



Local Government Tourism Conference 2020

Monday 16 March – Wednesday 18 March 2020, Rydges Horizons Snowy Mountains, Jindabyne

Open For Business!

PROGRAM

MONDAY 16 MARCH		
1.00pm	LUNCH for VIC Special Interest Group attendees	
1.30pm	Topic: Special Interest Group – Visitor Information Centres Theme: Servicing the Customer of the Future	
	Introduction and overview	Gary O’Riordan , Executive Manager – Member Central, LGNSW
1.45pm	Topic: Servicing the customer of the future: Increasing visitors and revenue in today’s market?	
	The new Albany Tourism and Information Hub opened in 2018. The visitor centre is one of the most advanced in the State of Western Australia with touch screen technology, digital windows and virtual reality headsets. The investment has paid off. Since relocating to the centre of town with a new layout and different format, Albany Visitor Centre has won awards, increased its visitor numbers by 76% and its revenue by 32% in 12 months.	Hamish Fell , Consultant, Fell Consulting
2.30pm	Topic: Partnering to please the discerning visitor: NSW National Parks and Wildlife Service (NPWS) and Snowy Valleys Council Case Study	
	Case Study – Snowy Valleys Council has entered into an MOU with NPWS. As a result, NPWS contributes funding towards the centre’s operation.	Kym Armstrong , Visitor Centre Supervisor (Jindabyne), NSW National Parks and Wildlife Service Mira Dobrasin , Visitor Centre Supervisor (Tumut), NSW National Parks and Wildlife Service Co-presented with Miriam Hewson , Destination Marketing Officer, Snowy Valleys Council
3.15pm	AFTERNOON TEA	
3.35pm	Topic: Customer Journey Mapping: What will the customer personas of the future look like?	
	A customer journey map visualises the steps a visitor might go through in engaging with a VIC or a destination before, during and after a visit. It is based on personas that represent specific types of visitors. It is important to visualise their needs, actions, emotions and pain points.	Rebecca White , Director, Tourism eSchool

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3.50pm	Breakout Sessions: Customer Journey Mapping	
	Session A – New to customer mapping or need a refresher?	Rebecca White , Director, Tourism eSchool
	Session B – Implementing your customer map into your VIC	Paige Rowett , Director, Tourism eSchool
4.50pm	Panel: AVIC Industry Advisory Group	
	This interactive session will explore the strategic priorities you would like the members of the Industry Advisory Group to focus on.	TBC – Industry Advisory Group Representatives and Destination NSW
5.30pm	Special Interest Group – Visitor Information Centres conclusion and close at 5.45pm	
3.00pm – 5.00pm	Trade Exhibition set up	
	Smartphone video workshop A customised hands-on video workshop to extend the reach and quality of Smartphone video marketing and how to leverage off it.	Anthony Vallario , Content Producer/Director, Zoom School
6.00pm – 8.00pm	Welcome Reception, Rydges Horizons Snowy Mountains, Jindabyne, sponsored by CCIA	
	<p>Welcome to Country, Uncle Jandemarra Acknowledgement of Country Official proceedings: MC - Chief Executive, LGNSW</p> <ul style="list-style-type: none"> • Welcome from Cr Peter Beer, Mayor of Snowy Monaro Council • Address by Caravan Camping Industry Association <p>Followed by delicious canapes and drinks as guests network, relax and settle in to this picturesque Snowy Mountains hotel.</p>	

TUESDAY 17 MARCH

7.00am	Early morning group wellbeing activity: Yoga (Hotel Gym) Start the day with a blend of traditional yoga moves combined with mat work pilates, which will leave participants feeling energised and relaxed. Suitable for beginners.	
8.00am	Trade exhibition opens with NETWORKING BREAKFAST	
9.00am	Opening formalities (Summit Room)	
	LGNSW President's Welcome and Minister for Tourism Welcome	Facilitated by Racquel Boyd , Project Director, and Veronica Kooyman , Project Manager, KJA Cr Linda Scott , President, LGNSW The Hon. Stuart Ayres MP , Minister for Jobs, Investment, Tourism and Western Sydney (invited)
9.30am	TBC	The Hon. John Barilaro MP , Deputy Premier, and Minister for Regional New South Wales, Industry and Trade (invited)

