Shaping WA: the business of tourism

Wednesday 1 May 2019, 12.00pm to 2.00pm
River View Room, Optus Stadium
agenda

11.45am  Registrations

12.00pm  Welcome
Paula Rogers  
State Director, CEDA

12.05pm  Presentation
John O’Sullivan  
Managing Director, Tourism Australia

12.20pm  Presentation
Rebecca Brown  
Director General, WA Department of Jobs, Tourism, Science and Innovation

12.35pm  Lunch

1.00pm  Introduction
Paula Rogers  
State Director, CEDA

1.05pm  Facilitated discussion and questions with Todd Mairs, Director, Churchill Consulting
Rebecca Brown, Director General, WA Department of Jobs, Tourism Science and Innovation  
Bryan Carr, Chief Executive Officer, OpenDNA  
John O’Sullivan, Managing Director, Tourism Australia  
Robert Taylor, Chief Executive Officer, Western Australian Indigenous Tourism Operators Council

1.55pm  Closing comments
Paula Rogers  
State Director, CEDA

2.00pm  Event close
Churchill Consulting is an independent management consultancy firm which has been reshaping the futures of key WA organisations since 2002.

Over the years Churchill Consulting has assisted many of the state’s local, regional and state-wide tourism organisations with their corporate strategy development and execution, financial and operational performance improvement, customer-centric modelling and change management requirements.

Churchill takes pride in their approachable and collaborative consultancy style where they assemble the right teams to work with clients across industry bodies; hospitality and resorts; Edutourism; and tourism transport and infrastructure. Their in-depth industry understanding helps them to create innovative, yet pragmatic, solutions to the critical business issues which currently face such an important sector.

Churchill’s clients’ long-term success is always front of mind; they bring the right expertise, deliver tailored and pragmatic solutions and guarantee real knowledge transfer throughout the project. This ensures sustainable benefits for their clients, long after they have gone.

Churchill Consulting has been a CEDA member since 2017.
Rebecca Brown commenced as Director General of the Department of Jobs, Tourism, Science and Innovation in September 2018. In this role, she is also Chief Executive Officer of Tourism Western Australia.

Rebecca has worked across both Federal and State government agencies in a range of senior roles across revenue and economic policy, social policy, resourcing and performance. Most recently she oversaw the reform of the WA health system, including the establishment of a new governance model and the development of the Health Services Act 2016.

She has held senior positions at both WA Treasury and the WA Department of the Premier and Cabinet, where she oversaw key reforms between the public and non-profit community sectors.

Rebecca has an Honours Degree in Economics from the University of Western Australia, is a graduate of the Australian Institute of Company Directors and completed the 2019 ELIAS Leadership Program.
John O’Sullivan joined Tourism Australia as the organisation’s Managing Director in March 2014.

In the four years since, John has successfully overseen the evolution of the organisation’s award winning global campaign *There’s nothing like Australia* – from its food and wine focused *Restaurant Australia* campaign (launched in 2014) to the emotive Aquatic and Coastal campaign (2016). John has led the organisation for the launch of its biggest ever campaign for the US market with the ‘Dundee: The Son of a Legend Returns’ at the 2018 Super Bowl.

During his time at Tourism Australia, John has also focused on growing the organisation’s partnership marketing effort and partner contributions to more than $65 million annually whilst also transforming the organisation’s digital capabilities to reflect changing consumer behaviours and to better tackle conversion challenges.
Bryan Carr
Managing Director and Chief Executive Officer, OpenDNA
Twitter: @OpenDNAOfficial

Bryan is Managing Director and CEO of Artificial Intelligence (AI) and e-Commerce marketing company OpenDNA which has a strong focus on understanding and servicing demand for Australian products in China, with tourism a key element.

For 10 years, Bryan was based in Beijing where he assisted Australian companies with China market entry and oversaw the development and delivery of mobile payment systems incorporating WeChat Pay, Alipay and Union Pay and provision of e-Commerce solutions.

Bryan was responsible for the delivery of the official EventTrack mobile App for foreign visitors to the Beijing Olympic Games and subsequent partnership with CITS (China International Travel Service) to deliver an App and online platform for Chinese and Australian travellers to book and pay for travel services between the two countries which was showcased as one of the early successes of the Free Trade Agreement between Australia and China.

As a business, OpenDNA provides fully integrated digital marketing and customer acquisition services. Its customers and partners include a range of tourism related businesses including airports, tour operators, tour aggregators and destinations.

