



2016
DESTINATION
SOUTHERN
TASMANIA
SUMMIT

Tuesday August 9, 2016

*Gearing up
for success*

Join us for an inspiring and dynamic
industry event to help build your business

southerntasmania.com.au/summit



Program Overview

2016 DESTINATION SOUTHERN TASMANIA SUMMIT

8.15am	Registration Opens	Check in, grab your lanyard and enjoy a coffee from our barista before the Summit begins. There is nothing like a bit of early networking with peers.
9am – 9.20am	Summit Opening and Welcome	The Hon. Will Hodgman MP, Premier of Tasmania Vincent Barron, Chairman, Destination Southern Tasmania
9.20am - 9.40am	Tourism Tasmania and the Road to 2020	John Fitzgerald, CEO, Tourism Tasmania John will provide an overview of Tasmania's progress towards the T21 visitor economy targets as well as Tourism Tasmania's contribution to those targets and its plans to grow demand for leisure travel to Tasmania over the coming years.
9.40am – 10.20am	Driving Forward	Marcos Ambrose, Chief Get it Done Officer, Thousand Lakes Lodge; Nascar and V8 Supercar Speedster Marcos will provide insights in to the lessons he has learned as an elite sports person and applying that to developing a tourism business in the Tasmanian Wilderness World Heritage Area in the Central Highlands.
10.20am – 10:50am	Refresh and Revive	Grab a proper coffee and delicious refreshments whilst you network with your industry colleagues and discuss the information garnered in the first sessions of the Summit.
10.50am – 11.20am	The Tourist Tracking Study: Creating New Futures for Research Tourism	Dr Anne Hardy, Senior Lecturer, University of Tasmania; Director, Tourism Research and Education Network Anne will take us the results of the largest ever tracking study to be undertaken on tourists. Her presentation will outline the preliminary findings, with a particular focus on the southern Tasmania region. She will be joined for a Q&A session following her presentation by Professor Richard Eccleston, Director of the Institute for the Study of Social Change, University of Tasmania.
11.20am – 12.35pm	Preparing for the New Chinese Traveller	Garry Burns, Director of Marketing, Sovereign Hill Jessica Xue, International Marketing, Sovereign Hill Garry and Jessica will take you on a journey to Tasmania through the eyes of the new Chinese traveller, identifying key touch points that provide opportunities for businesses, small and large, to build on this exciting market. Ian Rankine, Chief Executive, Innkeepers Tim Parsons, Owner, Curringa Farm Ian and Tim will join Garry and Jessica for a panel Q&A session, sharing insights into how Tassie operators are joining the China journey.
12.35pm – 1.10pm	Lunch	After that big first half it is time to stretch those legs and connect with peers over some tasty treats prepared by the renowned chefs at Blundstone Arena.
1.10pm – 2.05pm	Turning Stories in to Sales	Steve Vallas, Chunky Media Steve will take us through how he uses social media platforms as a relationship, brand and network building tool in the tourism and hospitality sector. He will also provide practical advice on how to drive sales through the same channels without the need to build a community first.
2.05pm – 2.35pm	The Power of Working Together: Lessons from Marilyn Monroe and Grace Kelly	Kathryn Mackenzie, Manager Tourism, Bendigo Tourism Kathie Bolitho, Tough Cookie Marketing The Victorian goldfields town of Bendigo has undergone an arts and cultural renaissance which has seen its iconic Bendigo Art Gallery as the host of significant international exhibitions. Now one of Victoria's most fashionable visitor destinations, Kathryn and Kathie will share their story on how the Bendigo tourism industry has banded together to leverage this opportunity for the region and individual business bottom lines.
2.35pm – 2.50pm	Refresh and Revive	It's time for another coffee or perhaps a green tea in the lead-up to the last Summit sessions.
2.50pm – 3.10pm	Rethinking Cruise	Aletta MacDonald, Manager Access and Aviation, Tourism Tasmania Anne McVilly, Director of Tourism, Port Arthur Historic Site Globally we are seeing huge growth in the cruise sector. Tasmania is forecasting more than 60% more port calls for 2016-17. This session will examine the new opportunities for operators to provide unique local experiences, evening and overnight activity, speciality food and beverage experiences, new tours, offers and even overland accommodation packages.
3.10pm- 3.30pm	We Must Be Doing Something Right	Lisa Stephenson, Executive Manager, Community and Culture, Fraser Coast Regional Council Sharon Raguse, Director, Brisbane and Fraser Coast Partnerships, Tourism and Events Queensland Last year Lisa and Sharon brought a group of Queensland tour operators to Tasmania looking for ideas, inspiration and to see how things are done outside their home state. Their reaction to the experiences they enjoyed is well worth sharing.

