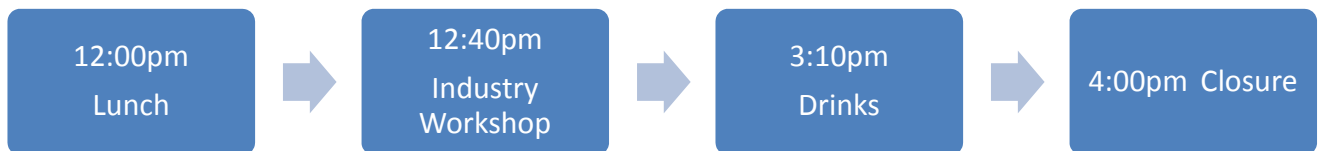




# Industry Workshop

## Theme: Changing Perspectives

Note: The industry workshop follows the CAUTHE Mid Year Meeting



### Panellists

Dianne Smith – Chief Executive, Victoria Tourism Industry Council (VTIC)

Tim Sullivan – Deputy CEO, Sovereign Hill

Paul Matthews – GM Marketing & Stakeholder Relations, V/Line

Professor Alison Morrison - Victoria University

Dr Mary Hollick - University of Ballarat

### Panel Facilitator:

Professor Brian King – Victoria University

Sometimes opportunities can come from **changing perspectives**. Come hear our panel of industry and academic experts discuss how research and re-thinking problems has helped identify new opportunities- in new markets, in marketing new products to the same market, in the way we do business, and in how tourism can be a force for enhancing our individual and community well-being.

Friday August 10<sup>th</sup> 2012

Victoria University City Flinders  
Campus 300 Flinders St Level 9:15

Please **RSVP**: [penny.jose@vu.edu.au](mailto:penny.jose@vu.edu.au) by Friday 3 August noting any dietary requirements.

CAUTHE members: no charge \*Non-members: \$25.00.