



## CAUTHE SYMPOSIUM 2016

### Crises Response and Recovery for the Tourism Industry

**Date:** Friday 12 February 2016

**Time:** 9:30 – 4:00pm

**Venue:** Blue Mountains International Hotel Management School,  
City Campus – Level 4/532-540 George St, Sydney

**Cost:** CAUTHE Members: \$60, Non-members: \$80  
Includes: Morning tea, lunch, drinks and canapés on conclusion of the event

**Chairs:** Dr David Beirman, University of Technology Sydney &  
Dr Gabby Walters, University of Queensland

**To register for this event please use the following link:** <http://cauthe.org/tourism-crises-response-and-recovery-symposium/>

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CAUTHE is pleased to announce the first Tourism Crises Response and Recovery symposium to be held immediately following the 26<sup>th</sup> Annual CAUTHE conference. The aim of this symposium is to share and discuss the issues facing the Australian tourism sector with regards to crises preparedness, response and recovery.

The symposium will facilitate conversations between industry and academia in terms of examples of best practice, relevant research applications, questions that need answering and issues concerning disaster recovery that remain problematic for the tourism industry. We welcome travel industry educators and professionals alike.

The symposium will provide a knowledge sharing platform that will enhance participants' knowledge and awareness of proven effective risk preparedness, response and recovery strategies and areas in need of improvement. Industry participants will benefit from best practice examples from leading travel industry and risk management specialists and practical research driven recommendations from academia.

Academic and industry professionals who actively practice and research in this area will be able to extend their research program as they gain an understanding of the issues currently faced by the tourism industry that are in need of further investigation. Multiple opportunities for networking throughout the day will allow delegates to elaborate on the issues raised.

The program and details of our industry Keynote speakers are included below.

## Program for the CAUTHE Tourism Crisis Response and Recovery Symposium -February 12, 2016

9:20– 9:30	<b>Welcome and Introduction to Proceedings</b>
9:30-11:30	<p><b>Voices from the Tourism Industry – Best Practice and Lessons Learned</b></p> <p>We have invited four reputable Key- Note speakers from Australia’s Tourism Industry who have all had extensive experience in Tourism Disaster Recovery. Here to share their expertise, examples of best practice and the lessons they have learnt will be:</p> <ol style="list-style-type: none"> <li>1. <b>Mr Terry Robinson</b> -CEO Destination Gippsland</li> <li>2. <b>Mr Michael Meade</b> - Marketing Consultant - 2M Hospitality: Destination Recovery Vanuatu Post Cyclone Pam</li> <li>3. <b>Dr Stuart Toplis</b> - Industry Sustainability Manager, Tourism Victoria</li> <li>4. <b>Mr Chris Flynn</b> - Regional Director Pacific, Pacific Asia Travel Association (PATA)</li> </ol>
11:30-11:45	<b>Morning Tea – Networking Break</b>
11:45–1:15	<p><b>Voices from Academia – The Latest Research in Tourism Crisis and Recovery Management</b></p> <p>In this session we will hear from four academic researchers who will share their latest research on tourism risk, crises and recovery. The research has both supply and demand side implications with useful take home messages and future research agendas for both industry and academic audiences: Speakers include</p> <ol style="list-style-type: none"> <li>1. <b>Dr. Joanne Pyke: Victoria University</b> -<i>Building Small Destination Resilience to the Impact of Bush fires</i></li> <li>2. <b>Ms Homa Hajibaba: The University of Queensland</b> -<i>The Crises Resilient Traveller</i></li> <li>3. <b>Ms Ann Wallin: The University of Queensland</b> - <i>Tourist travel behaviour in response to the threat of terrorism in Australia</i></li> <li>4. <b>Dr. Yetta Gurtner: James Cook University</b> - <i>Return to Paradise: Investigating Long term</i></li> </ol>
1:15– 2:15	<b>Lunch – Networking Break</b>
2:15- 3:45	<p><b>Panel Discussion – Let’s talk about it...</b></p> <p>Moderated by tourism risk and crises management expert <b>Professor Brent Ritchie</b>, this panel discussion featuring experts from academia and industry will respond to and discuss the ‘hard questions’ and issues that currently face our tourism industry. Topic areas will include but not be limited to – media management in times of crisis, the real threat of terrorism to Australia, outbound travel risk and enhancing collaboration between industry and academia...</p> <p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. <b>Mr Brek Batley</b>- Director Consular Information Section Australian Dept of Foreign Affairs and Trade- Travel advisories and protecting Australian travellers abroad</li> <li>2. <b>Mr Greg Wharfe</b> – Insurance Council of Australia – The insurance Perspective</li> <li>3. <b>Mr Adam Walters</b>- NSW State Political Reporter, 10 News- The media perspective</li> <li>4. <b>Mr Marcus McRitchie</b> - International SOS (Australasia)</li> <li>5. <b>Dr David Beirman</b> - Senior Lecturer UTS- linking academia and the industry</li> </ol>
3:45– 4:00	<p><b>Dr David Beirman and Dr Gabby Walters</b></p> <p>Wrap up and summary of the day’s lessons, take home messages and moving forward...</p>
4:00 – 5:00	Networking Drinks and Canapes

