



## MEDIA RELEASE

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### **TOURISM CONFERENCE TO SUPPORT STATE'S THRIVING VISITOR ECONOMY**

The South Australia Industry Council's (SATiC) **9<sup>th</sup> annual Tourism Conference** is set to build on the momentum of South Australia's booming visitor numbers, with the State's visitor economy now worth a record-breaking \$6.6 billion.

The two full-day program, held from the 29th to the 30th May at the Hilton Adelaide, will showcase eight masterclasses, nine plenary sessions and 15 practical workshops which aim to support business growth and contribute to the ongoing development of our dynamic and competitive tourism industry.

More than 25 speakers will share insights and introduce ideas on a diverse range of topics, including service excellence, ecotourism, business growth, development & strategies and the visitor economy.

A highlight of the Conference will be the inaugural 'Legend of Tourism' plenary speaker – **Phil Hoffmann** Managing Director of **Phil Hoffmann Travel**. With a business that has spanned almost 30 years and employs more than 200 South Australian's across ten branches, delegates are sure to be inspired by his success story.

Social Researcher **Mark McCrindle** will present an analysis of our fast-moving times and provide a snapshot of the key trends redefining our society.

The University of Adelaide's Entrepreneur in Residence **Kristian Livolsi** will draw on his life experience to demonstrate how failure can be powerful tool for renewal and positive change.

SATiC Chief Executive Officer Shaun de Bruyn says the Conference is a must-attend event for industry development, education and networking.

"SATiC's annual tourism conference aims to facilitate the ongoing development of South Australia's innovative and highly competitive tourism industry, of which is undeniably now a key economic driver for our State," says Mr de Bruyn.

"We are proud to once again be joining forces with our Principal Partner – the South Australian Tourism Commission to deliver a fantastic program that will equip delegates with new knowledge, tools and strategies to sustain business growth and in turn support South Australia's flourishing visitor economy."

Minister for Tourism, Trade and Investment David Ridgway said South Australian operators are doing some amazing work in the tourism space and we want to continue to develop tourism because that fuels economic growth and jobs.

"The Conference is an opportunity to work together to help achieve our ambitious tourism goals," Minister Ridgway said.

“We are here to listen and find ways for South Australia to take full advantage of the tourism boom as we aim for \$8 billion in visitor spend.”

South Australian Tourism Commission Chief Executive Rodney Harrex said the numbers show that we are hitting the right tourism notes, attracting more visitors who are staying longer and spending big.

“We have got some great operators who are out there doing great things and it is brilliant to see many of them on board working to ensure South Australia continues to go from strength to strength,” Mr Harrex said.

Conference registrations close on Tuesday, 15 May. For more information visit: [www.satic.com.au](http://www.satic.com.au).

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

#### Opening Address:

**Hon David Ridgway MLC**, Minister for Trade, Tourism & Investment

#### Plenary Speakers:

**Mark McCrindle**, McCrindle | Changing times, emerging trends

**Besa Deda**, St. George Bank | Changing Landscapes

**David Sheldon**, Elm Cottage | The Importance of SME's to the Development of Regional Tourism

**Rodney Harrex**, South Australian Tourism Commission | South Australian Visitor Economy: Recent Performance & Outlook

**Phil Hoffmann**, Phil Hoffmann Travel | Legend of Tourism

**Nick Freedman**, Freedman | How to build cultural alignment

Panel discussion: Online Travel Agencies: Friend or Foe?

Panellists: **Allyvia Oberman**, Expedia Australia | **Georg Ruebensal**, Karawatha Cottages McLaren Vale & **Tony Scrivener**, Hotel Grand Chancellor Adelaide

**Tobi Pearce**, Sweat | Building a Business Through Social Media

**Kristian Livolsi**, Entrepreneur in Residence | How to fail forward & live with purpose

#### ServiceIQ Masterclass Sessions:

**Nick Freedman**, Freedman | Align your leadership team

**Dan Kuss**, Torrens University Australia | Your natural talents are your super powers for success

**Kate Bickford**, BK Agency | Leading & creating a kick arse customer service team

**Tim Ash**, Trace Elements Media & **Terry Rogers**, ManageYou & TV presenter | Maximise your online attention with video

**Mark McCrindle**, McCrindle | Emerging technologies, new strategies: trends & tactics with social media

*The ServiceIQ Program is an initiative of the Premier of South Australia and is being delivered by SATIC using funding provided by the South Australian Tourism Commission, the Government of South*

*Australia and the Commonwealth Tourism Demand Driver Infrastructure (TDDI) program.*

Workshop Sessions:

ServiceIQ Stream, supported by Social Media AOK:

**Scott White**, Creative Serum | Is your website actually making you money?

**Mark Kirk**, SeoMarketer | How do you get more clients, if nobody has ever heard of you?

**Robyn Koldej**, The Online Director | Staying on top of an aggressively changing market

Ecotourism Stream, supported by the Department for Environment & Water:

**Clair Crowley**, Push Adventures & **Yvette Eglington**, Department for Environment & Water | Access for all – Understanding the opportunity for Accessible Tourism in South Australia

Second workshop TBA

Presenter TBA | Making the nature connection: enhancing your guests' experiences in SA's national parks

Business Growth Stream:

**Steve Davis**, Baker Marketing | It's a fake fake fake world: Promoting yourself authentically in a post-truth world

**Keith Wheelan**, The Grants Guy | Grant Writing for the Tourism Industry

**Dan Kuss**, Torrens University Australia | Networking for Success

Development & Strategy Stream:

**Ben Allen**, Wallmans Lawyers | Liquor Licensing Reforms – A review of recent changes & those yet to come

**John Ranieri**, Paylinx | Transform your business to be China ready with WeChat & Alipay

**Alyaon Garrett**, CMS Strategic | How to understand your tourism business better to reap the rewards

Visitor Economy Stream:

**Christie Anthoney**, FestivalSA | Creating a cultural hub & the importance of festivals & events to the visitor economy

**Brooke Williams**, South Australian Tourism Commission | ATDW – Tips & Tricks

**Glen Christie**, Port Pirie Regional Council & **Andy Glen**, Mount Barker District Council | Seeing the future of VICs with both 'I's - information & industry

*With thanks to our partners: South Australian Tourism Commission, Staging Connections, Hilton Adelaide, Department for Environment & Water, Social Media AOK, Baker Marketing, CMS Strategic, Australian Tourism Export Council, Bank SA, heidi who photos, 1847 Wines Chateau Yaldara and Kangaroo Island Spirits.*