

The Local Government and Shires Associations of NSW

2006 Tourism Conference Speaker's Biographies

Ms Lyndel Gray, Chief Operating Officer & Director of Marketing, Tourism New South Wales.

Lyndel Gray has over 20 years senior level experience in general management and destination marketing; current business units within her Division are National and International Marketing, Advertising, Partnership Marketing and Organisational Development. Prior to taking on this role in January 2006, she was Director of Strategic Operations responsible for the business units Information and Research: Planning and Strategy, Industry, Government and Regional Alliances, Destination Services, E-business and Visitor Services.

Before joining TNSW she held the role of Executive General Manager, Western Hemisphere, with Australian Tourist Commission (now Tourism Australia) and was responsible for the management of its operations throughout Europe, the Americas, New Zealand, South Africa and Middle East.

In 2001 Advertising Age USA named her in its list of Top 100 Marketers, in recognition of her management of Australia's programs to capitalise on the Olympics Games.

Barbara De Rome, Area Manager Sydney Destination Services, Tourism New South Wales

Barbara is responsible as Manager for Destination Services for Sydney and regional New South Wales. Prior to this role she managed the product and tourism precinct development for Sydney within TNSW. Barbara has extensive international tourism marketing experience through her management of the European office of Tourism New South Wales based in London for a three year period. She has experience in domestic tourism marketing, industry development, research, and product information management.

In her current role she is responsible for tourism destination and product development across NSW. Her team of six staff provide product development advice for individual tourism operators and in particular, assist tourism destination development through working relationships with Regional Tourism Organisations, Tourism Managers, Tourist Associations and local government.

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Mr Ron Rosalky, President Tourism Industry Council

Ron Rosalky is an experienced senior executive with a successful track record in major and regional airlines and in tourism. He has spent 37 years with Qantas and Ansett in senior roles with a strong emphasis on sales and distribution, nationally and internationally with the remainder in broad based executive roles with operational accountability.

More recently he has been consulting to businesses including major regional airports. He has served on the boards of several tour and ground handling companies worldwide and is currently Chairman of the Tourism Industry Council of NSW and Advisor for Aviation and Tourism in Australia to L.E.K. Consulting, a leading international corporate advisory firm.

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Mr Barry G Baillie, CEO, Caravan & Camping Industry Association of NSW

Since 2001, Barry has been the Chief Executive Officer of the Caravan & Camping Industry Association of NSW (CCIA) and is Vice President of the Tourism Industry Council of NSW. Previously he has been a Director with the Premiers Department NSW, Chairman and CEO of the NSW Meat Industry Authority, took positions with NSW Agriculture and was Director of Elizabeth Macarthur Agricultural Institute at Camden for 7 years.

The CCIA has 530 members of which 410 comprise holiday and caravan park owners, and 120 are manufacturer or dealers of caravans, motorhomes, camping equipments and accessories etc. Barry has a real interest in regional tourism and is currently running The Australian Caravan Safari Trails project resulting from a \$250,000 grant from Tourism Australia.

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Mr Michael O'Sullivan, Executive Director, State and Regional Development

Michael O'Sullivan is Executive Director, Industry, for the NSW Department of State and Regional Development. In this role he implements and manages industry development programs including for the sports infrastructure and services industry and for conferences and exhibitions and major events.

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Mr Stephen Grieve, Executive Director, Council of Tourism Associations

Stephen commenced his career in the airline industry building up a considerable knowledge of the package holiday sector. He followed this with a time in retail travel. He then headed up the team at the Queensland Tourism and Travel Corporation which launched and operated Sunlover Holidays for its first 4 years. For the last 20 years he has operated a tourism consultancy which also manages the affairs of several tourism industry associations. In particular, he has worked with the NSW Council of Tourist Associations (CTA) since 1993. Both CTA and Stephen have had a long term interest in the provision of credible and relevant tourism research at the local government level.

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Mr Paul Page, City Marketing Supervisor, Penrith City Council

Over the last 20 years, Paul has worked in tourism first as Marketing Manager of YHA (the Youth Hostels Association) in New South Wales and since 1991 at Penrith City Council, evolving from Tourism Manager to that of City Marketing Supervisor, involving a broader approach to marketing the city while retaining tourism as a core activity.

