

# Delegate Guide

## SOUTH AUSTRALIAN VISITOR INFORMATION CENTRE CONFERENCE

9-11 MAY 2022 | PORT LINCOLN

#SAVIC2022 #VISITPORTLINCOLN



*Creating Exceptional  
Visitor Experiences*

PORT LINCOLN



# Welcome



## **Welcome to the SA Visitor Centre Network conference in beautiful Port Lincoln!**

It gives me great pleasure to welcome you to this year's conference and I am personally looking forward to the excellent program of speakers and learnings that Naomi and her team have brought together for us.

After the past couple of years, amid ever changing restrictions, we as visitor servicing professionals are truly privileged to be able to attend conferences such as this in person. It is now up to all of us to make the very best of this great opportunity and fully commit to the program - to participate in discussions, workshops, networking and to take back as much as we possibly can to benefit our own workplaces. It will be hard work and long hours but the benefits far outweigh the effort.

I remind you all that this is a COVID Safe event and we are all responsible for doing the right thing. Staying safe within this environment is a major part of coming together.

I would like to thank our major funding partner the SATC for their ongoing financial support and an additional allowance this year to assist us all with travel costs.

Please enjoy the conference and make the most of the networking opportunities that come with it.

I'm sure you will join me in thanking the City of Port Lincoln, Naomi and her team for their hospitality over the next few days.

*Andy Glen, Chair, SAVICN*



## **Welcome to the stunning Eyre Peninsula!**

With Australia slowly returning to normal and our ability to travel increasing, this year's theme of 'Creating exceptional visitor experiences' couldn't be more relevant. As our mobility increases, so too does the competition!

Visitor Information Centres are integral parts of this visitor experience, from providing a friendly face and useful information to simplifying booking processes and solving problems, and this program is designed to help improve your skills in these areas.

Along with the Eyre Peninsula tourism community, I look forward welcoming you to the conference as you take this opportunity to build your networks – and hopefully get the chance to see a little of the region as well!

*Annabelle Hender, Tourism Development Manager, RDAEP*

*We acknowledge the Barngarla People, the Traditional Owners of the land on which the city of Port Lincoln rests and their continuing connection to land, sea, culture and community. We pay our respects to Elders past, present and emerging, and we extend that respect to all other Aboriginal and Torres Strait Islander peoples in our community.*



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# Program DAY 1 & 2

## DAY 1 | MONDAY 9TH MAY

- From 2:00pm Port Lincoln Hotel check-in
- 5:00pm-7:00pm Delegate registration
- 6:00pm-7:00pm Pre-dinner drinks in foyer – own cost
- 7:00pm-9:00pm Taste of Eyre Dinner at Port Lincoln Hotel – with operator panel and welcome from Deputy Mayor Jack Ritchie

## DAY 2 | TUESDAY 10TH MAY

- 7:00am-8:30am BREAKFAST at Port Lincoln Hotel. Pre-order, own cost – coordinated in registrations
- 8:00am-8:30am Delegate registration
- 8.45am Welcome – MC Steve Davis – Talked About Marketing
- Welcome to country – Jason Bilney
- Official Welcome – Hon Zoe Bettison MP – Tourism Minister
- Welcome – Rodney Harrex – CEO SATC

**SESSION 1** - Steve Davis – Talked About Marketing – “A guide for helping your VIC staff sell ‘The Good Stuff’”

10:15am-10:30am MORNING TEA

**SESSION 2** - Miranda Lang – Manager, SATC Infrastructure, Regional Engagement & Destination Development

**SESSION 3** - Shaun De Bruyn – TiCSA Update

**SESSION 4** - Rebecca Uphill – TiCSA Review Pro

**SESSION 5** - Paige Rowett - Tourism eSchool – First Key Note Presentation – “Aligning your visitor servicing activities with your destination’s best visitors”

COVID has undoubtedly changed the way people think about travel, and what they want from their holidays. Whilst South Australia’s regional destinations have experienced unprecedented demand, it’s important for destinations to understand the changes to visitor travel motivations and needs as they plan their holidays and adapt their visitor servicing and marketing activities to support them in their travel purchase journey.

In this keynote presentation, Paige will share:

- Key travel insights and changes in visitor behaviour post COVID
- Learn best practise destination marketing and visitor servicing, and why visitor servicing and destination marketing aren’t mutually exclusive.
- How visitor servicing teams can work collaboratively with destination marketing organisations to support visitors throughout their whole journey.

