



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Geoff Buckley

Managing Director
Tourism Australia

Geoff Buckley joined Tourism Australia in October 2004 as the Director, Strategy and Research and became Managing Director of the organisation in November 2006.

With extensive senior management experience in the government and private sectors, Geoff has often been responsible for driving organisational cultural change in line with shifts in consumer attitudes and perceptions.

Geoff drove the development of Tourism Australia's strategy and research which has led to innovative initiatives such as the *No Leave, No Life* program to assist employers to implement attitudinal and behavioral change in regard to annual leave stockpiling and to get more Australians holidaying in Australia.

Before joining Tourism Australia, Geoff was Executive Director of Marketing and Communications for Sydney Olympic Park Authority (SOPA), where he led the marketing activities to position Sydney Olympic Park as a visitor destination to the leisure, business events and education markets, both internationally and domestically.

Abstract

Are Baby Boomers the Recession Busters?

Will Baby Boomers really provide the solutions to the current challenges facing Australian tourism? From a tourism perspective the Baby Boomer segment has been growing over the past decade but they may not be the only traveller segment to solve the complexity of the challenges affecting tourism globally.

Longer term, as more Baby Boomers start to retire there will be shifts in how and when they travel and as an industry we will need to closely monitor the segment for any shifts in travel patterns as this will have significant impacts on the tourism industry.

Tourism Australia Managing Director Geoff Buckley will share some insights on the opportunities that the growing Baby Boomer segment offers in some of Australia's key tourism markets and why the segment is strategically important in some markets more than others.



Adam Butterworth

**Sales Director, Australia
and New Zealand**
Adshel

Adam Butterworth is Sales Director, Australia and New Zealand for Adshel; one of the most recognised names in street furniture and a key player in the global outdoor media market.

In his role Adam is responsible for the strategic development of Adshel's media sales and manages a team of over 50 sales, business development and media planning staff.

Adam works closely with advertisers, key agency representatives and media owners to optimise the effectiveness of their out of home media and strengthen its position going forward.

Having started his career in 1990 with More O'Ferrall Adshel, Adam has spent almost 19 years in the out of home media business. Before joining Adshel in Australia in 2004, he was Sales Director of Adshel in the UK, achieving considerable revenue growth and enhancement of Adshel's position in the British media market.

Prior to this, Adam held numerous senior management positions with the Adshel group of companies in the UK.

Adam holds a BSc Honours Degree in Marketing from the University of Newcastle-Upon-Tyne.

Abstract

Advertising hot buttons for baby boomers

Research shows that when it comes to advertising, Baby Boomers feel ignored, disengaged and misunderstood, despite accounting for 25% of the population and owning 50% of the country's wealth. Increasingly, Boomers are out and about and more socially active than ever – presenting a unique opportunity for those advertisers willing to understand the values, behaviours and attitudes exclusive to this segment in order to better reach and engage them.

Traditionally, conventional means of advertising have either ignored this segment altogether, or worse, bombarded them with misguided and cheesy stereotypes. By taking a research based approach grounded in identifying and understanding Boomer values, media attitudes and habits, Adam uncovers how advertisers can build optimised programs which resonate well with the Boomer population and get the most out of advertising dollars



Tony Charters

Principle
*Tony Charters and
Associates*

Tony Charters is the principal of Tony Charters and Associates. He holds various executive positions on international and national tourism peak bodies and provides representation and strategic advice on tourism industry development. Tony has a thorough understanding of the tourism network of government, private sector, not for profit and industry organisations which provides him with unique skills in representing the interests of organisations to key stakeholder and regulatory bodies.

Tony also convenes industry conferences driven by policy agendas and relevant current industry issues. He continues to successfully convene the Tourism Futures Conference (2002-2008) and has also convened many national and international conferences for Ecotourism Australia and others.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

He has contributed significantly to the development of more sustainable practices and professionalism within the industry and has been a leading commentator on issues of tourism development and protected area management.

