

Awards Gala Dinner



THURSDAY 28TH JULY | THE BARN, GRAFTON SHOWGROUNDS

For those attendees joining Destination North Coast and co-host Clarence Valley Council in celebrating the region's Local Tourism Heroes at this year's Award Gala Dinner, we'll see you in your (warm) glad rags at The Barn for a 6.15pm kickoff.

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



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National Parks & Wildlife Service (North Coast Branch)

NSW National Parks and Wildlife Service (NPWS) is part of the Environment and Heritage Group in the Department of Planning and Environment. NPWS manages 889 NSW national parks and reserves, covering over 7 million hectares of land equating to management of 9% of the land area of NSW. NPWS is committed to conservation of our state's biodiversity and cultural heritage.



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Ingenia Holiday Parks

With 39 holiday parks and resorts positioned along the East Coast of Australia, Ingenia Holiday Parks provides the ideal place to stay for a short stopover, weekend getaway, or extended holiday. Our parks provide far more than just comfortable accommodation – designed to feel like a home away from home, enjoy amazing moments and memories to last a lifetime at Ingenia Holiday Parks.



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Serco (Sponsors of Morning Tea)

Serco is proud to sponsor the North Coast Tourism Symposium 2022 as part of our focus on supporting local projects that enable Clarence Correctional Centre staff and inmates to give back to the community.

Special thanks to local supporters including Botero Coffee and the many Clarence Valley businesses who contributed content to delegate goodie bags for our event.

2022 North Coast Tourism Symposium

Thursday 28 July 2022 | Saraton Theatre, Grafton



Evolving for Success

With a forward-looking focus, this year's Tourism Symposium program includes one of Australia's most respected futurists and business technologists, an expert in the field of Artificial Intelligence, Virtual Reality and the Metaverse and 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



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8:30am	REGISTRATIONS OPEN tea and BOTERO coffee available
8:45am	WELCOME AND OPENING ADDRESS Welcome to Country Opening Address by Cameron Arnold & Michael Grieve, Destination North Coast and Laura Black, Acting General Manager Clarence Valley Council
9:10 - 10:00am	OPENING KEYNOTE - RAPID FIRE FUTURE with renowned futurist – Steve Sammartino The world just changed without notice. The good news is that people's minds and attitudes have never been as open as they are today. Post-Covid is the opportunity we've been waiting for. Finally, the world has realised that technology enables us to be location agnostic and participate on the global economy, at a corporate and entrepreneurial level. In this talk Steve will focus on the changes and how to evolve with them and ride the wave to a new type of commercial success and growth by inventing new systems which match the world we now live in. Buckle in for some insight and tools you can use the moment his talk is finished. 
10 - 10:30am	DESTINATION NORTH COAST UPDATE & OUTLOOK Michael Thurston, General Manager
10.30 - 11:00am	HEALTH, WELLNESS AND SUSTAINABLE DESTINATIONS Stewart Moore, CEO, Earthcheck Covid has given us an opportunity to hit the reset button and to rethink destination management. Slower and more purposeful tourism, the delivery of broader wellness outcomes and some new thinking regarding restorative and regenerative tourism. At the destination level there is an increased focus on resource management and the integration of tourism with local development and wellbeing agendas. In addition, post-Covid recovery has helped to bring about a heightened sense of the significance of health, hygiene and safety. Destination North Coast has an enormous opportunity to become the leader in this space. 
11 - 11:05am	LOCAL FOCUS – Serco Amanda Tramontano, Catering Manager, Clarence Correctional Centre
11:05 - 11:35am	BREAK FOR MORNING TEA sponsored by Serco with coffee supplied by Botero Coffee Roasters
11:35 - 12:05pm	THE RISE OF AI, WEB3 AND THE METAVERSE AND ITS ROLE IN TOURISM – Dr Catriona Wallace This presentation will provide a market update on artificial intelligence, web3 and the Metaverse. Discussions topics are: AI-Human Teams, the role of AI automation and augmentation, the potential tourism benefits of VR and the Metaverse, and how to develop an AI, Web3 strategy for the region. 

12:05 - 12:45pm	BATTLE OF THE FUTURE - FACILITATED PANEL DISCUSSION Steve Sammartino, Dr Catriona Wallace and Stewart Moore Giovanna Lever, Managing Director, Sparrowly Group will moderate what is bound to be a lively panel session as she challenges our key speakers on evolving trends to ensure success.
12:45 - 1:05pm	NSW NPWS PROJECT UPDATES Glenn Storrie & Ann Walton National Parks & Wildlife Service Glenn and Ann will share information on the planned upgrades to the Dorrigo Rainforest Centre and recently announced multi-day walk and bring us up to date on other major North Coast Projects.  
1:05 - 2pm	BREAK FOR LUNCH Boxed lunch provided to eat next door at the Clocktower Hotel or across the road in Market Square Garden
2 - 2:30pm	FEEL NEW BRAND POSITIONING & REGIONAL OPPORTUNITIES Bronwen Gwynn-Jones Director, Content & Creative Services, Destination NSW Destination NSW will present its plans to extend the Feel New brand position into regional NSW, providing real life examples and practical ways in which the Feel New brand can be applied to help grow the visitor economy. 
2:30 - 3pm	TOURISM AUSTRALIA & THE INTERNATIONAL OPPORTUNITY Dominic Mehling, Industry Relations Manager – ACT, NSW, NT, QLD, Tourism Australia Dominic Mehling will provide an update on the international outlook and TA's strategy to make the most of the current opportunities. 
3 - 3:30pm	UNPACKING THE NORTH COAST DESTINATION MANAGEMENT PLAN 2022 - 2030 Nigel Russell, General Manager - Consulting, Earthcheck will provide an overview of the recently reviewed North Coast Destination Management Plan 2022 – 2030. 
3:30 - 4pm	DESTINATION DEVELOPMENT – BUILDING THE CLARENCE EXPERIENCE Justin Putze, Manager Cultural, Community & Industry Maryanne Bristow, Holiday Parks Officer, Clarence Valley Council Tourism is one of the strongest sectors in our local economy. Clarence Valley Council is determined to build and grow the visitor experience. We want to create lifelong memories for our visitors to this beautiful Valley. To do this, Council has a strategy in place to develop our cultural assets, maintain our coastal gems and create experiences that highlight the mighty Clarence River.
4 - 4:15pm	CONFERENCE WRAP UP AND KEY TAKE-AWAYS Michael Thurston, General Manager, Destination North Coast