

# MELBOURNE LIVE

Leadership

Innovation

+ the Visitor

Experience

The Next Generation

16.06.16

RACV City Club Melbourne

What does the future hold  
for Melbourne as a compelling  
visitor destination?

With its overarching theme of Leadership, Innovation and the Visitor Experience, Melbourne LIVE, the first Melbourne tourism forum of its kind, will focus on the NEXT GENERATION of travellers, trends and developments to ensure Melbourne holds its position as Australia's leading city destination.

Melbourne LIVE will be a fun yet inspiring event that will offer an inspirational line-up of experts and leaders from a range of industries, who will share thought-provoking insights on emerging trends across key visitor sectors.

DESTINATION  
MELBOURNE

Highlights of the program include:

► **KEYNOTE PRESENTATION**

**L.A. Insights**  
**Don Skeoch**



With Los Angeles positioned as one of the world's premier destinations for Millennials, Chief Marketing Officer of Los Angeles Tourism & Convention Board, Don Skeoch, will share with us the key insights from their hugely

successful Get Lost in L.A. campaign. Get Lost in L.A. targets Millennial travellers in particular, and with Los Angeles predicted to welcome more than 46 million visitors in 2016, it will help make it one of the most visited destinations in the United States.

► **KEYNOTE PRESENTATION**

**The Rise of the Millennial**  
**Holly Ransom**



It's a reality that Millennials are travelling more than their predecessors; sometimes as much as nine times more. As we recognise the importance of millennial travellers to us in the visitor industry and the wider

economy, this session will shed light on their behaviours and values, and how these values will continue to influence the way visitor services are designed. As a successful entrepreneur with an enviable CV, 26-year old Holly will also provide inspiration for all millennials to take a leadership approach to improving our visitor experience.

**Innovate, Don't Imitate**

**Robynne Berg**



Not since the discovery of flight has the visitor industry changed as much as it is today. Digital disruption, social media and the shared economy are completely reshaping our industry, and the businesses that thrive in this new

world will be innovative, agile and visitor-centric. In her presentation, Robynne will explain how innovation is within the reach of any business, and demonstrate how visitor-centricity can ignite this innovation while creating exceptional visitor experiences.

**Future-proofing our Culinary Culture**

**Jill Dupleix**



Melbourne has long been an important culinary capital – but how do you future-proof your food tourism when the role of food in our lives is constantly shifting? Sharing examples of emerging food trends from

around the world, Jill looks ahead to the food visitor of the future, and suggests how to connect diner and destination in unique, surprising and memorable ways.

**The Next Generation**

**Al Jeffery**



We're in a time of rapid and large-scale change. Tomorrow's generation will think about the way we live, work, play and experience the world around us very differently to today's – and yesterday's – leaders. What will

the future of tourism in Melbourne look like to respond to these emerging trends and drivers? Al will explore the future and the importance for us to lead the way by finding and focusing on our core mission and role in the industry.

**Marvellous Melbourne**

**Kenneth Park**



Kenneth unpacks a story of "Marvellous Melbourne", the phrase coined to describe our booming city in the late 19th century. The richness of our celebrated urban life today rests on an incredible foundation

of the past, and at Melbourne LIVE Kenneth will take us through the rich legacy of Melbourne's architecture, its vibrant arts scene and exciting sports events, as well as its beautiful parks and gardens, wonderful arcades and alleyways, cafes and bars.

**Think like a Visitor: The Shopper**  
**Martin Ginnane**



Zara, H&M, Uniqlo and Topshop are just some of the global brands that six years ago were not part of Melbourne’s retail landscape. Now, these brands – alongside traditional retail attractions such as the Queen

Vic Market – help to form part of Melbourne’s global retail offering. Martin will focus on the advantage of being local and acting global, genuinely connecting with your customer and how to deliver experiences that will have consumers talking about your business as a must visit destination.

**Think like a Visitor: The International Student**  
**Dr. Joanne Pyke**



International students (160,000 of whom studied in Victoria in 2015) are not only important to the visitor industry through their own spending habits, but as a reason for friends and relatives (VFR) to visit Melbourne. As a

community, it’s important that we are aware of their needs, travel habits and challenges so we can help them have the best experience possible. Joanne will help us understand this student market and their tourism preferences, as well as the role that international alumni play in tourism development. This will be a practical insight into how the international education and tourism industries can work together to make the most of, and improve, the international student experience.

