

FLEURIEU FORUM 2024 PROGRAM

27TH AUG | 8.30AM - 5PM | VICTOR HARBOR CONVENTION CENTRE

8.00am **Registrations Open – Coffee & Networking Opportunity**

8:30am **Welcome To Country – Mark Koolmatrie & Ash Plane**

9:00am **Fleurieu Peninsula Tourism Chair’s Welcome – Acting Chair, Matthew Hurley**

9:15am **SATC Update – Emma Terry**
Hear from SATC CEO Emma Terry as she provides an update on tourism performance, changing consumer trends and how this is translating to tourism experience innovation and the opportunities for South Australia and the Fleurieu Peninsula.

9.45am **Accessibility – Why it’s Simply Smart Business to be Inclusive – Paul Nunnari**
In this interactive session learn from Ex-Paralympian, and Australian of the Year Paul who’s work has included making the Sydney Harbour Bridge wheelchair accessible. Paul will share why being inclusive is smart business and showcase the latest innovation in accessible technology as used by Coldplay.

10.20am **Morning Tea & Networking**

10.40am **Tourism Australia – Market Insights & State of the Economy**
Dominic Mehling
Explore how economic trends are impacting international visitation and shifting key markets to Australia. Learn strategies for making your business more inclusive and culturally sensitive to emerging markets.

11.10am **Fleurieu Peninsula Market Research – Visitor Trends & Regional Learnings – Jaclyn Thorne**
With over 70% of Fleurieu Peninsula visitors coming from within SA, how can you attract interstate markets and boost year-round visitation? Jaclyn shares insights on what visitors are looking for and what would entice them to spend their annual leave in our region.

11.40am **Profit with Purpose: The Business Case for Sustainable Tourism**
Rebecca White
Join Rebecca White from the Tourism Collective as she delves into the powerful intersection of profitability and sustainability in the tourism industry. In her session, Rebecca will explore how adopting sustainable practices can enhance your business’s bottom line while contributing positively to the environment and local communities.

12.25pm	One Music Trivia – Lee Gardiner
12.40pm	Lunch & Networking
1.15pm	<p>Distribution Strategies Panel – Are You Leaning in or Missing Out? Facilitated by Dave Atherton Dave Atherton, Chantal Ward, Hannah Hobbs, Kate Rowlands <i>Join Dave Atherton as he leads a panel discussion on the importance of diversifying distribution channels to boost bookings. Hear insights from Chantal Ward (SATC GM Global Markets & Trade), Kate (Venue GM, Never Never), and Hannah Hobbs (Tourism Manager, d'Arenberg) on how their distribution strategies have driven business growth.</i></p>
1.45pm	<p>Indigenous Product Development Mark Koolmatrie, Stacey Richardson, Merrin Ozols <i>Mark Koolmatrie and Stacey Richardson explore how collaborative and respectful partnerships can create meaningful Aboriginal tourism experiences. Learn how the Victor Harbor Whale Festival showcases the Kondoli Dreaming Story and enhances cultural tourism.</i></p>
2.25pm	<p>Diversifying into Agritourism – Jurlique Case Study Cherie Hutchinson <i>Learn how diversifying into Agritourism has enabled Jurlique an additional platform to share their story and sell their products to the right customers.</i></p>
2.55pm	Afternoon Tea
3.15pm	<p>Customer Service & The Power of Reviews Matthew Hurley & Steve Kernaghan <i>Discover how exceptional customer service can boost positive reviews, enhance your brand narrative, and increase bookings. Learn strategies from two of SA's top experts to improve visitor sentiment and strengthen your online reputation.</i></p>
3.45pm	<p>Amanda Westley Artist Fundraiser Auction <i>Proceeds will support the Adam Goodes' GO Foundation, dedicated to empowering Indigenous youth through education.</i></p>
3.55pm	<p>Forum Closing Matthew Hurley & Stephen Shotton</p>
4pm – 5pm	<p>Networking Drinks – Live Music by Ryan Martin John <i>Join us as we celebrate the outstanding contributions of our outgoing Chair, Luke Talbot-Male, to the local tourism industry. This networking event is proudly sponsored by the McLaren Vale Grape Wine & Tourism Association and Langhorne Creek Grape and Wine.</i></p>