## Key Note Speakers



### **Terry Robinson – CEO Destination Gippsland**

Terry has been the CEO of Destination Gippsland (the Regional Tourism Board in Gippsland, eastern Victoria) since its inception in 2008. Gippsland is a nature based region that has experienced significant natural disasters that have impacted on tourism. In the past six years the region has had three major bushfires, two floods and a blue-green algal bloom outbreak on the Gippsland Lakes.

Terry is responsible for the three strategic priorities of the organisation: Destination Marketing, Industry Development and Tourism Investment. Within this scope Terry co-ordinates the tourism industry's *Resilience Program* that includes the preparation, response and recovery to any crisis event. The organisation provides leadership to the entire Gippsland tourism sector that is worth \$1.8 billion annually and employs 15,000 people. *Destination Gippsland* was created as a pilot regional tourism organisation by Tourism Victoria and the Gippsland Local Government Network. The model has now been implemented in nine other regions across Victoria. Despite the impact of natural disasters, visitation and yield has increased and Gippsland has won the Victorian Tourism Award for Tourism Marketing 2008, 2009, and 2010; Australian Tourism Award 2011; and the Australian Marketing Institute Brand Experience for Victoria.



### **Michael Meade – Marketing Consultant - 2M Hospitality**

The Principal of Sydney based consultancy 2M Hospitality; Michael Meade has rich experience in aviation, hospitality and tourism marketing and management across all levels of the industry throughout Asia Pacific. Michael has lived and worked in key markets across Asia, Australia, New Zealand, the Pacific and the UK. Michael knows how to achieve results in challenging and multi-cultural environments. He is a vastly experienced senior marketing executive, specializing in new product development and change management.

Michael has held senior sales and marketing roles with leading brands and independent hotels including; InterContinental Hotels Group (IHG), Sheraton, Jin Jiang Hotels China, Rendezvous Hospitality Group, Southern Pacific Hotels Corporation (SPHC), All

Seasons Hotels and British Airways. In 2012 Michael was the Acting CEO of Tourism Fiji and led a successful tourism revival after the devastating floods of January and March 2012. In 2015 Michael assisted Vanuatu with a tourism recovery plan to help the country and industry to recover from the extremely destructive category 5 Cyclone Pam in March 2015.



**Dr Stuart Toplis – Industry Sustainability Manager,  
Tourism Victoria**

Stuart Toplis has considerable travel and tourism industry experience, particularly in the areas of regional tourism, sustainable tourism and crisis management and holds a Doctor of Philosophy, specialising in sustainable tourism. Stuart is currently employed by Tourism Victoria in the role of Manager Industry Sustainability. He has responsibility for a number of industry development matters, including sustainable tourism, tourism signing, tourism health and safety and crisis management. Stuart has been responsible for the development of innovative industry support products such as the *Talking Up Tourism toolkit*, *Open for Business crisis management guide*, *Tourism Crisis Management Planning: A guide for destination managers* as well as a suite of materials to assist tourism businesses engage with clients on bushfire safety. As a key part of his role, Stuart works closely with senior personnel of Victoria's emergency services agencies and represents Tourism Victoria and the tourism industry on a number of crisis-related committees, including the State Emergency Management Team.



**Chris Flynn – Regional Director Pacific, Pacific  
Asia Travel Association (PATA)**

Mr Chris Flynn, Regional Director-Pacific for the Pacific Asia Travel Association (PATA), a position that requires liaison at the most senior levels of industry and Government in an effort to support the growth of the visitor economies of the 19 nations contained within his portfolio. After studying tourism in the United Kingdom, Chris worked with both British Airways and Qantas Airways before moving to Australia to take up a senior position with Ansett Australia. With more than 30 years experience in international aviation and tourism and having operated in regions such as UK, Europe, United States, Asia and the Pacific, Chris has developed an intimate knowledge of the industry and the requirements needed to identify and explore new growth opportunities within this fast paced environment

**If you would like further information please contact the symposium chairs:**

Dr David Beirman – [David.Beirman-2@uts.edu.au](mailto:David.Beirman-2@uts.edu.au)

Dr Gabby Walters- [g.walters@uq.edu.au](mailto:g.walters@uq.edu.au)