

Sunshine Coast Regional Tourism: Preparing for 2032

Sunshine Coast was recently recognised as the “most loved destination in the world” in 2021 by The Tourism Sentiment Index.

Friday 17th June 2022
1.15pm to 5.30pm


SUNSHINE COAST
Business Council
one vision, one voice 

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Sunshine Coast is one of Australia's fastest growing regions with population estimated to grow by nearly 3% annually over the next 20 years. The industry contributes more than \$4bn per year to the regional economy and is one of Australia's most visited destinations and is consistently the third most visited destination in Queensland (behind Brisbane and the Gold Coast).

A delivery partner for the Brisbane 2032 Olympic and Paralympic Games, the Sunshine Coast has a lot to look forward to and much to plan for, with Road, Rail and Air infrastructure to bring people to the Coast and move them about within the region; world class communications and connectivity infrastructure to enable tourists to seamlessly access regional services and show case what the region has to offer with the rest of the world. A lot of progress has already been made in these areas with a lot of activity continuing. However, funding and investment in the Hospitality industry is still lagging for a region of its size.

Sunshine Coast has limited conferencing and entertainment facilities to

accommodate large events, no region shaping Conference, Entertainment, & Arts Centre and no new 5-star resort/hotel developed in nearly 30 years.

There is a lot of expectation resting on what the Brisbane 2032 Olympic and Paralympic Games can do to stimulate economic growth for the Sunshine Coast and indeed for Queensland.

This conference is about bringing clarity to the opportunity, the need and the challenges of what it will take to build the capacity, capability and quality in Hospitality services – Accommodation, Travel and Tourism, Entertainment & Recreation.

PROGRAM

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| 1.15pm | Registration, seating and light refreshments |
| 1.30 - 1.40pm | Welcome and Introductions Ms Sandy Zubrinich Chair, Sunshine Coast Business Council |
| 1.45 – 2.15pm | Tourism and Transport - lead up to 2032 Olympic & Paralympic Games Ms Margy Osmond CEO, Tourism & Transport Forum (TTF) |
| 2.20 – 2.45pm | Activating a Vibrant Tourism region Ms Kate Meyrick Director, Urbis |
| 2.50 – 3.50pm | Sunshine Coast Tourism Infrastructure, Capacity, Demand & Challenges Tourism Infrastructure – Now and in 2032 Mr David Ryan AO Chair, Visit Sunshine Coast Visitor Accommodation – needs in a highly competitive market Mr Rodger Powell Managing Director, Tourism and Hospitality Services AustralAsia Financing Hotel/Resort developments Ms Karen Wales National Director, Transaction Services Hotels, Colliers |
| 3.55 – 4.25pm | Preparing business – opportunities, challenges & preparation for 2032 Panel discussion – all speakers |
| 4.30 – 4.45pm | Closing comments Mr Greg Laverty Group Executive, Economic & Community Development, Sunshine Coast Council |
| 4.45– 5.30pm | Refreshments |



CONFERENCE DETAILS

VENUE

USC Auditorium, USC Innovation Centre,
University of the Sunshine Coast
90 Sippy Downs Sippy Downs, Queensland

PARKING

Paid parking is available in multiple carparks in and around the Innovation Centre complex at the entrance to the main campus. Please ensure that you register your vehicle and pay the appropriate fee at one of the many pay stations before registering for the Conference.

PRICING

Member : \$99 per person (incl. GST)
(this rate is applicable for SCBC members and their members)
Non-Member : \$110 per person (incl. GST)
Group of 8: \$825.00 per table (incl. GST)

BOOKINGS CLOSE

5:00pm Tuesday 14th June 2022
or when fully booked.

INCLUSIONS

The ticket price includes a half day conference program with keynote and guest speakers, presentations, light refreshments at the beginning and drinks on conclusion.

NEED HELP?

Please contact Event Manager,
Kerrie Bryant-Adams on
info@scbusinesscouncil.com.au

ABN

99 680 681 766

TICKETS

Purchase through Trybooking:
www.trybooking.com/BZKQG

BOOK HERE

MAP



Ms Margy Osmond
Chief Executive Officer, Tourism & Transport Forum (TTF)

Margy Osmond is the Chief Executive Officer of the Tourism & Transport Forum and has been actively leading and advocating for the visitor economy industries throughout the Covid19 pandemic.

Margy is the co-Chair of the Tourism Group of the Australia New Zealand Leadership Forum [ANZLF] and was co-Chair of the Safe Border Group, established to assist both governments to create the original Trans-Tasman 'bubble'.

