

# HOTEL INDUSTRY

ADELAIDE  
CONVENTION  
CENTRE

09 04 CONFERENCE

aha|sa  
Australian Hotels Association (SA)



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"It is with great excitement we release the program of speakers and topics for the 2019 SA Hotel Industry Conference, being held at the newly refurbished Adelaide Convention Centre in the heart of Adelaide. A stunning venue with state of the art facilities, easily accessible to all members and a wonderful setting for the event.

The SA Hotel Industry Conference is a must-attend event for leading pub operators and senior managers. A one-day conference and mini-expo, it features a packed program of presentations from leading operators and industry experts who will provide practical business advice, introduce new commercial ideas and offer plenty of inspiration. Including information, advice and ideas to take your pub business to the next level.

At the conclusion of the sessions we invite delegates to join in an informal function, allowing plenty of time for networking with peers and a more detailed peruse at the sponsors exhibits.

The conference is an invaluable day for country and city hoteliers, managers, key staff and all leading stakeholders. We encourage our AHA|SA member hotels to attend this important industry event.

We look forward to your attendance."



**DAVID BASHEER**  
AHA|SA President



**IAN HORNE**  
AHA|SA General  
Manager/CEO

# PROGRAM

**APRIL 9**  
**9AM - 5PM**

**9.00 - 9.30AM**

## **REGISTRATION**

Including exhibition from AHA|SA Corporate Sponsors

**9.30 - 9.40AM**

## **WELCOME**

Ian Horne, AHA|SA General Manager/CEO

**9.40 - 9.45AM**

## **OFFICIAL OPENING**

Hon Vickie Chapman, MP Deputy Premier, Attorney General

**9.45 - 10.30AM**

## **KEYNOTE ADDRESS: 13 LESSONS OF LIFE**



### **Jack Cowin, Chairman & Managing Director, Competitive Foods Australia**

Jack Cowin is the Founder and Executive Chairman of Competitive Foods Australia Pty Ltd (CFAL), a business that has grown from one of Australia's first single food service outlets to a diversified food retailing, manufacturing and exporting company. It has AU\$1.8b in revenue and employs more than 19,000 staff throughout Australia and New Zealand.

**10.30 - 10.45AM**

## **SOUTH AUSTRALIA: THE BIG PICTURE**



### **Ben Tufnell, Executive Director & Corporate Affairs, SA Tourism Commission**

International tourism is booming in South Australia with latest figures showing visitors spent a record \$1.2 billion to the year ending March 2018. Tourism is an economic priority and our mission is to make South Australia a destination of choice for international and domestic visitors. The SATC is focused on marketing our state to national and international audiences and bringing new and exciting events, conferences and festivals to South Australia. Our tourism industry employs 36,000 South Australians and has reached a record \$6.9 billion in visitor expenditure.

**10.45 - 11.10AM**

## **PEOPLE POWER; STAFF HAPPINESS AND WELLBEING**



### **Alysha Darcy, Managing Director, Melbourne Public**

Alysha was quite literally born into hospitality, with her first home located above the pub that her parents owned in Adelaide. At 5, the family relocated to a tiny mining town in the middle of the desert – Roxby Downs. Working for nearly a decade surrounded by her family with The Darcy Group; operating venues such as The Precinct Hotel and Motel, Alysha's focus is now centred solely on the development of Melbourne Public & Citizen Café.

Alysha has always been dedicated to wellbeing. These combined, she is now pursuing her long-time passion of creating healthy and happy workplaces through a leadership and culture program that teaches stress management and wellbeing techniques using meditation, specialising in the hospitality industry.

# PROGRAM

APRIL 9  
9AM - 5PM

## 11.10AM - 11.40AM MORNING TEA

Including exhibition from AHA|SA Corporate Sponsors

## 11.40AM - 12.30PM LOOKING BEYOND: HOW GUEST IGNITE INNOVATION



### Robynne Berg, thinkplayact

At a time of unprecedented change for the hotel industry, innovation has become one of the key determinants of success. What does this mean for your business? Robynne will explain why innovation and guest centricity has become the essential capability for effective hotel managers and their staff. This interactive session will help you understand the essential role guests and customers play in innovation and how innovative organisations look beyond the competition and market boundaries for their ideas.

