



Monday, 11 October 2010

## **TOURISM INDUSTRY CONFERENCE TACKLES CHANGE**

South Australian tourism businesses plan to tackle change head on by attending the upcoming state-wide tourism conference in November.

The South Australian Tourism Industry Council's inaugural tourism conference, entitled [\*\*SA Tourism: Taking Charge of Change\*\*](#), allows the tourism operators and stakeholders to participate in a dynamic, interactive day of presentations, discussion panels and workshops.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the tourism industry is going through significant change.

"Technological advances, increasing and changing demands from consumers, new initiatives in marketing and industry support, all these and more strongly influence how we do business" Mr Tilbrook says.

"By attending the conference, tourism businesses can take a positive step towards being better informed, proactive and making change work to our advantage.

"If we can influence the many changes that affect the industry and the environment within which we operate we will be in a better position to shape the future of our industry.

To be opened by the Tourism Minister John Rau, the conference has an impressive line-up of speakers and presenters designed to challenge and inspire delegates. (See the full speaker line-up on the following page.)

Lunch time motivational speaker Derrick McManus will challenge people's perceptions and inspire others to overcome adversity, as he recounts his story of survival as a South Australian STAR Force Officer.

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

The conference will also include a lively discussion panel covering destination marketing, current initiatives, increasing competition for the dollar and making the most of opportunities.

After participating in a full day of conference activities, delegates are also invited to attend the industry's night of nights, the [\*\*2010 SA Tourism Awards Gala Dinner\*\*](#), which celebrates and rewards excellence in tourism.

The conference will be held at the Adelaide Convention Centre on Thursday, 18 November. Registrations are now open. For more information visit: [www.satic.com.au](http://www.satic.com.au)

**FULL SPEAKER LINE UP:**

Keynote speaker: **Derrick McManus**, "Prepare to Win"

Master of Ceremonies: **Brad Crouch**, The Sunday Mail's Travel Editor

**Dan Blair**, BDA Marketing Planning

*National, state and local overview of the state of the industry*

*Discussion panel participant: "Making destination marketing work for you"*

**Paul Murray**, Tourism Australia

*What's hot, what's not – Tourism Australia initiatives and priorities*

*Discussion panel participant: "Making destination marketing work for you"*

**Steve Kernaghan**, SA Tourism Commission

*The new online challenges*

*Discussion panel participant: "Making destination marketing work for you"*

**Hitaf Rasheed**, Events South Australia

*Leveraging from events*

**Chris Russell**, Local Government Association

*Working effectively with local government*

**Leah Squire**, Author "Marketing with No Money"

*Using social and digital media*

**Angus McAulay**, Australian Competition and Consumer Commission

*Consumer law and pricing*

**Liz Ward**, Tourism Exchange Australia

*Online distribution – why and how?*

**Pip Forrester**, SA Tourism Industry Council

*Food and wine integration in your business*

**John Baker**, kwp! Advertising

*Discussion panel participant: "Making destination marketing work for you"*

**Craig Wickham**, Exceptional Kangaroo Island

*Discussion panel participant: "Making destination marketing work for you"*

**[VIEW THE FULL CONFERENCE PROGRAM](#)**