



## MEDIA RELEASE

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### TOURISM CONFERENCE TO HELP GROW OUR VISITOR ECONOMY

A record number of South Australian tourism businesses are attending the South Australian Tourism Industry Council's **7<sup>th</sup> annual Tourism Conference – *Inspiring Industry and Growing Visitation.***

The one-day conference on the 1<sup>st</sup> of June will have a line-up of more than 22 speakers, seven compelling presentations and 14 practical workshops to choose from.

**Key speakers** include Mark Wilsdon from the *Museum of Old and New Art*, Alla Wolf-Tasker from *The Lake House in Daylesford*, Jeff Ellison from *SeaLink Travel Group*, Frances-Anne Keeler from *Tourism Australia*, Siddhartha Kaul from the *InterContinental Adelaide* and Rodney Harrex from the *SA Tourism Commission*.

A **discussion panel** on the **sharing economy** will also see four industry representatives weigh in on the debate and explore the opportunities and challenges for our State's tourism industry.

The record-breaking 270 delegates will also choose from **14 workshops** across a range of key streams related to the tourism industry, including Service Excellence, Business Development, Nature-based Tourism, Marketing and Storytelling. (*See full speaker line-up on next page.*)

A highlight of the Conference will be the **Leadership Dinner** with special guest **Dr David Cropley**, international author, researcher and expert in creative problem solving and innovation.

Dr Cropley will define and discuss creativity and innovation and the role they play in economic growth and prosperity, and how we can use them to create and grow a sustainable tourism industry.

South Australian Tourism Industry Council General Manager Shaun de Bruyn says the 2016 Conference will encourage thought leadership and support tourism businesses in achieving success through the promotion of service excellence and best business practice.

"Each year, the SATC Tourism Conference has a reputation for presenting impressive speakers and relevant workshops, and 2016 is no exception," Mr de Bruyn says.

"Our program has been developed to inspire the industry, grow visitors and build tourism as an innovative and competitive industry that greatly contributes to the South Australian economy."

Tourism Minister Leon Bignell said the South Australian Government has a strong relationship with the tourism industry and is proud to support the SATIC Conference.

"Tourism is big business made up of many small to medium size operators," Minister Bignell said.

"It is one of South Australia's key economic drivers. Which is why the State Government has committed \$35 million additional funding in this year's state budget to help grow the visitor economy to \$8 billion by 2020.

"The total visitor expenditure in the tourism industry is at an all-time high of \$5.6 billion and game changers such as the redeveloped Adelaide Oval are helping to put SA on the map as we market our state to the world."

After participating in a full day of conference activities, delegates & presenters are also invited to attend a networking function to share experiences and identify opportunities.

The conference will be held at the Hilton Adelaide on Wednesday, 1 June.  
For more information visit: [www.satic.com.au](http://www.satic.com.au)

#### **FULL SPEAKER LINE UP:**

Master of Ceremonies: **Grant Cameron**, SA Life TV

**The Hon. Leon Bignell MP**, Minister for Tourism | *Official opening & address*

#### Plenary sessions:

**Mark Wilsdon**, Museum of Old & New Art | *Why is Mona an internationally recognised destination?*

**Alla Wolf-Tasker**, The Lake House | *Case Study*

**Jeff Ellison**, SeaLink Travel Group | *Future Market Directions & Challenges*

**Siddhartha Kaul**, InterContinental Adelaide | *Keeper of the Keys*

**Frances-Anne Keeler**, Tourism Australia | *Inspiring International Visitation*

**Rodney Harrex**, SA Tourism Commission | *The Visitor Economy*

**Discussion Panel: To Share or not to Share?** Moderated by Grant Cameron, with Eoin Loftus (Majestic Hotels); Tony Barradale (Mount Lofty House); Kym Brown (Getaways SA); and Johan Revalk (Taxi Council SA)

#### Workshop sessions:

##### Service Excellence stream

**Jing Cao**, Chinese Language & Cultural Advice | *Delivering Customer Service Excellence for Chinese Visitors*

**Siggi Frede**, Effektiver | *Considering, Understanding and Competing on Customer Journeys*

**Bill Forrester**, Travability | *A Customer Focussed Approach to Inclusive and Accessible Tourism*

##### Business Development stream

**Michael Kay**, Wallmans Lawyers | *The Life Cycle of Employment – from Hiring to Firing and everything in between*

**Aly Garrett**, CMS Strategic | *Is your business a digital dinosaur or digital native?*

**Rebecca Somerfield**, Mercury Public Relations & **Shaun de Bruyn**, SA Tourism Industry Council | *How to Win a Tourism Award – Your Pathway to Success*

Nature-based Tourism stream

**Craig Wickham**, Exceptional KI | *Growing your business as a flagstone of Destination South Australia*

**Chris Thomas**, Department of Environment, Water & Natural Resources | *Nature like Nowhere Else: Activating Nature-based Tourism in South Australia*

**Hugh Chevrant – Breton**, Singapore Airlines | *An International Perspective on Nature Based Tourism*

Marketing stream

**Brent Hill**, SA Tourism Commission | *SA Tourism Marketing*

**Liz Ward**, Tourism Tribe | *A Winning Digital Game Plan*

**Patrick Baker**, Baker Marketing | *Looked for a holiday, left with a story. A marketer's guide to making memories for fun & profit.*

Storytelling stream

**Paige Rowett**, Tourism eSchool | *Inspire & Convert Wannabe Travellers by Telling & Selling your South Aussie Story*

**Grant Cameron**, SA Life TV | *Why a Great Story is 'Best Business Practice'*

*With thanks to our sponsors, the South Australian Tourism Commission, Hilton Adelaide, the Department of Environment, Water & Natural Resources, Commonwealth Bank, Heidi Who Photos, Staging Connections, Adelaide Hills Wines, Howard Vineyard, Pike & Joyce Wines, Smiling Samoyed Brewery, Adelaide City Council, Baker Marketing, Big Screen Video, HWR Media & Communications, Sinosphere, Specialised Event Solutions, Tourism Brochure Exchange, Tourism eSchool, Tourism Tribe, Woof Media, Aon, CMS Strategic, Wallmans Lawyers.*