Tony has a history of innovation and success conceiving and contributing to leading edge projects that have pushed the boundaries of protected area management and sustainable tourism.



Kym Cheatham

Communications and Client Service Manager
Tourism Research Australia

Kym Cheatham is the Communications and Client Services Manager at Tourism Research Australia, a business unit of Tourism Australia. She and her team are responsible for connecting the insights and research done by TRA to the tourism industry.

Kym joined TRA in October 2006 with 20 years experience in the tourism industry including managing a tourism industry association and two convention bureaux. She holds a Masters in Tourism Management and is a part time teacher at the University of Canberra, School of Tourism.

Tourism Research Australia is responsible for the major tourism surveys and provides targeted, reliable, user-friendly information on the international and domestic traveller to help the tourism industry develop and promote their product and experiences.

Abstract

The Pig in the Python: Baby boomers impact on the tourism industry

Forget the hyperbole; ignore the assumptions, now more than ever we need to concentrate on the facts. Tourism Research Australia surveys 160,000 travellers each year through the International Visitor Survey and National Visitor Survey.

Looking at this data, Kym will build a profile of the mature age traveller in Australia and will take you through some key trends emerging from both domestic and international markets in the over 55's age bracket. Armed with this information, you will better understand the impact of Baby Boomers on the Australian tourism industry.



Simon Cheng

Director of Marketing
Carnival Australia

Simon Cheng is the Director of Marketing at Carnival Australia. He oversees all marketing communications for Carnival's brands – P&O Cruises, Princess Cruises, Cunard, Costa and Seabourn, including advertising, direct marketing, online marketing and brochure & print collateral.

He has a keen understanding of the travel industry and consumer retail marketing having a broad range of experience on brands like Qantas Holidays, Streets ice cream, Pizza Hut, Xbox and Kimberly Clark. Simon's claim to fame was being the 'hand talent' for Pizza Hut for a year.

Simon has a keen interest in photography and all sports and holds a Bachelor Business degree from University of Technology, Sydney.

Abstract

Packaging a Complete Experience for Baby Boomers

Cruising has never been more popular for Australians. The industry is growing at a rate of 26% year on year, and for Carnival Australia passengers numbers have soared from 158,000 passengers in 2004 to about 340,000 in 2008. In just two weeks in February alone, Carnival Australia brought in 26,000 passengers on 11 ships who contributed \$8 million to the economy.

This growth has come from a long term plan to invest heavily in dramatically shifting its product and marketing.

Creating a product offer that resonates with Australians, and communicating to them with relevancy through existing and new channels has been key to growing Carnival Australia's customer base.

Being customer-centric is important and all of this has been underpinned by a very comprehensive research plan to understand the customer.



Jeff Floyd

CEO
ATEC

Jeff Floyd has a long background in the Tourism Industry going back to his role as a Director of the former Australian Tourism Industry Association.

As the former CEO of Parks Victoria, Australia's largest parks and recreational management agency, Jeff played a major role in tourism, as an operator of both major attractions and tour operator businesses.

Jeff followed this role, as CEO of Tourism Victoria at a critical time in the industry with the emergence of on-line tourism. He conceived and led the Victorian Tourism on-line project which has put Tourism Victoria on the forefront of online destination marketing.

Jeff is currently Group CEO of a group of companies owned by Australia's Auto Clubs – including AAA Tourism Pty Ltd – the Australian STAR Rating Scheme provider and publisher of accommodation guides.

Jeff is a former Director of See Australia Pty Ltd and is currently Director of the CRC in Sustainable Tourism.

Jeff holds an Adjunct Professorship in Tourism with Victorian University.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Abstract

Baby Boomer's Quality Expectations in Accommodation

Jeff's address will stress caution in seeing the growing Baby Boomer segment as some sort of panacea for tourism's current woes. He will argue that, like 'Y Gens' – 'Baby Boomers' are just a part of the overall tourism market.

