

## Strategic Plan Communication & Consultation

### Regional Forums

#### TOURISM VICTORIA FACILITATORS/ PRESENTERS

Wayne Kayler-Thomson

Clive Dwyer

Don Richter

Paul Albone

Bill Fox

John Hindmarsh

Natalie O'Brien

Jodie Stevens

Narelle Johnson

#### LOCATION

**Mornington Peninsula**

Ray McMahon, Chairman Mornington Peninsula Tourism

**Melbourne**

Liz Seymon

Executive Director Destination Melbourne

**Bright**

Ian Greer, Executive Committee Member, Legends Wine and High Country

**Halls Gap**
Rick Heinrick, Chairman – Marketing Committee,  
Grampians Marketing IncAngie Lush, Tourism Manager - Northern Grampians  
Shire Council & GMI Committee Member
**Alexandra**

Maurie Susnig, Murrindindi Shire Council

**Ballarat**

Dianne Smith, Executive Director Ballarat Tourism

**Yarra Valley**

Peter Fergusson, Chairman Yarra Valley, Dandenongs and the Ranges

**Lorne**

Ross Ebbels, Chairman Geelong Otway Tourism

<b>Bendigo</b>	Kathryn MacKenzie, Executive Manager Tourism & Events, Bendigo Tourism
<b>Cowes</b>	Donald Powney, Chairman of Phillip Island Gippsland Discovery Executive Board
<b>Port Fairy</b>	Sue Holcombe, Chairperson, Shipwreck Coast Tourism
<b>Warrnambool</b>	Cr James Nicol, Mayor, Warrnambool City Council
<b>Mildura</b>	George Sossi, Chief Executive Mildura Murray Outback Tourism
<b>Macedon</b>	Noel Harvey, Chairperson Macedon Ranges and Spa Country Campaign Committee
<b>Lakes Entrance</b>	Duncan Malcolm, Chairman, Lakes and Wilderness Tourism Board
<b>Echuca/ Moama</b>	Vern Beasley, Chairman Echuca-Moama Tourism Marketing Committee
<b>Traralgon</b>	Fergus Cameron, Executive Committee Member of Phillip Island & Gippsland Discovery, and Managing Director of Phillip Island Grand Prix Circuit
<b>Foster</b>	Donald Powney, Chairman of Phillip Island Gippsland Discovery Executive Board

**Government and Industry Bodies  
Consulted****Tourism Victoria Facilitators/ Presenters**

<b>Strategy Reference Group</b>	Wayne Kayler-Thomson, John Hindmarsh, Narelle Johnson
<b>Melbourne Convention and Visitors Bureau</b>	John Hindmarsh, Carl Jones
<b>Bus Association Victoria</b>	John Hindmarsh
<b>Valley of the Arts Tourism Board</b>	John Hindmarsh, Carl Jones
<b>Cultural Tourism Industry Group</b>	John Hindmarsh, Narelle Johnson
<b>Victorian Caravan Parks Association</b>	John Hindmarsh
<b>HMAAV</b>	Wayne Kayler-Thomson
<b>Bed and Breakfast Council of Victoria</b>	John Hindmarsh, Narelle Johnson
<b>VECCI Tourism Hospitality/Leisure Policy Committee</b>	Wayne Kayler-Thomson
<b>Municipalities Association of Victoria</b>	John Hindmarsh
<b>Victorian Tourism Operators Association</b>	Wayne Kayler-Thomson, Narelle Johnson
<b>Department Premier &amp; Cabinet</b>	Wayne Kayler-Thomson, John Hindmarsh
<b>Tourism Accreditation Board of Victoria</b>	Narelle Johnson
<b>William Angliss College</b>	Wayne Kayler-Thomson, John Hindmarsh
<b>Country Victoria Tourism Council</b>	Wayne Kayler-Thomson, Narelle Johnson
<b>Victorian Tourism Industry Council</b>	Wayne Kayler-Thomson
<b>City of Melbourne</b>	Wayne Kayler-Thomson, Clive Dwyer
<b>Department of Natural Resources and Environment</b>	Wayne Kayler-Thomson, Paul Albone
<b>Parks Victoria</b>	Senior Management team
<b>Aboriginal Tourism Reference Group</b>	Wayne Kayler-Thomson, Paul Albone
<b>Friends of Tourism group</b>	Wayne Kayler-Thomson
<b>Sport &amp; Recreation Victoria</b>	Wayne Kayler-Thomson, John Hindmarsh
<b>The Business Group</b>	Wayne Kayler-Thomson