OpenDNA connects Chinese tourists with Australian businesses, providing Mandarin-language marketing and communications allowing quick and easy transaction, processing payments using the most commonly used payment methods in China – Alipay and Wechat Pay.
Robert Taylor
Chief Executive Officer, Western Australian Indigenous Tourism Operators Council
Twitter: @WAITOC

Robert is Nhanda, Yamaji heritage. He has been in the Hospitality industry for over 25 years. In this time, he has owned run and managed businesses in the hospitality tourism, mining and construction industries. Having an entrepreneurial spirit, he has proved his capability of diversification utilising his skills and knowledge to cross over industries in order to develop diverse income streams.

Robert became CEO of WAITOC in 2015. In this time, with the support of the Board and his team he has successfully delivered the Aboriginal Tourism Development Program. Growing over 40 Aboriginal Businesses across WA. These businesses have created 104 full time equivalent jobs for urban, regional and remote communities and has seen success for a National Aboriginal tourism award with Go Cultural Aboriginal Tours and experiences who are a part of the funding programs.

He has increased funding to enhance member business outcomes by over 300% and has the drive to create opportunities for Aboriginal people at a state national and international level. Under his direction WAITOC has been successful in securing the World Indigenous Tourism Summit for 2020 and continues to create new partnerships with prospective stakeholders in order to improve Cultural understanding, Respect and positive social outcomes for the Australian Aboriginal People.

Robert has a Diploma in Small business, has held a real estate representative licence, has two trades in commercial cookery and Upholstery and is a 4th degree Tae Kwon do instructor. He continues to strive towards improving his own education and professional development in order to help others reach their goals.
facilitator

Todd Mairs  
Director, Churchill Consulting  
Twitter: @churchillconsul

Todd is a co-founder of Churchill Consulting and has over 20 years’ experience in assisting organisations in Australia and across the globe, with complex strategic and operational change.

He has earned a reputation as a preeminent advisor across business strategy, operational modelling, organisational improvement and customer relationship management in the local, regional and state-wide tourism markets. Todd has successfully set a compelling vision and articulated a roadmap for success for tourism organisations across the Margaret River and Great Southern regions, the Tourism Council of WA, leading WA resorts, Tourism WA, StudyPerth and Perth Airport - assisting them in setting a clear vision, building better customer relationships and improving their financial outcomes.

Todd also has a deep, cross-industry understanding of the Western Australian economy which has seen him successfully assist leading organisations across the health & aged care, agribusiness education & training, mining & resources, transport and not-for-profit & charities sectors.

Todd was a previous recipient of WA Business News “40 under 40” award presented to Western Australia’s top 40 business leaders aged under 40 years of age. He is an active Trustee for the Committee for Economic Development Australia and is a Board Member for a NFP organisation that builds infrastructure for Cambodian children and their families.
corporate tables

CEDA would like to thank the following members for hosting a corporate table at today’s event.

Churchill Consulting       National Australia Bank       WA Department of Jobs, Tourism, Science and Innovation
attendees

Terry Agnew  
Council member  
Curtin University

Lee Boog  
Senior Consultant  
Churchill Consulting

Rachael Cochrane  
State Manager - External Affairs  
Lendlease

Peter De Kruif  
Reporter  
Seven West Media

Megan Anwyl  
Director  
Hawker Britton

Lonnie Bossi  
SVP - Marketing and Strategy  
Crown Perth

Gabrielle Cole  
Product Attraction Manager  
Screenwest (Australia)

Kate Debenham  
State Manager WA and SA  
Uber

Suzanne Ardagh  
Director - Board Advisory Services  
Leslie Blades

Henry Boston  
Board Member  
Australia Indonesia Institute

Tijah Colleran  
Economic Development Officer - Tourism  
City of Perth

Adam Denniss  
Manager Economic Development and Projects  
City of Mandurah

Alistair Avern-Taplin  
Building Services Group WA Lead  
Arup

Cheryl Bridge  
Director - Art & Design  
North Metropolitan TAFE

Jane Coole  
Director  
Taylor St Quarters

Saskia Doherty  
Executive Director, Events  
Tourism Western Australia

Norman Baker  
Executive Director  
Creative Industries and Enterprise  
North Metropolitan TAFE

Rebecca Brown  
Director General  
WA Department of Jobs, Tourism, Science & Innovation

