

South Australian  
Visitor Information Centre Conference

# Delegate Guide

29 – 31 May 2023  
Adelaide



# Welcome!

## Welcome to the SA Visitor Information Centre Network Conference in Adelaide!

Welcome back to the big smoke! Isn't it great to see the city coming back to life after the past few years. Sport, events, flights, cruise ships, bars, people working from work to name just a few.

Our 2023 SA Visitor Information Centre Network conference in collaboration with the 2023 SA Tourism Conference highlights the value of our ongoing relationship with the Tourism Industry Council of SA. Each delegate has received discounted SA Tourism Conference registration as a symbol of importance for our roles within the wider tourism industry.

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 TiCSA, Sondra, Helen and the Adelaide Economic Development Agency team have brought together for us.

As tourism professionals and visitor servicing experts we should challenge the status quo, questioning the normal, seeking new and invigorating changes to strengthen our

importance and delivering tangible economic, social and environmental benefits to our employers and local communities. I am sure if you delve deeply enough into the content of these conferences you will be able to identify areas for growth and change within your own workplaces. Return full of ideas, full of inspiration and full of food.

I would like to thank our major funding partner the South Australian Tourism Commission for their ongoing financial support and an additional allowance this year to assist us all with higher than usual accommodation expenses.

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



**Andy Glen**  
Chair, SAVICN

## Welcome to Adelaide!

It is with great pleasure that I welcome you to Adelaide for the 2023 South Australian Visitor Information Centre Conference. As a city known for its events and festivals, vibrant food and wine culture and rich history, Adelaide is an ideal location for a gathering of visitor serving professionals.

Throughout your stay, I encourage you to take advantage of all that Adelaide has to offer. Whether it's exploring the scenic Adelaide Hills, visiting iconic landmarks such as Adelaide Oval, or simply indulging in the local restaurant scene, there is no shortage of activities to keep you engaged and entertained.

I am confident that this conference will provide a valuable

opportunity for you to share insights, exchange ideas, and learn from one another.

I hope you enjoy your time in Adelaide and make the most of your stay. On behalf of the city, I extend a warm welcome and wish you all the best for a successful and memorable conference.



**Sondra Stewart**  
Tourism Partnership Advisor,  
Adelaide Economic Development Agency

We acknowledge the Kaurna people as the Traditional Owners of the Country where the city of Adelaide is situated today, and pay our respect to Elders past, present and emerging.

# Program



Port River estuary, Port Adelaide

image: Michael Waterhouse Photography

## Day 1 – Monday 29 May

From 2:00pm	Crowne Plaza Hotel check-in and delegate registration
1:00pm – 4:30pm	Optional Educational – Sponsored by Port Adelaide VIC, Port River Cruises and Pirate Life Brewing (Bus transfer to and from Crowne Plaza Hotel) <ul style="list-style-type: none"><li>• Port River Dolphin Cruise &amp; Ships Graveyard Cruise - 1:30pm</li><li>• Behind the Scenes Tour Pirate Life Brewing - 3:00pm</li></ul>
5:30pm	Coach transfer from Crowne Plaza Hotel to Adelaide Town Hall
6:00pm – 9:45pm	Dinner at Adelaide Town Hall (dress smart casual) Welcome – MC Lisa McAskill Welcome to Country – Uncle Mickey Welcome to Adelaide – Claire Mockler, CEO, City of Adelaide Official Welcome – The Hon Zoe Bettison MP, Minister for Tourism and Multicultural Affairs SA VIC Ambassador of the Year Award - Presented by Nick Jones TicSA Update – Shaun de Bruyn, CEO, Tourism Industry Council of South Australia Tourism operator panel – Sustainability in Tourism with Sarah Brown (ZoosSA), Daniels Langberg (EcoCaddy) and Tony Coppins (Port River Cruises & Kangaroo Island Ocean Safari)
9:45pm	Return coach transfer to Crowne Plaza Hotel

# Program



📍 National Wine Centre of Australia

image: Tourism Australia

## Day 2 – Tuesday 30 May

7:00am – 8:00am Breakfast at own cost at Crowne Plaza Hotel or nearby cafes

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8:10am Walk to National Wine Centre of Australia

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8:30am – 5:15pm 2023 South Australian Tourism Conference  
National Wine Centre of Australia

The Tourism Industry of South Australia (TiCSA) is hosting the South Australia Tourism Conference on Tuesday 30 May 2023. The conference is the state's preeminent annual networking and professional development event for the tourism industry and broader visitor economy. The one-day program will incorporate a diverse and informative range of expert speakers, panel sessions, workshops/ masterclasses, networking, and trade exhibitors. This annual event is well attended by tourism industry operators, key stakeholders, and industry partners. The 2023 South Australian Tourism Conference will explore the theme of *Tourism for Good*, unpacking and delving into tourism's sustainable future and the visitor economy's role as a driver for positive change.