Paul is responsible for the operation of the Penrith Valley Visitor Information Centre, implementing a wide range of activities designed to promote Penrith Valley as a place to live, work, visit, invest, play and learn, retaining his passion for marketing the river, mountains and lakes of Penrith Valley.

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Ms Narelle Wheatland, Project Mgr, GROW Sydney ACC (Area Consultative Committee)

Narelle, as Project Manager with GROW Sydney ACC, has developed and engaged with a broad range of business and community networks, particularly across the western areas of Sydney. Narelle strongly supports stakeholders, including Local Councils, to identify and develop successful regional development projects and is involved in all Tourism based projects facilitated by GROW in the greater Sydney region.

Over the past seven years, with Narelle's support and expertise, many community and Local Government projects have been granted additional funding through the Federal Government, including tourism strategic planning and implementation projects. She has been an advisor on many project steering committees and is currently a Board member of a large employment organisation. Narelle has also worked extensively with local Councils on disability access projects.

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Ms Crista Bracamonte, Business Development, Department of State & Regional Development for the Tourism and Fashion Industry

Crista has more than fifteen years commercial experience, primarily in management and training within the tourism/hospitality and retail sector. Crista has managed and owned several small businesses including 3 restaurants, one training company and a hairdressing salon. For the past 5 years Crista has also worked as a business development manager for the state government to provide strategic and hands-on business advice within the tourism and fashion industry. She is also a silent partner in a small business operating on the North Shore.

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Ms Ruth Niemczyk, Learning Manager, Local Government and Shires Association NSW

Ruth Niemczyk, Manager Local Government Learning Solutions, has provided consultancy services to public sector organisations, both as an internal and an external consultant for fifteen years specialising in the areas of communication skills, facilitation and team building.

Ruth facilitates the workshop "Writing Powerful Proposals, Submissions and Grant Applications" for councils. Ruth conducted a training needs analysis and development of workshop materials on tourism development for councillors and council staff. In conjunction with the United Services Union, Ruth has prepared three successful LGSA funding applications to WorkCover NSW.

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Mr Chris Bastic, Project Officer, World Youth Day Secretariat

Currently, Chris is Project Officer World Youth day Secretariat within the NSW Premiers Department. Previously, he has held positions as Executive Officer NSW Major Events Board, National Industry Training Officer for the Trade Union Training Authority, Private Secretary to Hon Lionel Bowen Deputy Prime Minister and Attorney General and Private Secretary to Hon Gary Punch, Minister for Aviation Support.

In the past, he has been the tour manager for some of Australia's top rock bands including Cold Chisel and INXS, and was elected to Randwick City Council in 1987, and was Mayor from 1993 to 1996.

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Mrs Julie Briggs, Tourism Manager, Narrandera Visitors Information Centre

Julie Briggs has a background in media, community service provision and in community development. Currently Julie is Tourism Manager and Events Coordinator for the Riverina Shire of Narrandera. It is in this role that Julie has worked through the Narrandera Tourist Board and prior to that, the Narrandera Mainstreet Program, to develop the successful John O'Brien Bush Festival. The event has twice been the recipient of the CountryLink Inland NSW tourism Award and is a NSW Tourism Regional Flagship Event.

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Mr Richard Wesley, Museums and Properties Director, National Trust of Australia (NSW)

Richard has extensive experience in the management and operation of museum and heritage facilities across Australia. He has worked in New South Wales, Tasmania, Norfolk Island and Western Australia and has lectured in Museum Management at both the University of Sydney and University of Hong Kong since 1995.

Richard's previous industry positions include: Director of the Norfolk Island Museum, Manager of the Port Arthur Historic Site and Executive Officer for the Museums Association of Australia Inc (NSW). He is currently Director of Museums & Properties at the National Trust of Australia (NSW) and on the board of the Museums and Galleries Foundation of NSW.

