice rink, illumination, twilight markets with gourmet food and wine.

Bathurst

SNOWY MOUNTAINS



SNOWTUNES

31 August - 1 September

The ultimate music festival experience at the base of the Snowy Mountains.

Jindabyne

HUNTER REGION



NEWCASTLE INTERNATIONAL SUPERMOTO

1 - 2 September

Fast and furious on and off-road motorcycle action in the heart of the city.

Newcastle

THE MURRAY



DENI UTE MUSTER

28 - 29 September

This family-friendly event attracts visitors to one of the flattest plains on earth.

Deniliquin

NORTH COAST



CURRYFEST

29 September

Celebrate Woolgoolga's Punjabi heritage with music, dancing and food.

Woolgoolga



If it's on in NSW, it's on **visitnsw.com**

Please note that events are subject to change or cancellation (check relevant website for further details prior to the event).
Destination NSW acknowledges and appreciates all photographic images supplied by each event owner for use in this advertisement.