



# DESTINATION AUSTRALIA

Thursday 12 March 2020 | Adelaide Oval, Adelaide

**RESILIENCE AND RECOVERY**



 #DestAus20

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TOURISM AUSTRALIA



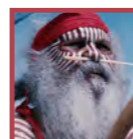
# AGENDA

<b>ABORIGINAL SMOKING CEREMONY AND REGISTRATION</b>	
<b>WELCOME</b>	<p><b>WELCOME TO COUNTRY</b>  <b>MAJOR SUMNER AM</b>  <i>Ngarrindjeri/Kurna Elder, Cultural Director &amp; Artistic Director Tal-Kin-Jeri Dance Group</i></p> <p><b>BOB EAST</b>  <i>Chair, Tourism Australia</i></p> <p><b>KATRINA WEBB</b>  <i>Emcee and former Paralympian</i></p>
<b>THE ROAD TO RECOVERY FOR AUSTRALIAN TOURISM</b> Australia's tourism industry is feeling the devastating impacts of the bushfires, and now the coronavirus. Hear from Australia's Tourism Minister, Simon Birmingham, on how the Australian Government is supporting the recovery; and measures it is putting in place to help build industry resilience into the future.	<b>SENATOR THE HON. SIMON BIRMINGHAM</b> <i>Minister for Trade, Tourism and Investment</i>
<b>THERE'S STILL NOTHING LIKE AUSTRALIA</b> In 2019, Tourism Australia embarked on the biggest change in creative direction since the launch of its 'There's Nothing Like Australia' campaign in 2010. The launch of the Philausophy campaign and Matesong were to be just the beginning of a three-year marketing plan that elevated Australia's people and way of life. Then, just a few months later, the entire Australian tourism landscape changed. Hear from Tourism Australia's Managing Director on how the events of the last few months have changed her strategic vision for Tourism Australia and how the organisation is going to remind the world that 'There's Still Nothing Like Australia'.	<b>PHILLIPA HARRISON</b> <i>Managing Director, Tourism Australia</i>
<b>NETWORKING BREAK INCLUDING NATIVE FOOD DEMONSTRATION</b>	<b>DALE TILBROOK</b> <i>Owner and operator Dale Tilbrook Experiences</i>
<b>COST OF RECOVERY</b> As Australian tourism operators count the cost of the bushfires and coronavirus crises, just how big is the economic impact likely to be and how long will it take the industry to recover?	<b>TIM HARCOURT</b> <i>The Airport Economist and J.W. Neville Fellow in Economics at the University of New South Wales</i>
<b>REBUILDING TRUST AFTER BRAND DAMAGE</b> No brand is immune from a crisis; but how the response is managed ultimately determines whether the brand can rebuild trust. Find out what Australia can learn from Toronto's recovery from SARs and how New Orleans recovered from the floods, as well as five key actions businesses can take now to support the recovery.	<b>CHRIS SAVAGE</b> <i>Business growth specialist and crisis management expert Chief Executive The Savage Company</i>
<b>MARKETING THROUGH AND BEYOND A CRISIS</b> The recent Australian bushfires have hit tourism businesses large and small. Directly and indirectly. Whilst each and every experience is unique and different, there are common approaches that can unify a successful marketing response.	<p><b>FIONA CARRUTHERS</b> <i>AFR Travel Editor Sophisticated Traveller &amp; The Australian Financial Review</i></p> <p><b>RENAE TRIMBLE</b> <i>Senior Vice President Commercial Accor Pacific</i></p> <p><b>SUSAN COGHILL</b> <i>Chief Marketing Officer Tourism Australia</i></p> <p><b>CRAIG WICKHAM</b> <i>Owner and operator Exceptional Kangaroo Island</i></p>
<b>NETWORKING LUNCH</b>	
<b>VIDEO MESSAGE FROM PAUL SCURRAH</b>	<b>PAUL SCURRAH</b> <i>Chief Executive and Managing Director Virgin Australia Group</i>
<b>ADAPTABILITY – DEALING WITH DISRUPTION</b> Organisations should focus on improving their ability to adapt to anything. How can your business or team become more adaptable in order to succeed in rapidly changing environments?	<b>GUS BALBONTIN</b> <i>Investor, advisor, adventurer and alternative futurist</i>