## Product and Experience Segments - Themed Workshops

<b>Ski</b> <b>Tourism Victoria Facilitators: John Hindmarsh, Clive Dwyer, Nicole Mackley</b>	Stuart Bowe, DNRE Tim McColl-Jones, MOJO Neil Tappe, Falls Creek Alpine Resort Management/ BART Christine Prendergast, Falls Creek Alpine Resort/ BART Rob Pelley, Mount Hotham Resort Management Board/ BART Sandie Jeffcoat, Mt Buller Alpine Resort Management Board/ BART
<b>Backpacker</b> <b>Facilitators: Taylor Nelson Sofres</b> <b>Tourism Victoria participants:</b> Don Richter Chris White Louise Terry Carl Jones Narelle Johnson John Hindmarsh Melinda Anderson	Jeff Jarvis, Monash University Andrew Parker-Scott, STA Travel Carol Smith, YHA Shelley Lavender Richard Curran, YHA Alva Hemming, Mornington Peninsula Tourism David Hawkes, Oz Experience Geoff Marks, Amaroo Park and Duck Trucks Tours Damien De Pace, Autopia Tours Frank Bono, Firefly Express Matt Noble, Backpacker Winery Tours
<b>Professionalism &amp; Standards</b> <b>Tourism Victoria Facilitators: Paul Albone, Wayne Kayler-Thomson, John Hindmarsh</b>	Jodie Wilmer, VTOA John Sweetman, VECCI Glen Cowan, Tourism Training Victoria Jenny Herbert, Riviera Nautica Alla Wolf-Tasker, Lake House Dean Minett, Dean Minett & Associates Nick Hunt, CVTC Bindi Gove, CVTC Roland Berger, HMAAV Ronnie Beauchamp, Alpine Regional Tourism Association Ingrid Barry, Tourism Audit Services

