

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 11 March 2019)

| SUNDAY 17 MARCH – AVIC SUMMIT AND WORKSHOP | | |
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| 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 | Peter Lipman , Manager Visitor Services, Destination NSW |
| 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 |
| 2.55pm – 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 Thank you from Cr Linda Scott , President LGNSW <i>Delegate registration will be available at this event</i> | |

| MONDAY 18 MARCH | | |
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| 8.00am | Trade exhibition opens | |
| 9.00am – 9.10am | Introduction and housekeeping from MC | Rose Wright , Managing Director, Regionality Pty Ltd |
| 9.10am – 9.15am | Welcome to The Central Coast region | Cr Jane Smith , Mayor, Central Coast Council |
| 9.15am – 9.25am | Opening and introduction to the LGNSW Tourism Conference | Cr Linda Scott , President, LGNSW |
| 9.25am – 9.50am | The Australia Council for the Arts will present research and insights on engagement with the arts, including arts tourism | Chis Pope , Research Team, The Australia Council for the Arts |
| 9.50am – 10.30am | Update from Destination NSW | Stephen Mahoney , General Manager, Regional NSW, 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 30pm | Competing or collaborating in a crowded market: Navigating regional resources and layers of governance to effectively market to tourists | Panel Discussion facilitated by Lucy White , General Manager, Destination Network Country and Outback NSW Glenn Caldwell , GM, Destination Sydney Surrounds North Rebel Thomson , Executive Officer, Namoi Unlimited Craig Sinclair , Economic Development Manager, Temora Shire Council Amanda Brisot , General Manager, Western Sydney Business Connections |
| 12.30pm - 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 | Sarah Jane Brazil , Manager, Madelaine Veronese , Senior Project Officer, and Claire Hickson , 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 | A place before a space – a case study look at the multi award winning event Music by the River | Laura Shelley , Events Team Leader, Queanbeyan-Palerang Regional Council |
| 3.00pm – 3.30pm | Afternoon tea sponsored by CCIA | |
| 3.30pm – 4.00pm | Experience development – importance to help drive word-of-mouth advocacy for local government areas | Rebecca White , Director, Tourism Eschool |
| 4.00pm – 4.30pm | 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 |

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| <p>5.30pm transfer for 6.15pm – 10.00pm</p> | <p>Conference dinner sponsored by Office of Environment and Heritage A Hidden Jewel: Glenworth Valley Function Centre, 69 Cooks Road, Glenworth Valley. Bus transfers from selected hotels from 6.00pm. Check schedules provided.</p> <p>Bus transfers courtesy of News Corp Australia</p> |
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| TUESDAY 19 MARCH | | |
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| <p>8.00am</p> | <p>Trade exhibition opens</p> | |
| <p>8.55am – 9.00am</p> | <p>Welcome to day two</p> | <p>Master of Ceremonies</p> |
| <p>9.00am 12 noon Site visits</p> | <p>Four site visits, facilitated by Central Coast Council. Will include morning tea or refreshments. Join the bus at Crowne Plaza.</p> | |
| <p>Site visit 1</p> | <p>Agritourism: a customised food trail. Visit the regions finest artisan producers with three 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 drive 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</p> | |
| <p>Site visit 2</p> | <p>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 The Springs, Peats Ridge 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</p> | |
| <p>Site visit 3</p> | <p>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</p> | <p>Sponsored by Cartoscope</p> |

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| 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 and not only for residents | |
| 12.00pm – 1.00pm | Lunch sponsored by CCIA | |
| 1.00pm – 2.15pm | 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 |
| | The Canola Trail: a joint marketing venture between Junee, Coolamon and Temora | Craig Sinclair , Economic Development Manager, Temora Shire Council |
| | Pie Time: A Southern 'Pie-lands' Trail | Steve Rosa , Manager Tourism and Events, Destination Southern Highlands |
| | 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 |
| 2.15pm – 2.30pm | Questions and answers | |
| 1.00pm – 2.15pm | Concurrent topic stream 2 Technology and marketing – how do they influence your actual experience? Do virtual reality and artificial intelligence have a place in your experience? | Sponsored by Leonards Advertising Facilitated by Margaux Everett , Director, Digital and Database Marketing |
| | 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 |
| | From authentic to hyper-authentic – how technology is reshaping the visitor experience | Daniel Cove , Tourism Manager, Bathurst Regional Council |
| | Changing perceptions and expectations throughout the customer journey via virtual and augmented reality. | Anita Monticone , Destination Marketing Officer, City of Newcastle |
| 2.15pm – 2.30pm | Questions and answers | |
| 1.00pm – 2.15pm | 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 |
| | How you can exploit hot new niches to drive visitation and engagement | Carolyn Childs , CEO, MyTravelResearch.com |
| | Warami Mittigar – A cultural partnership built on respect | Justine Dowd , Manager, Cultural Heritage & Tourism, City Experience and Sasa Kennedy , Interpretation & Cultural Programs Officer, City of Parramatta |

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| | 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 | Glenn Cannard , Unit Manager, Community Partnerships, Central Coast Council |
| 2.15pm – 2.30pm | Questions and answers | |
| 2.30pm – 3.15pm | Keynote The 2018 Australian Deaf Games | Ros Walls , Event Team Leader, Albury City Council |
| 3.15pm | Close | |

❖ *Program subject to change without notice*