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Cr Toby Smith, Mayor of Tenterfield “The Birthplace of our Nation”

Cr Smith was first elected to Council in 1999, has served as Deputy Mayor and was elected Mayor in September 2005. Cr Smith is a 5th generation Australian and a descendant of a Tenterfield Pioneering Family who arrived in Australia in 1839. His Grandfather was Shire President of Tenterfield for ten years in the 1920s and 1930s.

Cr Smith is a beef producer on a property that has been owned by his family since 1860; Toby has travelled widely and has a keen interest in tourism.

council@tenterfield.nsw.gov.au

Mr Murray Brown, Manager, Local Government & Community Partnerships, Heritage Office, Department of Planning .

Murray Brown is Principal Heritage Officer Promotions with the NSW Heritage Office. He has held executive positions in Arts Training Australia, the Confederation of Australian Professional Performing Arts and the Australian Film Commission.

He manages the Heritage Office's publications, education and training, media and funding programs. He supervised the State Heritage Register Central West pilot project and also manages the Heritage Office properties Hillview and Linnwood. He has held executive positions in Arts Training Australia, the Confederation of Australian Professional Performing Arts and the Australian Film Commission.

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Ms Ruth Appleby, Newcastle Convention and Visitors Bureau

Ruth Appleby came to Australia 28 years ago after graduating in Hotel, Catering & Institutional Management in the UK. Since then she has spent most of her career in various facets of the Tourism & Hospitality industries including her current role from 1993 as the Conventions Manager at the Newcastle Visitor & Convention Bureau (a division of the Tourism & Economic Development section of Newcastle City Council). During this time she has been part of a larger economic drive to reposition the city from 'steel city' to desirable conference destination, working as an accredited professional conference organiser (first in regional NSW), managing large conferences and winning awards in the process.

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Mr David Roman, Manager, Visitor and Business Programs, Reserves and Wildlife Conservation Branch, Parks and Wildlife Division, DEC

David Roman is the Manager, Visitor and Business Programs Section of the NSW National Parks and Wildlife Service which is part of the NSW Department of Environment and Conservation. He has responsibility for coordinating the Service's involvement in the eco/nature based tourism area as well as managing the Service's business program activities particularly its extensive property/leasing portfolio

Mr Roman has a long standing career with the NSW Government having held senior positions in agencies such as Planning, Premiers and the Department of State and Regional Development. He has been with the National parks and Wildlife Service for nearly six years. Mr Roman is an Economist by training holding an Honours degree from the Uni of Sydney and postgraduate qualifications from the London School of Economics.

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Mr Mike Shultz, Chair, Fivebough and Tuckerbill Wetlands Trust

Mike is Chair of the Fivebough and Tuckerbil Wetlands Trust, and has been for the past eight years. As a member of the Trust he has been involved with the development and implementation of the wetlands' plan of management, and the designation of the wetlands as Wetlands of International Importance (Ramsar) in October 2002.

Mike has a background in horticulture and ecology, and his particular interests with the wetlands are their management, and research for waterbird conservation.

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Peter Flowers, Manager, Penrith Whitewater Stadium

Peter Flowers is the Manager of Penrith Whitewater Stadium situated within the Penrith Lakes Scheme and available year round for whitewater rafting, canoeing, kayaking and paddle sport competition. Constructed as the competition venue for the Sydney 2000 Olympic Games, it is the only man-made whitewater course of its kind in the Southern Hemisphere.

It is recognised today as the only Olympic venue operating profitably seven days per week without government subsidy and as a major Sydney tourism attraction, winning awards including “Excellence in Tourism – Significant Regional Attraction”, “ Excellence in Tourism – Adventure Tourism” and the “The Most Outstanding Contribution to Western Sydney Tourism by a Medium Sized Business”.

Peter has been involved in Canoe / Kayak Sports for many years and was the Technical Operations Manager for Canoe Kayak Slalom at the 2000 Olympics. He has also been the Competition Manager for the 2005 World Freestyle Championships bringing a wealth of experience to the Sport of Canoeing.