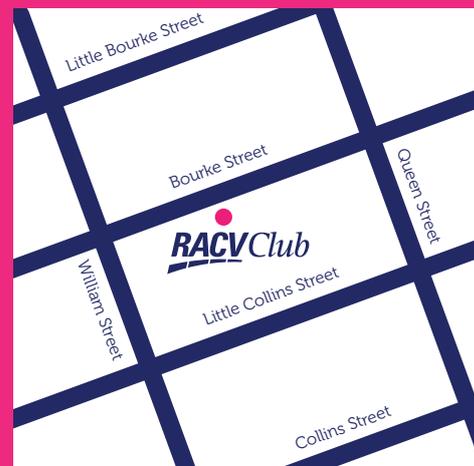
**Think Like a Visitor:**  
**The Traveller with a Disability**  
**Bill Forrester**

Bill will provide the motivation and tools to create an accessible environment which enables inclusion for all travellers to partake in their visitor experience. They will be easy to implement strategies that will make experiences equal to all.

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The Next Generation

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[destination.melbourne/  
 events/melbourne-live](http://destination.melbourne/events/melbourne-live)

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# Program

9:00 - 9:05am	<b>Welcome to the event</b> <b>Kenneth Park, MC</b>
9:05 - 9:10am	<b>Welcome from Destination Melbourne</b> <b>Laura Cavallo – CEO, Destination Melbourne</b>
9:10 - 9:15am	Principal Partner Address <b>Transport Networks and the Visitor Experience</b> <b>Kaye Tuddenham</b> <b>General Manager Brand &amp; Customer Information, Public Transport Victoria</b>
9:15 - 9:30am	<b>Marvellous Melbourne</b> <b>Kenneth Park, MC</b>  The richness of our celebrated urban life today rests on an incredible foundation of the past, and at Melbourne LIVE Kenneth will take us through the rich legacy of Melbourne
9:30 - 10:30am	Key Note Presentation <b>L.A. Insights</b> <b>Don Skeoch</b> <b>Chief Marketing Officer, Los Angeles Tourism and Convention Bureau</b>  With Los Angeles positioned as one of the world's premier destinations for Millennials, Don will share key insights from his organisation's hugely successful Get Lost in L.A. campaign which targets Millennial travellers in particular
10:30 - 10:50am	<b>Morning Tea Break</b> An opportunity to network with fellow delegates and speakers
10:50 - 11:30am	<b>Innovate, don't imitate</b> <b>Robynne Berg – Founder, thinkplayact</b>  Robynne will explain how innovation is within the reach of any business, and demonstrate how visitor-centricity can ignite this innovation while creating exceptional visitor experiences
11:30 - 12:15pm	<b>Future-proofing our Culinary Culture</b> <b>Jill Dupleix – Food Writer</b>  Melbourne has long been an important culinary capital – but how do you future-proof your food tourism when the role of food in our lives is constantly shifting?
12:15 - 1:15pm	Lunch and Networking <b>Melbourne on the Menu and Silent Disco</b> Network with other delegates and speakers whilst experiencing a delicious, Melbourne inspired lunch menu and rocking out to our silent disco!  <b>Afternoon Breakout Sessions</b> These workshops will profile visitor segments and provide practical ways that you can enhance the visitor experience for the Next Generation of visitors.  Delegates to choose one session within each stream
1:15 - 1:45pm	<b>Stream 1</b> Session 1 <b>Think like a visitor: The international student</b> <b>Dr. Joanne Pyke – Senior Research Fellow, Victoria University</b>  Session 2 <b>Think like a visitor: The Shopper</b> <b>Martin Ginnane – Principal, Ginnane &amp; Associates</b>  Session 3 <b>Think like a visitor: The traveller with a disability</b> <b>Bill Forrester – Founder, TravAbility</b>

1:45 - 2:15pm

### Stream 1

Session 1 **Think like a visitor: The international student**  
**Dr. Joanne Pyke – Senior Research Fellow, Victoria University**

Session 2 **Think like a visitor: The Shopper**  
**Martin Ginnane – Principal, Ginnane & Associates**

Session 3 **Think like a visitor: The traveller with a disability**  
**Bill Forrester – Founder, TravAbility**

2:15 - 2:45pm

### Afternoon Tea

An opportunity to refresh for the afternoon sessions.

2:45 - 3:45pm

### The rise of the Millennial

**Holly Ransom – CEO, Emergent Solutions**

It's a reality that Millennials are travelling more than their predecessors; sometimes as much as nine times more. As we recognise the importance of millennial travellers to us in the visitor industry and the wider economy, this session will shed light on their behaviours and values, and how these values will continue to influence the way visitor services are designed.

3:45 - 4:00pm

### Futures Melbourne

**Speaker to be confirmed**

4:00 - 4:45pm

### The Next Generation

**Al Jeffery – Catalyst & Facilitator, Base and Realise Flow**

What will the future of tourism in Melbourne look like to respond to current emerging trends and drivers? Al will explore the future and the importance for us to lead the way by finding and focusing on our core mission and role in the industry.

4:45 - 5:00pm

### Event Close

**Kenneth Park & Laura Cavallo**

5:00 - 7:00pm

### Networking Drinks & Canapes

The Pavillion

Catch up with other delegates and speakers about the day's program whilst enjoying drinks and nibbles!

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