Mark Coughlan  
Chief Executive Officer  
West Australian Symphony Orchestra

Warren Duff  
Analytics Manager  
RAC (WA)

Anne Banks-McAllister AM  
Regional Capacity Building Manager  
WALGA

Sue Buck  
Senior Project Officer  
WA Department of Primary Industries & Regional Development

Sarah Court  
Co-Ordinator Regional Bike Networks and Programs  
WA Transport Portfolio

Kelly Eadie  
Manager Corporate Communications  
Tourism Western Australia

Trent Bartlett  
Director  
CBH Group

Andrew Cairns  
EGM Crown Perth Hotel  
Crown Perth

Alison Cridge  
State Marketing Manager  
PwC Australia

Jennifer Elliot  
Communications and Marketing Manager  
Forest Products Commission

Kate Baune  
CEDA WA

Jeremy Calver  
Manager  
Churchill Consulting

Laura Crowe  
Executive Consultant  
Hudson

Lincoln Elliot  
Manager  
Churchill Consulting

Angela Beechey  
Marketing Manager  
Study Perth

Sean Cameron  
Director  
WA Department of Treasury

Shaun Cugley  
Director of State Lead Slattery

Paul Farrell  
Member  
WA Regional Development Trust

Derryn Belford  
Executive Director Destination Development  
Tourism Western Australia

Jodi Cant  
Director General  
WA Department of Finance

Tracey Curtis  
Membership Coordinator, WA  
CEDA

John Fish  
Principal Economic Development City of Perth

Nick Belyea  
Chair Member  
WA Regional Development Trust

Bryan Carr  
Chief Executive Officer  
OpenDNA

Vaughan Davies  
Assistant Director General  
WA Department of Planning, Lands and Heritage

Susan Fleming  
Managing Director  
Acting Consulting and Training Australia

Astrid Bierer-Cooper  
Development Marketing Manager  
Defence Housing Australia

Steve Cartledge  
Director  
Steve Cartledge Consulting

Edward Day  
Account Director - Government (Western Australia)  
Australia Post

Prof Dawn Freshwater  
Vice-Chancellor  
The University of Western Australia
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<th>Name</th>
<th>Title/Position</th>
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<td>Andrew Friars</td>
<td>Partner - Asia Pac Markets</td>
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<td>Andrea Gleason</td>
<td>Co-Founder and Chief Executive Officer</td>
<td>Innovate Australia</td>
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<td>Sandrine Goodwin</td>
<td>JKI Consulting</td>
<td>CEDA Individual Non Member</td>
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<td>James Gorton</td>
<td>General Manager Aviation &amp; Business Development</td>
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Please note attendee names are provided to aid networking and should not be added to mailing lists without permission from the individual.
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<td>Kwai Steinhurt</td>
<td>Associate Director, WA</td>
<td>CEDA</td>
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<td>Nolan Stephenson</td>
<td>Principal Policy Officer</td>
<td>WA Department of Primary Industries and Regional Development</td>
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<td>Chris Sutherland</td>
<td>Managing Director</td>
<td>Programmed Group</td>
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<td>Robert Taylor</td>
<td>Chief Executive Officer</td>
<td>WAITOC</td>
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<td>Julie Taylor</td>
<td>Travel Industry Account Executive</td>
<td>Virgin Australia</td>
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<td>Gavin Treasure</td>
<td>Chief Executive Officer</td>
<td>Mid West Development Commission</td>
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<td>Carolyn Turnbull</td>
<td>Chief Aviation Business Development Officer</td>
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<td>Phil Turtle</td>
<td>National President</td>
<td>Asialink Business</td>
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<td>Aaron Van Bridges</td>
<td>Analyst</td>
<td>Commonwealth Treasury</td>
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<td>Natalie Van der Walt</td>
<td>Senior Business Analyst</td>
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<td>Linda Wayman</td>
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<td>Tourism Western Australia</td>
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<td>Joanne Wells</td>
<td>Senior Manager, Relationship Marketing</td>
<td>KPMG</td>
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<td>Forest Products Commission</td>
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<td>Adam West</td>
<td>Project Manager, Destination Development</td>
<td>Tourism Western Australia</td>
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<td>Sally Wilkinson</td>
<td>Deputy Chairperson</td>
<td>Busselton Jetty Inc.</td>
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<td>Ben Wood</td>
<td>Membership and Marketing Services Advisor, WA</td>
<td>CEDA</td>
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<td>Scott Woodward</td>
<td>Chief Operations Officer</td>
<td>Perth Airport</td>
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<td>Demetra Xydas</td>
<td>Director</td>
<td>JAXON Pty Ltd</td>
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<tr>
<td>Julie Zappa</td>
<td>General Manager Training Services, North Metropolitan TAFE</td>
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CEDA Western Australia: June – July 2019

