

# SOUTH AUSTRALIA VISITOR INFORMATION CENTRE CONFERENCE 2019

YORKE PENINSULA  
JUNE 3 - 5



# WELCOME

The Yorke Peninsula welcomes you to the 2019 South Australian  
Visitor Information Centre Conference

## PROGRAM

### Day 1: Monday 3rd June 2019

#### 3:00pm **Moonta Expedition**

To kick start the program you can meet at the Moonta Tourist Office on Blanche Terrace for a familiarisation of the towns top tourist attractions. Optional train ride around the mines, tour of the School of Mines Museum, and visit to the Old Sweet Shop.

#### 5:00pm **SA Visitor Information Centre AGM**

Located at the Moonta Memorial Bowling Club, the meeting will include pre-dinner drinks and local produce.

#### 7:00pm **Optional Dinner: Café Capella's**

Café Capella's is a wonderful modern Italian restaurant that also provides many other meals. The restaurant is located down the main street of Moonta; George Street. Please join us.

### Day 2: Tuesday 4th June

#### 9:00am **SA Visitor Information Centre Conference**

The Conference will be located at the new Copper Coast Sport & Leisure Centre, Kadina. You can listen, learn and network with many inspiring tourism guest speakers and local tourism providers.

#### 6:30pm **Wallaroo Social Dinner**

Join us at the wonderful CU@Wallaroo Accommodation Centre to enjoy a casual social outing in Wallaroo with wood oven pizzas, local wine tastings and desserts. Shuttle bus pick up & drop-off to Wallaroo accommodation.



## **Day 3: Wednesday 5th June 2019**

8:30am - 5:30PM

### **Yorke Peninsula Expedition**

Enjoy a day trip exploring the many towns and attractions on the Yorke Peninsula. A bus will transport all attendees from Wallaroo down to Minlaton and back. Attendees will be introduced to many local inspiring producers and will get to taste the delicious local products such as wine, gin, sweets and much more. Bus pick-up & drop off to Wallaroo accommodation

7:00pm - 11:00PM

### **Conference Dinner**

A fun finish to a full three days in the Yorke Peninsula will be the Conference Dinner at the Wallaroo Coopers Alehouse. The dinner will be a three course meal. Shuttle bus pick up & drop-off to Wallaroo accommodation

# CONFERENCE PROGRAM

## 4TH JUNE

**Location:** Copper Coast Sport & Leisure Centre, 1 Doswell Terrace Kadina 5554

9:00am **Welcome and Housekeeping**

Facilitator Max Anderson

9:05am **Welcome to Country**

Cheylen and Tyrese Wanganeen

9:10am **Mayors Welcome**

Mayor Roslyn Talbot, Copper Coast Council

9:20am **Conference Welcome**

Shaun de Bruyn, Chief Executive Officer, TiCSA

9:30am **Max Anderson**

Max will introduce himself and give an insight into his wealth of experience.

9:45am **Keynote Speaker - Coralie Bell**

Tourism Manager Shoalhaven City Council NSW

Chair Australian Regional Tourism

**10:45am Morning Tea**

11:15am **VIC's Future Services - Ali Uren Kiikstart**

A hands on session that will allow staff to best plan for the future and maximise opportunities for established and emerging brands while generating an efficient source of income for Visitor Information Centres.



## **12:45pm Lunch**

### **Keeping it Local**

1:30pm **Yondah Beach House - Michele Bain**

2:00pm **Wallaroo Marina Apartments - Craig Costello**

2:30pm **Panel - How VIC's are working with locals**

ATDW, Accommodation listings - Nicolle (Goolwa), Produce - Paula (Clare)

## **3:00pm Afternoon Tea**

3:30pm **South Australian Tourism Awards**

Shaun de Bruyn, Andy Glen & Glen Christie

4:00pm **Tourism Routes Workshop**

Facilitated by Marianthi Livaditis

Guest Speaker Andrew Cole, CEO, Barunga West Council

## **4:50pm Conference wrap up and close**

# GUEST SPEAKERS

## Max Anderson

Max has been a travel writer for 30 years, with his work appearing in the The Sunday Times, The Financial Times, The Guardian, The Independent, The South China Morning Post, The Sydney Morning Herald, The Australian, Gourmet Traveller and National Geographic Traveller. In 2002 he spent six months in outback WA learning to be a gold prospector (recounted in his book, Digger). And for a brief, inglorious period in the 1990s, he wore a seven-foot inflatable suit to appear in supermarkets as the Cocopops Monkey. Max Anderson shares some of the let-downs, cock-ups, and general implusions of common sense he's encountered in the luxury end of the world's travel industry. Not that you have to be a five-star operator to make a five-star f--ck-up. Whether you're running a resort in the Bahamas or a B&B in the boonies, this is one presentation you might need to hear...



## Coralie Bell

Bringing a fresh perspective to tourism, Coralie Bell is a business and creative marketing professional. With a diverse career in a variety of roles and industries, Coralie has worked in and around tourism for over 20 years. From business strategy, networking, report writing and stakeholder engagement to press advertising, public relations and marketing, you name it, she's done it. Known for being extremely motivated, organised and disciplined she's not only used to wearing many hats, but thrives in an environment where no two work days are exactly the same.



## Ali Uren

Ali Uren has created and facilitated training for TiCSA (formally SATIC), has been a judge and mentor for the SA Tourism Awards and is currently coaching and mentoring young tourism professionals across Australia working in partnership with Australian Regional Tourism, as part of the Emerging Tourism Professionals Program. For the past 12 years Kikstart has specialised in business planning and development for the tourism and hospitality industries. The key purpose is to build visitor services that are better positioned to meet the changing needs of the guests and future markets. In turn this results in better bottom lines with more engaged, connected teams.



### **Michele Bain**

Michele's background is in brand and communications. For 30 years, she and her husband Nick have operated a creative consultancy in Adelaide that specializes in brand strategy and design for organisations with a nature-based or tourism focus. More recently they have also been developing an immersive 'Australian wildlife and conservation experience' based around Yondah Beach House, their multi award-winning deluxe accommodation business located on southern Yorke Peninsula. Set on 300 stunning oceanfront acres where dolphins, seals, whales and sea eagles are frequent visitors, this rural property has been revegetated to create new habitat for rare local species including the malleefowl and western pygmy possum. In early 2019, a second deluxe property, Seafire Beach House, was launched to attract more interstate and international visitors to our region, and to complement the new Great Southern Ark re-wilding project. Michele is on the Board of Ecotourism Australia and is a member of the SA Government's Nature-based Tourism Task Force.



### **Craig Costello**

Craig Costello is the Director of the multi-award winning Yorke Peninsula accommodation business Wallaroo Marina Apartments. With a background in Real Estate, land developments and local council his passion and drive for the tourism industry is evidenced through the many awards the business has won both at a State and National level for the "Deluxe Accommodation" category. Most recent wins include Silver at the Australian Tourism Awards and Category Winner at the SA Tourism Awards. Craig is the current Chair for Yorke Peninsula Tourism.





cu@wallaroo

