

## DELEGATE REGISTRATION FORM

Name(s): \_\_\_\_\_ Position: \_\_\_\_\_

Company/Business: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## SESSION REGISTRATION

### FULL REGISTRATION

\$198.00 Per Person \$.....

This includes all presentations, welcome cocktail party, official forum dinner, morning tea, lunch and afternoon tea, and courtesy bus to the dinner.

Courtesy bus to/from dinner required? Yes/no

### FORUM ONLY

\$110.00 Per Person \$.....

\$60.00 Per Full Time Student \$.....

This includes all presentations, morning tea, lunch and afternoon tea on Thursday 28th July

### DINNER ONLY

\$100.00 Per Person No. of people \_\_\_\_ \$.....

This includes dinner and the Cradle Coast Advocate Newspaper Tourism Awards presentation

on the evening of Thursday 28th July

Courtesy bus to/from dinner required? Yes/no

### COCKTAIL PARTY ONLY on Wednesday 27th July

\$30.00 per person No. of people \_\_\_\_ \$.....

## PAYMENT METHODS

I have enclosed a cheque.

Please make cheques payable to the Cradle Coast Authority

Credit Card Payment  Visa  MasterCard

Cardholders name (please print): \_\_\_\_\_

Card number: \_\_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_

Signature: \_\_\_\_\_

For further information regarding payment of registration contact Leanne Bonney at the Cradle Coast Authority

Phone: 03 6431 6285 Email: lbonney@cradlecoast.com

Post or fax the completed registration form to: Cradle Coast Authority, PO Box 338 Burnie 7320 TAS

Fax: 03 6431 7014. Confirmation will be sent via email or post with a tax invoice.

**Registrations close 22 July 2011.**

## INFORMATION

### Accommodation

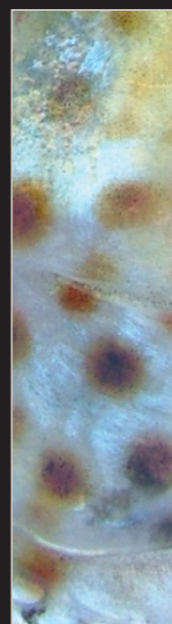
Accommodation packages have been negotiated with a number of operators in Burnie, packages for 2 people commence from \$120 per night. Please contact Burnie Makers' Workshop on 6430 5831.

### Courtesy Bus

A courtesy Bus will be provided on the evening of Thursday the 28th to transport people from accommodation in Burnie to the Awards Dinner - further details will be provided upon registration.

**TAX INVOICE** (ABN 55 279 164 790) Please keep a copy of completed registration for your records.

All prices are inclusive of GST.



# Follow me – I am going fishing

Qantaslink Cradle Coast Regional Tourism Forum

27 - 28 July 2011, Burnie Arts and Function Centre

## Program and Registration Form

### Fish where the fish are

Fishermen are pretty canny about what they do - they usually know exactly what fish they are trying to catch, what effects the season has on the fish, what the fish will be doing, whether a fly, spinner or live bait is the way to give them the best opportunity of landing one - and this is all before anyone actually sets out to go fishing!

Many tourism businesses don't know their customers particularly well, their best potential segments and even how they prefer to book. By attending this Forum, Cradle Coast tourism operators can become canny fishermen and "fish where the fish are".

Register today for the premier tourism conference in the Cradle Coast region.

Hear inspiring and insightful presentations and network with tourism professionals from State and Local Government, tourism operators, and suppliers and associated industries.

## Register to receive

- An insight into the latest market and visitor trends internationally and nationally and how this will impact on your business
- Advice from leading industry experts on how you can leverage relationships to exceed customer's expectations in your business
  - An insight into future challenges faced by tourism in Tasmania
- A fantastic networking opportunity and chance to share your ideas and experiences with a wide array of tourism industry representatives and operators

