

Dreamtime 09

THE STORY OF AUSTRALIAN INCENTIVES
12–16 OCTOBER 2009



Dreamtime 2009 Leaders' Forum - Friday 16th October 2009

To attend this event please RSVP to Alicia Hutchinson, Tourism Australia by COB Monday 5 October 2009 ahutchinson@tourism.australia.com

RUN SHEET

- 11.30am – Guest arrive for tour of Business Forum
- 12.10pm – Lunch with Dreamtime 2009 buyers, sellers and media
- 1.30pm – Leaders' Forum commences
- 4.30pm – Leaders' Forum concludes

PROGRAM

1.30pm

Welcome

Kate Lamont, Chair, Business Events Marketing Industry Advisory Panel and Tourism Australia Board Member

Opening Remarks and Introduction to Sessions

Joyce DiMascio, Head of Business Events Australia, Tourism Australia

Building Brand for Country

Presenter: Nick Baker, Executive General Manager, Marketing, Tourism Australia
Topic: Building a brand for Australia – a whole of government initiative

Q & A session

Thought Leadership Address

Introduced by Joyce DiMascio

Presenter: Robin Lokerman, President, MCI Asia Pacific and CEO Institutional Division
Topic: A global perspective on innovation and social media insights plus Corporate Social Responsibility – do environment and community really matter to our clients? Will these matters be an enduring concerns or will our clients and destinations lose interest in addressing these issues. A perspective from MCI.

Q & A session

2.50pm

Afternoon Tea Break

Thought Leadership Address

Introduced by Kim Portrate, General Manager Consumer Marketing, Tourism Australia

Presenter: Lee Stephens, CEO, Aegis Media Pacific

Topic: Changing profile of communication channels – user generated content in B to B marketing; the emergence of bought, owned and earned media.

Thought Leadership Address

Introduced by Jon Hutchison, CEO, Business Events Sydney

Presenter: Professor Roy Green, Dean of Faculty of Business, University of Technology Sydney

Topic: Australia's new "innovation" agenda – the role of business events in growing collaboration for economic growth and prosperity.

Panel Discussion:

Facilitated by Joyce DiMascio

Panel: Robin Lokerman, Lee Stephens, Prof. Roy Green and Jon Hutchison

Closing Remarks – Joyce DiMascio

4.30pm

Leaders' Forum Concludes

Tourism Australia

Darling Park, Tower 2, Level 18, 201 Sussex Street, Sydney NSW 2000

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SPEAKER BIOGRAPHIES – In order of program



Kate Lamont
Director
Tourism Australia

Kate Lamont is currently the Chair of Tourism Western Australia and a Director of the Committee for Perth, Director of the Chamber of Commerce and Industry Western Australia and sits on the State Government's Skills Formation Taskforce representing hospitality and tourism interests. She is a past winner of the WA Telstra Business Woman of the Year.

Kate was appointed to Chair Tourism Australia's Business Events Industry Advisory Panel in August 2009. The panel provides valuable feedback on the major challenges and issues facing the business events industry.



Joyce DiMascio
Head of Business Events Australia
Tourism Australia

Joyce DiMascio was appointed to Head of Business Events Australia at Tourism Australia in April 2007. She has an extensive background in marketing across tourism, business and major events in both the private and public sector.

She was Director of Marketing Communications for Tourism New South Wales - responsible for the Sydney 2000 Olympic Games program including the creation of first media centre for non-rights holders.

She was a press secretary to two NSW Premiers and a lobbyist for Tourism and Transport Forum (TTF) Australia.

Joyce has been leading Business Events Australia's work to position Australia as a sustainable business events destination. This industry leadership work was recognised at the Australian Incentive & Meetings Expo in 2009. Joyce was also named a National Tourism Legend for her contribution to the industry in 2009.



Nick Baker
Executive General Manager, Marketing
Tourism Australia

As Executive General Manager of Marketing, Nick is responsible for managing Tourism Australia's global marketing operations, including the global advertising campaigns, business and major events, trade events along with responsibility for domestic marketing and Australian experiences development for all markets.

Nick will continue to roll out Tourism Australia's global marketing strategy, ensuring that Australia's tourism marketing efforts continue to cut through in the competitive international marketplace.

