



12 October 2011

TOURISM INDUSTRY CONFERENCE – SURVIVING & THRIVING

South Australian tourism businesses will take a positive step towards being better informed in the face of challenging times by attending the upcoming state-wide tourism conference in November.

The South Australian Tourism Industry Council's second annual tourism conference, entitled [SA Tourism: Surviving & Thriving](#), allows the tourism operators, local government and stakeholders to participate in a dynamic, interactive day of presentations and workshops.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says tourism is a resilient industry.

"We've faced tough times in the past and are again facing some tough challenges, from changes to marketing and increased online bookings to the high Australian dollar and the emerging Chinese market," Mr Tilbrook says.

"By attending the conference, delegates can learn not only how to **survive** these changes but to accept them as a reality, seize the opportunities and **thrive**."

To be opened by the Tourism Minister John Rau, the conference will have a line up of five impressive key note speakers and eight compelling masterclasses which will enable businesses to **turn adversity into opportunity**. (See the full speaker line-up on the following page.)

Special guest presenter, Therese Phillips, Director of Industry Innovation from Tourism Queensland, will highlight the recent struggles that the Queensland tourism industry has faced after the major flood & cyclone event by giving delegates an understanding of the journey and the lessons they have learnt.

Masterclass sessions will also allow participants to explore a number of operational issues in more detail in an interactive environment.

After participating in a full day of conference activities, delegates are also invited to attend Tourism's Night of Nights, at the [2011 SA Tourism Awards Gala Dinner](#), which celebrates and rewards excellence in tourism.

The conference will be held at the Stamford Plaza Adelaide on Friday, 4 November. Registrations are now open. For more information visit: www.satic.com.au

FULL SPEAKER LINE UP:

Master of Ceremonies: **Emma Rebellato**, ABC's Senior Journalist and Newsreader

James Luddington, BDA Marketing Planning

National, state and local overview

Paul Murray, Tourism Australia

Opportunities for Partnership & Growth

David O'Loughlin, South Australian Tourism Commission

Capturing the Domestic Market

Therese Phillips, Tourism Queensland

Surviving Adversity

Mark Gleeson, Central Market Tour

Food in Tourism – Talk – Taste - Success

Anne Harvey, Pathways 16

Finding the Heart of Tourism in Sustainability

Leonie McKeon, Chinese Language & Cultural Advice

Understanding your Chinese Visitor

Mike Norman, Mike Norman & Associates

The Business of Running a Small Business

Michelle Prak, Hughes PR

Social Media 101 or Advanced

Steve Kernaghan, South Australian Tourism Commission

Government Coordination: Turning our Growth Strategy into Action

Wendy Smith, Australian Tourism Data Warehouse

The Groupon Phenomenon

Michelle Zucker, KPMG

How to Apply for Small Business Grants