

SOUTH WEST DEVELOPMENT COMMISSION
BANKWEST CURTIN ECONOMICS CENTRE

SOUTH WEST FOR ASIA

Promoting tourism product development in
Asia's South West tourism region for Asian markets

Supported by *AUSTRALIA'S
South West*

PROGRAM

Tuesday 23 October 2018

9.30am to 1.00pm

Abbey Beach Resort

595 Bussell Hwy, Busselton



#WAtourism

@BankwestCurtin

About the Centre

The Bankwest Curtin Economics Centre is an independent economic and social research organisation located within the Curtin Business School at Curtin University.

The Centre was established in 2012 through the generous support of Bankwest, a division of the Commonwealth Bank of Australia. The Centre's core mission is to deliver high quality, accessible research that enhances our understanding of key economic and social issues that contribute to the wellbeing of West Australian families, businesses and communities.

About SWDC

The South West Development Commission is part of the Western Australian Government. Our aim is to make the South West region an even better place to live, work and invest. We do so by partnering with communities, government, business and industry to identify and support projects that benefit the region.

This project complements our strategic objectives including international competitiveness and developing regional initiatives. Our key focus areas in relation to tourism will include: Trade and Investment Facilitation, Market and Consumer Insights, and Regional Growth Opportunities.

About ASW

Australia's South West Inc. (ASW) is the peak tourism body for the South West region of Western Australia, including the regions of Bunbury Geopraphe, Margaret River, Blackwood River Valley and Southern Forests, and the Great Southern.

Our primary role is to stimulate visitation to the South West region. To do so, we manage a comprehensive schedule of marketing activities to promote the region as a desirable tourism destination both domestically and internationally. We aim to provide the consumer with information on how to spend more and stay longer while in the region – to ultimately deliver increased visitor numbers and expenditure for our members, the regional tourism businesses. We facilitate relations between the tourism industry and the operators in the South West and draw upon the wealth of experience from our members and Board.

Program

9:30am	Registration & Arrival Tea and Coffee
9:45am	Welcome by MC, Dee Smith Former Chair Australia's South West
9:50am	Opening remarks & Report Launch Rebecca Ball Acting Chief Executive Officer South West Development Commission
9:55am	BCEC Report Launch <i>South West for Asia: Promoting tourism product development in Australia's South West tourism region for Asian markets</i> Dr Michael Volgger Senior Research Fellow Associate Professor Christof Pforr School of Marketing Curtin University
10:25am	Q&A with Dr Michael Volgger and Associate Professor Christof Pforr
10:42am	Morning tea
11:10am	Panel Discussion: <i>How do we promote tourism product development in Australia's South West region for Asian markets?</i> Chair: Professor Alan Duncan Director, Bankwest Curtin Economics Centre Dr Michael Volgger Senior Research Fellow, School of Marketing, Curtin University Rebecca Guilbert Sales and Marketing Manager, Willie Creek Pearls Adam Barnard Managing Director, ADAMS Coachlines Xavier Sala Busquets Market Manager - Western Australia, Expedia Group Dee Smith Former Chair, Australia's South West
12:15pm	Vote of thanks Professor Alan Duncan Director Bankwest Curtin Economics Centre
12:20pm	Lunch
1:00pm	Event concludes





Dee Smith

**Former Chair
Australia's South West**

With a broad range of experience in tourism over the last 17 years, including positions with the Geopraphe Bay Tourism Association, Book Australia, Visitor Centre Association of Western Australia and more recently as Chair of Australia's South West (2014-2018), Dee Smith offers her expertise in areas of strategic partnerships, destination marketing, member based tourism organisations, visitor servicing and board management.

As the former Chair of Australia's South West, Dee has a strong philosophy of "working together" with stakeholders to ensure the long term tourism objectives for the State, and the Australia South West region are met and exceeded. Dee believes the importance of tailoring the marketing activities to Asian markets is key to this overall success.

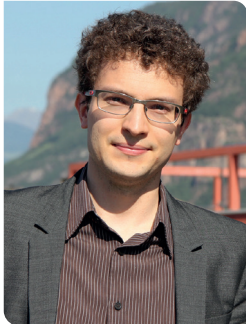


Rebecca Ball

**Acting Chief Executive Officer
South West Development Commission**

Rebecca Ball brings to the Commission 20 years of experience in senior advisory and management roles in both public and private sectors in Australia and overseas. She was most recently the executive director at the Office of Multicultural Interests, and a member of the corporate executive of the Department of Local Government, Sport and Cultural Industries. Her previous roles have included State Director WA with Austrade Perth, Trade and Investment Commissioner Indonesia with Austrade Jakarta, and Trade Commissioner South Asia with Austrade New Delhi.

