

# LGSA Tourism Conference 2010 Draft Program 23/02/10

## *The Business of Tourism*

10 - 12 March 2010, Cowra Civic Centre, Cnr Darling and Bartlett Streets

Conference MC: Ms Camille Valvo

| <b>Wednesday 10 March</b>  |  |   |
|--|--|---|
| 9.00am – 2.00pm  | <b>Registration opens at Cowra Civic Centre</b>  |   |
| 9.30am – 2.00pm  | <b>Tourism Managers Exchange (free Optional Session) Theatre</b><br>TIC forum for discussion with tourism operators, supported by TNSW   |   |
| 2.30pm – 3.30pm<br>3.30pm – 4.00pm<br>4.00pm – 5.30pm                              | <b>The Business of Events (Optional Session \$77) Civic Theatre</b> <ul style="list-style-type: none"> <li>Reinventing Rural Places: The extent and impact of Festivals in Rural and Regional Australia – Professor John Connell, University of Sydney</li> <li>Event Safety Resources and Compliance – Margaret Pollard, Senior Policy and Planning Officer, NSW Department Of Premiers and Cabinet</li> <li>Events NSW: Business Planning and Structuring an Event Organising Committee<br/>Identifying Commercial Assets and sponsorship<br/>Research and Evaluation from an Events NSW perspective<br/>Mr Steve Keogh, Regional Event Development Manager, Events NSW</li> </ul> |   |
| 6.00pm – 8.00pm  | <b>Welcome Reception at The Mill Cellar Door, 6 Vaux Street. Premier Sponsor The Cowra Guardian</b><br>Delegate registration will be available at this event   |   |
| 8.00pm – 11.00pm   | <b>Darby Falls Observatory (Optional Activity \$15.50) Observatory Road</b>  |   |
| <b>Thursday 11 March</b>   |  |   |
| 9.00am   | Statement of Recognition / Welcome to Country  |   |
| 9.10am   | Welcome to Cowra Shire Council   | Cr Bill West, Mayor, Cowra Shire Council  |
| 9.15am   | Presidents' Welcome  | Cr Bruce Miller, President Shires Association of NSW  |
| 9.30am   | Tourism Keynote Address  | Mr Garry Payne AM, Chairman of Ministerial Taskforce on Tourism and Local Government  |
| 9.45am   | Tourism Keynote Address  | Mr Andrew Sargent, Director Regional, Tourism NSW and Mr Chris Gough, Visit Sydney  |
| 10.15am  | How the Tourism Industry Council NSW addresses tourism policy issues   | Mr Ken Corbett, Chairman, Tourism Industry Council NSW  |
| 10.30am  | <b>Morning Tea at the Civic Centre sponsored by Land and Property Management Authority</b>   |   |
| <b>The Business of Tourism Funding</b>   |  |   |
| 11.00am  | Panel: 'How should local and regional tourism promotion (and development) be funded'?<br><br>This topic explores why do we fund tourism as a business and who should fund it.<br>Facilitator: Mr Garry Payne AM – Chairman of Ministerial Taskforce on Tourism and Local Government  | Mr John Larkin, Managing Director, Aurora Research<br>Mr Nick Jacobs, Co-owner Canowindra Trading Post<br>Mr Peter Hale, CEO, FORTO<br>Cr Daniel Myles, Blue Mountains Council<br>Mrs Toni Bryant, Bize Bizness Essentials, Cowra<br>Mr Tony Boland, City Promotions Manager, Orange City Council |
| 12.00 – 12.15pm  | Funding – the big picture in funding tourism<br><br>TQUAL. (formerly Australian tourism development program)   | Ms Jennifer Hilton, Assistant Manager, Industry Programs Tourism Division, Department of Resources Energy and Tourism   |
| 12.15pm – 12.30pm  | I & I NSW - Regional and Small Business Services and Programs  | Mr Greg Beileiter, Regional Manager West, Industry and Investment NSW   |
| 12.30pm  | <b>Council Case Study Breakout Sessions- select one:</b>   |   |
|  | <i>Session 1:</i> Barrington Tops Tourism Overview   | Mr Greg Fenwick, Economic Development and Tourism Coordinator, Dungog Shire Council   |
|  | <i>Session 2:</i> Clarence River Tourism   | Ms Jenny Massie, Manager, Clarence River Tourism  |
|  | <i>Session 3:</i> Millthorpe Business Committee - Business model for this not for profit business community committee  | Mr Randall Edwards, President, Millthorpe Business Committee  |
|  | <i>Session 4:</i> Kurri Kurri Nostalgia Festival   | Mrs Jodie Tweed, Director, The Style Group  |
| 1.00pm   | <b>Lunch. Premier Sponsor CountryLink</b>  |   |
| <b>The Business of Tourism Marketing (incl. integrated planning and reporting)</b> |  |   |

