

Local Government NSW Tourism Conference 2019

Experience Changes Perception

SUNDAY 17 TO TUESDAY 19 MARCH 2019
CROWNE PLAZA TERRIGAL
 Pine Tree Lane, Terrigal NSW 2260

CO-HOSTED BY:



DRAFT PROGRAM

(As of 12 December 2018)

SUNDAY 17 MARCH – AVIC SUMMIT AND WORKSHOP		
12.00pm – 5.00pm	Exhibitors set up for trade exhibition	
1.00pm – 5.00pm	Registration at Crowne Plaza Terrigal	
2.00pm – 5.00pm	Optional AVIC Summit: The Value Perception Book separately on the registration forms	
1.30pm – 2.00pm	Arrival coffee. For all Accredited Visitors Information Network and tourism and operations staff and volunteers	Facilitated by Mark Greaves , Managing Director, The Tourism Group Sponsored by The Tourism Group
2.00pm – 2.20pm	Introduction and overview A National Perspective on Visitor Information Servicing	Mark Greaves
2.20pm – 2.35pm	The value of events for VICs; Case Study Flavours of Mudgee	Alina Azar , Manager Economic Development, Mid Western Council and VIC Manager
2.35pm – 2.55pm	Successful Visitor Servicing including national case studies	Rebecca White , Director, Tourism Eschool
2.35pm – 4.50pm	Workshop groups and working afternoon tea Building support upwards and outwards on the value of visitor servicing and VICs; how do you get buy-in from council and community and how can you influence the outcomes	
4.50pm - 5.00pm	Summary and thanks	Mark Greaves
From 5.30pm	Transfer bus to pick up from Crowne Plaza Terrigal to Norah Head Lighthouse, 40 Bush Street, Norah Head. Return transfer will drop at all website listed accommodation	
6.15pm –9.30pm	Welcome to country and lighthouse tour at Norah Head, transfer to Welcome Reception at Soldiers Point, Soldiers Beach Events Centre Welcome from Gary Murphy , Chief Executive Officer, Central Coast Council Welcome from Premier Sponsor HomeAway/Stayz - Eacham Curry , Director, Government & Corporate Affairs Thankyou from Cr Linda Scott , President LGNSW <i>Delegate registration will be available at this event</i>	

MONDAY 18 MARCH		
8.00am	Trade exhibition opens	
8.50am – 9.00am	Introduction and housekeeping from MC	Rose Wright , Managing Director, Regionality Pty Ltd
9.00am – 9.05am	Welcome to The Central Coast region	Cr Jane Smith , Mayor, Central Coast Council
9.05am – 9.10am	Introduction to LGNSW Tourism Conference	Cr Linda Scott , President LGNSW
9.10am – 9.25am	Ministerial Address	The Hon Adam Marshall MP , Minister for Tourism (invited)
9.25am – 9.50am	Implementing the Visitor Economy Industry Action Plan (VEIAP)	Justin Vaughan , Manager Tourism Policy, NSW Dept of Industry (invited)
9.50am – 10.30am	An update from Destination NSW	Sandra Chipchase , Chief Executive Officer, Destination NSW
10.30am – 11.00am	Morning tea sponsored by Campervan and Motorhome Club of Australia	
11.00am – 11.15am	Shadow Minister Address	The Hon John Graham MLC , Shadow Minister for Tourism and Major Events
11.15am – 12 noon	Competing or collaborating in a crowded market: Navigating regional resources and layers of governance to effectively market to tourists	Panel Discussion Dept of Industry or ALGA Joint Organisation Exec Officer or Chair Regional Organisation of Councils Destination Network Council
12 noon – 1.00pm	Doing heritage differently: Using case studies describing festivals, grant projects and new media (apps and virtual reality), Heritage Near Me will explore how creating novel experiences has shifted tired perceptions of our heritage	Christian Hampson , Manager, and Madelaine Veronese , Communications Officer, and Sally MacLennan , Senior Heritage Project Officer, Heritage Near Me program, Heritage Division, Office of Environment and Heritage
1.00pm – 2.00pm	Lunch sponsored by Leonards Advertising	
2.00pm – 2.30pm	Moving the Titanic with your little finger – the challenge of changing perceptions of a region. A Lake Macquarie journey	Jacqui Hemsley , Manager Cultural Services, Lake Macquarie City Council
2.30pm – 3.00pm	From Struggle Town to Symphony: a space became a place	Laura Shelley , Events Team Leader and Sara Wightman , Events and Marketing Coordinator, Queanbeyan-Palerang Regional Council
3.00pm – 3.30pm	Experience development – importance to help drive word of mouth advocacy for local government areas	Rebecca White , Director, Tourism Eschool
3.30pm – 4.00pm	Shoalhaven rebrand from board shorts and thongs to many experiences, one destination including case study of the 100 Beach Challenge and the effects of overtourism	Coralie Bell , Tourism Manager, Shoalhaven City Council
4.00pm – 4.30pm	Central Coast changing perceptions	Central Coast Council