**Register before 30 June 2011 and go  
in the draw to win two Qantaslink return tickets  
from Devonport to Melbourne**



# Follow me – I am going fishing

Qantaslink Cradle Coast Regional Tourism Forum 2011

## Wednesday 27th July

- 4.30 pm – 5.30 pm** Early registration – Burnie Arts and Function Centre
- 5.30 pm – 7.30 pm** **Welcome Cocktail Party**  
Burnie Makers Workshop  
Sponsor – Tourism Industry Council of Tasmania
- Welcome to Burnie**  
Mayor Alwryn Boyd  
Burnie City Council
- Speaker – Luke Martin**  
Chief Executive Officer  
Tourism Industry Council of Tasmania

## Thursday 28th July

- 8.30 am – 9.30 am** Registration & coffee Burnie Arts and Function Centre
- 9.30 am – 9.45 am** **Roger Jaensch**  
Executive Chairman  
Cradle Coast Authority  
Master of Ceremonies  
**Forum Introduction**
- 9.45 am – 10.00 am** **Hon. Scott Bacon**  
Tasmanian Minister for Tourism  
**Official Welcome and launch of forum**
- 10.00 am – 10.30 am** **Tony Mayell**  
Chief Executive Officer  
Tourism Tasmania  
**The New Fisherman on the Block**
- 10.30 am – 11.00 am** **Cherie Josephson**  
Account Manager  
Roy Morgan Research  
**Where to go Fishing**
- 11.00 am – 11.20 am** **Morning Tea**
- 11.20 am – 11.40 am** **David Cox**  
Manager Distribution  
Tourism Tasmania  
**Shop at the Fish Shop**

**11.40 am – 12.00 pm**

**Rebecca King**  
King Thing - On line Marketing  
**Net or Line**

**12.00 pm – 12.30 pm**

**Charles Griplas**  
CEO  
TT Line  
**Is it worth fishing in Winter?**

**12.30 pm – 1.30 pm**

**Lunch**

**1.30 pm – 2.00 pm**

**Mark Haigh**  
State Sales Manager Tasmania  
J Boags & Son  
**Dolphins Hunt in Packs**

**2.00 pm – 2.30 pm**

**Bill Fox**  
Bill Fox and Associates  
**Fishing with Friends**

**2.30 pm – 3.00 pm**

**Ben Targett**  
General Manager  
Old Woolstore  
**Reviewing your Tackle**

**3.00 pm – 3.20 pm**

**Afternoon Tea**

**3.20 pm – 3.40 pm**

**Simon Stubbs**  
Co-Owner  
Freycinet Adventures  
**How often should I go fishing?**

**3.40 pm – 4.00 pm**

**Charlotte Brown**  
Owner  
Cable Station  
**Catch and Release**

**4.00 pm – 4.20 pm**

**Panel & Questions**  
Chaired by Roger Jaensch

**4.20 pm – 4.30 pm**

**Wrap up**  
Roger Jaensch

## Tourism Forum and Awards Dinner

**7.00 pm – 11.00 pm**

**Official Forum Dinner**  
Going fishing at a secret spot!  
(further details to follow)

## Expert Speakers Include:

**Tony Mayell**  
Chief Executive Officer  
Tourism Tasmania

Tony has an extensive and successful record working with various tourism and travel industry organisations in the private and public sectors. Prior to joining Tourism Tasmania in May 2011, Tony was Executive Director Southern Region, with the Northern Territory Department of Chief Minister, and before this held the position of Resort General Manager at Voyages Ayers Rock Resort.

**Charles Griplas** commenced as Chief Executive Officer at TT Line in March 2008. Prior to this appointment he held the role of Chief Financial Officer for Wallenius Wilhelmsen Logistics. He is experienced in the maritime sector and has played a pivotal role in a range of business strategies and in successfully developing new commercial opportunities.

**Cherie Josephson** is an Account Manager within the Roy Morgan Research Tourism, Travel and Leisure team, based in Melbourne. In this role she is responsible for servicing the research needs of state tourism organisations and travel and leisure companies in Australia.

**Rebecca King** is the Director of her marketing consultancy business; KingThing, specialising in tourism and online marketing. Rebecca is a leader in the tourism industry in Northern Tasmania. She is renowned with developers, organisations and existing businesses to offer innovative business advice backed up by 20 years in marketing and the tourism industry.

Organisers have the right to adjust the program or substitute speakers should any listed speaker become unavailable.