This said; Jeff sees the Baby Boomer segment as offering good yield prospects – both from the employed 'time sensitive' short break segment and the retiree 'time rich' segment.

Using accommodation expectations he will illustrate the key challenges for tourism operators of meeting the high quality expectations of our emerging 'grumpy old men and women' cohort.



Matt Hingerty

**Managing Director
ATEC**

Matt was appointed as ATEC Managing Director in January 2005.

Prior to this he was Chief of Staff to the Hon. Joe Hockey MP, the former Australian Tourism Minister who produced the Tourism White Paper.

As the Minister's senior political adviser Matt was responsible for the development and implementation of his strategic approach to political and policy issues. He was the key link between the industry and the Government during the development of the White Paper.

Prior to this Matt's previous roles included General Manager, Public Affairs with the Tourism Task Force, as well as a policy advisor role with the NSW Minerals Council and various roles within NSW Government over nine years as adviser to the NSW Parliamentary Liberal Party team.

Matt presently serves on a number of senior industry panels and working groups, and has most recently been selected as part of Federal Tourism Minister, the Hon. Martin Ferguson MP's National Long-Term Tourism Strategy Steering Committee.

Abstract

The Place of Baby Boomers in Australia's Long Term Future

Are Baby Boomers the next big wave way for Australia's inbound tourist industry? How will demographic change in our key inbound shape tourism into the future? What commercial opportunities are available and are we ready to exploit them? Managing Director of the Australian Tourism Export Council, Matt Hingerty will look at the global perspective of the Baby-boom and will give some perspectives as a member of the Reference Panel to the National Long Term Tourism Strategy.



Ross Honeywill

Social & Business Futurist

The doyen of consumer behaviour, Ross Honeywill is an internationally recognised authority on the impact of a changing social fabric on the future of business & politics, of marketers and employers.

Through his leadership role at KPMG (Asia/Pacific) between 1997 and 2001, Ross has become recognised as a challenging and stimulating futurist.

Ross is CEO of the privately funded consumer think-tank, the Social Intelligence Lab with offices in Australia and North America.

He is in demand as a speaker not only for his hard evidence but also for his engaging presentation style that brings his topics, and his audience, to life.

Ross unveils startling new insights into the social and consumer changes that are reinventing the rules of engagement in both the marketplace and the workplace.

According to influential media commentator Robert Gottlieb, 'No one knows more about the consumer revolution than Ross Honeywill.'

Ross is a regular media commentator on international trends and is widely quoted on social, business and political issues.

Abstract

Baby Boomers over the next 10 years

Some Baby Boomers are valuable, but many are not. NEOboomers are the sweet spot – they spend more on travel than all the other Boomers combined; and more than Gen X and Gen Y. In his keynote address, internationally renowned author and consumer behaviourist Ross Honeywill will reveal startling new evidence why the 1.3m NEOboomers in Australia and 18 million in the USA provide the biggest opportunity for Australian tourism. For example, NEOboomers spend more - almost all of them (95% or 1.2million to be exact) are in what is known as the "big spender" category - that's the top third of discretionary spenders in the economy. This compares with only 40% of the younger generations, those parsimonious Gen Xs and Gen Ys who are supposed to be a marketer's dream. NEOboomers are active, and immediate holiday takers – half of them intend to take their next holiday before Christmas.



Jane Ianniello

**International Director
Tourism, Travel & Leisure
Roy Morgan Research**

Jane Ianniello is International Director Tourism, Travel & Leisure for Roy Morgan Research and she has over 25 years of market research experience, working on both the agency and client side.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Prior to rejoining Roy Morgan Research in January 2005 Jane was the Director Research for Tourism Queensland for six years, where she managed a large team of researchers and was responsible for delivering a comprehensive and integrated research program to Tourism Queensland and the Queensland tourism industry.

Jane is a regular speaker at tourism industry seminars and national and international tourism conferences.