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10.00am	Update from DNSW	Stephen Mahoney , Acting CEO, Destination NSW
10.30am	MORNING TEA, sponsored by Leonards Advertising	
11.00am	Opening keynote (45 mins talk and 15mins Q&A)	
11.00am – 11.10am	Address from Shadow Minister	Jenny Aitchison MP, Shadow Minister of Primary Industries, Investment and Tourism, and Medical Research
11.10am	Tourism Bay of Plenty is a Regional Tourism Organisation in the central North Island of New Zealand. It is one of the top holiday destinations. Tourism Bay of Plenty's Plan 'Te Ha Tapoi' The Love of Tourism is recognised as an exemplar within the sector.	Kath Low , Head of Destination Marketing, Tourism Bay of Plenty, New Zealand
12.05pm – 1.00pm	Open for business? Attracting visitors after a natural disaster NPWS to facilitate and speak with specific case studies.	Facilitated by Julie Bishop , Director Visitor Experience Branch, NSW National Parks and Wildlife Service Carmen Risby , Head of Tathra Chamber of Commerce, Tathra Leanne Barnes OAM, General Manager, Bega Valley Shire Council
1.00pm	LUNCH, sponsored by Bellwether Ai	
1.45pm – 5.00pm	Mini Workshops (12 sessions x 55 mins each)	
LOCATION	Summit Room – Regional council focus	
1.45pm – 2.40pm	Regional Stream 1 Host Council Case Study – Partnering with State Government and Snowy 2.0 Navigating a major, multi-billion-dollar project within the Snowy Monaro LGA. A game changer project involving challenges and opportunities unprecedented in the normal workings of local government.	Peter Bascomb , General Manager, Snowy Monaro Council
2.45pm – 3.40pm	Regional Stream 2 – Safety management presentation and mock crisis management workshop Tourism officers are often responsible for encouraging tourists, but what happens when discouragement is the safest option?	Jon Corbishley (JC) , Director/Risk Manager, The Safety Officer Pty Ltd
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Regional Stream 3 TBC	Charles Allen , Operations, Uber

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LOCATION	Squires Bar or McEvoy's Lounge – Forward planning focus	
1.45pm – 2.40pm	Planning for the Future Stream 1 Tourism or the Visitor Economy? Advocating better for regional tourism, locally and nationally.	Facilitated by Coralie Bell , Chairperson, Australian Regional Tourism
2.45pm – 3.40pm	Planning for the Future Stream 2 Destination Management Plan (DMP) – Health check your DMP	Facilitated by Janet Mackay , Director, TRC Featuring a panel of council case studies: Fiona Barden , Section Leader, Coffs Harbour City Council Melanie Morson , Manager Visitor Experience, Ku-ring-gai Council Daniel Cove , Manager Tourism & Visitor Services, Bathurst Regional Council
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Planning for the Future Stream 3 DMP Advanced – Activation Planning What's next after DMP? Destination Activation – the role of local government in developing a sustainable destination.	Facilitated by Linda Tillman , Managing Director, Tilma Group Featuring case study from Sarah Workman , Tourism Officer, Byron Shire Council
LOCATION	The Lakes Room – Metropolitan council focus	
1.45pm – 2.40pm	Metropolitan Stream 1 Assessing feasibility of cultural facilities as tourist destinations	Facilitated by Dr Lynda Kelly , Managing Director, Lynda Kelly Networks
2.45pm – 3.40pm	Metropolitan Stream 2 Getting on board for the new Sydney Airport The opportunities a new airport in Western Sydney will create for the NSW visitor economy, in the context of a growing market, and a case study on Western Sydney "Getting Airport Ready".	Amanda Brisot , General Manager, Western Sydney Business Connection Boris Ceko , Assistant Development Manager, Western Sydney Airport
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Metropolitan Stream 3 Capitalising on Business Events	Facilitated by Deanna Varga , Director, Mayvin Global Helen Parker , Manager Regional Conferencing, Destination NSW David Addison , Strategic Director, Cyclopes Strategic Vision Steve Rosa , Group Manager – Tourism and Economic Development, Destination Southern Highlands

