

## DESTINATION PHILLIP ISLAND CONFERENCE

WELCOME	9:00am—9:15am
Hon John Pandazopoulos Chair	
OFFICIAL OPENING	9:15am—9:25am
Mayor Cr Pamela Rothfield, Bass Coast Shire Council	
<i>KEY ADVOCACY TO THE STATE AND THE IMPORTANCE OF THE VISITOR ECONOMY TO THE SHIRE</i>	
KEY PROJECTS	
9:25am—9:50am	
& INVESTMENT	Paul Buckley CEO Bass Coast Shire Council
<i>INSIGHT TO THE LATEST KEY INVESTMENTS AND PROJECTS OCCURRING ACROSS THE BASS COAST</i>	
TOURISM IS VICTORIA'S BUSINESS	9:50am—10:10am
Rohish Gupta Policy Manager VTIC	
<i>TOURISM IS VICTORIA'S BUSINESS— AN INSIGHT TO STATE ADVOCACY POSITIONS BY THE VICTORIAN INDUSTRY</i>	
DEVELOPING RELATIONSHIPS FOR COMPETITIVE ADVANTAGE	10:00am—10:30am
Glenn Buesnel-May Trainer Monarch Institute	
<i>EASY ACTIONS FOR BUSINESS TO CONSIDER TO GROW THEIR COMPETITIVE ADVANTAGE</i>	
<u>MORNING TEA</u>	<u>10:30am—11:00am</u>
VISIT VICTORIA - A NEW REGIONAL APPROACH	11:00am—11:30am
Paul Matthews Head of Regional Tourism	
<i>HEAR ABOUT REGIONAL GROWTH, THE LATEST ON VISITOR SERVICING AND DISCOVER HOW VISIT VICTORIA'S NEW "HAPPY SPACE" CAMPAIGN IS SET TO INSPIRE MELBOURNIANS</i>	
MAKE MORE INFORMED FACT BASED DECISIONS	11:30am—12noon
Tom Chappel Business Development STR	
<i>THE VALUE OF BENCHMARKING YOUR FINANCIAL PERFORMANCE AS WELL AS TIPS YOU CAN IMPLEMENT TO HELP GROW YOUR REVENUE AND PROFITABILITY</i>	
KEYNOTE ADDRESS	12noon—1:00pm
ROCKING THE REGIONS	Steve Sammartino
<i>WHY PLACES OF BEAUTY OUTSIDE OF THE SUBURBS WILL BE THE BIGGEST GROWTH AREAS OF THE NEXT 50 YEARS...</i>	

LUNCH	1:00pm— 2:00pm
<i>Presented by The Pantry Phillip Island</i>	
FUTURE FOCUSED	2:00pm—2:20pm
-OUR ENVIRONMENT & OUR VISITORS	Catherine Basterfield CEO Phillip Island Nature Parks
<i>OVER THE NEXT 5 YEARS, PINP'S FOCUS IS ON ACHIEVING EXTRAORDINARY CONSERVATION OUTCOMES AND CREATING OPPORTUNITIES FOR OUR VISITORS AND COMMUNITY TO ENGAGE IN NATURE.</i>	
OVERCOMING ADVERSITY	2:20pm—3:00pm
Beau Vernon	
<i>EVERYONE HAS UPS AND DOWNS, WE HAVE A CHOICE TO EITHER MOVE FORWARD OR WONDER WHY ME</i>	
<u>AFTERNOON TEA</u>	<u>3:00pm—3:30pm</u>
THE LOCAL PRODUCE STORY	3:30pm—4:00pm
Tash Menon Director MASH Brands	
<i>GAINING AN APPETITE FOR LOCAL BRANDS, PRODUCERS AND HOSPITALITY</i>	
PLASTIC FREE	4:00pm—4:20pm
PHILLIP ISLAND & SAN REMO	Lauren Barker Founder
<i>PROTECTING PHILLIP ISLAND AND SAN REMO'S UNIQUE BIODIVERSITY FROM PLASTIC POLLUTION</i>	
TOTALLY RENEWABLE	4:20pm—4:35pm
PHILLIP ISLAND	Susan Davies Director
Energy Innovation Co-Op	
<i>OVERVIEW OF THIS EXCITING NEW PROJECT AND HOW BUSINESSES MAY GET INVOLVED</i>	
KEN HORE TOURISM	4:35pm—4:50pm
MENTORING PROGRAM	
<i>2018/19 MENTEES ANNOUNCEMENT PRESENTED BY BASS COAST SHIRE COUNCIL, DESTINATION PHILLIP ISLAND AND DESTINATION GIPPSLAND</i>	
DESTINATION PHILLIP ISLAND	4:50pm—5:05pm
Kim Storey General Manager	
KEY PROJECTS	
Q&A PANEL DISCUSSION	5:05pm—5:30pm
<i>LEADERS DISCUSS SUBJECTS AND QUESTIONS FROM DELEGATES</i>	
<u>SUNSET DRINKS &amp; CANAPES</u>	<u>5:30—7:00pm</u>
<i>First drink is included, relax and catch up with Industry colleagues</i>	