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Jane Holdsworth, CEO, Penrith Valley Economic Development Corporation

Jane was appointed General Manager of the Greater Western Sydney Regional Chamber of Commerce & Industry, followed by her role as Industry Network Coordinator for Penrith City Council and is currently the CEO of the Penrith Valley Economic Development Corporation assisting the growth of business in the Penrith region. Jane has been teaching strategic business planning and marketing to small to medium enterprises for the past 11 years and has been mentioned in the NSW Parliament and 7th International Research Conference on Quality, Innovation and Knowledge for her successful work with industry networks.

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Ms Tracey Valenzisi, Tourism Manager, Leeton Shire Council

Tracey is the Tourism Manager for Leeton Shire Council and has a background in agriculture. She is a Board member of Riverina Regional Tourism and the Fivebough and Tuckerbil Wetlands Trust and has a Bachelor of Business Degree, majoring in Tourism Management.

Tracey is currently lecturing in the Principles of Marketing at Charles Sturt University's, Griffith campus and has a keen interest in promoting the diversity of the Riverina region, in particular agricultural tourism and eco tourism.

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Dr Jeremy Buultjens, Director, Centre for Regional Tourism (CRTR)

Dr Jeremy Buultjens is a Senior Lecturer with the School of Tourism and Hospitality Management, Southern Cross University. Jeremy teaches Indigenous Tourism, Economics and Tourism Planning and the Environment. Jeremy's research interests in addition to regional tourism include Indigenous tourism and employment relations in the hospitality industry.

Jeremy has published in employment relations and hospitality journals. He is joint editor of the Journal of Economic and Social Policy and is a member of the Centre for Gambling Education and Research, Southern Cross University.

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Mr Scott McGregor

Scott McGregor is one of Australia's most well known faces from over 25 years of work as an actor, presenter and producer including the 6 part railway adventure series Down The Line exploring the great train journeys of Australia, New Zealand and Vietnam - one of the most popular series screened on The World Around Us in 2004; Room for Improvement and Better Homes and Gardens for Channel 7, numerous corporate and public presentations as host and MC.

He trained as an actor at NIDA and since 1979 has featured in 34 TV series, 6 films, 17 stage plays and musicals and 7 radio features. He sights starring roles in the ABC's epic mini-series 1915 and the Coral Island and stage shows Bouncers and the Promise as career highlights.

From 1989 - 1999 Scott ran Off The Rails Collectables, his own Antiques and Collectables business and in 2005 he opened Ruwenzori Retreat, a luxury mountain top tourist hideaway at Mudgee which he built from a collection of vintage railway carriages.

Scott's passion for travel and history is given a free rein in his current project Australian Icon Towns. Production is underway on a second series of this popular show for the History Channel on Foxtel and Austar and will be released on DVD by Readers Digest later in the year.

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Mr Paul Kenny, Past Chairman & Managing Director, Jack Morton Worldwide

Paul Kenny has spent the last 23 years developing communication strategies and designing and producing events for business and government in Australia, New Zealand and Asia. In 1983 he founded Wavelength Communication, which he grew and sold into what is now Jack Morton Worldwide, Producers of the Opening and Closing Ceremonies for the Athens 2004 Olympic Games and the Melbourne 2006 Commonwealth Games.

During his career, Paul has developed communication and event strategies for organizations as diverse as Qantas, McDonalds, Optus and IAG. In the Public Domain, Paul lead teams that Produced the Australian Governments presence at World Expo 2000 in Hannover, Germany, and the Australian Arts and Entertainment Program at World Expo Aiiichi 2005 in Japan. Paul lead Jack Morton's team in the successful competitive pitch to produce the Ceremonies for the just completed Commonwealth Games in Melbourne.

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Ms Tracey Hull, Principal Consultant THA Consulting

Tracey Hull is a consultant with over 15 years experience in the events, sport, recreation and tourism sectors. Much of this experience has been with local and state government in regional communities. Tracey has managed a range of major and community events, event funding and sponsorship programs and event and tourism strategies. Tracey has worked for a tourism office and established and managed a Major Events office which was responsible for attracting and delivering a range of major events aimed at bringing tourism and economic outcomes to a regional community.