3.30pm to 4.30pm	Continuous Improvement: Keeping Things New and Interesting	<p>Shannon Wells, Managing Director, Par Avion Myfanwy Kernke, Owner/Manager, Shene Distillery Dave Gunton, Owner, Hotel Bruny and Bruny Island Cider Garry Burns, Director of Marketing, Sovereign Hill Sharon Raguse, Director, Brisbane and Fraser Coast Partnerships, Tourism and Events Queensland</p> <p>Just when you think you've got it all sussed, you should already be planning your next stage of development. Our panel of tourism entrepreneurs will take you through their approach to tourism development and continuous improvement through diversification, value adding and rejuvenating experiences to keep visitors coming back for more.</p>
4.30pm – 4.35pm	It's a Wrap	Melinda Anderson, CEO, Destination Southern Tasmania
4.35pm – 5:00pm	A Nip of Networking	After a big day of ideas and inspiration, wind down with some special tastes from our region and the opportunity to network with industry peers.

A Snapshot of our Summit Presenters



Marcos Ambrose

Chief Get it Done Officer
Thousand Lakes Lodge

Raised in Launceston, Marcos began racing karts at the age of 10 and won over 10 state karting titles before becoming the Australian karting champion in 1995 and commencing a career that has taken him to the heights of racing in his homeland and the United States as well. Marcos is renowned nationally as a successful Nascar and V8 Supercar racer. Having travelled the globe with his sport, Marcos returned to Australia in 2015 to race the No. 17 Ford FG X Falcon in the V8 Supercars Championship for legendary racing icons Dick Johnson and Roger Penske.

In early 2016, Marcos began working on one of Tasmania's most exciting new tourism developments, Thousand Lakes Lodge in Tasmania's Wilderness World Heritage Area in the Central Highlands. Marcos is looking forward to providing insights in to the lessons he has learned as an elite sports person and applying that to running a successful tourism business.



Garry Burns

Director of Marketing
Sovereign Hill

Garry Burns is the Director of Marketing for Sovereign Hill, one of Victoria's key tourist attractions. Since his appointment in 2006, Garry has revitalised the Sovereign Hill tourism brand, successfully reversing declining visitation evident from 2002–06. He also established a foundation for future growth to mark the destination's 40th anniversary in 2010.

More recently he has been influential in developing the Chinese market for Sovereign Hill with the recent opening of a sales office in Shanghai with four sales staff. A major change in the product delivered at the outdoor museum to cater for the growing Chinese independent travel market is another major initiative by Garry over the last two years. He often resides in Shanghai at certain times of the year.

Prior to joining Sovereign Hill, Garry worked as Marketing Director of the award-winning Phillip Island Nature Park, and was instrumental in the development of the penguin viewing products "Penguin Plus" and "Ultimate Penguin Tour" in early 2004.



Steve Vallas

Founder, Chunky Media
Owner, Honey Bar and Restaurant

Steve Vallas is a qualified lawyer who moved into property development and hospitality. He is co-founder of the social selling digital agency CHUNKY Media. He also owns HONEY Bar and Restaurant, the home of many successful Entrepreneur Club, Networking and Meet up events.

Fixated with tech start-ups and digital marketing he works to integrate the world of bricks and mortar with vertically integrated online businesses. An early adopter of social channels as a relationship, brand and network building tool, he lives and breathes by the motto "online all of the time".

Steve's true passion is building businesses that listen and rely on the social signals and the needs of the user. He is focussed on tailoring options that suit in real time.

View full speaker details and profiles at www.southerntasmania.com.au/summit

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