

# Draft Program as of 21 March 2006 for the LGSA Tourism Conference 2006

## Destination NSW - Sustaining Local Government Tourism

### Ancillary Events

Wed 29 March

Tourism NSW Tourism Exchange for tourism managers, Penrith Civic Centre, 10am – 3.30pm, Nepean Room, 601 High Street, Penrith, enquiries Bill Mabey/Simon Cosier, contact number 99311495

Thurs 30 March

Council of Tourism Associations Annual General Meeting, 7.30am, Penrith Panthers, Woodriff Room

WEDNESDAY 29 March 2006

3pm – 6pm	Registration Panthers Holiday Inn Hotel at check-in	
6pm	Welcome Reception Joan Sutherland Performing Arts Centre sponsored by CountryLink	

DAY 1

THURSDAY 30 March 2006

9.00am	Welcome to Penrith	Cr John Thain Mayor of Penrith City Council
9.10am	Statement of Recognition Penrith City	
9.15am	Presidents' Welcome	Cr Genia McCaffery, President Local Government Association NSW
		Cr Col Sullivan OAM, President Shires Association of NSW
9.30am	Minister for Local Government	Hon Kerry Hickey MP
9.50am	Keynote Address	Lyndel Gray, Chief Operating Officer & Director of Marketing Tourism New South Wales
10.10am	Impact of Major Events on Communities: World Youth Day	Chris Bastic, Project Officer, World Youth Day Secretariat
10.30am	Morning Tea	
Future directions – Tourism Industry Bodies		
10.50am	Destination Development program	Barbara de Rome, Manager Destination Services, Tourism New South Wales
11.20am	Tourism Industry Council Perspective	Ron Rosalky, President Tourism Industry Council (NSW)
11.50am	Caravan and Camping: the fastest growing tourism sector	Barry G Baillie, CEO, Caravan & Camping Industry Association of NSW
Economic Development and Sustainability		
12.20pm	Lunch sponsored by Penrith Panthers World of Entertainment	
1.00pm	Role of Government in Leveraging Economic Benefits of Events	Michael O'Sullivan, Executive Director State and Regional Development
1.30pm	Local Area Tourism Research – the future	Stephen Grieve, Executive Director CTA
2.00pm	Not a holiday destination? Not a problem! How to brand, market and sell your place to visitors	Paul Page, City Marketing Supervisor Penrith City Council
2.30pm panel	Grants, Funding Partnerships and Sponsorship (panel)	Narelle Wheatland, Area Consultative Committee, GROW  Crista Bracamonte, Business Development Manager, State and Regional Development  Ruth Niemczyk, Learning Manager Local Government and Shires Association NSW
3.35pm	Afternoon tea	
Niche Tourism Markets - Concurrent Workshops		
4.00pm Woodriff Room 1	Cultural Tourism: The Power of One - The John O'Brien Bush Festival	Julie Briggs, Tourism Manager Narrandera Visitors Information Centre
4.00pm Woodriff Room 2	Heritage Tourism: Tenterfield's Sir Henry Parkes School of Arts	Richard Wesley, Museums & Properties Director, National Trust of Australia (NSW) with Toby Smith, Mayor of Tenterfield

4.00pm Glenleigh Room	Business Tourism in Regional NSW - Newcastle: a case study	Ruth Appleby, Conventions Manager, Newcastle Visitor & Convention Bureau
4.00pm Claverton Room	Environmental Tourism: Managing wetlands and developing partnerships	Mike Shultz, Chair, Fivebough and Tuckerbil Wetlands Trust
4.30pm Woodriff Room 1	Operating a Council Run Tourism Attraction: a study in viability – Penrith Whitewater Stadium	Peter Flowers, General Manager, Penrith Whitewater Stadium
	Public & Private Partnerships – Penrith's new VIC -a successful model for economic growth	Jane Holdsworth, CEO, Penrith Valley Economic Development Corporation
4.30pm Woodriff Room 2	Heritage Tourism: Historic Towns Project	Murray Brown, Principal Heritage Officer, NSW Heritage Office
4.30pm Glenleigh Room	Agricultural and Special Interest Tourism - Managing a Niche Market	Tracey Valenzisi, Tourism Manager Leeton Shire Council
4.30pm Claverton Room	Environmental Tourism	David Roman, Manager Visitor and Business Programs, Reserves and Wildlife Conservation Branch, DEC
5.00pm	Sessions Conclude	
7.00pm	Conference dinner sponsored by Regional Express in the Panthers Exhibition Pavilion	Presentation of the Rod Murdoch Awards (CTA)

DAY 2  
FRIDAY 31 March

<b>Future Directions</b>		
9.00am	Supporting Sustainable Regional Tourism	Dr Jeremy Buultjens, Director Centre for Regional Tourism (CRTR)
9.30am	Australian Icon Towns	Scott McGregor, MC
<b>Event Management and Community Development</b>		
10.00am	Creating Tourism Event Strategies	Paul Kenny, Past Chairman & Marketing Director, Jack Morton Worldwide
10.30am	Regional Events and their Contribution to Communities	Tracey Hull, Principal Consultant THA Consulting
11.00am	Morning Tea	
<b>Optional Workshops</b>		
11.20am Woodriff Room 1 & 2	Marketing Coffs Coast – a marketing collaboration	Rob Cleary, Marketing Manager Coffs Harbour City Council
11.20am Glenleigh Room	Public Relations Major Events in Bathurst	Victoria Jackson, President Local Government Public Relations Association
11.40am Woodriff Room 1 & 2	Destination Specific – a strategic tourism marketing plan	Kate Ramzan-Levy, Tourism Product Manager, Lake Macquarie City Council
11.40am Glenleigh Room	The Sapphire Coast	Michelle Robinson, Tourism Promotions Manager, Sapphire Coast Tourism
12.00noon	Security, Crowd Control, Legal Liability and Risk Management	Andrew Tatrai, Director, Australian Concert and Entertainment Security
12.30pm	Event Criteria, Evaluation and Measurement Tools: true sustainability	Bill O'Toole, Director, EPMS
1.00pm	Lunch sponsored by Penrith Panthers World of Entertainment	
<b>Tourism Planning and Impacts</b>		
2.00pm	Travel and Transport	Bob Cain, Managing Director Tourism Futures International
2.30pm	Sea Change Taskforce Blueprint Report	Alan Stokes, Executive Officer National Sea Change Taskforce
2.50pm	Sea Change for Sustainable Tourism: managing tourism industry impacts through participatory education and accreditation	Professor Robyn Bushell University of Western Sydney with Jodie Larsen, Sustainable Tourism Education Officer, Manly Council
3.10pm	Long Paddock Project	Beck Rendle, Long Paddock Committee
3.30pm	Afternoon Tea	
4.00pm	Unique Penrith Valley Tour – free tour of the unique Penrith Lakes with a farewell at Penrith Whitewater Stadium	