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LOCATION		Embers Restaurant – Special interest focus
1.45pm – 2.40pm	Special Interest Stream 1 Indigenous Tourism: Working with Indigenous communities	Dwayne Bannon-Harrison , Director, (NATOC) NSW Aboriginal Tourism Operators Council Case study from Daniel Murphy , Manager Economic Development, Bega Valley Shire Council and Anthony Osborne , Managing Director, Sapphire Coast Destination Marketing
2.45pm – 3.40pm	Special Interest Stream 2 Destination Weddings – collaboration between economic development, strategic and statutory planning to achieve regional tourism objectives	Steve Thompson , Director of Planning and Strategy, Locale Consulting
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Special Interest Stream 3 The shoreside experience – how can councils support the extensive economic, social and cultural benefits of being a port of call?	Natalie Godward , Cruise Development Manager, NSW Port Authority Matthew Mckeown , Product Manager, Carnival Australia
5.00pm	Session closes	
5.30pm	Transfer to offsite dinner venue, Rydges Thredbo Alpine Hotel	
6.00pm – 10.00pm	Predinner drinks/canapes and entertainment: Experience the picturesque views of the mountain high pass with an exclusive chairlift ride up through the stunning valley of the Thredbo resort. Conference Dinner, sponsored by Expedia: Guests will experience mountain dining at its best while enjoying a delicious 3-course menu with all the atmosphere of a Swiss chalet in the Kosciuszko Room.	

WEDNESDAY 18 MARCH

7.30am	NETWORKING BREAKFAST	
8.30am – 11.00am	Site visits (buses will depart from Rydges Horizons Snowy Mountain)	
8.30am	Site visit #1 – Meeting Changing Demands (Wildbrumby Distillery) Tour the grounds of the world-class spirits distillery and hear from owner Brad Spalding about the business, which has been re-invented over the years with an expansion into accommodation, art sculptures and gin and vodka making. Enjoy morning tea on the terrace with stunning views of the distillery's sculpture garden within the grounds.	Brad Spalding , founder, Wildbrumby Distillery

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	<p>Site visit #2 – Sightseeing Safety (Guided Thredbo Valley Track tour and Segway experience)</p> <p>Learn from a backcountry expert about visitor safety in natural environments before you take a walk/bike ride on the Thredbo Valley Track, with morning tea at Lake Crackenback Resort and Spa where you can trial the resort's popular Segways.</p>	<p>Jay Williams, guide, Lake Crackenback</p> <p>Doug Chatten, guide, Snowy Mountains Back Country</p>
	<p>Site visit #3 – Off-peak Visitation – “Gone Fishin” (High Country Fly Fishing and Gaden Trout Hatchery)</p> <p>Hear from a successful fly-fishing business and trout hatchery about the importance of the hatchery to the community. Morning tea will be packed for you to enjoy within the one-hectare parkland on the banks of Thredbo River.</p>	<p>High Country Fly Fishing</p> <p>Department of Industry staff</p>
11.00am	MORNING TEA, sponsored by Bellwether Ai	
11.15am	Introduction to “Data as a means to an end”	Facilitated by Philip Elliot , CEO, Bellwether Ai
11.20am	Breakout sessions: Measuring the impact of the visitor economy, sponsored by Bellwether Ai	
	<p>Session A – Getting Started</p> <p>From anxious to empowered – sourcing and using data to drive visitation and investment.</p>	Carolyn Childs , CEO, My Travel Research
	<p>Session B – Implementation and results</p> <p>You've got the data now what?</p> <p>Present data effectively to attract visitors and investors.</p>	Dave Parsell , CEO, Localintel
12noon	Introduction to Digital Marketing	Facilitated by Kate Faithorn , CEO, Leonards Advertising
12.05pm	Breakout Sessions: Digital Marketing, sponsored by Leonards Advertising	
12.05pm	<p>Session A – Digital Marketing 101: Getting the right digital marketing assets on deck for your region</p>	Facilitated by Sam Canpadee , Google Specialist, Threesides Marketing
	<p>Session B – Digital Marketing Masterclass: Digital marketing leadership and making your region a digital leader from 2020 and into the future</p>	Facilitated by Todd Wright , Director, Threesides Marketing
12.45pm	<p>Closing keynote speech</p> <p>The launch of WiTBRG – Women in Tourism Bushfire Recovery Group</p> <p>WiTBRG is an industry group offering to assist, inform and work directly with tourism</p>	Karen Bolinger , Founder and Chief Disruptor, Bolinger Consulting (invited)

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	businesses and alongside official bodies, to attract tourists in the short term. Its aim is to develop jointly with the local industry a masterplan of 3-5 years that creates a sustainable tourism economy.	
1.25pm	Wrap up and conference close	
1.30pm	LUNCH, sponsored by Leonards Advertising	
2.30pm	Transfers to Cooma Airport for 4pm Rex flights	

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