



 #DestAus17

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Thursday 16 March 2017
Doltone House, Hyde Park

AGENDA

08:30 – 09:00	Registration	
09:00 – 09:15	Welcome	CHRISTINE BATH – <i>Emcee</i> VIC SIMMS – <i>Aboriginal Elder</i>
09:15 – 09:30	Opening address What will the Australian Government be doing to support and grow international tourism?	THE HON KEITH PITT MP <i>Assistant Minister for Trade, Tourism and Investment</i>
09:30 – 10:15	Tourism Australia’s strategic and creative direction International visitor spending is growing at almost twice the rate of domestic. What is Tourism Australia doing over the next year to tap into high-yield markets to maintain this momentum?	JOHN O’SULLIVAN <i>Managing Director, Tourism Australia</i>
10:15 – 10:45	Outlook for the global economy and Australian tourism How will global political, economic and demographic trends impact inbound tourism to Australia? How big is the opportunity over the short, mid and long term?	NICKI HUTLEY <i>Director and Chief Economist, Urbis</i>
10:45 – 11:15	Networking break	
11:15 – 11:45	Travel in an AI-first world Computing will be increasingly be available everywhere and often not via screen. Intelligent, it will anticipate needs and understand context. Artificial intelligence offers new opportunities for the travel industry.	JASON PELLEGRINO <i>Managing Director Australia and New Zealand, Google</i>
11:45 – 12:15	How to influence travel purchases There’s a lot competing with the travel dollar. What is the best way to achieve consistent sales growth?	SARAH QUINLAN <i>Senior Vice President and Group Head of Market Insights, MasterCard</i>
12:15 – 12:45	Nurturing loyal, passionate advocates In most parts of the world, Facebook is the most important and personal channel for influencing travel choices. What new insights does the world’s largest social network have for Australian travel marketers?	PAUL MCCRORY <i>Acting Managing Director, Facebook Australia New Zealand</i>
12:45 – 13:30	Networking lunch	
13:30 – 14:15	Succeeding in Asia What are the key factors in growing demand from discerning Asian consumers? Tourism Australia’s country managers from three critical markets talk about making the most of the Asian opportunity.	MODERATOR: PHILLIPA HARRISON <i>Executive General Manager International, Tourism Australia</i> LC TAN <i>Regional Business Events Director North Asia, Tourism Australia</i> ANDY JIANG <i>Country Manager China, Tourism Australia</i> SCOTT WALKER <i>Country Manager South Korea, Tourism Australia</i> NISHANT KASHIKAR <i>Country Manager India, Tourism Australia</i>
14:15 – 15:00	Global connections trends in tourism marketing There are a number of trends in tourism marketing that are leading to great success including data-fuelled personalisation, pre-immersion and seamless utility. What are the underlying principles for future success?	HENRY TAJER <i>Global CEO, IPG Media brands</i>

AGENDA CONTINUED

15:00 – 15:30	Networking break	
15:30 – 16:15	Megatrends defining travel in 2017 Staying relevant involves keeping up with the latest interests of your customers. What are the emerging travel trends to be on top of this year?	JASON CLAMPET <i>Co-founder and Editor-in-Chief, Skift</i>
16:15– 17:00	Think simple What are the rules of simplicity that lead to amazing business success?	KEN SEGALL <i>Former Ad Agency Creative Director for Apple</i>
17:00 – 17:15	Wrap up and close	CHRISTINE BATH – Emcee
17:15 – 19:00	Networking drinks	

SPEAKERS



CHRISTINE BATH – Emcee

Chris Bath is one of Australia's most recognised journalists. Her 20 year career spans radio and television encompassing political interviewing, world and local news.



VIC SIMMS – Aboriginal Elder

Aboriginal Elder Vic Simms comes from the Bidjigal land, presently known as Botany Bay. Uncle Vic is an Australian singer and songwriter whose career began at an early age of 15. His album 'The Loner' was recently re-discovered by musician Luke Peacock and his songs have now been revived by other Australian artists such as Paul Kelly, Ed Keupper and Roger Knox.



THE HON KEITH PITT MP – Assistant Minister for Trade, Tourism and Investment

Keith Pitt was sworn in as the Assistant Minister for Trade, Tourism and Investment on 19 July 2016. Mr Pitt was elected to represent the Hinkler Electorate in the Australian Parliament in September 2013. He has been a voting member on Parliamentary Joint Standing Committees: Infrastructure and Communications (now communications and the arts); Defence Foreign Affairs and Trade, and Privileges and Members' Interests.



JOHN O'SULLIVAN – Managing Director, Tourism Australia

John O'Sullivan joined Tourism Australia in March 2014 as Managing Director. He joined Tourism Australia from Fox Sports where he was employed as COO. Previously John held executive positions with Events Queensland and Football Federation Australia as well as the Sydney 2000 Olympic and Paralympic Organising Committee and the 1995 Rugby World Cup.