**Culture/ Arts****Facilitators: Taylor Nelson Sofres****Tourism Victoria Representatives:**

Bill Fox

Paul Albone

Jane Ross

Narelle Johnson

Melinda Anderson

Jodie Stevens

Natalie O'Brien

Wayne Kayler-Thomson

Vikki McInnes, ACCA

Nicky Klempfner, Arts Victoria

Anthea Hall, Arts Victoria

Alison Fraser, City of Melbourne

Helen Hardwick, City of Melbourne

Kate McCaughey, City of Yarra

Marie Watt, Creatours

Kim Adams, Creatours

Andrew Gray, Cultural Tourism Industry Group

Vanessa Walker, Federation Square

Justin Francis , Golden Mile

Charlotte Gerner, Heide Museum of Modern Art

Jason Mariner, Mariner Theatres

Rebecca Austin, Melbourne International Comedy Festival

Maree Martin, Melbourne Museum

Rose Hiscock, Melbourne Museum

Joanna Krezel, Melbourne Symphony Orchestra

Julie Wilson-Oakes, City of Maroondah

Elizabeth Langley, National Gallery of Victoria

Nola Cuddy, National Trust of Australia Aboriginal Heritage Walk

Dean Stewart, Royal Botanical Gardens

Susie Wharton, Talkabout Tours

Tony Lee, Consultant

Peter Ritchie, Victorian Arts Centre

Gaby Bila-Gunther, Victorian College of the Arts

Paul Sandells, The Mansion Hotel

Nicky Klempfner, Arts Victoria

Anthea Hall, Arts Victoria

Sharon Oliva, Ballarat Tourism

**Food & Wine****Tourism Victoria Facilitators: Jack Rasterhoff,  
John Hindmarsh, Jacinta Hurst**

George Biron, Sunnybrae

Ross Ebbels, The Scotchmans Hill group

Sylvia Johnson, Melbourne Wine and Food festival

Dur e Dara, Restaurant and Catering Association

Denise Stevens, Swinburne University of Technology

Yasmin Power, Food Group

Ala Wolf Tasker, Lake House

Susanne Halliday, Yarra Valley Food Group

Joanne Butterworth Gray, Drouin West Fruit and Berry farm

Allison McKillop, Pickled Sisters Café at Cofield

**Caravan Parks****Tourism Victoria Facilitators: Clive Dwyer,  
John Hindmarsh, Narelle Johnson**

Phil Redmond, Victorian Caravan Parks Association

Peter Corish, Victorian Caravan Parks Association

Peter Wright, Caravan Industry Australia

<p><b>Business Events</b></p> <p><b>Facilitator: Mike Williams, MCVB</b></p> <p><b>Tourism Victoria participants:</b></p> <p>Lois Appleby</p> <p>Wayne Kayler-Thomson</p> <p>John Hindmarsh</p> <p>Narelle Johnson</p> <p>Melinda Anderson</p>	<p>Bryan Hiscock, Crown Towers</p> <p>Petrina Gillespie, Melbourne Exhibition &amp; Convention Centre</p> <p>Leigh Harry, Melbourne Exhibition &amp; Convention Centre</p> <p>Gary Grimmer, Melbourne Convention &amp; Visitors Bureau</p> <p>Mike Williams, Melbourne Convention &amp; Visitors Bureau</p> <p>Darryl Washington, Australian Hotels Association</p> <p>Barrie Markey, ICMS</p>
<p><b>Aboriginal Tourism</b></p> <p><b>Tourism Victoria Facilitators: Paul Albone, Wayne Kayler-Thomson, Louise Terry</b></p>	<p>Dean Stewart, Aboriginal Heritage Walk, Royal Botanical Gardens</p> <p>Glen Cowan, Tourism Training Victoria</p> <p>Phillip Moore, Northern Melbourne Institute of TAFE</p> <p>Lois Peeler, Aboriginal Tourism Australia</p> <p>Leanne Miller, Aboriginal Tourism Australia</p> <p>Esmail Manahan, Koori Business Network</p> <p>Vince Ross, Narana Creations</p> <p>Karyn Miles, Narana Creations</p> <p>Kaye Harris, Brambuk Aboriginal Cultural Centre</p> <p>Kerry Ziernicki, Harry Nanya Outback Tours</p> <p>Colin Leigh, Parks Victoria</p> <p>Elisabeth Jones, Arts Victoria</p>

**International Markets Consultation****Workshops conducted in Australia****Facilitator: Campbell Gome, Roy Morgan Research****New Zealand**

Christine Smith, Shopping Spree Tours  
David Eaton, Puffing Billy  
Fiona Robertson, Melbourne Aquarium  
John Neutze, Stamford Plaza  
Yann Duroselle, Batman's Hill  
Neale Herridge, Accor Hotels  
Shirley Lin, Accor Hotels  
Roger Grant, Great Southern Touring Route  
Mim Tielen, Saville Hotel Group

**Europe**

Wendy Taylor, Sovereign Hill  
Garry Burns, Phillip Island Nature Park  
David Eaton, Puffing Billy  
Yann Duroselle, Batman's Hill  
Jeff Sharp, AAT Kings  
Dino Magris, Australian Pacific Touring  
Stefanie Gassner, Australian Kookaburra Tours  
Denise Scrafton, Flag Choice  
Inga Afheldt, ATS Pacific (Sydney based)  
Jenny Herbert, Riviera Nautic  
Helen Gibney, THL Rentals

