



Dave O'Neil, MC,
Comedian and ABC presenter



The Hon Steve Bracks AC,
Former member for Williamstown
and Premier of Victoria



Simon McArthur,
Destination Brand Specialist
speaking about Brand Newcastle,
NSW – a highly successful case
study in regional collaboration



Professor Alison Morrison,
Professor of Hospitality, Tourism
and Events – College of
Business, Victoria University

Further information about the
profile of all speakers can be found
at the conference home page
<http://www.trybooking.com/71672>

*Program is correct at the time
of publication however it may
be subject to further change.

8.30am to 9.00am	Registration/ Arrival
9.00am	Day Forum – commences Opening /Welcome to Country MC, Dave O'Neil (Comedian and ABC presenter)
9.30am	The Hon Steve Bracks AC <i>How the west can be won</i>
9.50am	Professor Alison Morrison, Victoria University <i>An Economic 'Selfie' and Innovative Horizons</i>
10.10am	Simon McArthur, Simon McArthur and Associates <i>Case Study - Brand Newcastle: effective regional collaboration</i>
10.40am	Networking Activity <i>Capturing what's best about the west</i>
10.50am to 11.15am	Morning Tea
11.15am to 1.00pm	'Futures' Workshops x3 Each session x 45 mins (repeated twice) <i>Attendees can choose to attend 2 sessions out of 3</i>
	Workshop 1 – Infrastructure Future Presentations and questions with Melbourne Airport, Avalon Airport, Regional Rail Link
	Workshop 2 – Digital Future Workshop facilitated by Tourism Victoria on latest developments of digital channels in tourism
	Workshop 3 – Service and Engagement – Your Future Workshop facilitated by Mel Neil, Emotional Intelligence Worldwide
1.00pm to 2.00pm	Networking Lunch <i>(Hosted by the Local Arts venues in the western metro region)</i>
2.00pm to 2.15pm	Susan Packer, Parks Victoria <i>Parks Victoria's role in tourism in Melbourne's west</i>
2.15pm to 3.15pm	Industry Leaders Forum Facilitated panel discussion with Destination Melbourne (Laura Cavallo, CEO), Victoria Tourism Industry Council (Dianne Smith, CE), Tourism Victoria (John Dalton, Director Strategy, Policy and Corporate Services) and Western Melbourne Tourism (Richard Ponsford, Executive Officer)
3.15pm to 3.45pm	Afternoon Tea
3.45pm to 4.45 pm	Open Forum – Session of ideas <i>The Future – Where to from here?</i> Facilitated discussion about opportunities ahead Capture ideas from all attending
4.45pm to 5.00pm	Close and wrap
5.00pm	Day Forum – close
5.00pm to 6.00pm	<i>Transfer to The Boathouse, Maribyrnong Park (adjacent Maribyrnong River) Bus transfer provided if required</i>
6.00pm to 8.30pm	Networking Drinks – at The Boathouse

A one day regional tourism industry forum for Melbourne's west

'futures' workshops

You are able to attend two out of three workshop sessions...

Each workshop session will run for approximately 45 minutes (change over at Noon – 12.10pm).

melbourne's west

Council partners:



Hobsons Bay
CITY COUNCIL



wyndham city
city coast country



City of
Moonee Valley



CITY OF
MELTON



Maribyrnong
CITY COUNCIL



Brimbank
City Council

Workshop 1 Infrastructure Future (West Room)

Melbourne's west is the focus of significant future infrastructure development, none the least at our airports and rail network. These developments offer opportunities for the development of further tourism in the region with increasing flow of visitor traffic through these major gateways.

Presenter 1: Carly Dixon – General Manager Corporate and Public Affairs, Melbourne Airport

Presenter 2: Peter Dorling – Business Development Manager, Avalon Airport

Presenter 3: Brett Summers – Work Package Director, Footscray to Deer Park, Regional Rail Link Authority

Facilitator: Craig Rowley, CEO, LeadWest

Workshop 2 Digital Future (East Room)

Digital channels provide businesses with a wide range of opportunities in an ever evolving environment. Whilst changes in technology and innovation increase at a dizzying speed, there are core directions that tourism businesses can focus on to maximise their digital effectiveness. From websites, email and online content to social media and mobile, we will provide some key tips and case studies on Tourism Victoria's strategies, and trends in digital tourism.

Presenter: Michael Hauser – Digital Marketing Manager, Tourism Victoria

Michael Hauser is responsible for managing digital marketing directions for domestic and international tourism markets. Michael has worked in the Victorian Tourism and online environment for over 10 years, initially working on the original development of the visitvictoria.com website, managing a major site redesign and implementing new online functionality. Michael has established successful digital marketing, social media and mobile strategies for Tourism Victoria's domestic and international marketing campaigns and managed digital innovation projects.

Facilitator: Liz Price, Western Melbourne Tourism Board Member

Workshop 3 Service and Engagement – Your Future (Club Rooms)

Are you putting the best you can in front of your customers and colleagues? Explore the science behind flourishing human experiences for you, your teams, your stakeholders and your customers. Take away practical tools you can implement immediately with astonishing results. Learn how to embrace the mantra that will change the way you view the world and that 'other people matter'.

Presenter: Mel Neil, Psychonaut, Positive Deviant - Emotional Intelligence Worldwide (EIW). Mel Neil is a specialist in Emotional Intelligence and a Positive Psychology practitioner. Mel is no stranger to the tourism industry having facilitated and co-developed the innovative Melbourne Tourism Industry Leadership Program (MTILP), a program recognised with an RACV 2012 Victorian Tourism Award. Mel is also working with EIW to develop and facilitate Australia's first Diploma of Positive Psychology & Wellbeing. She also trains and mentors coaches, human resources professionals and leaders as a Master Trainer of Realise2 strengths and the Genos Emotional Intelligence Test. She can be very compelling!

Facilitator: Jenine Fleming, Marketing Manager, Scienceworks

Event partners:



LEADWEST
Leadership for the west



Parks
VICTORIA



SCIENCEWORKS



VICTORIA
UNIVERSITY
MELBOURNE AUSTRALIA

Event venues:



THE
Rocks
WILLIAMSTOWN



theboathouse