

*Taking tourism  
to new heights.*



# DST 2019 SUMMIT

*Tuesday 6 August 2019*

## Program:

As this year's Summit program has come together, some very strong themes have emerged. At the risk of pitching the Summit like a yoga retreat, we're going to be spending a good deal of the day thinking and talking about connecting: with place, with communities, with stories and with each other. The reason we are going to be doing that is because the most successful businesses, and the businesses that will survive hardship are inclusive, collaborative and connected. They are the ones that, together, will raise tourism to new heights.



### Master of Ceremonies – Andy “Tubes” Taylor

Andy 'Tubes' Taylor is a Tasmanian small business owner, MC, host, quiz master, sports commentator and father. Tubes travels the state with his business Johnno's Home Made and has a passion for our great state and all it has to offer.

8:30 – 9:00

### Registration

9:00 – 9:30

### Summit Opening and Welcome

- Mayor of Clarence Alderman Doug Chipman
- Dewayne Everettsmith
- Senator Jonathon Duniam, Assistant Minister for Regional Tourism

9:30 – 10:10

### John Fitzgerald CEO, Tourism Tasmania

John Fitzgerald is CEO of Tourism Tasmania. He has had an extensive career in senior executive positions in the tourism industry across Australia, having held positions in Queensland, the Northern Territory and Tasmania. He is currently a member of the Premier's Visitor Economy Advisory Council, Chair of the T21 Steering Committee and a non-executive director of Business Events Tasmania.

#### New Focus, New Brand

John will deliver a Tourism Tas update and talk about activating Tasmania's tourism brand, including providing some practical tips for leveraging off the work they are currently doing to redevelop the brand.



Taking tourism  
to new heights.



DST 2019  
SUMMIT

Tuesday 6 August 2019

10:10 – 10:50



**MERCURY**

### Scott Rankin

**Creative Director and CEO, BIG hART, and  
2018 Tasmanian Australian of the Year**

Scott is an award-winning writer, director, teacher and cultural innovator. Scott co-founded BIG hART with friend John Bakes in 1992. BIG hART works with communities to create art that strives to create generational change by shedding light on invisible stories and bringing hidden injustice into the mainstream. These stories make it harder to hurt someone - on an individual, community and policy level. As CEO and Creative Director, Scott leads the overarching vision for all Big hART projects - from pilot through to legacy.

#### **It's harder to hurt someone if you know their story**

Scott will be talking about the power of storytelling in connecting people to place and culture and the better outcomes we all enjoy when people care more.

*Brought to you by The Mercury*

10:50 – 11:20

### Morning Tea

11:20 – 12:00



### Bill Forrester

**Co-founder, Travability Travel**

Bill has over 35 years' experience in both the private and public sectors and is an acknowledged world leader in accessible tourism, universal design and social inclusion. Bill is the founder of Travability which provides a valuable resource and knowledge base for travellers with disability. He spent most of his working life in the corporate field, facilitating corporate and cultural change, and is now using those skill to drive cultural change within the travel and tourism sectors to provide a truly inclusive experience for all travellers through the concept of Universal Design.

#### **Accessible Tourism**

Bill wants to encourage all cultures of the world to see disability as an integral part of life, and to provide the motivation and tools to the tourism industry to allow them to create accessible environments that enable inclusion in an economically sustainable way.

This market holds great potential for Tasmania to be leaders in accessible travel, and Bill is here to present some research on accessibility, to share insights into travel behaviour in this sector, and help us all better meet access needs of all travellers.



Clarence... a brighter place

12:00 – 12:50

### Dewayne Everettsmith

**Cultural Awareness Coordinator, Tasmanian Aboriginal Centre**



Dewayne is a palawa man, descended from both the community of Cape Barren Island, Tasmania, and gunai/kurnai people of Victoria. Aside from being an accomplished musician and singer, Dewayne is also an Aboriginal Health Worker, and actively plays many others roles within his community in Tasmania. Dewayne is passionate about the revival and continuation of language (palawa kani).

#### **tipara waranta kani nina-tu (what we want to talk to you about)**

Dewayne will help us better understand why, how and what it means to integrate Tasmanian Aboriginal culture into our tourism offerings. His presentation will be followed up with a case study, presented by Brooke Robinson and Hank Horton, of Tasmania Parks and Wildlife Service's Aboriginal Discovery Ranger Program which won the 2018 Tasmanian Tourism Award for Aboriginal and Torres Strait Islander Tourism,



Department of State Growth

Taking tourism  
to new heights.



