

DAYLESFORD MACEDON TOURISM PRESENTS

2022 DMT CONFERENCE

MONDAY MAY 2, 2022 | 8:45 AM

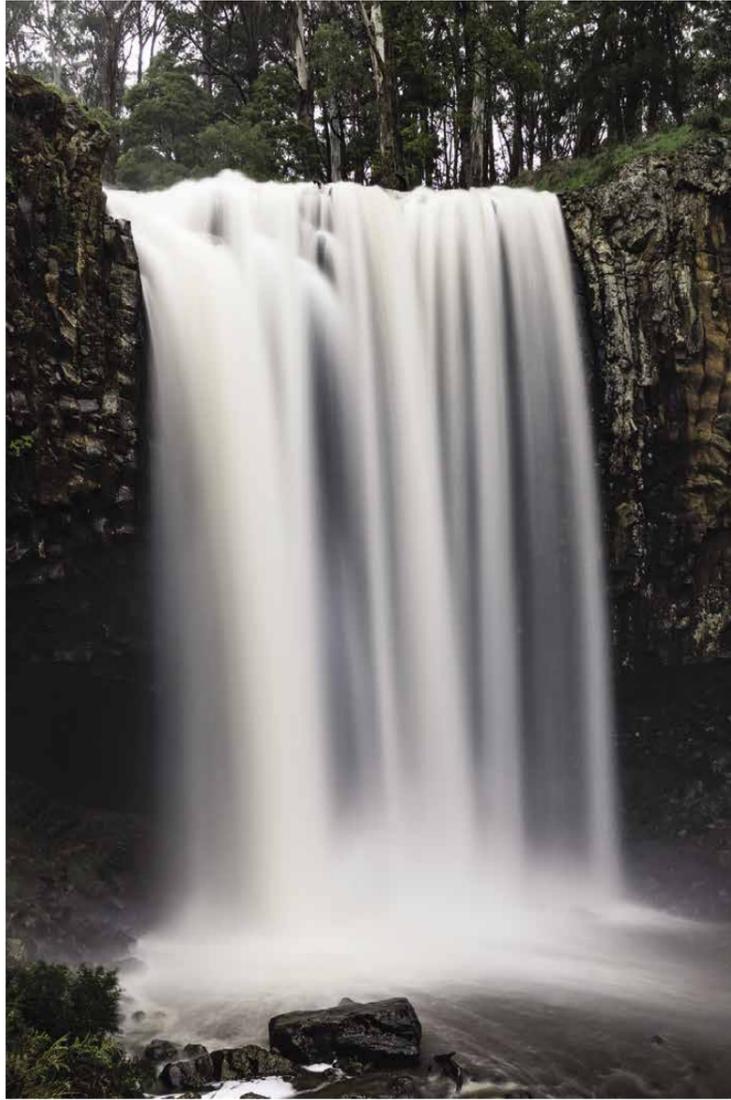
CLEVELAND WINERY
55 Shannons Rd Lancefield

WELLBEING IN THE WELLNESS REGION

HEALTHY BUSINESS. HEALTHY YOU

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HEALTHY BUSINESS. HEALTHY YOU.

As we emerge from a once-in-a-generation crisis, make sure your business is best-placed to recover. You'll learn about personal wellbeing from an Olympic gold medallist and expert on mindset and performance, the post-covid world from a world-class demographer, join a highly engaging session on disruption and innovation where you'll brainstorm your way to a healthier business, enjoy facilitated discussions with tourism leaders, and much more.



WHO SHOULD ATTEND?

Anyone with a tourism or hospitality business. The conference content will stimulate strategic thinking, arm you with insights into the future of tourism, help you be the best version of you, and more.



WHAT WILL YOU LEARN?

- How to focus on you...so you can focus on your business
- Brainstorm ideas and take home a one-page action plan
- What local, state and federal governments are doing to tackle the various supply and demand challenges the industry faces
- Macro and micro level data insights into the 'post-Covid' world

KEYNOTE PRESENTERS



DR LAUREN BURNS OAM (KEYNOTE SPEAKER)

Dr Lauren Burns OAM was one of only three Australian women to win an individual Olympic Gold Medal, making history at the Sydney 2000 Olympic Games by claiming gold in taekwondo. Her amazing triumph at the Sydney Games was achieved against the odds – requiring enormous focus and commitment. Lauren's autobiography, *Fighting Spirit* was listed in the Sydney Morning Herald as the number one bestselling sports book, and her latest book, *Food from a Loving Home*, a collection of vegetarian recipes, is a sharing of her favourite recipes. She will be making the opening keynote speech highlighting the importance of health and wellbeing.



