

2019 North Coast Tourism Symposium

Thursday 1st of August 2019 | South West Rocks Country Club

“Evolving Together”

With a focus on business sustainability, the North Coast Tourism Symposium’s program will discuss and debate the importance of evolving your business to meet changing consumer needs. We aim to challenge businesses and destinations to think about how they can evolve to meet future consumer demand.

8.30am – 8.45am	REGISTRATION OPEN
8.45am - 9.10am	Welcome & Opening Address Welcome to Country – South West Rocks Figtree Descendants Aboriginal Corporation Opening Address – Craig Millburn, General Manager, Kempsey Shire Council Welcome Address – Cameron Arnold, Chair, Destination North Coast
9.10am – 9.30am	Destination North Coast Update – Michael Thurston, General Manager Nature-based Tourism Project, Business Events Initiative, Tourism Research Project, Accommodation Reinvestment Project, Cultural Tourism, Food & Wine Trails.
9.30am – 10.0am	“Rockstar to Local Hero: Evolving Destinations in a Dynamic World”, Destination Marketing Store – Carl Solomon, Director Think global; Act local: from establishing your point of difference in a highly competitive marketplace to providing truly memorable experiences and creating compelling stories that elevate your marketing to the next level.
10.00am – 10.30am	“A year in review: North Coast Symposium 2018 – The challenge set 12 months ago” Nature-based Tourism Investment Activation Project Update & Outcomes – Earthcheck, Stewart Moore, CEO
10.30am – 10.50am	Sustain Self/Wellness Tourism – GreenX7, Tim Jack Adams, Founder “Your business is only as sustainable as you and your people”
10.50am – 11.10	MORNING TEA
11.10am – 12.00pm	Tourism Updates <ul style="list-style-type: none"> • Key initiatives, market prioritisation – Tourism Australia, Leigh Sorensen, General Manager, Industry Relations • Industry update & outlook – NSW Department of Industry, Belinda Boyce, Manager Tourism Programs
12.00pm – 12.20pm	“What Does The Future Look Like?” Emerging Trends and How to Adapt – Earthcheck, Stewart Moore, CEO
12.20pm – 1.00pm	“Meeting the Skills Gap’ – Panel Session facilitated by Destination North Coast, Professor Elizabeth Roberts, Director <ul style="list-style-type: none"> • TAFE Kempsey, NSW – Maura Luxford, TAFE Services Manager • Southern Cross University, Coffs Harbour – Julia Caldicott, Work Integrated Learning Coordinator/Lecturer • Australian Government Department of Employment, Skills, Small and Family Business – Mark Almond, Employer Liaison - Strategic Engagement
1.00pm – 1.45pm	LUNCH (served downstairs adjacent to the Bowling Green)
1.45pm – 1.55pm	Energiser Activity – Tim Jack Adams
1.55pm – 2.30pm	“Own Your Story – Luring the Intrepid Traveller”, The Intrepid Group, James Thornton, CEO The rise in adventure-based tourism, insights into what’s driving demand. Trends and challenges globally and locally
2.30pm – 3.35pm	Destination Development – Panel <ul style="list-style-type: none"> • Kempsey Shire Council – Marilyn Breen, Economic Development & Tourism Coordinator • Port Authority of New South Wales – Natalie Godward, Cruise Development Manager • DXN Solutions – Lee Dixon, Director • Sculptures in the Gaol, Trial Bay – Phil Nicholas, Event Organiser
3.35pm – 3.45pm	Bringing It All Together , Destination North Coast, Michael Thurston, General Manager

This program is subject to change at any time by Destination North Coast.

With special thanks to Symposium sponsors; Macleay Valley Coast Holiday Parks, Akubra and Service NSW



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