For more information from our presenters



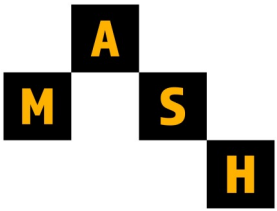
Bass Coast is a vibrant community with successful agribusiness and service industries and welcoming over 3.4 million visitors per year, the opportunities for new businesses are excellent. Our municipality is experiencing rapid growth in its economic base and the growing population also means skilled trades people and service industry workers are in high demand. **Visit [basscoast.vic.gov.au/business](http://basscoast.vic.gov.au/business)**



Victoria Tourism Industry Council (VTIC) is the peak body for Victoria's tourism and events industry. We offer the latest news and information, connections to tourism and events professionals, accredited training and invaluable employer advice to help you thrive and avoid potential pitfall. **Visit [vtic.com.au](http://vtic.com.au)**



STR track supply and demand data for the hospitality industry and here in Australia produce the Australian Accommodation Monitor supported by AUSTRADE. This provides valuable market share analysis for accommodation operators, investment companies and agencies across the globe. **Visit [str.com](http://str.com)**



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Phillip Island and San Remo is an iconic Australian destination, known for its pristine beaches, surfing and diverse marine life. We provide a collective voice for these past efforts, inspire, unite and recognise current plastic reduction initiatives and help grow a community dedicated to improving the health of our oceans. **Visit [plasticfreephillipislandsanremo.org](http://plasticfreephillipislandsanremo.org)**



We are a not-for-profit organisation. Revenue generated through our ecotourism activities is invested into vital conservation, research and education programs. Our mission "To conserve and enhance the Nature Parks' environment for current and future generations, achieving a balanced environmental, economic and social outcome." **Visit [penguins.org.au](http://penguins.org.au)**



Visit Victoria is the State's primary tourism, business and major events company that leads the sector in creating, curating and communicating Victoria's inspiring experiences to maximise visitation. **Visit [corporate.visitvictoria.com](http://corporate.visitvictoria.com)**



The Energy Innovation Co-op is a registered non-trading Co-op with around 350 shareholder members and a mission of "Working together towards a zero emissions community". **Visit [eico-op.org.au](http://eico-op.org.au)**



**Steve Sammartino**  
Steve is one of the worlds most engaging and thought provoking keynote speakers on the Future. He has spoken to over 200,000 people and wowed audiences around the globe. Steve has spoken in Asia, India, Europe, Africa, the USA and is a regular in China **Visit [stevesammartino.com](http://stevesammartino.com)**  
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**Beau Vernon**  
Beau has proven himself to be an exceptional young man inspiring people in his community as a motivating and successful Senior football coach, surfer, hand cycling champion, husband and now father. Champions come in many different forms and Beau is a champion whose journey has changed his life, the lives of his community and audiences who listen to his unbelievable story of hope and happiness. **Visit [beauvernon.com](http://beauvernon.com)**

PHILLIP  
ISLAND  
NATURALLY PLAYFUL

## CONFERENCE 2018

TUESDAY 18TH  
SEPTEMBER

THE SHEARING SHED



Destination

Phillip Island

Regional Tourism Board

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Organisation

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