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5:15pm Wine Down Drinks and Announcing the 2023 SA Top Tourism Town Award winners

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6:15pm Return bus to Crowne Plaza Hotel

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6:30pm Casual dinner at own cost. All walking distance from Crowne Plaza Hotel:

- The Stag Public House (pub)
- Daughter in Law (Indian)
- Schnithouse (schnitzels)
- Amalfi Pizzeria (Italian)

# Program



Treeclimb Adelaide

image: Tourism Australia

## Day 3 – Wednesday 31 May

7:00am – 8:00am	Breakfast at own cost at Crowne Plaza Hotel or nearby cafes
8:10am	Walk to National Wine Centre
8:30am	Delegates arrive
8:45am	Welcome – MC Lisa McAskill
9:00am	Welcome to Country – Uncle Mickey
9:05am	Session 1: Miranda Lang – Senior Manager, Engagement & Industry Development, Destination Development, South Australian Tourism Commission SATC Update (20 mins)
9:35am	Keynote presentation: Freya Higgins-Desboilles <i>Local's love of place as a pathway to sustainability</i> The word local means 'belonging to a place'. People build meaningful lives in well-loved local places. Tourists are attracted to visit, in part, to see and experience this love and engagement with place. Before the global pandemic, some places suffered from too much tourism and during the pandemic, many places had too little tourism. How do we get this balance right and secure the sweet spot of 'sustainability'? How might we better involve locals in tourism activities so that visitors leave with a better sense of people and place, and locals rewarded with meaningful interactions? How do we build longer term tourist engagement with places and promote value-based return visits? Together we can answer these questions and build a sounder basis for our communities and tourism businesses. Tourism can help build sustainable futures for us and our children, but it all begins with love of place. (30 mins)

# Program



📍 Ebenezer Place

image: Tourism Australia

## Day 3 – Wednesday 31 May (cont.)

10:10am	Morning Tea
10:35am	<p>Masterclass presentation: Bronwyn White</p> <p><i>Visitor Servicing for the Disruptive Demographic</i></p> <p>Baby boomers are the original disruptors, not millennials. They experienced many generational firsts that shaped who they are today - and they are completely different travellers from previous older generations (seniors). Call them a grey nomad and they will tell you 'where to go'. In this session, you will learn that what they really want in visitor servicing - you are guaranteed to be surprised. (45 mins)</p>
11:25am	<p>Session 2: Jo Bayly – Associate Director, Strategic Projects, State Library of South Australia</p> <p><i>State Library Visitor Experience</i></p> <p>In a world that is rapidly becoming digital, the State Library of South Australia is actively reimagining its service strategy and working with a variety of partners to create an engaging and sustainable visitor experience. In this session you will learn about the State Library's site activation strategy and how it is using creative partnering to maximise the Library's contribution to tourism in the city.</p> <p>New Visitor Information Centre data dashboard (20 mins)</p>
11:50am	<p>Session 3: Helen Davies</p> <p>DataSpark – New Visitor Information Centre data dashboard (20 mins)</p>
12:10pm	Lunch
12:55am	<p>Session 4: Andy Glen</p> <p>SAVIC Annual General Meeting (20 mins)</p>

continued over

# Program



## Day 3 – Wednesday 31 May (cont.)

1:30pm – 3:00pm	Delegates depart for Educationals <ul style="list-style-type: none"><li>• Flamboyance Tours – Welcome to Adelaide Tour</li><li>• Bookabee Tours – Aboriginal Native Plants and Social History Tour, Adelaide Botanic Gardens</li><li>• PureSA – Adelaide Scenic River Ride</li></ul>
3:30pm – 5:00pm	Adelaide Zoo (all delegates)
4:30pm	Educational concludes - Coach transfer back to Crowne Plaza Hotel
6:00pm	Coach transfer to Penfolds Magill Estate
6:30pm – 9:45pm	Dinner at Penfolds Magill Estate (dress smart casual)
9:45pm	Return coach transfer to Crowne Plaza Hotel

# Guest Speakers



## Lisa McAskill MC

Lisa McAskill is an experienced presenter/reporter with a media career spanning 30 years and is probably best known for her 14 years on Channel 9's travel and lifestyle program "Postcards".