**United Kingdom**

Rhonda Rust, Shopping Spree Tours  
Wendy Taylor, Sovereign Hill  
Garry Burns, Phillip Island Nature Park  
Kirsty Grace, Gray Line  
Tom Smith, Melbourne Aquarium  
Yann Duroselle, Batman's Hill  
Dingo Magris, Australian Pacific Touring  
Lindy McGuire, The Windsor  
Denise Scrafton, Flag Choice  
Denis Pierce, ATS Pacific Sydney  
Christine Belle, Mt Buffalo Chalet  
Jenny Herbert, Riviera Nautic  
Andrew Burnes, AOT  
Patrick Liston, Parkwood Personalised Tours  
Cinzia Burns, Australian Outback Travel  
Ian Threadgold, Otway Ocean Tours  
Gregor Macaulay, Student Uni Travel

**USA**

Garry Burns, Phillip Island Nature Park  
David Eaton, Puffing Billy  
Kirsty Grace, Gray Line  
Tom Smith, Melbourne Aquarium  
Denise Scrafton, Flag Choise  
Aileen Cobern, Flag Choise  
Lisa Fitzell, Goway Travel  
John Rundle, ATS Pacific  
Bernard Schaff, Jack Drover Tours  
Angus Ramsey, Otway Ocean Tours  
Peter Ritchie, Victorian Arts Centre  
Anthony Hyde, Abercrombie and Kent  
Paul Sandells, Natural Treasures  
Roger Smith, Echidna Walkabout  
Jessica Gallian, ATC Sydney

<p><b>North Asia</b></p>	<p>Mary Wang, Experience Tours Australia (ETA)  Tee The, Experience Tours Australia (ETA)  Peter Wong, CP Tours  Mike Wiggins, Melbourne Observation Deck  Nigel Aldons, Sovereign Hill  Garry Burns, Phillip Island Nature Park  David Eaton, Puffing Billy  Dominic Sita, Sita Coaches/Sunbus  May Chow, Crown Towers  John Mathews, Wildlife Wonderland  Peter Ritchie, Victorian Arts Centre  Selina Wong, Carlton Crest Hotel  John Lee, Bayview/Eden on the Park  Ching-Ping Chiu, Hung Ta Travel  Kate Woodford, ATC  Geoffrey Conaghan, Melbourne Airport  Miki Tanaka, I.D Tours South Pacific Pty Ltd</p>
<p><b>South Asia</b></p>	<p>Peter Colahan, Australian Vacations  Natalie Pickett, Southbound Australia  Rhonda Rust, Shopping Spree Tours  Nigel Aldons, Sovereign Hill  Garry Burns, Phillip Island Nature Park  David Eaton, Puffing Billy  Kirsty Grace, Gray Line  Erica Kriz, APT  Erin Lightfoot, Melbourne Aquarium  John Mathews, Wildlife Wonderland  Alva Hemming, Mornington Peninsula Tourism  John Neutze, Stamford Plaza  Don Nicholson, Batman's Hill  Yann Duroselle, Batman's Hill  Kate Woodford, ATC  Mike Wiggins, Melbourne Observation Deck  Nigel Aldons, Sovereign Hill  Garry Burns, Phillip Island Nature Park  Erin Lightfoot, Melbourne Aquarium  John Mathews, Wildlife Wonderland  Shoji Yamamoto, JTB  Eiji Kawakami, Jalpac  Yoshi Inoue, QH International  Nola Cuddy, National Trust  Katsumi Someda, Grand Hyatt Melbourne  Kenji Takamori, Hotel Sofitel Melbourne  John Murphy, Koala Golf  Mr John Milanese, Mr John Tours</p>
<p><b>Japan</b></p>	<p>Oida, Qantas  Dan, Jalpac  Kawashima, JTB World  Uratsu, Club Tourism Kyushu  Tanaka, KNT Holiday Tours  Terada, Wing Travel  Tezuka, Club Tourism Tokyo  Tateishi, ATC</p>