# DST 2019 SUMMIT

Tuesday 6 August 2019

12:45 – 1:45

**Lunch**

1:45 – 2:00

**Activation**

2:00 – 2:45

**Todd Babiak**  
CEO, Brand Tasmania



Todd Babiak is the CEO of Brand Tasmania, your new statutory authority. He has worked internationally in place-branding since 2012, as the co-founder of Story Engine. Todd was lucky enough to work on three projects in Tasmania in the past two years, which absolutely convinced him there's something magical happening here. He apologizes in advance for his bad accent.

**You don't need a new logo**

A powerful place-brand is about people. It's about the people who choose that place and what they do, what makes them special (though most ad agencies will try to convince you otherwise). What is a narrative-based place-brand, what is the Tasmanian brand story, and how can we all be an active part of it in the coming years?

2:50 – 3:20

**Afternoon Tea**

3:20 – 3:50

**Rebecca Summers**  
Senior Events Producer, Business Chicks



Business Chicks is Australia's largest and most influential network for women. It gives women the tools and connections they need to propel themselves and their businesses forward. For the last 7 years Rebecca has been producing the largest national calendar of events for women in the country. With connection at the heart of Business Chicks, Rebecca regularly speaks and hosts networking events across the country, helping people build and leverage their personal and business networks. With over 15 years' experience in business events and strategic partnerships, Rebecca wholeheartedly believes that connection, collaboration and kindness are everything.

**Creating Strong Networks**

Networking is a fundamental business development tool. Not only that, but it's also the most efficient risk management tool you'll find. Rebecca will demystify networking and make it more approachable for even the most introverted introverts.



With thanks to our other Summit partners:

Transport partner:



Coffee partner:



AV partner:



Trade partners:



Taking tourism  
to new heights.



# DST 2019 SUMMIT

Tuesday 6 August 2019

3:50 – 4:40

## Panel Discussion: The Power of Many



This session will see some conversation and creative thinking about ways we can partner, collaborate, and support each other to grow and develop. We'll look at what makes a great partnership, how to find the right collaborator, what sort of projects benefit the most from collaboration, as well as what sorts of things can go wrong and how to minimise the fall-out.

Featuring:



- **Christie Sweeting**, Manager Partnerships, Tourism Tasmania
- **Bill Lark**, Godfather of Australian Whisky
- **Giles Fisher**, Co-owner, Freycinet Marine Farm
- **Rebecca Summers**, Senior Events Producer, Business Chicks



Christie is a strategic and creative communications, marketing, branding and business development professional with experience across a range of business environments including state and local government, corporate, private enterprise and not-for-profit. As Partnerships Manager at Tourism Tasmania, her role is all about finding, leading and nurturing mutually beneficial partnerships and collaborations that enable business development, growth and ultimately success.



Bill established Lark Distillery in 1992 with his wife Lyn. This was the first such licence issued in Tasmania since 1839. As a founding member of the Australian Distillers Association and the Tasmanian Whisky Producers Association, he is now widely known as the "godfather" of the Australian whisky industry. Although he has more awards and accolades than we can possibly list here, we think that Bill's lasting legacy is the creation of a collegial, collaborative and inclusive industry of creative distillers producing world class whisky of the highest quality.



Giles and Julia Fisher purchased Freycinet Marine Farm at Coles Bay in 2005. During those 14 years, the business has enjoyed double digit growth, much of which can be attributed to their investment in business diversification, relationship building and partnerships. When Saffire Freycinet opened nearly 10 years ago, the two operations developed an enduring partnership that, along with hard work and strong industry involvement, helped put Freycinet Marine Farm firmly on the national and ultimately global map of seafood experiences.



Networking Queen Rebecca Summers will join the panel session to provide more practical examples of networking in action. Collaborative success begins with relationship building, and relationship building begins with networking. Bec will demonstrate how the right approach can shift a relationship from industry colleague to partnership; she'll highlight the things to look for in a great collaboration; as well as point out some of the things that can go wrong.

4:40 – 4:50

## Wrap up and thank you

4:50 – 5:30

## A Nip of Networking

*With thanks to Old Kempton Distillery  
and Hobart Whisky*

