







ARARAT TOWN HALL

08:30	Arrival/Registration/Tea and Coffee	
09:00	Welcome to Country - Paul Kelly, Eastern Maar Aboriginal Corporation	
09:15	Opening Address - Master of Ceremonies	
09:25	Welcome to Ararat - Cr Jo Armstrong, Mayor of Ararat	
09:35	Official Welcome - David Jochinke, Chair, Grampians Tourism	
09:45	Minister Address - The Hon Dan Tehan, Minister for Trade, Tourism and Investment	
10:00	THE POWER OF SOCIAL MEDIA	
	Kate Thompson, Marketing Strategist / Co GM, littleBIG Agency Kate boasts extensive marketing experience and has been working in digital since MySpace was a thing. She has worked locally and internationally on marketing and digital strategies for clients including Nike, Virgin, Coke, LVHM, Air Canada, NBC, Air New Zealand, Hilton Hotels & Resorts, Telstra, NAB, Toyota and more. These days she's passionate about making the strategies these "big" brands use accessible to smaller clients.	
10:45	Morning Tea	
11:00	GRAMPIANS PEAKS TRAIL UPDATE	
	Lisa Patroni, Executive Director of Marketing, Communications and Partnerships, Parks Victoria Lisa is committed to enabling Parks Victoria's vision: 'Into nature to create a better Victoria', leading their digital transformation, marketing and communications, tourism partnerships and stakeholder and community engagement. As the largest nature-based tourism provider in the state, Parks Victoria manages national parks, urban parks, waterways and coastlines, that together receive over 120 million visits each year. With over 30 years' experience in the broader hospitality and tourism industries, Lisa brings a contemporary and innovative approach and is passionate about unlocking Victoria's potential as a leader in nature experiences.	
11:35	NEW MULTI-DAY WALKS AND OPPORTUNITIES FOR BUSINESS AND COMMUNITIES	
	Andrew Wagg, Project Manager, Tasmania's Next Iconic Walk and Three Capes Track, Tasmania Parks and Wildlife Service Andrew has 25 years' experience in government and private sector positions. For 18 years, he has planned and delivered complex multi-year programs and projects for the Tasmanian Parks and Wildlife Service with a total value exceeding \$100 million. He has managed large teams of staff, consultants and contractors to deliver successful visitor experiences and infrastructure throughout Tasmania in a manner that protects each park and reserve's unique values. Working on the Three Capes Track project with a dedicated team was a career highlight, and he is currently managing the development of Tasmania's Next Iconic Walk on the West Coast in the Tyndall Range.	
12:10	PANEL Q & A	
	Lisa Patroni, Parks Victoria Andrew Wagg, Tasmania Parks and Wildlife Service John Pandazopoulos, Chair of the Board of Directors, Parks Victoria	
12:40	Lunch	
13:25	CREATING ACCESSIBLE EXPERIENCES	
	Hailey Brown, CEO / Founder, Vacayit Hailey is highly experienced in the field of Accessible Tourism, Universal Design, inclusion, and diversity and aims to drive positive societal change around how destinations and operators market their experiences. She is the founder of Vacayit, Australia's first audio storytelling platform that helps support blind and low vision tourists make informed decisions independently, about where they want to travel. Hailey is also one of Australia's nine most influential women entrepreneurs and a Queensland Young Tourism Leader.	
14:00	WHAT'S NEXT FOR INTERNATIONAL TOURISM?	
	Nigel Aldons, Head of Global Markets and Commercial, Visit Victoria Nigel heads up Visit Victoria's Global Markets and Commercial division which includes teams located in the USA, UK, Germany, Singapore, Japan and China. Nigel previously worked as the Senior Investment Manager – Business Engagement, Department of Jobs, Precincts and Regions for the Victorian Government, and was responsible for attracting airlines and general investment into the state. He has over 20 years' investment, marketing and aviation experience working in global markets.	
14:45	Afternoon Tea	
15:00	KEYNOTE SPEAKER	
	Kurt Fearnley, AO Kurt Fearnley AO is a three-time Paralympic gold medallist with a can-do attitude that makes the impossible possible. At the 2018 Gold Coast Commonwealth Games, he won gold and silver medals and was chosen as the Australian Flag Bearer for the Closing Ceremony. Kurt's determination and never-say-die attitude have rewarded him with the highest accolades in disability sport. Kurt is also active in advocacy work. He has been an ambassador for the Don't DIS my ABILITY campaign, was a 2010 International Day of People with Disability Ambassador and has contributed to the debate surrounding funding of the National Disability Insurance Scheme (NDIS). In June 2018, Kurt Fearnley was given the honour of being named an Officer of the Order of Australia (AO). In 2020, Kurt began hosting the interview program: Kurt Fearnley's One Plus One.	
15:45	Closing Address - Marc Sleeman, CEO, Grampians Tourism	
16:00	End	