<b>Workshops conducted in-market</b>	
<b>Europe</b> <b>Tourism Victoria Facilitator: Hannelore Wagner</b>	Norbert Lux, Managing Director, Adventure Holidays Birgit Mussngnung, Product Manager, FTI (CA Fernreisen) Heike Niederberghaus, Manager Lauda Air Key Accounts, AUA Group, Lauda Air Conny Schütz, Sales Manager, AAT Kings Carsten Vesper, Marketing Cont Europe Contiki Andreas Kogler, Product Manager, DER TOUR Thorsten Lettnin, Manager Germany, Qantas Dr Norbert Hofmann, Development and PR Manager, Singapore Airlines Jacquie Poser, Manager Germany Austria, CH, APT Angie Heinkel, Manager Europe, Flag Choice Hotels Eberhard Adam, Manager PR, ATC
<b>United Kingdom</b> <b>Tourism Victoria Facilitator: Claire Golding</b>	Russell Amerasekera, Consultant Andrew Chapman, Marketing Director, Austravel James Bell, Marketing Director, Bridge The World Peter Liney, Managing Director, Travelbag Frances Blair, Marketing/Product Director, Travel 2 Dawn Howell, Marketing Manager, STA Jeanne Shapiro, Managing Director, USIT Tim Jones, Product/Marketing Manager, Qantas Holidays Tim Stubbings, Marketing Manager, Australian Affair Robbie Orr, Marketing/Product Consultant Gary Bartelings, General Manager UK & Europe, APT Leanne Lengton, Manager UK, Maui Sonia Sudhakar, Senior Marketing Executive, British Airways Malcolm Trevor, Marketing Manager, Qantas Glenn Myatt, Australian Tourism Commission Ruth MacPherson, Business Development Manager, Australian Tourism Commission Madeleine Elliot, Regional Sales & Marketing Manager, Flag Choice Hotels
<b>USA</b> <b>Facilitator: Bill Baker, Destination Development Group</b>	Ross Webster, Qantas Vacations Alex Parker, ATS Tours Wayne Stening, Newmans Vacations Lyndel Gray, ATC Bob Monfrini, ATC Howard Goldberg, Qantas Airways Derek Winter, IntaAussie Warren Grau, Springboard Vacations Kevin Peyatt, Australian Travel Headquarters James Gregg, Brendan Tours

**South Asia**  
**Facilitator: Yung Kit Mun**

Angeline Teo, Manager Distribution Development & Leisure Sales, Qantas/British Airways  
Emma Chan, Product Manager, Qantas Holidays  
Lam Mei Ling, General Manager, Gasi Holidays  
Juliana Gan, Senior Manager, Product Development, Chan Brothers Travel  
May Ang, Branch General Manager, Chan Brothers Travel  
Franz Ong, Director of Business Development, Sakura Holidays  
Antonio Teh/Assistant General Manager, Commonwealth Travel  
Pang Mei Ling/Product Manager, GBC Pte Ltd  
Elaine Foo/Product Manager, Scenic Travel  
Teresa Wong/Director of Marketing, Dynasty Travel