In 2004 Margy led the bid on behalf of the NSW Government for the International World Masters Game, the largest non-elite sporting event in the world. After the successful bid she then chaired the official Organising Committee for the IWMG, which were held in Sydney in 2009. She also established the Sydney 2000 Olympic Commerce Centre on

behalf of the NSW Government and the State Chamber of Commerce, prior to the Sydney Games.

Margy is currently on the Boards of TTF, Sydney World Pride 2023 and sits on the Federal Government's Biosecurity Futures Group and a range of State Treasury groups focused on restarting the wider economy.

Previously, she was Chair of the NSW TAFE Commission Board and Chair of the Australian Sports Foundation, Deputy Chair of Tourism NSW, and served on the Boards of the Australian Sports Commission, Bell Shakespeare, the Retail Employees Superannuation Trust, NSW Major Events, the NSW Police Minister's Advisory Board and NSW State Transit Authority.



Ms Kate Meyrick
Director, Urbis Council

Kate is a passionate urbanist and place maker with more than 25 years of international experience working throughout Australia, as well as Asia, Europe and the United States. She is globally respected for her expertise in visioning and positioning city scale precincts, working sensitively with stakeholders and the community to co-create powerful new futures for well loved places.

She has been influential in shaping thinking about the global competitiveness of Australian Cities, their future identity and quality of life. A regular speaker, panellist and conference moderator; Kate

is recognised as a thought leader in relation to city-shaping, knowledge and innovation precincts and talent attraction.

Kate thrives on collaboration and works effectively in partnership with government, community, non-profit and private sector stakeholders. She has strong experience in conceptualising and delivering complex urban projects: working with a diverse mix of stakeholders to curate a bold and innovative vision for future urban life that will deliver enduring shared value outcomes.



Mr David Ryan AO
Chair, Visit Sunshine Coast

David is a member of the VSC Audit and Risk Committee and the Sunshine Coast Major Events Board. David is a Non-Executive Director of GTN Ltd, First American Title Insurance Company of Australia Pty Ltd, First Mortgage Services Pty Ltd and Sunshine Coast Airport. David is also a Council Member of St Andrews Anglican College, Peregian Springs.

He has previously been the Chair of Transurban Group and Hamilton Island Limited and has previously been a Non-Executive Director on the Board of Virgin Australia and Lendlease Corporation Limited he has previously held senior executive management and CEO positions in investment banking, as well as being the Chairman or a Non-Executive Director of a number of other public companies.



Mr Rodger Powell
Managing Director, Tourism and Hospitality Services AustralAsia

Recognised as a highly entrepreneurial, energetic and pragmatic leader, Rodger’s career includes CEO and C-suite roles on three continents, in hotel management; development and construction; destination marketing; industry advocacy; gaming; and online technologies.

His 30 years’ experience as an owner, operator and executive level manager across multiple hospitality and tourism businesses, and the corporate governance depth acquired from 25 years of board

directorships, provide exceptional value for his clients.

Currently Managing Director of Tourism and Hospitality Services AustralAsia (THSA) a firm that specialises in Hotel and other accommodation asset management, feasibility studies, due diligence, design and construction support and operational advisory, Rodger and his team have completed more than 400 Tourism sector consulting projects globally.



Ms Karen Wales
National Director, Transaction Services Hotels, Colliers

Karen Wales is National Director, Transaction Services Hotels at Colliers. Karen has over twenty years of experience in the hotel industry and in her current role specialises in hotel brokerage, operator selection and the provision of consulting services to owners, operators and government. She has an in-depth knowledge of the Asia Pacific hotel investment market and an ability to drive

fresh capital into Australia's hotel markets, having developed an exceptional network across Asia and within government in her capacity as Senior Investment Specialist Tourism Infrastructure at Austrade. She holds a Masters of Business Administration (MBA) from the Australian Graduate School of Management.



Mr Greg Laverty
Group Executive Economic and Community Development,
Sunshine Coast Council

Greg Laverty is Group Executive Economic and Community Development at Sunshine Coast Council. Greg's role focuses on developing, supporting and providing cultural, economic and social opportunities for the region, and Greg is also currently leading Council's delivery of the Sunshine Coast component of the Brisbane 2032 Olympic and Paralympic Games.

Greg has played a lead role with Sunshine Coast Council in the delivery of region-shaping projects

including the Sunshine Coast Airport Expansion, the Maroochydore City Centre, and the Sunshine Coast Solar Farm. Greg's most recent achievement has been the successful delivery of the Sunshine Coast International Broadband Network project – which has seen Council become the first local government in Australia to secure an international submarine cable and provide Australia with its fastest telecommunications connection to Asia from the east coast.