NICKI HUTLEY – Director and Chief Economist, Urbis

Nicki Hutley has many years of experience providing economic, financial market and policy advice to public and private sector clients. Before joining Urbis, Nicki worked at Access Economics and was the Chief Economist and Director of NSW Economics at KPMG. She has also worked extensively in financial markets, including for Rothschild Asset Management, Deutschebank and Lloyds Bank. Nicki is a regular commentator in the media on economic and policy issues.



JASON PELLEGRINO – Managing Director Australia and New Zealand, Google

Jason is responsible for Google's Sales and Operations across Australian & New Zealand. He is also a member of Google's Asia Pacific leadership team responsible for the company's commercial capabilities and business strategy across all Asia Pacific markets. Google is the world's most popular search engine and a key partner for online marketing and consumer data.



SARAH QUINLAN – Senior Vice President and Group Head of Market Insights, MasterCard

Sarah Quinlan is the Senior Vice President and Group Head of Market Insights for MasterCard Advisors, the analytics and insights consulting unit of MasterCard. Providing macro-to-micro economic trends related to consumer spending and retail sales, Sarah advises executives across industries, including retail, banking, capital markets and government agencies. She and her team analyse and predict spending patterns, based on the billions of anonymous purchases MasterCard processes every year.

SPEAKERS CONTINUED



PAUL MCCRORY – *Acting Managing Director, Facebook Australia New Zealand*

Paul is currently the Acting Managing Director for Facebook Australia New Zealand. He has worked at Facebook for almost four years, most recently as the company's Group Industry Director for Australia and New Zealand working across a range of industries including banking, financial services, insurance and travel. Facebook is the world's largest social media network and currently has approximately 1.9 billion monthly active users globally.



MODERATOR: PHILLIPA HARRISON – *Executive General Manager International, Tourism Australia*

Phillipa Harrison is responsible for Tourism Australia's global marketing operations, strategic partnerships and distribution development working in partnership with the Australian tourism industry to grow the inbound market. Tourism Australia's seven international hubs undertake marketing and industry development activity in 16 core international markets, with rest-of-world activity managed by the Sydney-based International Operations team.



LC TAN – *Regional Business Events Director North Asia, Tourism Australia*

LC is responsible for the strategic marketing and PR for Australia as a preferred business events destination in North Asia covering Greater China, Japan and Korea. This includes the development of close partnerships with all tourism partners, airlines and key stakeholders as well as laying down a solid distribution platform by establishing and maintaining key relationships with business events agents and corporate clients. Since joining Tourism Australia in 2013, Business Events Australia has been the recipient of numerous awards and accolades in China.



ANDY JIANG – *Country Manager China, Tourism Australia*

Andy is responsible for developing strong aviation partnerships, laying down a solid distribution platform and rolling out a marketing strategy for Tourism Australia in Greater China. Tourism Australia is strongly represented in Greater China with offices in Shanghai, Beijing, Guangzhou and Chengdu, as well as Hong Kong. Prior to this role, Andy was the Head of Asia Development at Tourism Australia responsible for strategic planning and business development of Tourism Australia's operations in the Asia region, including Greater China, South Korea, Japan, India, and Southeast Asia markets.



SCOTT WALKER – *Country Manager South Korea, Tourism Australia*

Scott is responsible for Tourism Australia's marketing, PR, business development and distribution activity in the Korean market. Scott works closely with all tourism partners, airlines and key stakeholders across a wide range of activities to drive Korean visitation. He is also responsible for Australian tourism representation and advocacy efforts in the country. Scott holds the position of Vice Chair of the Australia and Chamber of Commerce in Korea having lived and worked in Korea for the last decade.



NISHANT KASHIKAR – *Country Manager India, Tourism Australia*

Nishant is responsible for all consumer and partnership marketing activities for the promotion of Australian tourism products in India and the Gulf countries and strengthening the strong distribution network of the Aussie Specialist Agents. Nishant works closely with all tourism partners, airlines, and key stakeholders, towards building Australia's attractiveness as the preferred leisure and business events destination, and contributing to the growth of tourism into Australia.



HENRY TAJER – *Global CEO, IPG Media brands*

Henry is the Global CEO for IPG Mediabrands, a network of media-related agencies employing over 8,500 marketing communication specialists in more than 130 countries. IPG Mediabrands' network of agencies includes UM, Initiative, BPN and Orion Holdings, as well as specialty business units including Magna Global, Cadreon, Ansible, Society, Reprise, Rapport and the IPG Media Lab.



JASON CLAMPET – *Co-founder and Editor-in-Chief, Skift*

Skift is a leading source of intelligence for strategists, marketers and technologists on the latest travel trends. Launched in 2012 Skift has grown to become the largest travel industry news site producing a range of research reports, newsletters, podcasts and events for the global travel industry.



KEN SEGALL – *Former Ad Agency Creative Director at Apple*

Ken Segall is an advertising executive who worked closely with Steve Jobs for over 12 years spanning NeXT and Apple. Ken is the author of a book, *Insanely Simple*, outlining how simplicity is the most powerful force in business. Using numerous examples Ken outlines the principles of simplicity that can be embraced by anyone and used to achieve extraordinary success.