

3:00pm	<p><b>DESTINATION DEVELOPMENT - NATURE &amp; CONSERVATION AT FOREFRONT FOR BELLINGEN REGION</b></p> <p>Symposium co-host <b>Bellingen Shire Council's Deputy General Manager, Corporate &amp; Community, Michelle McFadyen</b> will lead this session as we take a figurative journey through the Bellingen region with guest presenters <b>Kevin Evans, Great Koala National Park Steering Committee</b> and <b>John Morse</b>, Bellingen local and former Tourism Australia CEO.</p>
4:00pm	<p><b>CONFERENCE SUMMARY &amp; CLOSE</b></p> <p><b>Michael Thurston, General Manager, Destination North Coast</b> will provide a wrap-up of the day including key take-aways from each session.</p>
4:15pm	<p><b>EVENT CONCLUSION</b></p>

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

The North Coast Tourism Symposium & Awards Gala Dinner are made possible with the generous contribution of our Event Sponsors.



[www.fcswc.org.au](http://www.fcswc.org.au)

The FCSWC is a not-for-profit organisation that own and operate three holiday resorts in the NSW coastal towns of Urunga on the Coffs Coast, Fingal Bay in Port Stephens, and Sussex Inlet in Shoalhaven. Each resort is uniquely located amongst natural coastal scenery, with our resorts comprising of a total of 118 spacious, and affordable apartments.



[reflectionsolidayparks.com.au](http://reflectionsolidayparks.com.au)

NSW Crown Holiday Parks consolidates the operations of 37 coastal and inland holiday parks and a variety of recreation reserves located on Crown Land throughout NSW in some of the state's most iconic locations. Reflections Holiday Parks are located next to some of the most iconic beaches, inland dams and landmarks across NSW.



[cex.com.au](http://cex.com.au)



[nationalparks.nsw.gov.au](http://nationalparks.nsw.gov.au)



[wavestowilderness.com.au](http://wavestowilderness.com.au)



[www.affirmations.com.au](http://www.affirmations.com.au)

# 2021 North Coast Tourism Symposium

Thursday 24 June 2021 | C.ex Urunga Golf & Sports Club



## Future Forward

The theme of the North Coast Tourism Symposium is 'Future Forward' and will see a focus on adaptation, resilience and regenerative tourism



**Destination  
North Coast NSW**

7:30am	BODHI TREE COFFEE CART On site for a morning hit or two of local Bellingen <b>Amelia Franklin Coffee</b>	
8:30am	<b>REGISTRATIONS OPEN</b> <small>tea and coffee service available</small>	
8:45am	<b>WELCOME AND OPENING ADDRESS</b> <b>Welcome to Country</b> by Frances Witt <b>Welcome Address</b> by Cameron Arnold, Chair, Destination North Coast and Liz Jeremy, General Manager, Bellingen Shire Council	
9:15am	<b>INTRODUCTION TO THE SYMPOSIUM PROGRAM &amp; OPENING KEYNOTE</b>	
9:20am	<b>Opening Keynote - Gus Balbontin - Adapt</b> The pace of change we face at the dawn of a new decade is unprecedented and has been accelerated by recent global events. Trying to predict what the future holds is impossible, we must instead focus on our ability to adapt. Fast decisions making, resilience, novelty, fast experimentation all form part of the new way of doing business. Disruption in the travel sector is fast, confronting but equally exciting and full of opportunities. Let Gus share with you the battle scars of over 20 years of travel, tech and social change. Born and bred in wild Patagonia, Gus Balbontin never allowed his small town and humble beginnings get in the way of his big dreams. A healthy disrespect for authority and a severe case of fomo (fear of missing out) landed him in Australia at the young age of 17.	
10:10am	<b>DESTINATION NORTH COAST UPDATE</b> Activity Summary & Pipeline of Projects	
10:50am	<b>BREAK FOR MORNING TEA</b>	
11:10am	<b>DESTINATION NSW &amp; TOURISM AUSTRALIA UPDATES</b> <b>Steve Cox, CEO Destination NSW</b> will present on key priorities and projects being delivered as part of the NSW Visitor Economy Strategy 2030. As a passionate and energetic champion for Sydney and regional NSW, Steve's focus is spearheading the strategic direction of Destination NSW.	
	<b>Dominic Mehling, Industry Relations Manager, Tourism Australia</b> will provide an update on TA's Holiday Here This Year campaign and other activities. Dominic acts as the primary link between domestic tourism product and the Australian Government agency responsible for promoting Australia to the world as a destination for leisure and business travel.	

11:50am	<b>REGENERATIVE TOURISM – THE SHIFT TOWARDS FOR-PURPOSE TRAVEL</b> <b>Dianne Dredge - The Tourism CoLab</b> Regenerative tourism makes just plain good business sense. At its simplest, regenerative tourism takes sustainable tourism to the next level. It's about balancing our business and community needs with what nature needs to regenerate. There are strategies and pivots that can be made if we allow ourselves to think a little differently. In this presentation Dianne Dredge will explore how to think differently about our current and future challenges. She will share insights and case studies about regenerative tourism and the shifts towards for-purpose and transformational travel in a post COVID world. Dianne is Founder and Director of The Tourism CoLab, a Brisbane based social enterprise that specialises in transforming tourism through regenerative tourism.	
12:20pm	<b>RESPOND. RECOVER. REJUVENATE.</b> <b>Steve Noakes - Binna Burra Lodge - A Case Study in Regeneration</b> From disaster comes opportunity! How an iconic Australian nature-based tourism enterprise has progressed since the early days of the 2019/2020 Black Summer bushfires. Steve Noakes has been involved in the travel and tourism industry for some 45 years and is a long term advocate for sustainable tourism practices across the Asia Pacific region.	
12:50pm	<b>BREAK FOR LUNCH</b>	
1:40pm	<b>FACILITATED PANEL SESSION – FINDING COMPETITIVE ADVANTAGE IN A COVID-DISRUPTED WORLD</b> <b>DNC Chairman Cameron Arnold</b> will facilitate a panel with our guest presenters; Gus Balbontin, Diane Dredge and Steve Noakes; and get their take and ideas for finding and retaining competitive advantage post COVID.	
2:10pm	<b>UNPACKING DATA – WHAT WE KNOW TO BE TRUE</b> Management consultant Peter Druker could not have foreseen the COVID crisis when he coined the phrase “If you can't measure it, you can't improve it” however, never has this expression rung so true. In this session <b>Peter Doran, Director, Program Performance and Assessment, Destination NSW</b> will share information and data (the truth) and <b>Kerry Grace, CEO Regional Development Australia, Mid North Coast</b> , will endeavour to unpack some of the research data pertinent to our region and industry. Peter is responsible for the assessment and reporting of all activities in marketing, visitation attraction, campaigning and events. With a strong consultancy background Kerry has worked with all levels of government, not for profits and Aboriginal corporations. She is often called upon for her facilitation skills to moderate pathways forward for contentious and complex issues.	 