

Conference Program

Monday 29 May-Wednesday 31 May 2023

This draft program is correct at time of publication (15 February 2023) and will be updated regularly. Check back here often for updates.

Monday 29 May 2023 MANLY PACIFIC HOTEL			
1.30pm	Registration and Trade Exhibition Open		
2.00pm	DAY 1 – Manly Pacific Hotel		
	WORKSHOP STREAMS		
2.00pm	Ballroom 1	Ballroom 2	Ballroom 3
	<p>STREAM 1A: Marketing (Part 1)</p> <p>Know your audience, emerging target groups, redefining your market</p> <p>Todd Wright Threesides Marketing</p> <p>Leonards Marketing Topic stream sponsor</p>	<p>STREAM 1B: Tourism Experiences</p> <p>Presentation 1 Bondi to Manly Walk - A product of continued collaboration Caroline Geoghegan, General Manager Bondi to Manly Walk Supporters</p> <p>Presentation 2 Identifying New Tourism Markets for Councils</p>	<p>STREAM 1C: The Business of Tourism Showcase</p> <p>Pitch 1 EV Charging station roll-out and funding for Councils</p> <p>David Douglas Transport for NSW</p> <p>Rebecca Williamson Office of Energy and Climate Change</p> <p>Pitch 2 Accessing Grant funding for Councils – Regional Arts NSW</p> <p>Dr Tracey Callinan Regional Arts NSW</p>

		<p>Kath McKenzie Northern Beaches Council</p> <p>Presentation 3 Ramadan Nights Lakemba</p> <p>Cindy Elkhouri City of Canterbury Bankstown</p> <p>AFS Group Topic Stream Sponsor</p>	<p>Pitch 3 Volunteering – City of Sydney – lessons learnt</p> <p>Peter Lipman Mirianne Whitlock City of Sydney</p> <p>Topic Stream Sponsor NSW Government</p>
3.00pm-3.40pm	AFTERNOON TEA Manly Pacific Hotel – Exhibition Area		
3.40pm	Breakout Streams		
<p>STREAM 2A: Marketing (Part 2)</p> <p>Secrets of a successful marketing campaigns How to use social media effectively</p> <p>Todd Wright Three sides Marketing</p> <p>Leonards Marketing Topic Stream Sponsor</p>	<p>STREAM 2B (repeat): Tourism Experiences</p> <p>REPEAT sessions</p> <p>Presentation 1 Bondi to Manly Walk - A product of continued collaboration Caroline Geoghegan, General Manager Bondi to Manly Walk Supporters</p> <p>Presentation 2 Identifying New Tourism Markets for Councils</p>	<p>STREAM 2C: The Business of Tourism Showcase</p> <p>Pitch 4 Leveraging Business Events</p> <p>Pitch 5 The Duke of Edinburgh’s International Award – Australia (NSW) programs for Councils</p> <p>David Gitz Ian Walker NSW Government, Office of Sport</p> <p>Pitch 6 The Ku-ring-gai GeoRegion and Geotourism – Opportunities for LGAs</p> <p>Angus M Robinson Australian Geoscience Council Inc</p>	

		Kath McKenzie Northern Beaches Council Presentation 3 Ramadan Nights Lakemba Cindy Elkhouri City of Canterbury Bankstown AFS Group Topic Stream Sponsor	NSW Government Topic Stream Sponsor
4.45pm-5.15pm	Coach transfers to Welcome Reception		
5.15pm-7.15pm	Welcome Reception at International College of Management (ICMS) Delegates are encouraged to pre-book at local restaurants for dinner from 7.15pm		

Tuesday 30 May 2023

8.00am	ARRIVAL TEA AND COFFEE Trade exhibition and registration Desk Open
	DAY 2 – Plenary Session – Manly Pacific Hotel
9.00am	Welcome - Matt Basely, MC Ceremonial Welcome - Acknowledgement of Country LGNSW President's Address - Cr Darriea Turley AM , President LGNSW Destination Host Council's Welcome - Northern Beaches Council
9.00am	Panel Session with Q&A Reimagining Tourism in your LGA – Challenge or Opportunity? 24 Hour Economy – Michael Rodrigues NSW 24-hour Economy Commissioner