**Welcome – Rebecca Hayes – CEO District Council of Tumby Bay**

12:30pm Bus to Boston Hotel

12:30pm-1:45pm LUNCH at Boston Hotel – Speaker: Martin Daunt – General Manager

**1:45pm-4:30pm EDUCATIONAL 1: COFFIN BAY**

- Coffin Bay: Experience Coffin Bay
- Coffin Bay: Oyster HQ
- Coffin Bay: National Park

4:30pm-5:30pm Pre-dinner drinks 1802 Oyster Bar and Restaurant

5:30pm-8:00pm DINNER: 1802 Oyster Bar and Restaurant

- Mayor Quigley - District Council of Lower Eyre Peninsula
- VIC of the year award – SATC
- Craig Haslam – Untamed Escapes

8:15pm Bus back to Port Lincoln



# Program DAY 3

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## DAY 3 | WEDNESDAY 11TH MAY

7:00am-8:30am BREAKFAST – part of conference package

7:45am-8:30am Breakfast Presentation:

Cherry Farrow – Successful Minds Institute  
“Service EQ for personal wellbeing”

8:30am Welcome MC Davis

**SESSION 1** - Kristine Peters – KPPM Strategy –  
“Strategic planning that delivers your vision”

How to 'nail' a strategy that represents and has good stakeholder acceptance, reflects where the VIC is now (and what it needs to do to address immediate issues), what the future landscape is likely to be and how the VIC's vision/goals can be achieved within that landscape.

**SESSION 2** - Rebecca White - Tourism eSchool – Second Key Note Presentation “Creating exceptional visitor centre experiences”

Not so long ago, visitor centres were the key source for people seeking travel information, maps and advice, filling a vital need for in-destination trip planning and booking. These days smart phones have activated a more convenient and accessible way for people to find answers to their travel related enquiries, with COVID fast tracking this behaviour, seeing unprecedented digital adoption across all demographics. What the visitor doesn't know though, is that they will have a more memorable experience, and become advocates for a destination if they connect with visitor servicing teams before and during their time in region. Therefore the fundamental challenge for visitor centres is not what information you share with people but how to adapt visitor servicing activities to support visitors before they arrive and how to enhance centre experiences to be a must visit inclusion on a traveller's itinerary.

10:35am-10:50am MORNING TEA

Masterclass – Tourism eSchool – “Aligning your visitor servicing activities with your destinations best visitors”

Work through Tourism eSchool's Visitor Persona Template (provided to participants) to articulate their best visitors and then audit their current visitor servicing activities against their Persona's journey map.

12:20pm-12.30pm Short Break

12:30pm-2:15pm AGM & Working Lunch

2:15

Conference Wrap Up – MC Steve Davis

**2:30pm-6:30pm EDUCATIONAL 2: PORT LINCOLN**

Bus to Marina: Board Oceanic Victor with Calypso Star Charter Owner - Andrew Wright. Disembark at Port Lincoln Town Jetty

Axel Stenross Maritime Museum:  
Speaker Pauline Heinonen

Cobble + Stone (Boston House):  
Tour and pre-dinner drinks and nibbles –  
Speaker – Owner Cobi Garnaut

6:15pm-6:30pm Bus back to Port Lincoln Hotel

DINNER: Casual dinner own cost and transport

- Del Giornos
- Fumo
- Sarins Restaurant
- Pier Hotel
- Flame 40

All walking distance from Port Lincoln Hotel.  
Reservations co-ordinated in registrations.





# Guest Speakers

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## **Steve Davis MC – Talked About Marketing**

Steve Davis is a marketing communication consultant based in Adelaide and his consultancy, Talked About Marketing, is based on Oscar Wilde's famous quote, "There's only one thing worse than being talked about and that's not being talked about."

Besides his daily work doing marketing planning and execution with clients, he is often asked to present workshops and speak at events. Some think his "gift" of keeping an event flowing is because of his past experience in radio, but he says it really just comes down to his insatiable curiosity about people and their businesses.

Within this mix of activity, one of Steve's great passions is Customer Service, and he's always keen to work with managers and frontline staff to hone their brand promises and meet (or exceed) customer expectations in daily life. He'll be running a special session on this topic for VICs during this conference.



## **Rodney Harrex - Chief Executive - South Australian Tourism Commission (SATC).**

Leading the team charged with growing the state's dynamic tourism sector, Rodney is committed to driving South Australia's visitor economy to the ambitious \$12.8 billion by 2030. He successfully led the SATC to achieving the record high \$8.1 billion visitor economy in early 2020 – achieved 12 months earlier than projected.

