

## North Coast Tourism Symposium 2022

### Thursday 28<sup>th</sup> July | Saraton Theatre, Grafton

#### **“Evolving for Success”**

With a forward-looking focus, the North Coast Tourism Symposium’s program includes one of Australia’s most respected futurists and business technologists in Steve Sammartino who has an incredible ability to make sense of how emerging technology applies to a particular industry. Combine that with Dr Catriona Wallace, recognized as the Most Influential Woman in Business & Entrepreneurship by the Australian Financial Review and an expert in the field of Artificial Intelligence, Virtual Reality and the Metaverse and Stewart Moore, Chief Operating Officer, Earthcheck who is one of the Asia Pacific’s most experienced planning and management consultants with deep knowledge and experience in tourism destination management, sustainability, and corporate social responsibility. It’s going to be a battle of the future as we come together at the North Coast Tourism Symposium

8.30am – 8.45am	REGISTRATION OPEN – tea and coffee available
8.45am – 9.10am	<b>Welcome &amp; Opening Address - Welcome to Country</b> Opening Address - Destination Co-host Clarence Valley Council Welcome Address - Destination North Coast
9.10am – 10.00am	Opening Keynote – <b>‘Rapid Fire Future’ with renowned futurist - <a href="#">Steve Sammartino</a></b>
10.00am – 10.30am	Destination North Coast Update & Outlook - <b>Michael Thurston, General Manager</b>
10.30am – 11.00am	<b>“Sustainable Destinations Are Healthy Destinations” - <a href="#">Stewart Moore</a>, CEO Earthcheck</b>
11.00am – 11.05am	Serco – Local Focus
11.05am – 11.35am	MORNING TEA (sponsored by Serco)
11.35am – 12.05pm	<b>“The Rise of AI, Web3 and the Metaverse and its role in Tourism” - <a href="#">Dr. Catriona Wallace</a></b>
12.05pm – 12.45 pm	<b>“Battle of the Future” Panel Discussion with Steve Sammartino, Dr. Catriona Wallace and Stewart Moore - moderated by <a href="#">Giovanna Lever, Sparrowly Group</a></b>
12.45pm – 1.05pm	NSW NPWS Project Updates - TBC
1.05pm – 2.00pm	LUNCH (boxed lunch provided to eat next door at the Clocktower Hotel or across the road in Market Square Garden)
2.00pm – 2.30pm	Destination NSW Update & Outlook - TBC
2.30pm – 3.00pm	<b>“Tourism Australia and the International Opportunity” - Dominic Mehling</b>
3.00pm – 3.30pm	Unpacking the North Coast Destination Management Plan 2022 – 2030 - Earthcheck and DNC
3.30pm – 4.00pm	Destination Development – Conference Co-hosts Clarence Valley Council
4.00pm – 4.15pm	Conference Wrap Up and Key Take-aways - Destination North Coast, Michael Thurston, General Manager

### Awards Gala Dinner

Thursday 28<sup>th</sup> July | The Barn, Grafton Showgrounds

Join Destination North Coast and co-host Clarence Valley Council in celebrating the region’s Local Tourism Heroes at this year’s Award Gala Dinner. Enjoy regionally sourced treats and entertainment. Dress to (warmly) impress!

6.15pm – 7pm	Meet and greet – enjoy a glass of The Duke Gin, Clarence Distillery over canapés (Yamba Prawns anyone?)
7.00pm – 7.15pm	Opening Words (Destination North Coast and Clarence Valley Council) and Welcome To Country
7.15pm – 7.30pm	MC Desan Padayachee presents
7.30pm – 8.00pm	Dinner Service Commences
8.00pm – 8.30pm	Local Tourism Hero Awards ceremony kicks off - raise a glass and in front of friends and colleagues from across the industry, we’ll salute the North Coast’s Local Tourism Heroes
8.30 pm – 9.00pm	Dinner Service Continues
9.00pm – 9.15pm	Local Tourism Hero Awards continue
9.15pm – 9.20pm	Award Ceremony Concludes
9.20pm – 11.59pm	Music by local band – <a href="#">Ryan Martin Trio</a>

Event programs and timings are subject to change at any time by Destination North Coast.

**With special thanks to destination Co-hosts [Clarence Valley Council](#) and sponsors [Ingenia Holiday Parks](#) and [NSW National Parks & Wildlife Service \(North Coast Branch\)](#).**