

2017 DST SUMMIT

Tuesday August 8, 2017

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TELLING IT LIKE IT IS



8:30am	Registration Opens	Check in, grab your name tag and enjoy your first coffee at the Summit, courtesy of Mt Wellington Cable Car. Nothing like a little early morning networking to kick off a great day!
9:00am	Summit Opening and Welcome	The Hon. Will Hodgman MP, Premier of Tasmania Vincent Barron, Chairman, Destination Southern Tasmania Alderman Doug Chipman, Mayor, City of Clarence
9:20am	Tourism Tasmania and the Road to 2020	John Fitzgerald, CEO, Tourism Tasmania Emma Terry, CMO, Tourism Tasmania John and Emma 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	Nothing is Staged...	Matthew Evans, Fat Pig Farm Fat Pig Farm is a work in progress, but the commitment that Matthew Evans and his team show to good, local food production and an authentic, genuine visitor experience is unwavering.
10:20am	Refresh and Revive	Grab a proper coffee and a delicious morning snack whilst you network with your industry colleagues.
10:40am	Embrace the Digital	David Shering, Principal, Handbuilt Creative Apple, Google, Microsoft and Facebook are betting big on new versions of Augmented Reality being a major method of communication and interaction much sooner than we have been expecting. David will bend your mind with how this and other technologies and techniques can enrich <i>your</i> visitor experience to enthralling new levels.
11:30am	Thinking Outside the Box: How Screen Can Be a Major Driver of Tourism	Tracey Vieira, CEO, Screen Queensland Andrea Roberts, Executive Manager Strategic City Development, Broken Hill City Council Alex Sangston, Executive Manager, Screen Tasmania Tourism in Queensland has benefitted enormously from its film industry; and Broken Hill has been put on the tourism map with iconic features such as Mad Max and Priscilla. In conversation with Alex Sangston, Tracey and Andrea will share the stories, strategies and creative thinking that has seen their respective tourism industries effectively leverage off film and television success.
12:40pm	Lunch	The team at Blundstone Arena have slaved over a scrumptious menu to give you warmth, energy and sustenance for the second half of the day. Bon appetit!

1:20pm	Know Your Customers	<p>David Donnelly, Head of Australian Consulting, Instinct and Reason</p> <p>Knowing your customer can save you a lot of time, money and worry. David has executed extensive tourism research projects, including one commissioned to shape the Three Capes experience. He will share new data on the 60+ and millennial markets, as well as demonstrate how that data can be applied to your day to day business activities.</p>
2:10pm	Case Studies: Hitting the Mark	<p>Katy Cooper, Group Manager – Strategy and Customer, Federal Group</p> <p>Tara Howell, Director and Experience Leader, Blue Derby Pods Ride</p> <p>Katy will discuss a broad range of research options, from professional research companies, to simple strategies that any business operator can employ to help understand their customers better and make more informed business decisions. Tara will share the Blue Derby Pods Ride story, and the part research and data has played, and will continue to play, in shaping a unique, authentic and innovative visitor experience.</p>
2:50pm	Refresh and Revive	Time to combat that afternoon energy slump with another Mt Wellington Cable Car coffee at the Summit (pun intended).
3:05pm	Small Steps Can Save the World	<p>Sonia Anthony, Owner, Masons of Bendigo</p> <p>Sonia and her husband Nick have built their highly acclaimed regional restaurant business on a commitment to provenance and an undertaking to be kind to the planet. Sonia will share some of the simplest practices any business can implement to both lessen its footprint and at the same time win the hearts of customers.</p>
3:45pm	PANEL: Authenticity	<p>Greg Irons, Director, Bonorong Wildlife Sanctuary Justin Johnstone, Master Storyteller, MACq01 Hotel Leigh Carmichael, Creative Director, Dark MoFo Posie Graeme-Evans, Writer; and Owner, Frenchman’s River Andrea Roberts, Broken Hill City Council</p> <p>Authenticity. What do we mean by it? How do we live it? How do we share it? Why is it so important? Five tourism leaders share their take on authenticity and the part it plays in delivering an unforgettable experience.</p>
4:35pm	It’s a Wrap	<p>Melinda Anderson, CEO, Destination Southern Tasmania</p> <p>A quick recap and a few important thank yous.</p>
4:45pm – 5:15pm	A Nip of Networking	After a big day of ideas and inspiration, wind down with some special tastes from Bruny Island Cider and Pooley Wines, and enjoy the opportunity to network with industry peers.