|   |   |   |
|---|---|---|
| 2.00pm  | Keynote Address   | Mr Justin Herald, CEO, Major Motivation   |
| 2.30pm  | Marketing your front line<br>Aussie Host to talk on endorsements as the Tourism & Hospitality licensee for NSW a simple method of training for the industry. Premier endorsed and allocated funds to us to implement. | Ms Karina Groth, NSW Co-ordinator, Aussie Host, Tourism Industry Council NSW  |
| 3.00pm  | <b>Marketing Breakout Sessions - select one:</b>  |   |
|   | <i>Session 1</i> - Marketing Models for VIC   | Mr John Larkin, Managing Director, Aurora Research and Ms Joanne Chambers, Manager VIC, Cowra Tourism Corporation   |
|   | <i>Session 2</i> – Case Study Bankstown Bites; using marketing tools including Social Networking for effective cultural tourism promotion   | Mrs Cathy Quinn, Bankstown Bites Coordinator, Bankstown City Council  |
|   | <i>Session 3</i> - Regional Marketing; Destination Visitor Survey (DVS) provides research surveys specific to the destination to support growth of sustainable product; pooling your \$\$\$\$\$                       | Dr Darrian Collins, Manager Destination Visitor Survey Program, Tourism Research Australia  |
| 3.45 – 4.00pm   | <b>Afternoon Tea sponsored by Land and Property Management Authority</b>  |   |
| 4.00pm  | Sustainable Pathways program – 5 steps plan to sustainable tourism  | Mr Andrew Sivijs, Industry Extension Manager, – Sustainable Tourism CRC   |
| 4.30pm  | Integrating tourism into your community strategic plan  | Ms Amanda Spalding, CEO, Darrell Hair Associates – Management Consultants   |
| 5.00pm  | Innovation Showcase   | Mr Steve Rosa, Executive Manager Tourism Southern Highlands, My Southern Highlands case study<br>Ms Kelly Hendry, Tourism Manager, Parkes Shire Council, Home Hosting Program |
| 7.30pm  | <b>Conference Dinner at the Cowra Japanese Gardens, off Binni Creek Road. Premier Sponsor Countrylink</b>   |   |
| 10.30pm   | <b>Bus transfers back to accommodation</b>  |   |
| <b>Friday 12 March</b>  |   |   |
| 7.30am – 8.30am   | <b>Breakfast, Yoga and Swimming at the Cowra Aquatic Centre, Taragala Street, (Optional Activity at \$15.50)</b>  |   |
| <b>The Business of Tourism - Developing Cultural Heritage</b> |   |   |
| 9.00am  | Site inspection<br>The Cowra POW Campsite and Replica Guard Tower , VIC<br>Centre Hologram and War Cemetery – A Regional Example  |   |
| 10.30am   | <b>Morning Tea at Cowra Civic Centre sponsored by National Parks and Wildlife Service NSW</b>   |   |
| 11.00am   | Q Station – A Metropolitan Example Case Study<br>Heritage, Quarantine – Bringing Tourism Together   | Ms Penny Parkinson, Director Sales and Marketing, Mawland Quarantine Station<br>Mr Jon Morgan, Manager Events and Tourism, Manly Council                                      |
| 11.30am   | Let's share OUR Community: a Guide to enable Cultural Tourism   | Ms Jan Strom, Engagement Facilitator, Office of Regional Engagement, Southern Cross University  |
| 12noon  | <b>Workshop Breakout sessions – select one</b><br>The Cowra POW Campsite: the challenges to come  |   |
|   | <i>Workshop 1:</i> Marketing strategy, collaboration  | Ms Jan Strom, SCU   |
|   | <i>Workshop 2:</i> Funding and stakeholder partnerships   | Mr John Larkin, Managing Director, Aurora Research  |
|   | <i>Workshop 3:</i> Community involvement and infrastructure   | Mr Tony Boland, City Promotions Manager, Orange City Council  |
| 1.30pm  | <b>Lunch. Premier sponsor Cowra Guardian</b>  |   |
| 2.30pm  | 2009 Update on camping issues   | Mr Peter Houghton, Manager, State Reserves Strategy, Crown Lands Division, Land and Property Management Authority   |
| 2.45pm  | <b>Workshop Summaries</b>   | Workshop Facilitators   |
| 3.00pm  | <b>Resolutions and Close (flights from Orange 4.55pm)</b>   |   |