As Acting Chief Executive Officer of the South West Development Commission, she is now implementing initiatives to make the South West region's economy grow stronger. Importantly this includes the tourism sector that is already estimated to employ more than 7000 people, with many of them small businesses.



Dr Michael Volgger

**Senior Research Fellow, School of Marketing
Curtin University**

Dr Michael Volgger is currently a Senior Research Fellow at Curtin University's School of Marketing and is Co-Director of its Tourism Research Cluster. Michael is also an Adjunct Research Fellow to the Centre for Advanced Studies at Eurac Research in Italy and Adjunct to the Catholic University Eichstätt-Ingolstadt in Germany.

Michael has extensive international research experience and has conducted more than 25 applied research projects in Australian and European tourism destinations. His main areas of expertise include tourism destination governance and regional development, product development and innovation in tourism, as well as inter-organisational cooperation.



Associate Professor Christof Pforr

**School of Marketing
Curtin University**

Associate Professor Christof Pforr is Discipline Leader (Tourism, Hospitality & Events) and Course Coordinator for Tourism & Hospitality at the School of Marketing, Curtin University and Member of the Executive of the Curtin Business School Tourism Research Cluster.

Reflecting his academic background, which spans across tourism management, geography, political science and history, Associate Professor Pforr's past and current research is inter- and multi-disciplinary. In essence, his activities have concentrated on four interconnected research areas: sustainability, tourism public policy, destination governance and health tourism.

Associate Professor Pforr has contributed to more than 100 publications and numerous international and national research projects, and has been a Visiting Professor at a number of international universities.





Professor Alan Duncan

Director

Bankwest Curtin Economics Centre

Professor Alan Duncan is Director of the Bankwest Curtin Economics Centre and Bankwest Professor of Economic Policy at Curtin University.

Alan has published widely in academic and policy outlets of the highest international reputation, and was awarded the prestigious Frisch Medal of the Econometric Society in 2000 for a paper published in the world-leading journal, *Econometrica*. His broad range of research interests include: public policy; education, training and childcare; labour market participation; gender equity; and inequality and wellbeing.

Alan completed a DPhil in Economics at the University of York. He has served on senior advisory panels and boards for government and public sector organisations and has given evidence at Federal Senate Committee hearings.



Rebecca Guilbert

Sales and Marketing Manager

Willie Creek Pearls

Rebecca is the Sales and Marketing Manager for Willie Creek Pearls. The nearly 30-year old company is one of Western Australia's most awarded tourism businesses, and its operations include a portfolio of seven different tours run across two locations in Broome and Perth. In addition to the company's tourism operations, her role also encompasses the retail and hospitality parts of the business, overseeing marketing, communications, public relations and consumer and trade sales activities. She was responsible for the company's recent major rebrand and was also integral in the successful opening of the Elizabeth Quay location and the company's launch into the Perth tourism market.

Through her role at Willie Creek, she has developed a strong passion for the tourism industry after previously working in the health technology and advertising sectors. She possesses a strong skillset in strategic planning, stakeholder engagement, brand management, design and data analytics.



Adam Barnard

**Managing Director
ADAMS Coachlines**

Adam Barnard is the Managing Director and Founder of ADAMS, Western Australia's largest tourism transport provider.

Adam quickly developed a passion for tourism and this led to the purchase of his first coach in 2005. The business grew quickly through long hours and perseverance and in 2008 Adam purchased Swan Gold Tours at the time the premier coach charter company in WA. With several major resources contracts forming the bulk of the company's activities Adam never lost sight of his passion for tourism and in 2012 the company acquired Australian Pinnacle Tours the state's only remaining large scale FIT (Day Touring) operation.

In November 2015 ADAMS was successful in a tender to take over the train and transport operations on Rottnest Island and today ADAMS operates a fleet of over 65 buses with the number of staff exceeding 125 throughout WA with a head office in Malaga, retail office in Perth city and depots on Rottnest Island and Broome.

ADAMS is a diverse operation including tourism, prisoner transport, mining and corporate transportation.



Xavier Sala Busquets

**Market Manager - Western Australia
Expedia Group**

Expedia Group is the world's travel platform, with an extensive brand portfolio that includes some of the world's most trusted online travel brands such as Wotif.com, Expedia.com and Hotels.com. Xavier Sala is Expedia Group's Market Manager for Perth and the South West of WA.

Xavier has over 15 years' experience working in the hotel industry across the UK, Barcelona and Perth specialising in revenue management.

In his current role with the Expedia Group, Xavier works alongside Expedia Group brands and external partners, including accommodation partners, and tourism organisations to optimise opportunities identified to both domestic and international customers.

With over 10 years' experience in the Perth market, and 3 years with Expedia Group in Western Australia, Xavier has a wealth of knowledge and insights on the various markets across the State, and their supply and demand trends.



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