

# GO WEST: UNCOVERING WESTERN SYDNEY'S VISITOR ECONOMY CONFERENCE 2017

27 April, 2017  
Sydney Olympic Park



Western Sydney is an emerging tourism powerhouse with a significant pipeline of investment in tourism attractions and accommodation, yet it has been advanced that Western Sydney has been overlooked as a tourism destination.

This conference will examine the potential to grow Western Sydney's national and international visitor economy. It will also provide a platform for the launch of the Western Sydney Visitor Economy Strategy by the NSW Government.

Join us for what promises to be a very insightful event...

## GUEST SPEAKERS



**RUSSEL HOWCROFT**  
ADVERTISING GURU



**MIKE WHITNEY**  
SYDNEY WEEKENDER



**STUART AYRES MP**  
MINISTER FOR WESTERN SYDNEY



**ADAM MARSHALL MP**  
MINISTER FOR TOURISM & MAJOR EVENTS

# CONFERENCE PROGRAM – SPOTLESS STADIUM, SYDNEY OLYMPIC PARK

8.30	Registration	12.50	Lunch
9.00	<b>Welcome</b> David Borger	1.30	<b>Q&amp;A Discussion facilitated by David Borger</b> <ul style="list-style-type: none"> <li>The Hon. Adam Marshall MP, Minister for Tourism and Major Events and Assistant Minister for Skills</li> <li>The Hon. Stuart Ayres MP, Minister for Western Sydney, Minister for WestConnex, and Minister for Sport</li> </ul>
9.15	<b>Rebranding Western Sydney</b> Russel Howcroft	2.00	<b>Lachlan Smirl, Partner, Deloitte Access Economics</b>
10.00	<b>Sydney Showground Masterplan</b> <ul style="list-style-type: none"> <li>Brock Gilmour, CEO, Royal Agricultural Society of NSW &amp; Jonathan Seward, Head of Property Development, Royal Agricultural Society of NSW</li> <li>Charles Moore, CEO, Sydney Olympic Park Authority</li> </ul>	2.20	<b>Events &amp; Attractions</b> Mike Whitney, Sydney Weekender
10.40	Morning Tea	3.00	<b>The Potential of Western Sydney</b> Rohan Lund, CEO, NRMA
11.05	Hollywood Bowl for Western Sydney	3.20	<b>Breakout Panel Sessions – Sport, Cultural Tourism</b>
11.25	<b>International Visitors</b> <ul style="list-style-type: none"> <li><i>Speaker &amp; Panel Chair: Christopher Brown AM, Chairman and Founder, Western Sydney Leadership Dialogue</i></li> <li>Hugh Wehby, COO, Sydney Airport</li> <li>Sam Moreton, Director Policy &amp; Research, Tourism &amp; Transport Forum Australia</li> <li>Professor Barney Glover, Vice Chancellor, Western Sydney University</li> <li>Harry Hunt OAM JP, Director, Country Comfort Hunts Liverpool</li> </ul>	<b>Cultural Attractors</b> <ul style="list-style-type: none"> <li><i>Speaker &amp; Panel Chair: Dolla Merrillees, Director, Museum of Applied Arts &amp; Sciences</i></li> <li>Lindy Deitz, CEO, Campbelltown City Council, Campbelltown Art Gallery</li> <li>Wesley Enoch, Cultural Director, Sydney Festival</li> <li>Ben Bartlett, CEO, Tropfest</li> </ul>	
11.55	<b>Western Sydney Hotel Boom</b> Carol Giuseppi, National CEO, Tourism Accommodation Australia (NSW)	<b>Sport</b> <ul style="list-style-type: none"> <li><i>Speaker &amp; Panel Chair: Damian Kelly, Senior Manager, Public Affairs, NSW Business Chamber</i></li> <li>Luke Foley MP, Leader of the Opposition in NSW</li> <li>Carolyn Campbell, CEO, GIANTS Netball</li> <li>Matt Miller, CEO, Office of Sport</li> </ul>	
12.15	<b>Greg Dyer, Interim General Manager, City of Parramatta Council</b>	4.10	<b>Drinks &amp; Networking</b> Sponsored by Royal Agricultural Society of NSW
12.30	<b>Tourism Market Innovation</b> Brent Thomas, Head of Public Policy for Australia and New Zealand, Airbnb Australia Pty Limited	5.15	Close

*Note: This program is subject to change without notice.*

## EVENT SPONSORS

### PLATINUM



### GOLD



### SILVER



RSVP

👤 Kerrie-Anne McLeod – Sydney Business Chamber, Western Sydney

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