

## AUSTRALIA'S TOP TOURISM MARKETING CONFERENCE

Tailor-made for Australian tourism businesses serious about attracting high yield international travellers, an incredible line-up of experts from around the world have been hand-picked by Tourism Australia to delve into the big issues and tackle today's most important tourism marketing questions.



 #DestAus18

[www.tourism.australia.com/DestAus18](http://www.tourism.australia.com/DestAus18)

Thursday 15 March 2018  
The Glasshouse, Melbourne

# AGENDA



08:45 – 09:15	<b>Registration</b>	
09:15 – 09:30	<b>Welcome</b>	<b>GORGI COGHLAN</b> <i>Emcee</i>  <b>GHERAN STEEL</b> <i>Traditional Land Owner</i>  <b>BOB EAST</b> <i>Tourism Australia Chair</i>
09:30 – 09:45	<b>Opening address</b> What policy levers will the Australian Government be using to ensure the continued growth of international tourism?	<b>THE HON STEVEN CIOBO MP</b> <i>Minister for Trade, Tourism and Investment</i>
09:45 – 10:30	<b>Making Australia the most desirable and memorable destination on earth</b> What are Tourism Australia's game changing plans to make Australia the most desired, considered and intended destination to visit by 2020 amongst our key inbound markets.	<b>JOHN O'SULLIVAN</b> <i>Managing Director, Tourism Australia</i>
10:30 – 11:00	<b>Outlook for the global economy and Australian tourism</b> Are the global economic conditions right for the continued growth of inbound tourism to Australia? And how dramatically does the outlook change across different markets?	<b>FELICITY EMMETT</b> <i>Senior Economist, ANZ</i>
11:00 – 11:30	<b>Networking break</b>	
11:30 – 12:00	<b>Reaching the right customer</b> How can we efficiently and effectively target our international marketing to high value travellers who are most likely to stay longer, spend more and disperse regionally?	<b>ADAM FERRIER</b> <i>Founder, Thinkerbell</i>
12:00 – 12:45	<b>Creating emotional connections</b> Making Australia the most desired destination on earth involves emotional connections. How can industry best use Tourism Australia's campaigns and platforms to enhance the customer journey from consideration to researching, booking, experiencing and sharing their Australian holiday?	<b>PHILLIPA HARRISON</b> <i>Executive General Manager International, Tourism Australia</i>  <b>LISA RONSON</b> <i>Chief Marketing Officer, Tourism Australia</i>
12:45 – 13:30	<b>Networking lunch</b>	
13:30 – 14:00	<b>Using the right digital channels to reach the Chinese traveller</b> Australia is now the fourth most desirable destination for Chinese tourists, leaping up the bucket list from tenth position in just two years. What are the best digital channels to engage with Chinese travellers throughout their journey, from their first engagement all the way through to the crucial step of booking?	<b>NICOLAS CHU</b> <i>Chief Executive Officer, Sinorbis</i>
14:00 – 14:45	<b>Dealing with disruption</b> How can successful businesses adapt to change and not only survive but also thrive through innovation, design and culture change?	<b>CLAUDIA KOTCHKA</b> <i>Strategy and Innovation Advisor</i>
14:45 – 15:30	<b>Content and storytelling</b> How do you build and sustain an always-on content strategy to ensure consistent and effective engagement with your target audiences?	<b>LAURA HENDERSON</b> <i>Senior Vice President of Marketing, BuzzFeed</i>
15:30 – 16:00	<b>Networking break</b>	

# AGENDA CONTINUED



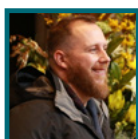
16:00 – 16:30	<b>Ingredients for international success</b> From hand-making muesli for a few Melbourne cafes and delis, Carolyn Creswell's determination has seen Carman's Kitchen build a strong following in more than 32 countries around the world. What are her ingredients for international success?	<b>CAROLYN CRESWELL</b> <i>Founder, Carman's Kitchen</i>
16:30 – 17:15	<b>Creativity and innovation</b> How are the world's top brands using innovation to super charge their creative campaigns?	<b>DAN GREGORY</b> <i>Chief Executive Officer, The Impossible Institute</i>
17:15 – 17:30	<b>Wrap up and close</b>	<b>GORGI COGLAN</b> <i>Emcee</i>
17:30 – 19:00	<b>Networking drinks</b>	<b>CHYKA KEEBAUGH</b> <i>Co-founder and Owner, The Big Group</i>

## SPEAKERS



### **GORGI COGLAN** – *Emcee*

Gorgi's diverse experience in news, current affairs, media, journalism, travel, musical theatre, science, education and professional singing, have made her a valued member of 'The Project' on Network Ten for the past seven years and one of the most well-rounded television presenters in the industry.