Tracey currently provides consulting services to a range of clients including local and state government and events. The support provided includes the development of event strategies, policies and procedures for local government and a range of event planning services to events. Tracey also lectures in Event Management at Victoria University.

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Mr Rob Cleary, Marketing Manager, Coffs Harbour City Council

Rob's previous positions have included Marketing and Tourism Development Manager with Huon Valley Council in southern Tasmania, Tourism Tasmania's Manager for Media and Promotions and a travel sales consultant in Sydney, Canberra and Melbourne. He is a marketing graduate from the David Syme Business School at Chisholm Institute of Technology (now Monash University), has been sales manager for Hilton and Sheraton Hotels, a waiter in an Italian restaurant, a labourer in the mines of North Western WA and in his earlier working days, a truckie delivering beer, wines and spirits to the pubs and clubs in North Western Tasmania.

Over the past six years, Rob has been the marketing manager employed by Coffs Harbour City Council to market the destination of Coffs Coast targeting the leisure and conference sectors taking in three local government areas of Coffs Harbour, Bellingen and Nambucca. Getting neighbouring shires and industry to collaborate to promote the region as one is no easy task and now Rob will give us some insights of the trial and tribulations on this task.

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Ms Kate Ramzan-Levy, Tourism Product Manager, Lake Macquarie City Council

Kate has been employed as the Product Manager-Tourism at Lake Macquarie City Council for 5 years, responsible for tourism strategy, marketing and product development. Some of the key tourism projects that have run over this time have been a citywide tourism infrastructure audit and a federally funded project that looked at facilitating tourism growth in Lake Macquarie's towns and communities.

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Ms Victoria Jackson, Public Relations and Communications Manager, Bathurst Regional Council

With a background in journalism (Graduate for Charles Sturt University School of Communication) Victoria began a career in Public Relations as a media officer with Charles Sturt University in 1997, followed with a Sydney-based public relations consultancy before taking up her current position with Bathurst Council in March 2002. Her role includes large scale event management, internal and external communication strategies, corporate communications, branding, marketing and promotion and media management.

She has recently been elected as the President of the Local Government Public Relations Association with 150 members from Council's around Australia. Formed in 1991, the Association aims to provide a valuable network of contacts for public relations professionals working in local government and to promote awareness and improve understanding of public relations by other local government employees, the media and the general community.

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Ms Michelle Robinson, Tourism Promotions Manager, Sapphire Coast Tourism

Michelle is currently the Tourism Promotions Manager for Sapphire Coast Tourism and has been working in the tourism industry for over 15 years moving down from Sydney to the South Coast over 10 years ago. In her role, Michelle has successfully developed a cruise strategy for the Port of Eden and in its first cruise season has attracted over seven luxury cruise liners to the port which in turn equates to over 1 million dollars worth of tourism expenditure for the region.

Over four years of planning has reaped many benefits. Her presentation explores how Cruise the Garden of Eden strategy has been so successful and how ongoing local community involvement is the key to its success.

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Mr Andrew Tatrai, Director, Australian Concert and Entertainment Security

Andrew has sound achievements and significant experience in the application of Australian Standard 4360 Risk Management, including organisational change management, to diverse client organisations as the Director of a niche public event and venue risk management, workplace safety and public safety consultancies, AVERT Risk Management Services and ASSURE Event Safety Services.

Andrew is also Director of Australian Concert & Entertainment Services and Security [ACES] specialist service providers of contract managed staffing solutions [security and event services with integrating risk management and public safety services] to public facilities and events, including contracts with: Sydney Olympic Park Authority, Sydney Harbour Foreshore Authority, Centennial Parklands, Australian Jockey Club, Sydney Turf Club, Luna Park Sydney, Fox Studios Australia, and supply to City of Sydney and Premiers Dept Office of Protocol and Special Events.

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Mr Bill O'Toole, Director, EPMS

William O'Toole, BSc, MEng, has been creating and organising events for over twenty years throughout Australia, Asia, Borneo and India. He is a sought-after presenter and teacher in event management in Australia, New Zealand, South Africa, the Gulf States, UK, USA and Malaysia and is an event management consultant to public and private organisations for events throughout Australia, including the Deni Ute muster, Airshows Downunder and the Australian Taxation Office.