Women in Leadership: diversity in the public sector
DATE Thursday 6 June 2019, 12.00pm – 2.00pm
VENUE Pan Pacific Hotel, Perth
SPEAKERS Sharyn O’Neill, Commissioner, WA Public Sector Commission; Mike Rowe, Director General, Department of Water and Environmental Regulation
EVENT OVERVIEW Join CEDA WA when we present outstanding leaders with big ideas, delivering solutions to complex diversity issues and working to ensure our public sector is strong, fosters collaboration and reflecting our society.
Sponsored by CEDA members: BHP, Department of Communities, Edith Cowan University

Shareholder activism and the role of Boards in the energy transition (trustee invitation only)
DATE Thursday 30 May 2019, 12.00pm to 2.00pm
VENUE Ashurst Boardroom
SPEAKER Dominic Emery, Vice President Group Strategic Planning, BP
Kindly hosted by CEDA member: Ashurst

Infrastructure in Australia: setting the WA agenda
DATE Wednesday, 10 July 2019, 12.00pm – 2.00pm
VENUE Pan Pacific Hotel, Perth
SPEAKERS John Langoulant AO, Chair, Infrastructure WA; Romilly Made AO, Chief Executive Officer, Infrastructure Australia
EVENT OVERVIEW CEDA welcomes for the first time to Western Australia Infrastructure Australia Chief Executive Officer, Romilly Madew AO joined by John Langoulant AO, Chair, Infrastructure WA; as they set the agenda for the delivering better outcomes for people across transport, energy, telecommunications, water and social infrastructure across Australia.
Sponsored by CEDA member: ARUP and City of Swan

Views from the regulator
DATE Tuesday 23 July 2019, 12.00pm – 2.00pm
VENUE Pan Pacific Hotel, Perth
SPEAKERS Karen Chester, Deputy Chair, Australian Securities and Investments Commission
EVENT OVERVIEW CEDA welcomes ASIC Deputy Chair and former Productivity Commission Deputy Chair, Karen Chester as we explore the growth and security of our nation’s economy in a post commission era.
Sponsorship opportunities available

CEDA contact:
Kwai Steinohrt, Associate Director
Phone: 08 6104 7102 Email: kwai.steinohrt@ceda.com.au
about CEDA

CEDA is an independent, not-for-profit membership organisation. CEDA identifies policy issues that matter for Australia’s future and pursue solutions that deliver better economic, social and environmental outcomes for Australia. CEDA’s cross-sector membership spans every state and territory and includes more than 780 of Australia’s leading businesses, community organisations, government departments and academic institutions.

Membership

Organisations join CEDA because CEDA delivers exposure to high level thought leadership, timely briefings on issues of economic importance, access to networking and brand reach through sponsorship and hosting opportunities. In addition to high profile public events, CEDA also delivers regular member only events for employees of member organisations and exclusive Trustee only boardroom briefings for senior executives from member organisations. These provide a unique opportunity for peer-to-peer knowledge exchange and for speakers and attendees to talk candidly on issues.

Research and policy

CEDA’s only agenda is to pursue good public policy to progress Australia’s economic and social development. Since 1960 CEDA has produced more than 3000 publications, research reports and articles highlighting emerging issues and directions in a diverse range of policy areas. Research in 2019 will focus on Australia’s long-term budget position, the effects of temporary migration, a survey of Australian businesses on their approach to economic development, and new approaches to addressing entrenched disadvantage.

For more information on CEDA membership, research and events please contact:

Paula Rogers, State Director
08 6104 7101
paula.rogers@ceda.com.au

Ben Wood, Membership Advisor
08 6104 7105
ben.wood@ceda.com.au

Kwai Steinhoft, Associate Director
08 6104 7102
kwai.steinhoft@ceda.com.au

Tracey Curtis, Admin & Membership Coordinator
08 6104 7103
tracey.curtis@ceda.com.au

www.ceda.com.au