### **GHERAN STEEL** – *Traditional Land Owner & CEO Boon Wurrung Foundation*

Gheran's key focus is on restoring the language, customs and history of the Boonwurrung peoples through sharing his knowledge with the wider Australian community.



### **BOB EAST** – *Chair, Tourism Australia*

Bob East has more than 20 years' experience in the tourism industry, currently serving as the CEO of the Mantra Group. Mr East's experience includes serving on the boards of Gold Coast Tourism, Tourism Accommodation Australia, Gold Coast Football Club and Tourism and Events Queensland.



### **THE HON STEVEN CIOBO MP** – *Minister for Trade, Tourism and Investment*

Steven Ciobo was sworn in as the Minister for Trade, Tourism and Investment on 19 July 2016. This is Mr Ciobo's third front bench role in the foreign affairs and trade portfolio. He has previously served as the Minister for International Development and the Pacific, and Parliamentary Secretary to the Minister for Foreign Affairs and Parliamentary Secretary to the Minister for Trade and Investment.



### **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.



### **FELICITY EMMETT** – *Senior Economist, ANZ*

Felicity is responsible for analysis and forecasting of key Australian macroeconomic indicators, as well as thematic research on the Australian economy. Felicity has more than twenty years' experience as an economist in financial markets.



### **ADAM FERRIER** – *Founder, Thinkerbell*

Adam Ferrier is one of Australia's leading consumer psychologists and the founder of Thinkerbell, an agency specialising in research, brand strategy and creative execution. Adam was previously the Founding Partner and Global Head of Naked Communications, one of Australia's most awarded agencies, and is a regular commentator on the Gruen series, Sky News and Ten News.



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

Phillipa Harrison joined Tourism Australia in February 2017 to head up the organisation's international operations as well as global distribution and partnerships. In this role Phillipa oversees Tourism Australia's network of international offices spanning 12 countries as well as managing airline relationships and distribution channels, working in partnership with the industry to grow the inbound market for Australian tourism.



**LISA RONSON** – *Chief Marketing Officer, Tourism Australia*

As Tourism Australia's Chief Marketing Officer Lisa is responsible for creating and developing the agency's brand assets for global campaigns. Global Marketing manages the roll out of Tourism Australia's marketing strategy, ensuring that Australia's tourism marketing efforts continue to cut through in the competitive international marketplace.



**NICOLAS CHU** – *Chief Executive Officer, Sinorbis*

Nicolas is the CEO and founder of Sinorbis, a platform that helps Australian organisations with digital marketing in China. Prior to Sinorbis, Nicolas was the Global President of HotelClub and Ebookers, two leading global online travel agencies part of Orbitz Worldwide with an annual turnover of US\$2.5 billion. Nicolas also spent eight years at Expedia, holding executive positions in Europe and Asia Pacific.



**CLAUDIA KOTCHKA** – *Strategy and Innovation Advisor*

Claudia Kotchka is a senior executive and change agent who successfully led an innovation culture transformation at Procter & Gamble. Currently she advises Fortune 500 companies on wide ranging aspects of innovation, design and culture change. She is recognised for integrating design, innovation, and strategy.



**LAURA HENDERSON** – *Senior Vice President of Marketing, BuzzFeed*

Laura oversees BuzzFeed's marketing, events and creative strategy teams. In her senior leadership role, she shapes the BuzzFeed brand for clients and its audiences, including its franchises and shows like Tasty, Nifty, Worth It, and The Try Guys. In addition to her brand work, she is focused on unlocking BuzzFeed's unique advantages for clients to elevate the quality of the company's branded content.



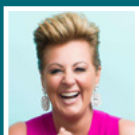
**CAROLYN CRESWELL** – *Founder, Carman's Kitchen*

Carolyn has grown Carman's Kitchen to become the number one selling gourmet muesli brand on Australian supermarket shelves. Her determination has also seen Carman's build a strong following in more than 32 countries around the world.



**DAN GREGORY** – *Chief Executive Officer, The Impossible Institute*

Dan Gregory is the co-founder and CEO of a strategic think-tank known as The Impossible Institute. He is a regular panellist on ABC TV's The Gruen Transfer and The Seven Network's Sunrise.



**CHYKA KEEBAUGH** – *Co-founder and Owner, The Big Group*

Chyka is the co-founder and owner of The Big Group, one of Australia's largest and well respected top end catering and event stylists. Her ideas and talent have featured in numerous design, fashion and interior magazines over the years. She was a regular guest on Good Morning Australia for several years. Chyka started her career at the iconic Australian Hotel, learning all aspects of the hospitality industry.