

# 2017 DST SUMMIT

**TELLING IT LIKE IT IS**

Practical, relevant and innovative tips for taking your tourism business to the next level

[www.southerntasmania.com.au/summit](http://www.southerntasmania.com.au/summit)

DESTINATION  
SOUTHERN  
TASMANIA



## Partnership Invitation

Help build our industry's capacity through fostering leadership and excellence.

On behalf of Destination Southern Tasmania (DST) I would like to invite you to be involved with the 2017 DST Tourism Summit as a partner and/or exhibitor.

This event will provide you with the opportunity to enhance your profile as an important stakeholder and supporter of the Tasmanian tourism industry. It will also give your organisation access to key tourism decision makers and stakeholders within the industry.

Your partnership will help DST build a successful and sustainable event tailored to the needs of our tourism industry. In its third year the DST annual Summit is already a must do event providing a platform for business improvement and excellence.

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# About the DST Summit

The DST Summit theme is “**Telling it like it is**”, with the aim of providing practical, relevant and innovative tips for taking tourism businesses to the next level.

**Date: Tuesday, 8 August 2017**

**Location: Blundstone Arena**

**Target: 150 attendees**

The Summit provides an opportunity for tourism industry professionals to share ideas, experiences and learn best practice strategies to grow their business.

It is an accessible, industry-led event which explores the latest research, consumer insights and examples of leading operators. This year's program has been designed to be solution-focussed, with each session providing practical, relevant information that can be applied to your business straight away. Each of our presenters aims to deliver succinct, substantive and useful strategies in simple, no-nonsense terms – i.e. telling it like it is – that industry members can implement to achieve better business outcomes.

Last year's Summit attracted 170 attendees with high levels of satisfaction and positive feedback.

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# About the DST Summit

## **AIM:**

### **To provide practical solutions for business improvement**

by highlighting, celebrating and encouraging excellence with the presentation of best practice research and case studies showcasing the most recent developments in technology, collaboration, innovation and marketing.

## **TARGET AUDIENCE:**

### **Southern Tasmanian tourism and events industry stakeholders including:**

- Events and tourism operators
- Tasmanian tourism and events industry suppliers
- Local tourism associations
- State Government representatives
- Academics working in the fields of tourism and events
- Local Government, Economic Development and Visitor services managers and staff

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## The Program

The full Summit program will be released shortly but DST is excited to be presenting a diverse and engaging range of practical sessions and speakers including:

- **The Hon. Will Hodgman**, Premier of Tasmania
- **Matthew Evans**, *Gourmet Farmer* host and owner of Fat Pig Farm
- **Tracey Vieira**, CEO, Screen Queensland
- **David Shering**, Principal, Handbuilt Creative
- **John Fitzgerald**, CEO, Tourism Tasmania
- **Andrea Roberts**, Executive Manager Strategic City Development, Broken Hill City Council
- **David Donnelly**, Owner, instinct and reason (market research company)
- **Posie Graeme-Evans**, Writer and Owner, Frenchman's River
- **Greg Irons**, Director, Bonorong and Tarkine Trails
- **Leigh Carmichael**, Creative Director, Dark Mofo and DarkLab
- **Justin Johnston**, Master Storyteller, MACq01
- **Emma Terry**, Director Marketing, Tourism Tasmania
- **Tara Howell**, Owner, Echelon Marketing and Blue Derby Pods Ride
- **Katy Cooper**, Group Manager – Strategy and Customer, Federal Group

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In 2017 DST is offering several partnership packages:

<b>Premium Partner:</b>	<b>\$1500 (cash or in kind)</b>
<b>Accommodation partner:</b>	<b>up to eight bed nights</b>
<b>Café Partner:</b>	<b>\$1000</b>
<b>Session Partner:</b>	<b>\$750</b>
<b>Gift Partner:</b>	<b>up to \$500 (RRP) of product</b>
<b>Trade Display:</b>	<b>\$500</b>
<b>Nip of Networking Partner:</b>	<b>up to \$500 of beverages to wet whistles at our post-Summit 'Nip of Networking'</b>

We welcome the opportunity to develop a package to suit your organisational needs. We always appreciate creative and cooperative ideas to enhance our events.

\*Packages are excluding GST.

## Premium Partner

- Recognition as a major event partner on all Summit marketing
- Logo recognition on the Summit website including reciprocal link
- Screening of a short video or activation during the Summit
- Two full Summit passes
- Two banners displayed in prominent locations during the Summit
- One 2.5m trade space at the Summit

**Note:** Trade display space includes clothed trestle table chair and power

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## Accommodation Partner

Up to nine bed nights to accommodate our speakers over 7-8 August

- Recognition as accommodation partner on all Summit marketing
- Logo recognition on the Summit website including reciprocal link
- Screening of a short video or activation during the Summit
- Two full Summit passes
- Two banners displayed in prominent locations during the Summit
- One 2.5m trade space at the Summit

**Note:** Trade display space includes clothed trestle table chair and power

UPDATE: DST has secured an accommodation partner for 2017

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## Café Partner:

Our café partnership will ensure that Summit delegates are fuelled by proper coffee and other refreshments to keep them energised during the Summit. To be the deliverer of great coffee and hot drinks on a chilly winter's day is undoubtedly the most direct way to the hearts and minds of all 150 or so delegates!

- Recognition as a café partner on all Summit marketing
- Logo recognition on the Summit website including reciprocal link
- Two full Summit passes
- Two banners displayed in prominent locations during the Summit
- Reference throughout the event as sponsor of refreshment breaks

Only one Café Partner is available

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## Session Partner

- Recognition as the session partner on all Summit marketing
- Logo recognition on Summit website including reciprocal link
- Two full Summit passes
- Two banners displayed in prominent locations at the Summit
- One 2.5m trade space displayed at the Summit

**Note:** Trade space includes clothed trestle table, chair and power.

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## Gift Partner

We like to thank our presenters and speakers with a small Tasmanian delight. We will require 15-20 gifts.

- One full Summit pass
- One banner displayed in a prominent location at the Summit
- Logo recognition on Summit website including reciprocal link

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## Trade Display

- One full Summit pass
- One 2.5m trade display space at the Summit

Note: trade display includes clothed trestle table, chair and power

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## Nip of Networking Partner

We like to unwind and debrief after the Summit with a little morsel of something delicious and a tipples of something wonderful. It's a wonderful opportunity to showcase product, and to wave your brand in front of your industry peers and advocates

- One full Summit pass
- One banner displayed in a prominent location at the Summit
- Logo recognition on Summit website including reciprocal link

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## About DST

Destination Southern Tasmania (DST) is the peak regional tourism organisation for Tasmania's southern region. Its focus is to increase yield and dispersal throughout the region.

DST is a not-for-profit, industry led, membership based organisation.

DST plays a leadership and facilitative role, coordinating stakeholders to work together to implement activities to drive the sustainability of the tourism industry to maximise benefits to communities. One of our organisation's core objectives is to provide opportunities for members to improve their business and profitability through networking functions, research, educational forums and training programs.



## Contact us:

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