Lisa has been coaching budding TV and online presenters in her business - Lisa McAskill Presenting - for the past 11 years. Offering courses, workshops and one-on-one coaching in video presenting, public speaking and media training.

Lisa's video production company Fever Pitch Films, uses her years of industry knowledge to create and deliver compelling and engaging video content, TV commercials and social impact documentary. Recently working as a producer and director for the Tourism Australia National Experience Content Initiative, creating video and photographic assets for 49 tourism operators across South Australia.

Lisa works with a diverse and extensive clientele and thrives on helping people to share their message.



## Clare Mockler

Chief Executive Officer, City of Adelaide

Clare leads a diverse team who deliver services, strategic initiatives and brilliant experiences for the City's 25,500 residents, the 11,500 businesses that provide over 148,000 job opportunities, and the 300,000 people who visit South Australia's capital city every day.

Clare is committed to driving the revitalisation and reinvigoration of our city through major collaborative projects such as a new City Plan and the City Deal, and landmark capital developments Market Square and 88 O'Connell designed to unlock the potential of key city precincts, support South Australia's economy, and inspire more individuals to work, live, study and play in Adelaide and North Adelaide.



## Hon Zoe Bettison MP

Minister for Tourism and Multicultural Affairs

Zoe is the Minister for Tourism and Minister for Multicultural Affairs in the South Australian Malinauskas Labor Government.

As Minister for Tourism, Zoe's main focus is to build South Australia's visitor economy back following the pandemic, grow our tourism industry across every region and market our wonderful State to the world.

As Minister for Multicultural Affairs Zoe is focused on creating an environment that embraces diversity. She works very closely with the many vibrant established and new, emerging cultures and people who call South Australia home.

Zoe was elected to the South Australian Parliament as the Member for Ramsay in 2012. She has a longstanding interest in education, training, and business investment. Participation in the economy for all South Australians is a key driver for her interest in politics.

She first became a Minister in 2014 and worked on progressing the South Australian Government's reform agenda on ageing, multicultural affairs, social housing, and youth. During this time, she made energy bills cheaper for concession-holders, introduced the Cost-of-Living Concession, tripled the budget for multicultural affairs and gave people living in Retirement Villages a stronger voice.

Born in Whyalla, Zoe lived in Gawler and Kapunda where she attended Kapunda High School. She has a Bachelor of Arts from Flinders University and a Master of Business Administration from the University of Adelaide. Prior to her election, Zoe worked for an iconic Australian tourism operator and was a director of a public affairs company.

Zoe now lives in Salisbury with her husband and son.

# Guest Speakers



## Shaun de Bruyn

Chief Executive Officer, Tourism Industry Council of South Australia (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.



## Miranda Lang

Senior Manager, Engagement & Industry Development, South Australian Tourism Commission

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



## Bronwyn White

Bronwyn White is a globally recognised expert in marketing to baby boomers and travel research having worked with household travel names like Qantas, Royal Caribbean, Tourism Australia to name a few. Baby boomers are the most cashed-up, time affluent travel-oriented consumers the market will ever see.

The over 55s represent 25% of the Australian population and hold 56% of household wealth and she spends her time trying to get this opportunity to as many brands and destinations as possible.



## Freya Higgins-Desbiolles

Freya Higgins-Desbiolles has been a researcher, lecturer and practitioner of sustainable tourism for decades. She holds affiliations with the Business Unit of University of South Australia, the Department of Recreation and Leisure Studies of the University of Waterloo, Canada and with the Centre for Research and Innovation in Tourism, Taylor's University of Malaysia. She has worked with industry, community and non-profits on projects that have worked at the cutting edge of ethical and sustainable tourism.

She has been a sought-after media commentator and her articles in the Conversation have had more than one million readers. She has won awards for excellence in teaching, research, industry engagement and media presence.

Her most recent co-edited book is entitled *The Local Turn in Tourism: Empowering Communities*. It proposes to centre local communities in our tourism planning and to harness the power of place-based governance for better futures for destinations around the world.

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