SIMON KUESTENMACHER DIRECTOR AND CO-FOUNDER OF THE DEMOGRAPHICS GROUP

Simon holds degrees in geography from leading universities in Berlin and Melbourne and worked for several years as a business consultant with KPMG Australia. In 2017 Simon, with Bernard Salt, co-founded The Demographics Group. The group provides specialist advice on demographic, consumer and social trends for business. Simon has presented to numerous corporate and industry audiences across Australia and overseas on demographic trends, consumer insights and cultural change in Australia.



YVONNE ADELE RECOGNISED AUTHORITY IN SOCIAL MEDIA PRODUCTION AND CREATIVITY

Yvonne began her career with Microsoft in Sydney before travelling the world with the software giant. Returning to Australia, she created the Ms Megabyte persona leading to a national media profile and a best-selling book teaching everyday Australians to love technology.

Yvonne soon received invitations to speak and MC at corporate events with traditionally male-skewed speaker programs. She has since worked across a wide industry base including, government, education, enterprise, small business, industry, marketing, and tech.



PAUL MURRAY INDUSTRY RELATIONS MANAGER – VIC/TAS | TOURISM AUSTRALIA

Paul has over 20-years' experience in the tourism industry having worked in sales and marketing roles for private tourism operations in Australia and the United Kingdom. He recently re-joined Tourism Australia after several years away during which time he worked at Visit Victoria and launched his own private touring business.

Paul's current role at Tourism Australia is focused on engaging TA's external industry stakeholders - from suppliers such as accommodation, tour operators, attractions etc. through to various tourism industry bodies and sectors.

GUEST PRESENTERS



CHARLES DEUCHRASS GROUP MANAGER MARKETING AND PROGRAMS | VISIT VICTORIA

Charles heads up regional marketing for Visit Victoria, overseeing the delivery of large-scale brand campaigns to reinvigorate Victoria's Visitor Economy. Recent campaigns include *Stay close, go further*, *Click for Vic*, *Your Happy Space* and *Wander Victoria*. Working closely with Victoria's Regional Tourism Boards, Charles and his amazing team are working hard to get Victorians to spend more time (and money) discovering their own backyard. Charles has 17 years' experience working in the tourism industry holding various leadership roles.



MIRERVA HOLMES MANAGER TOURISM INDUSTRY DEVELOPMENT, RECOVERY AND REFORM | DJPR

Mirerva has worked in private industry and government organisations including the National Trust of Australia, City of Melbourne, Engineers Australia, Melbourne Water and EarthCheck. She is currently the Manager for Industry Development with the Tourism, Events and Priority Infrastructure Branch at the Department of Jobs, Precincts and Regions. Mirerva specialises in city and social activation to increase visitation to cities and regions, helping to align industry and community needs to commercial activity.



BRADLEY THOMAS HEPBURN SHIRE CEO

Bradley joined Council in January 2019, having previously held the position of Executive Manager Business Performance with the Mount Alexander Shire Council. Bradley has extensive knowledge of local government finance, information technology and corporate reporting. Bradley is a qualified Chartered Accountant, holds an MBA and is passionate about ensuring a high functioning organisation that delivers quality services to the community.



BERNIE O'SULLIVAN MACEDON RANGES SHIRE CEO

Bernie is a senior executive with extensive and diverse local, state and national leadership experience in the government and not-for-profit sectors, leading large staff teams, strategy, organisational change and working productively with Councillors and Boards.

Bernie has a wealth of experience in leadership, working with communities and a strong understanding of the opportunities and issues impacting regional Victoria, especially in the Loddon Mallee region.