Since joining the SATC in 2013, he has worked with the agency's passionate and innovative team to ensure SA's tourism sector has grown from strength to strength. As a key economic driver for the state, tourism is not only recognised for its financial value, but also its significant contribution to employment statewide.

Rodney is focused on continuing to grow the visitor economy by implementing innovative marketing programs that engage consumers and running events to drive visitation, enhancing our state's positioning as a diverse and attractive place to visit.

Under his direction, South Australia has established unprecedented growth - and set even bolder targets for the next decade through the SA Visitor Economy Sector Plan 2030 – despite its recent challenges of COVID-19 and bushfires.

During this period, the SATC has won the right to host many world-class events, conferences and exhibitions, and is considered a leader in this field.

Prior to his role at the SATC, Rodney was General Manager, UK and Northern Europe for Tourism Australia.



## **Miranda Lang –Manager, Infrastructure and Regional Engagement | Destination Development - SATC**

After moving to South Australia from Canada, Miranda has worked in the South Australia tourism sector for over 13 years. For the past five years, Miranda has been the Manager for Infrastructure, Investment and Regional Engagement. Prior to SATC, Miranda worked as a regional tourism manager for the Fleurieu Peninsula.

Regional SA is a passion of hers. She enjoys nothing more than getting out to explore and experience the great tourism offerings across the state.

Miranda brings an understanding and outcome focus approach whilst working with private businesses and the public sector. She is approachable and welcomes the opportunity to support people and businesses in achieving success in growing tourism capabilities.

Always happy for a chat.

# Guest Speakers

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## **Shaun De Bruyn – Chief Executive Officer – Tourism Industry Council of SA (TiCSA)**

Shaun de Bruyn is the CEO of the Tourism Industry Council of South Australia (TiCSA) and a dedicated industry advocate with 20 years' experience delivering strong outcomes across the leisure, travel and tourism industry within South Australia.

His background is wide and varied, having worked within the roles of relationship management, business planning, destination and experience development, marketing and distribution, government engagement and strategic management.



## **Rebecca Uphill – Industry Programs Coordinator - TiCSA**

Rebecca has worked in the tourism industry for 9 years and graduated with a Master of Tourism degree from Flinders University in 2018. Since then, she has worked in various tourism services and communications roles at the Migration Museum, Australian Parliament House and The Barossa Visitor Centre.

In her current role as Industry Programs Coordinator, Rebecca oversees the Quality Tourism Framework (QTF) programs. Her main purpose is specifically the coaching and assistance of tourism businesses and accredited members with the process of tourism awards and attaining tourism accreditation and star rating.



## **Paige Rowett + Rebecca White - Tourism eSchool (Key Note Speakers)**

We are a micro tourism consultancy based in the Clare Valley and Adelaide. Over our 10 years as an independent consultancy we have mentored thousands of tourism businesses, local government, and destination marketers around Australia in best practice experience development and marketing via our tailored mentoring programs, conference speaking and workshops. We have a passion for working with destinations to grow sustainable visitor economies and local communities and have been working with the local government and regional development organisations on visitor economy planning, and destination marketing and project management.



## **Dr Kristine Peters – KPPM Strategy**

Dr Kristine Peters (DipT, MBA, PhD) has worked in the field of regional development, organisational change and strategic planning for more than 25 years. She is passionate about regional tourism, having developed strategic tourism plans for many areas of South Australia, as well as assisting VICs adjust to the emerging online and COVID economies.

She designed and delivers the Brighter Futures program for Legatus and Department of Human Services, which this round involves partnering with StoryTowns to produce geolocated tourism podcasts in the Southern Flinders Ranges region.

Kristine is Chair of the Hallett Community and Sports Association, which has attracted \$1m in grant funds for a community of 250 people, and is the long standing Chair of the Adelaide Business Hub which has been recognised as the World's Best Small Business Incubator.



## **Cherry Farrow - Successful Minds Institute**

Motivational speaker, international best-selling author, master trainer of NLP (only the 2nd female in Australia with this certification as at 2020) Stage Hypnotist and Master Coach, Cherry works with individuals, organisations and education institutions to effectively strengthen and elevate their communication, connection and confidence to new heights, so they can make an influential impact on the world. Cherry has worked in real estate and progressed to Deputy CEO in local government, she has featured on Channel 7, worked at the Adelaide Fringe with a comedy hypnosis stage show and now is CEO of her own business. Cherry will be talking to us about managing stress, conflict and finding better ways to communicate with our customers and colleagues.



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