**North Asia (China)**  
**Tourism Victoria Facilitator: Russell Jao**

Gao Hong Jiu, Huangting Travel  
Li Ming Jin/Jiang, Huangting Travel  
Zhang Hui Zhu, Manager Outbound, CITS  
Lee Wen Jun, Manager Outbound, CTS  
Ling Jing, Chair Lady, Commerce International Travel  
Wang Zhen Hu, General Manager, Spring Travel  
Peter Li, Consul, DIMA Office  
May Tang, ATC China  
Zhu Yong De, General Manager, BTG Travel  
Li Yei Mou, Manager Australia/ New Zealand, BTG Travel  
Jiang Wei, Manager Outbound, CTS  
Lu Tie Jun, General Manager, Outbound Travel, CYTS  
Francis Lo, Manager, Qantas  
Li Dong Ming, Manager Outbound, CITS/GOTC  
Li Guang Zheng, Deputy GM, CTS  
Zhu Shao Dong, Deputy GM, GZL  
Kelly Xu, GM, Newsway  
Johnny Ho, Jetour  
Wendy Kwok, Jetour  
Allen Leung, Deputy GM, Wing on Travel  
Freddy Li, GM, Qantas  
Jeffery Naylor, GM, Ansett  
Patrick Yeung, Managing Director, Cathay Pacific  
Johnny Nee, ATC  
Stephen Wong, GM, Qantas Holiday

<b>One-on-one consultation in-market</b>	
<b>North Asia (Taiwan)</b> <b>Tourism Victoria Facilitator: Edward Chen</b>	Cecily Hu, General Manager, Qantas Airways John Yeh, General Manager, ACT Travel Paul Liu, Vice General Manager, Hung Ta Travel Albert Pei, General Manager, Lion Tours Eddie Lee, General Manager, Hilite Tous James Lee, Vice General Manager, Everlight Travel Jennifer Hsu, Manager Taiwan, Australian Tours Management Amy Lin, Manager Taiwan, Jade Express Daniel Chen, Sales Manager, Cathay Pacific Anthony Liao, General Manager, Phoenix Tours
<b>Japan</b> <b>Tourism Victoria Facilitator: Mr Izumi Nagai</b>	Shigeru Uratsu, KNT Club Tourism Toru Dan, Jalpak Shuichi Tezuka, KNT Club Tourism Yukio Kawashima, JTB World Vacations Naoko Tateishi, ATC Takashi Tanaka, Kintetsu International Misako Oida, Qantas Airways Naoko Terada, Wing Travel

**Written Submissions**

<b>GOVERNMENT:</b>	<b>TOURISM OPERATORS:</b>
Wellington Shire Council	Royal Botanic Gardens Melbourne
Moyné Shire	Crown Limited
Corangamite Shire	Sovereign Hill
Mildura Rural City Council	Inn House B & B
Arts Victoria	Healesville Sanctuary
Maroondah City Council	Melbourne Showgrounds
City of Latrobe	Arthurs Seat Chairlift
City of Stonnington	Pioneer Garden Cottages
Dept of Sport & Recreation	Kiltynane Estate
City of Whittlesea	Studios & Galleries of the Bendigo Region Group
Cardinia Shire Council	Ellisfield Farm
West Wimmera Shire Council	Pioneer Cottage Mildura
East Gippsland Shire Council	Madden's Commercial Hotel
Maribyrnong City Council	Echuca Caravan Parks
Macedon Ranges Shire Council	Mountain Top Experience
City of Melbourne	Royal Standard Hotel
Hobsons Bay City Council	Yarragon Country Retreat
Mornington Peninsula Shire Council	Triter Art & Craft - Yarragon
Frankston City Events	Nina's Garden Art - Yarragon
Camperdown	Yarragon Motel
	Yarragon Attic Collection
<b>INDUSTRY BODIES:</b>	House of Lancaster - Yarragon
Legends, Wine & High Country	
Valley of the Arts Tourism Marketing Board	<b>EDUCATION SECTOR:</b>
Ballarat Tourism	University of Ballarat
Shipwreck Coast Tourism	Swinburne University
Cultural Tourism Industry Group	Latrobe University
Professional Tour Guide Association Aust	
Surfcoast Tourism	<b>OTHER:</b>
VTOA	Emirates
The Tourism Taskforce	United Airlines
B & B Council of Victoria	Vic Roads
Grampians Farm & Country Tourism	Investment Albury Wodonga
Yarragon & District Tourism Association	Bendigo Visitor Information Centre
	St Arnaud Tourism Development
	MLA Gippsland East
	Gattis Family Butchery - Yarragon