Bill has co-authored two international texts on event management, Festival and Special Event Management and Corporate Event Project Management, used for courses around the world that have been translated into Chinese, Korean and Portuguese. His adaptation of project management to event and festival management as published on his CDROM, www.epms.net, is used for events in USA, Europe, Africa, the Middle East and China. Bill is a founding director of the Event Management Body of Knowledge (EMBOK), and founding president of the Event Educators Forum, 2004. He currently works on strategic plans and event support criteria for Dubai Tourism, and various shires and councils in Australia.

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Mr Bob Cain, Managing Director, Tourism Futures International

For the past 16 years Bob has worked as a consultant with TFI, assisting airlines, airports, hotels and destinations in the development of forecasts, market research, business plans and strategic direction. Projects have been undertaken in Australia, New Zealand, Asia and the Middle East. He advised the Australian Government on the sales of Brisbane, Melbourne and Perth Airports and most recently on the sale of Sydney Airport.

Prior to becoming a consultant, Bob was Strategic Planning Director at Qantas Airways responsible for group-wide strategic planning and Government affairs, worked in strategic planning and policy roles for government agencies and worked for six years in forecasting and marketing roles in the telecommunications sector. Bob holds degrees in Science and Economics.

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Mr Alan Stokes, Executive Officer, National Sea Change Taskforce

Alan is Executive Officer of the National Sea Change Taskforce. His professional background is in communications and media, with direct experience of the local government sector, having worked as communications executive with the City of Casey in Victoria and provided strategic communications advice to local government authorities in Victoria and Queensland.

The National Sea Change Taskforce has been established as a national body of 60 coastal councils to provide leadership and represent the interests of coastal councils and communities experiencing the effects of rapid population and tourism growth. The 'sea change' phenomenon is a national issue that is impacting on coastal communities in every state in Australia. The Taskforce believes it can only be addressed effectively through a commitment on the part of local, State and Federal governments to work collaboratively to ensure that coastal development occurs in a sustainable way.

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Professor Robyn Bushell, Head, Tourism for Healthy Futures, University of Western Sydney

Professor Robyn Bushell has been involved in tertiary education for over 30 years. She has worked with a range of national and international bodies related to tourism planning, environmental management, heritage conservation, and community development and training. Robyn's research expertise includes tourism planning, relationships between tourism, health, quality of life and the host community, protection and conservation of cultural and biological diversity, and visitor impact management.

She is Vice Chair on the Task Force on Tourism & Protected Areas and is a member of several other national and international advisory committees. Robyn's research group is actively involved in investigating effective methods of environmental education for the tourism sector, including work with the Camping and Caravan Industry Association and numerous local councils including Manly Council.

Ms Jodie Larsen, Sustainable Tourism Educational Officer, Manly Council

Jodie Larsen has a degree in Environmental Biology. She is currently working for Manly Council as the Sustainable Tourism Education Officer. Jodie is project manager of the *Sea Change for Sustainable Tourism* business education program and has played a key role in the development and delivery of the program.

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Ms Beck Rendle, Long Paddock Committee

Beck Rendle is the Economic Development Officer for the Murray Shire and is Treasurer of the Long Paddock Committee and Karen Benbow is the Deniliquin Council Representative on the Committee.

From as early as the 1840s a large section of what is now known as the Cobb Highway, was recognised as the best route for the movement of stock from the Gulf Country to the Victorian markets. This section of the highway, stretching from Echuca-Moama to Wilcannia has been selected for a major tourism initiative entitled 'The Long Paddock'. The proposal is being developed by the shires along the route; Murray, Deniliquin, Conargo, Hay and Central Darling. The initial concept began approximately six years ago and has continued to evolve, with new faces & organizations becoming involved in the project as it has gained momentum.

The Long Paddock will bring to life the stories of early aboriginal pathways, early settlement, wool-growing, bullock wagons, droving, Cobb & Co. travels and legends like The Headless Horseman.

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