Abstract

Baby Boomer Consumer Trends in Australia and Asia-Pacific

Over the past 15 months less Baby Boomers are feeling financial stable and the majority are cutting back on their spending; however the good news is that 70% are still intending to take a holiday in the next 12 months.

More than any other generation Baby Boomers dislike organised holidays and prefer to immerse themselves in the local culture and history of the destination they are visiting. They also dislike crowds and prefer a natural setting when on holidays.

However, it is important for tourism operators to remember that as Baby Boomers age most are becoming risk averse, seeking security and stability, and avoiding tough physical activity. These trends have affected both their accommodation choices and holiday activities.

Although most Baby Boomers feel that technology is changing so fast it is hard to keep up, a growing percentage are embracing the internet to research and book their holiday destination.



Leigh Keallon

Director
Exhibitions & Promotions
Pty Ltd

Leigh started his working life as a Chartered Accountant but yearned for a life of excitement! His entrepreneurial ambitions have seen him running a variety of his own successful businesses. His current business – and passion – is an exhibition and conference organising company that he started nearly 20 years ago.

During this time Leigh has seen over 10,000 Australian and overseas clients promoting a multitude of opportunities at his events, primarily tourism and business opportunities. He has seen what works for clients and what doesn't. This, in turn, has led to his development of a training program to ensure that, with minor common-sense adjustments, clients can achieve great results.

Leigh works on the principle that finding the competitive edge in business is the key to success. The Baby Boomer Tourism Summit will help identify opportunities for innovating and developing a competitive edge for the tourism industry participants and ensure ongoing relevance and growth.

To unwind he enjoys the theatre, skiing, cycling and taking holidays in interesting and unusual destinations.



Julian Ledger

CEO
YHA

Julian Ledger was appointed to the Tourism NSW Board in 2008, his term will expire in 2011. He is the CEO of the YHA in NSW. He is a founding member and former Director of the Tourism Industry Council of NSW and a founding member and current Board member of the Backpacker Operators Association of NSW.

He was the Chairman of the Federal Backpacker Tourism Advisory Panel 2005-7 operating within the Australia Tourism Export Council and remains a Panel member.

Under his leadership YHA has grown very substantially as a business and as a respected brand in New South Wales operating in thirty locations. YHA has been a regular NSW Tourism Awards winner and has also been successful at the National Awards with the development of its Sydney Central and Blue Mountains properties.

Julian has worked with government at all levels to achieve sensible and appropriate regulations that promote both increasing quality and sustainable tourism outcomes.

HTM Investment Group, and in March 2008, was appointed as Chairman to the Queensland Government's Public Service Commission to drive better management and delivery of government businesses.

Abstract

Are Baby Boomers the New Backpackers – With Money

Are Baby boomers the new 'older' backpackers? The term backpacker was coined when boomers were young travellers themselves. Many have maintained the interests and commitment to travel they developed in their 20's. Now they again have the opportunity for travel through their active mature age.

Julian illustrates how YHA with its primary target market of the youth traveller, must reinvent itself for each new generation. But also how it goes about bridging the age gap by providing accommodation, facilities and experiences to cater for all. Leisure travel being about not only the places you go but the connections you make.



Dr Siobhan O'Dwyer

Researcher
National Seniors Productive Ageing Centre

Dr Siobhan O'Dwyer is a researcher at the National Seniors Productive Ageing Centre in Canberra.

She is currently collaborating with researchers from the University of Sydney on a project known affectionately as ABBA – *Ageing Baby Boomers in Australia: Informing Actions for Better Retirement*.

Siobhan's other research interests include the benefits of physical activity for older adults; the role of public policy and infrastructure in enhancing health and wellbeing; and the ageing experiences of ethnic, rural and non-heterosexual people.

Before joining National Seniors, Siobhan completed a PhD at the University of Queensland on the relationship between exercise and cognition in older adults.

Siobhan has also tutored and lectured in health promotion and critical gerontology and analysed data from the Australian Longitudinal Study on Women's Health.