MARYE O'BRIEN MAIAVEDA

Marye is a gifted intuitive healer utilising several methods, including touch, sound, and energy work to induce transformation and balance on every level of the mind, body and spirit. Marye will be facilitating a sound bath meditation after lunch, using channelled healing tones and Tibetan bowls, Gongs and tribal instruments. It's remarkable how resonant frequencies can heal and unify the body, heart and mind. Marye will also be opening the event with a short breathing meditation to help us embody a peaceful state of mind. This is an opportunity to reflect, heal and surrender to the challenges faced over the last couple of years.

DAYLESFORD MACEDON TOURISM TEAM



Steve Wroe
CEO



Annissa White
Business Development
Manager



Madeleine Blake
PR Manager



Andrea Pribaz
Digital & Design
Manager



Stef Driscoll
Social Media Manager



Miriam Robinson
Office Manager



Sarah Klas
Web & Design
Support



DAYLESFORD
life
MACEDON

EVENT PROGRAM

8:45-9:30AM | REGISTRATION

STEVE WROE - CEO, DAYLESFORD MACEDON TOURISM

Welcome to the day and DMT update.

YVONNE ADELE - FACILITATOR

Overview of the day.

LAUREN BURNS - OAM (KEYNOTE SPEAKER)

In her presentations Lauren talks about what it takes to be successful, as she transforms her stories and experiences into life skills making them entertaining and relevant for the audience. In addition (and as specialist in lifestyle and mindset) Lauren will share her thoughts on healthy eating, resilience, well being and good mental health.

BERNIE O'SULLIVAN - CEO, MACEDON RANGES SHIRE COUNCIL & BRADLEY THOMAS - CEO, HEPBURN SHIRE COUNCIL

Yvonne will facilitate a 'fireside chat' with the CEOs of both Macedon Ranges and Hepburn Shire Councils. We'll learn about the role Council played during Covid, their views on the key focus areas of the visitor economy as we recover from the impact of Covid, the role tourism plays in strengthening the community, and their thoughts on the workforce planning challenges and what can be done to help ease the staff shortages...and more.

11:15-11:40AM | BREAK MORNING TEA AND COFFEE

SIMON KUESTENMACHER - THE DEMOGRAPHICS GROUP

What does the future hold for tourism in the Daylesford Macedon region? How have consumer preferences changed during the pandemic? Will consumers revert back to old ways of doing things once we have left Covid behind? Demographer Simon Kuestenmacher will present data that helps tourism operators to better understand their customers. Who will be visiting the region? How can we manage the tension between local population growth and retaining the upmarket, relaxed atmosphere? Join us for a fast-paced and entertaining view of tourism in the Daylesford Macedon through the demographic lens.

PAUL MURRAY - INDUSTRY RELATIONS MANAGER - TAS, VIC - TOURISM AUSTRALIA

Update on work being done to drive visitation back to Australia along with practical ways to engage with Tourism Australia.

12:55-1:55PM | LUNCH

CLEVELAND WINERY

Quick tour of hosting facilities & grounds.

CHARLES DEUCHRASS & MIRERVA HOLMES

Building Demand and Supply

A facilitated discussion with key industry leaders in which you'll hear about what has happened on the supply and demand sides of the visitor economy during the depths of the Covid crisis and beyond. Charles 'Chuck' Deuchrass will come from the demand side, talking about what Visit Vic has done - and will do - to drive demand into Victoria and, more importantly, the regions. Mirerva Holmes is a key player on the supply side of the equation, overseeing parts of the Visitor Economy Recovery and Reform Plan. She'll talk about the myriad of programs that the Department of Jobs, Precincts and Regions is overseeing.

YVONNE ADELE (KEYNOTE SESSION)

Ideas Summit. Think. Pair. Share - Disruption and Innovation - Better Brainstorming

The past two years have thrown plenty at us. Even the most creative and positive among the industry have been stretched to their limit. As we navigate the first quarter of the new year, now is the perfect time to re-engage and re-evaluate how we approach business. Yvonne Adele has been an event professional for over 25 years, as a producer, MC, speaker and broadcaster. In this enjoyable and practical think tank, Yvonne will facilitate a powerful idea-sparking process, using your actual business challenges to generate a mountain of new and sophisticated ideas for everyday business challenges.

RECAP

Recap of all the things we have learned on this action-packed day.

4:40-5:30PM | JOIN US FOR A DRINK

THANK YOU TO OUR SPONSORS