	24 hour Airport – Anthea Hammon, non-Executive Board Member, Western Sydney Airport Sustainable Tourism – Stewart Moore – CEO and Founder, EarthCheck
10.15am	MORNING TEA in Trade Exhibition
11.00am	<p>Events-based Tourism – Festivals, Footy and Food What's the secret to successful and <i>sustainable</i> events tourism?</p> <ul style="list-style-type: none"> • Mid-Western Regional Council's engagement with Sports Tourism Alina Azar, Director Development, Mid-Western Regional Council • Parkes Shire Council's Elvis Festival Tiffany Steel, Elvis Event Director, Parkes Shire Council • Northern Beaches Council – Creating sustainable Marquee Events - Play Manly and Taste of Manly Lisa Dowsett, Head, Events & Partnerships, Northern Beaches Council • Sydney WorldPride Human Rights Conference Kate Wickett, CEO Sydney WorldPride 2023
	NSW Tourism Industry Council announces Top Tourism Town Awards
12.30pm	LUNCH in the Trade Exhibition area
1.15pm	Assemble for site visits at main entrance – Manly Pacific Hotel
All site visits	Depart for Site Visits (x 5 options). Refreshments included on all site visits (four hours)
Site Visit 1	Destination Manly Walking Tour
1.30pm-5.30pm	Walking tour – easy Manly Corso, Shelly Beach, Cabbage Tree Aquatic Reserve Showcasing Place-making, Eco Tourism and Events, Manly Place Plan, Taste of Manly and PLAY Manly
Site Visit 2	Arts and Ales

1.30pm-5.30pm	(Walking tour and bus transfers) Manly Art Gallery and Museum, Brookvale Arts and Breweries District Showcasing Arts, creativity and Culture, Brookvale Structure Plan
Site Visit 3	Nature and History – Connection to Country
1.00pm-5.30pm	(Bus tour, ferry and some easy walking - lunch boxes will be provided for delegates attending this site visit) Narrabeen Lagoon, Palm Beach and Currawong on Pittwater Showcasing Nature, Indigenous heritage and coastal experiences
Site Visit 4	Inclusive Tourism
1.30pm-5.30pm	(Bus tour and some easy walking) Collaroy Beach and Sargood on Collaroy Showcasing Accessible facilities on the Northern Beaches
Site Visit 5	Wellness Immersion
1.30pm-5.30pm	Manly Wharf to Quarantine Beach and North Head Option 1: Wellness Immersion with kayaks (Moderate level of fitness required) Option 2: North Head Wellness Introduction (Bus transfers and some easy walking)
5.30pm	Site visits return to accommodation and Manly Pacific Hotel
7.00pm-10.00pm	Conference Dinner and Entertainment – Elite Sponsor Tourism Tribe – Manly Pacific Ballroom

Wednesday 31 May 2023

8.00am	ARRIVAL TEA AND COFFEE Info desk and Trade Exhibition open
9.00am	Day 3 Plenary Session - Manly Pacific Ballroom
	Welcome - Conference MC, Matt Baseley

	<p>International Market Update - Tourism Australia Dominic Mehling, Industry Relations Manager – ACT, NSW, NT, QLD – Tourism Australia</p>
	<p>Creating and operating unique Cultural Experiences Clarence Slockee, Jiwah Pty Ltd</p>
10.15am	MORNING TEA in Trade Exhibition
11.00am	<p>Keynote address Steve Cox, Chief Executive Destination NSW</p>
12.00pm	<p>The visitor economy on the other side – Adele Labine-Romain, Deloitte Access Economics</p>
12.30pm	<p>Panel Session and Q&A Technology Trends and Tourism The Future of Visitor Servicing</p> <p>Mark Greaves – The Tourism Group Catherine Shields – Destination Sydney Surrounds South Clair Mudaliar – Eden Visitor Information Centre Lee Hicken – Microsoft Australia and New Zealand</p>
1.15pm	LUNCH in Trade Exhibition
2.15pm	Layne Beachley AO , Layne Beachley Enterprises
2.45pm	Announcement of Host Council 2024 and closing remarks Matt Baseley , Conference MC
3.00pm	CLOSE OF CONFERENCE