Abstract

Understanding the Baby Boomer Demographic

From politicians to taxi drivers, everybody has an opinion about Baby Boomers. But who are they? Where have they been? And where might they be heading? *A Brief History of Baby Boomers* will provide a demographic profile of Baby Boomers in Australia and an overview of the experiences of this generation over the past 40 years.

This keynote address will also identify the social and political characteristics of this cohort, the financial position of Baby Boomers pre- and post-Global Financial Crisis, and the minority groups within the cohort whose experiences and prospects may be markedly different.

A Brief History of Baby Boomers will draw on data from the ABS, as well as academic research and recent focus groups conducted as part of the Ageing Baby Boomers in Australia project (courtesy of the University of Sydney, La Trobe University and National Seniors Australia).



John Osborne

General Manager
Campervan & Motorhome Club of Australia

John Osborne is General Manager of the Campervan & Motorhome Club of Australia (CMCA), a position he has held for the past 10 years.

John has extensive experience in management roles, having previously worked in the banking, insurance and transport industries.

When John first took on the role of General Manager, the CMCA had around 18,000 Members. Now with over 53,000 Members, and growing, the CMCA is recognised as Australia's largest recreational vehicle club and a leader in the industry.

Part of John's role as General Manager of the CMCA is to promote the recreational vehicle (RV) lifestyle for not only CMCA Members, but all RV tourists travelling Australia.

John is proud of his role as General Manager of CMCA and happy to provide information about this unique lifestyle and how it is attracting growing numbers of 'baby boomers'.

Abstract

Grey Nomads – Driving through the Recession

The global recession may have reached Australian shores, but Grey Nomads are resisting the trend and continuing to travel around Australia. They describe their road trip as a 'lifestyle' rather than holiday experience and the sector is one of the most stable in the market. Membership of Australia's largest RV club continues to grow at a steady pace. However, times are changing.

There is a shifting trend in the way Grey Nomads travel. With petrol prices increasing and superannuation depleting, they are taking longer to reach their destination and staying for longer periods in the one location. They tend to be more environmentally aware and with greater numbers of self-contained RVs on the road, they are looking for more freedom of choice in accommodation. With a sense of adventure, humour and camaraderie, Grey Nomads seek friendly communities with particular amenities and services – respond to their needs and reap the benefits.



Luisa Pastrello

Head of Membership
Travel Services Australia/NZ American Express Intl

Travel services building relevance with Boomers



Liz Ward

CEO
Australian Tourism Data Warehouse

Liz Ward is the CEO of the Australian Tourism Data Warehouse (the ATDW).

The ATDW is Australia's national database and digital distribution platform and is renowned as the world leader in digital tourism information solutions.

Liz has led the ATDW for almost five years and was influential in its formation 12 years ago.

Previously Liz enjoyed many years with Tourism Queensland leading their International Marketing Operations and e-Marketing departments.

Liz has 20 years experience working with IT and tourism.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Liz has a passion for assisting Australia's industry to engage in technologies that enhance their businesses by bringing more customers to their door and efficiencies to their operations. Liz has had the privilege of guiding many projects in Australia that have resulted in the expansion of consumer engagement with Australian products and destinations and helped to move Australia into the next generation of distribution.

Abstract

Baby Boomers in Cyberspace

Remembering that baby boomers see themselves as youthful, adventurous and looking for a unique experience; and at the same time want comfort, convenience, value for money and to satisfy all their information needs before making a travel decision; what are the special factors to consider when speaking to them from your website?

The design of your website, its look and feel, should connect with your target audience and strive to create a bond between your product and the consumer. **A user will automatically associate the quality of your website with the quality of your offer.** If your site appears low budget or only marginally professional, it will negatively affect the chances of engendering trust in your visitors. The site design will convey the importance and authority of your business through its design.

Liz Ward, CEO of the Australian Tourism Data Warehouse, will discuss some important steps in engaging the baby boomer during their information gathering journeys on the internet in an effort to successfully convert their research into a sale with your business.