<b>SUSTAINABLE TOURISM – THE NEW NECESSITY</b> A sustainability policy is no longer a nice to have, it is a necessity and can be the difference between success or failure in business. What can Australia's tourism industry do to improve its sustainability credentials?	<b>BRENDON BEVAN</b> <i>Conservationist and Chief Executive Officer Journeystone Safaris</i>
<b>NETWORKING BREAK INCLUDING HAIGH'S CHOCOLATES TASTING</b>	
<b>RESILIENCE – A PERSONAL REFLECTION</b> Dale Tilbrook is a community leader, business owner, artist, educator and grandmother. Dale will recount her story to the audience, including how she started out as an Aboriginal woman in the tourism industry and sharing many of the personal and professional challenges she has faced over the course of her 25-year career.	<b>DALE TILBROOK</b> <i>Owner and operator Dale Tilbrook Experiences</i>
<b>RETELLABLE JOURNEYS – HOW TO CREATE AND USE EFFECTIVE STORIES IN YOUR BUSINESS AND YOUR LIFE</b> In this highly interactive session, world renowned author, speaker and story coach, Jay Golden, will draw upon his travel industry knowledge and storytelling expertise to help you understand how stories work, and how you can more deeply connect with your most valuable audiences – your customers. Jay will explain why stories matter, and help you draw from your past and your present to inform your future. Jay will provide frameworks to help you identify retellable stories and offer an unforgettable approach – the Journey Curve – to help you take any memory, insight or lesson, and make it a relevant, effective, retellable story.	<b>JAY GOLDEN</b> <i>Storytelling coach and founder Retellable</i>
<b>WRAP UP AND CLOSE</b>	<b>KATRINA WEBB</b> <i>Emcee and former Paralympian</i>
<b>NETWORKING DRINKS INCLUDING:</b> • A gin tasting masterclass with Kangaroo Island Spirits • Malt Shovel Taphouse craft beer	<b>RODNEY HARREX</b> <i>Chief Executive Officer South Australian Tourism Commission</i>

## SPEAKERS

Listed in agenda order



**MAJOR SUMNER AM** – *Ngarrindjeri/Kurna Elder, Cultural Director & Artistic Director of Tal-Kin-Jeri Dance Group*

Major “Moogy” Sumner is a world-renowned performer and cultural ambassador of Ngarrindjeri arts, crafts, martial arts and traditional culture and was appointed as a Member of the Order of Australia for his decades of service to the Indigenous community and cultural education in 2014. As the Artistic Director of the Tal-Kin-Jeri Dance Group, his company performs regularly at festivals, events and community celebrations.



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

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



**KATRINA WEBB** – *Emcee*

Katrina Webb is recognised and acknowledged for her success as a Paralympic athlete. She has won Gold, Silver and Bronze medals in athletics at three Paralympic Games. Off the track, Katrina is the Director of Silver 2 Gold High Performance Solutions. She is the Founder and Director of Newday Leadership, a platform to inspire leadership for the greater good. Katrina is also an international speaker and trainer in wellbeing and resilience.



**PHILLIPA HARRISON** – *Managing Director, Tourism Australia*

Phillipa Harrison joined Tourism Australia in February 2017 to head up the organisation's international operations for Asia, the Americas, Europe and New Zealand as well as Global Distribution and Partnerships. In September 2019, Phillipa was promoted to Managing Director. Prior to her time at Tourism Australia, Phillipa spent six years working for Hamilton Island Enterprises and before that held a variety of senior sales, marketing and product roles.



**TIM HARCOURT** – *The Airport Economist*

Tim Harcourt is the J.W.Neville Fellow in Economics at the UNSW Business School, Sydney. A prolific author and globetrotter, Tim has visited over 60 countries in the past five years alone. Tim hosts The Airport Economist TV show about doing business internationally and The Airport Economist podcast. He is the author of several books on the international economy including the original bestseller, The Airport Economist.



**PAUL SCURRAH** – *Chief Executive Officer and Managing Director, Virgin Australia Group*

Paul Scurrah has more than 25 years' leadership experience in transport, logistics, tourism and aviation, including five years as CEO and Managing Director of DP World Australia and Queensland Rail. Prior to his role at the Virgin Australia Group, Paul started his career in aviation at Australian Airlines. He has also held positions at Qantas and Ansett Australia and was a key figure in the establishment of Regional Express Airlines. After eight years in aviation, Paul moved to the tourism sector with executive roles at Tourism Queensland, Flight Centre and AOT Holidays.

**CHRIS SAVAGE** – *Business growth specialist and crisis management expert, Chief Executive, The Savage Company*

Chris Savage has a 35-year career leading the most specialised corporate affairs businesses in the region, including as Chief Executive of Ogilvy PR and Chief Operating Officer at STW group. His specialisation is in helping businesses, leaders and brands build stakeholder trust, relationships, perceptions, goodwill, equity and credibility. He is also expert in issues preparedness and management, and in full-blown crisis management scenarios.