6.00pm transfer for 6.30pm – 10.00pm	Conference dinner sponsored by Office of Environment and Heritage A Hidden Jewel: Glenworth Valley, 69 Cooks Road, Glenworth Valley Bus transfers from selected hotels from 6.00pm. Check schedules provided
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TUESDAY 19 MARCH

8.00am	Trade exhibition opens	
8.55am – 9.00am	Welcome to day two	Master of Ceremonies
9.00am 12 noon Site visits	Four site visits, facilitated by Central Coast Council will include morning tea or refreshments. Join the bus at Crowne Plaza	
Site visit 1	Agritourism: a customised food trail. Visit the regions finest artisan producers with 3 destinations to taste the finer things in life. This trip will highlight the role food producers play in a visitor experience and demonstrate the merits of packaging like products to lengthen and improve this experience. We will be driving you to distraction stopping at Fires Creek Winery, Six String Brewery and Distillery Botanica plus a range of producers including Glee Coffee Roasters, Little Creek Cheese and Luka Chocolate	
Site visit 2	Wedding Tourism – how to be a wedding destination. Local entrepreneurs will discuss their role as co-ordinators and innovators of wedding tourism to increase the viability of a region as a wedding destination. With a beautiful backdrop, wonderful restaurants, and a huge range of passionate wedding professionals, the Central Coast is poised to become the perfect destination. Council is supporting growth in this field and the use of Council owned spaces for ceremonies. We will bus to Bell's at Killcare for a mini wedding exhibition and discussion on the value a destination wedding can have on the visitor economy. This will review how to invest in and package an experience	
Site visit 3	Shared Pathways, celebrating and enjoying natural spaces. Taking advantage of the increased demand to travel to unique and remarkable environments, this site visit will highlight how council maintained infrastructure can be a driver for dispersing tourists through a region to experience natural and built environments. You will arrive at Picnic Point and take on the shared pathway to Long Jetty via a short easy bike ride following the Tuggerah Lakes shoreline	Sponsored by Cartoscope
Site visit 4	Reinvesting in Places: gentrification and entrepreneurship. Join us to drive to Woy Woy and the Waterfront to discover how local business owners investing in spaces have improved the appeal of this destination not just for residents	

12.00pm – 1.00pm	Lunch sponsored by CCIA	
1.00pm – 2.30pm	Concurrent topic stream 1 Drive tourism - Driving you to distraction	Sponsored by CCIA Facilitated by Lyndel Gray , Chief Executive Officer, Caravan & Camping Industry Association NSW
1.00pm – 1.30pm	The Canola Trail: a joint marketing venture between Junee, Coolamon and Temora	Craig Sinclair , Economic Development Manager, Temora Shire Council
1.30pm – 2.00pm	Pie Time: A Southern 'Pie-lands' Trail	Steve Rosa , Manager Tourism and Events, Destination Southern Highlands
2.00pm – 2.30pm	Pawfect Road Trips; holidays for the whole family. Caravan and camping case studies for embracing and profiting from pets	Kylie Robertson , Membership Development Manager, Caravan & Camping Industry Association NSW
1.00pm – 2.30pm	Concurrent topic stream 2 Technology and marketing – how do they influence your actual experience? Do virtual reality, artificial intelligence have a place in your experience?	Sponsored by Leonards Advertising Facilitated by Margaux Everett Director Digital and Database Marketing
1.00pm – 1.30pm	Creating experiences through six degrees of separation; how to develop destination marketing campaigns that change perceptions of your region through second hand experiences and vicarious vacations in digital media	Melissa Ritchie , Art Director Account Manager, Wisdom
1.30pm – 2.00pm	From authentic to hyper-authentic – how technology is reshaping the visitor experience	Daniel Cove , Tourism Manager, Bathurst Regional Council
2.00pm – 2.30pm	360 Degrees and the Newcastle Memorial Walk	Anita Monticone , Destination Marketing Officer, City of Newcastle
1.00pm – 2.30pm	Concurrent topic stream 3 Utilising partnerships to package products suitable for niche tourism and new options	Sponsored by Campervan & Motorhome Club of Australia Facilitated by Richard Barwick , Chief Executive Officer Company Secretary
1.00pm – 1.30pm	How you can exploit hot new niches to drive visitation and engagement	Carolyn Childs , CEO, MyTravelResearch.com
1.30pm – 2.00pm	Warami Mittigar, a partnership with the Darug People to develop Council's first Aboriginal cultural walking tour	Justine Dowd , Manager Cultural Heritage & Tourism, City Exposure Parramatta Heritage and Visitor Centre
2.00pm – 2.30pm	The Love Lanes Festival illustrating partnerships with local community groups, businesses and land owners to work collaboratively on delivery. It showcases the diverse local community, cultural activities and performers, historical concepts and entertainment using Love as the overarching theme	Central Coast Council
2.30pm – 3.15pm	Keynote The 2018 Australian Deaf Games	Ros Wall , Event Team Leader, Albury City Council Alex Jones , GOC Chairman, Auslan Interpreter
3.15pm	Close	