Nick Baker joined Tourism Australia in August 2007 after 10 years with Voyages Hotels and Resorts as Executive General Manager Sales and Marketing, where he has been responsible for developing and driving the strong positioning of the Voyages brand and properties to consumers both in Australia and internationally.

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Robin Lokerman MSc., CMM
President Asia Pacific
CEO Institutional Division
MCI

Robin Lokerman holds a Masters Degree in Management Science from Boston University Brussels. In 1991 he founded GIC Management, which became Europe's leading full service association management company. The company merged with MCI in August 2003, and today MCI is the foremost global Association, Communications and Event Management Group. Robin is one of four members of the MCI Executive Committee and responsible for the Institutional Division, serving associations and governments.

During his career, Robin has held the following positions of various associations:

- European Bureau Chief, Meeting Professionals International
- European Director, International Facility Management Association
- Executive Director, European Society of Association Executives
- Executive Director, Europe's 500 – the association of high-growth entrepreneurs

Today Robin is responsible for strategic & business development of MCI's services to association and government markets. He also leads the development of MCI outside Europe and relocated to Singapore in September 2007.



Kim Portrate
General Manager, Consumer Marketing
Tourism Australia

Kim's primary role is to ensure that Tourism Australia is talking to the right consumers, in the right way and at the right time. She has spent her career working on innovative ways to bring consumers and brands together. At Tourism Australia this is accomplished through her management of the Brand, studio, image libraries and digital teams.

Prior to Tourism Australia Kim spent more than a decade working in creative and media agencies both in Australia and overseas as well as a marketer with Unilever, Pepsi, AMP and Optus.



Lee Stephens
Chief Executive Officer
Aegis Media (Pacific)

Lee Stephens was appointed CEO of Aegis Media (Pacific) in August 2007. Aegis is the largest integrated communications group in the region (RECMA 2007) and includes all aspects of core media, new media and diversified marketing services.

Lee's role is to work with the group's leading companies including Carat (Australia and New Zealand), Apollo Marketing (Australia and New Zealand), OneDigital, Safecom, iProspect and Synergy (NZ) to double the size of the business within three years.

Prior to Aegis, Lee was the CEO of Australia's largest digital media agency, Emitch. Previous roles also include several years as Commercial Director for Fairfax Digital and CEO of online web development company, Selenium Interactive.

Lee is regarded as a leader in the development and growth of fully integrated communications planning in Australia.

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Jon Hutchison AM
Chief Executive Officer
Business Events Sydney

As Chief Executive Officer of Business Events Sydney (formerly Sydney Convention and Visitors Bureau), Mr Jon Hutchison draws on more than 30 years experience in the Business Events, Tourism and Aviation industries.

Under his stewardship, Business Events Sydney was instrumental in positioning Sydney in the top 5 world convention cities bringing the largest and most prestigious professional and business events to the city.

Jon Hutchison was Managing Director of the Australian Tourist Commission from 1992-1996 and led the development of Brand Australia and Partnership Australia which received more than 30 industry awards.

In 2006, Jon Hutchison was appointed a Member of the Order of Australia for his service to tourism and business.

He is an Adjunct Professor, Faculty of Business at the University of Technology Sydney (UTS), and is Chair of Australian Centre for Event Management (ACEM) Advisory Board.



Professor Roy Green BA LLB (Adelaide) PhD (Cambridge)
Dean of the Faculty of Business
University of Technology Sydney

He is a graduate of the University of Adelaide with a PhD in economics from the University of Cambridge, and has worked with universities, business and government in Australia and overseas.

Roy is chair of the Federal Government's Innovative Regions Centre, CSIRO Manufacturing Sector Advisory Council and NSW Manufacturing Council. He is also a member of the ABS Innovation Technical Reference Group, IBSA National Project Reference Group, SA Training and Skills Commission, Public Sector Performance Commission and board of the Society for Knowledge Economics.

He recently completed a Review of the Textiles, Clothing and Footwear industries for the Federal Minister for Innovation, Industry, Science and Research, and also assisted with the innovation white paper, 'Powering Ideas: An Innovation Agenda for the 21st Century'.

He is a member of the board of the ARC Centre of Excellence for Creative Industries and Innovation and the UTS Steering Group for the Federal Government's Creative Industries Innovation Centre.

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