**FIONA CARRUTHERS** – *AFR Travel Editor, Sophisticated Traveller & The Australian Financial Review*

Fiona Carruthers is Travel Editor at The Australian Financial Review and Editor of the paper's glossy quarterly magazine, Sophisticated Traveller. Prior to joining the Financial Review she was Deputy Travel Editor of Traveller. Over the years, she has written travel and features for a wide range of publications and media outlets, including: The Financial Times, Time magazine, ABC Radio National and Deutsche Welle. Needless to say, she loves travel and will pretty much go anywhere.

**RENAE TRIMBLE** – *Senior Vice President Commercial, Accor Pacific*

Renae Trimble is the Senior Vice President Commercial for Accor Pacific. Renae has been with Accor since 2008 and been working in the hospitality industry for over 20 years. She has a wealth of industry and hotel experience, with a strong background in sales, marketing and loyalty. In her current position, Renae is responsible for the overall strategy of the commercial business and oversees sales, distribution, revenue and analytics, digital, loyalty, guest experience, marketing and communications.

**SUSAN COGHILL** – *Chief Marketing Officer, Tourism Australia*

Susan Coghill joined Tourism Australia in February 2017 as General Manager, Creative, Content and Campaigns and helped set the creative marketing direction for Tourism Australia, overseeing the recent Dundee, Undiscover Australia and Australia Inc. campaigns. Susan was promoted to Chief Marketing Officer in May 2019. Prior to Tourism Australia, Susan worked at Qantas, NewsCorp and Westpac in senior marketing roles.

**CRAIG WICKHAM** – *Owner and operator, Exceptional Kangaroo Island*

Craig Wickham grew up on Kangaroo Island and has always had a strong interest in the environment and tourism. Craig has run his family-owned business, Exceptional Kangaroo Island, for the past thirty years. Extensive travel, formal training in Wildlife and Park Management, and roles with the National Parks and Wildlife Service have provided him with a good grounding to blend nature and hospitality. Craig is also the Chair of Australian Wildlife Journeys.

**SENATOR THE HON. SIMON BIRMINGHAM** – *Minister for Trade, Tourism and Investment*

Minister Birmingham has served as a Liberal Party Senator for South Australia since May 2007. In August 2018 he was appointed as Minister for Trade, Tourism and Investment as well as Deputy Leader of the Government in the Senate. Simon is originally from Adelaide and prior to entering the Senate, worked for a number of industry bodies, establishing particular experience in the wine, tourism and hospitality sectors.

**GUS BALBONTIN** – *Investor, advisor, adventurer and alternative futurist*

Gus Balbontin is a former Executive Director and CTO of Lonely Planet with two decades of experience under his belt helping businesses adjust strategies, products, services, culture and individuals to better deal with rapid and regular changing markets. Since Lonely Planet, Gus has focussed his efforts as an investor, founder and mentor across the start-up ecosystem in Melbourne and is also the Entrepreneur in Residence at Victoria University.

**BRENDON BEVAN** – *Conservationist and Chief Executive Officer, Journeystone Safaris*

Brendon Bevan's guiding career spans more than two decades and traverses two of the most environmentally diverse continents on Earth. Brendon grew up on his family owned Game Lodge in the Northern Province of South Africa. With a strong interest in the wilderness and conservation, Brendon started work at Arkaba in the Flinders Ranges in 2010. Currently based at Seven Spirit Bay Wilderness Lodge, Brendon is also the Chief Executive of Journeystone Safaris.

**DALE TILBROOK** – *Owner and operator, Dale Tilbrook Experiences*

Dale Tilbrook is a Wardandi Bibbulmun woman from the Margaret River, Busselton area in the South West of Western Australia. Dale's Indigenous tourism and food journey started in 1996 with a small company making returning boomerangs. In 1998, Dale and her family opened their first art gallery in the Swan Valley. Dale also delivers cultural awareness training to corporate groups and students of all ages, with a particular focus on Australian native edibles.

**JAY GOLDEN** – *Storytelling coach and founder, Retellable*

Jay Golden is the co-founder of the storytelling company Retellable. Jay travels the world, speaking with leaders to help them find and shape their most powerful and purposeful stories. He coaches and trains founders, innovators, and social entrepreneurs working in the realms of technology, tourism, energy and food at companies such as Virtuoso, Google, and LinkedIn. Jay's book, Retellable: How Your Essential Stories Unlock Power and Purpose is a guide to storytelling that leverages his original framework - The Journey Curve - to help shape any story and make it travel from the heart of the teller to the minds of the audiences near and far.

**RODNEY HARREX** – *Chief Executive Officer, South Australian Tourism Commission*

Rodney Harrex is the Chief Executive of the South Australian Tourism Commission (SATC). Rodney joined SATC in April 2013 and since coming to the role, expenditure in South Australia's visitor economy has grown 45 per cent to \$7.8 billion per annum creating 5,000 new jobs. Prior to SATC, Rodney worked at Tourism Australia, as General Manager, UK and Northern Europe.