

Thursday 1 November
Parliament House, Canberra

The annual **Australian Tourism Directions Conference** is the peak industry meeting looking at the long term opportunities for tourism, its high and growing economic value, whilst addressing key issues. The conference also reports on the state of the Australian tourism industry and delivers research and insights.



Directions attracts leaders and decision makers from the tourism industry as well as senior Australian Government officials, academics and media.

Directions plays an important role in overseeing the progress of the Australian tourism industry under **Tourism 2020**, a whole of government and industry strategy for Australian tourism's sustainable future growth from today's \$96 billion annual contribution.

Why attend?

- To hear the latest thinking from senior industry and government leaders
- To network with the leaders of the Australian tourism industry
- To participate in workshops on key issues affecting Australian tourism

This year *Directions* has been co-ordinated to coincide with the Tourism & Transport Forum's (TTF) annual Leadership Summit which will be held on Wednesday 31 October also at Parliament House in Canberra.

Agenda

The *Australian Tourism Directions Conference* will deliver national and international research and insights on Australian tourism's performance as well as a strategic vision for the industry's long term future.

Now in its third year the 2012 program has a new format. After the morning plenary there will be six workshop streams, each focusing on strategic areas critical to the long-term growth and prosperity of the Australian tourism industry under its **Tourism 2020** strategy. Delegates attending *Directions* will be able to nominate their preferred workshop and places will be allocated on a first-come first-served basis – so book early.



Speakers

This year the Australian Tourism Directions official Conference will bring together 30 senior industry and government speakers.

Respected journalist Helen Dalley will be Master of Ceremonies for the day and will be joined by keynote speakers including:

- The Hon. Martin Ferguson AM MP, Minister, Resources Energy & Tourism
- The Hon. Chris Bowen MP, Minister, Immigration and Citizenship
- Geoff Dixon, Chairman, Tourism Australia
- Saul Eslake, Former Chief Economist for ANZ Bank
- Leo Jago, Chief Economist, Tourism Research Australia
- Siew Hoon Yeow, Travel industry journalist and speaker
- Drew Clarke, Secretary, Department of Resources, Energy and Tourism
- Felicia Mariani, Managing Director, Australian Tourism Export Council (ATEC)

Additional speakers will soon be announced.

Workshop will be led by professional, impartial moderators including journalists and TV personalities Tim Webster, Greg Sheriden, Hamish MacDonald and Steve Liebmann. In addition, the workshops will start with two short, relevant case studies.

Registration

The registration fee for delegates will be \$300 per person.

Registration will be online at www.tourism.australia.com/directions.



Images shown are from the 2011 Australian Tourism Directions Conference