Robynne Berg MBus (Mktg), MAICD, CPM is an internationally qualified innovation consultant and an authority on customer-centric innovation. She is the principal at innovation consultancy thinkplayact a company driven by the belief that innovation and growth are ignited by bringing people, customers and ideas together in the spirit of co-creation.

Robynne works with Boards and Executive teams to help them meet the challenges of economic, societal and digital change and set the strategic agenda for innovation and future growth. Robynne is a qualified Blue Ocean Strategy® practitioner and a part of an international network of consultants, academics and government officers.

## 12.30PM - 1.10PM DELEGATES WILL CHOOSE ONE OF THE FOLLOWING;

### STREAM 1

#### GAMING



Optimising your gaming room offering – design, layout, technology

### Tony Donnelly, Donnelly Designs

Donnelly Design specializes in the layout and design of gaming installations. Machine and table layout combined with lighting and interior design to achieve the highest return from a Casino floor. Over fifteen years' experience in Casino layout, machine/product design, jackpot design and product analysis.

### STREAM 2

#### ACCOMMODATION

Opportunities and trends of accommodation and addressing the challenges  
This highly qualified panel will cover the key issues;

- What are the challenges facing accommodation in South Australia including Airbnb, Growth of online travel agents, to name a few;
- What are the opportunities/trends including Health and wellness, Reputation management, Revenue management and new technology.

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## **Andrew Bullock, 1834 Hotels**

As CEO of 1834 Hotels Andrew brings significant business management experience in the tourism sector: hotels, motels and resorts. 1834 Hotels offers a 'white label' management offering which works closely with many franchise parties. As a 3rd party management offering 1834 is uniquely positioned to work closely with owners to maximize their hospitality assets.



## **Craig Simpson, Standing Rock Technologies**

Craig Simpson, Founder of Standing Rock Technologies, has over 30 years industry experience (20 years in the hospitality sector) and is committed to assisting businesses find appropriate technology that is focused on successful operational outcomes. Craig has an operational background and, prior to starting Standing Rock Technologies, worked his way up through the hotel ranks starting in sales and eventually to Area General Manager and finally Director of Technology for Event Hospitality and Entertainment.



## **Anna Hurley, Hurley Hotel Group**

The Hurley Hotel Group is one of the most renowned hotel groups in South Australia, with a longstanding reputation for innovation and success. The Group, owned and operated in South Australia, consists of 10 hotels as well as other leisure investments. After gaining experience in 5-star hotels and working for a hotel software company interstate, Anna joined the Hurley Hotel Group 5 years ago and had various roles within the business before becoming the Accommodation Manager. Since re-joining the group, Anna has focussed on driving profitability through effective revenue management and streamlining the accommodation hotels to reduce costs.

## **STREAM 3**

## **EMPLOYEES**



Tips for advertising, recruiting and retaining good staff. There is no doubt that advertising and recruiting good staff is getting more difficult. How do you advertise for the right applicants and what platforms are most effective? How do you filter these applications? How should you promote your venue to potential employees?

## **Olivia Muller, HITsa Industry Training**

Olivia has over 30 years within the training and employment sector and prior to starting up HITsa Industry Training spent over 20 years working and running a hospitality based group training scheme within South Australia.



## **Rosie Lillas, SEEK**

With over 18 years' experience in the Recruitment Industry, Rosie is currently a Senior Account Manager for Global Tech company seek.com.au Based in Adelaide, Rosie is responsible for the Recruitment Agency & SA Government portfolios for SEEK.

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## **Deborah McDiarmid, Maxima**

Deborah has been involved in the hospitality industry for 25 years. For the last 2 years, Deborah's role has been with Maxima within Group Training as the Lead Consultant – Apprenticeship and Traineeship Management. Her focus has been to grow ties with Industry to ensure they are supported to recruit career-minded people for a variety of hospitality roles.

**1.10 - 2.00PM**

## **LUNCH**

**Including exhibition from AHA/SA Corporate Sponsors**

**2.00PM - 2.20PM**

## **SOCIAL MEDIA: SOCIAL MEDIA TRENDS FOR 2019 IN CASE STUDY**



## **Simone Douglas, Social Media AOK**

The world of social media is constantly evolving - bringing new tools, technology and ideas to the forefront of how we can market our businesses and reach our target customers.

Come along to hear from Simone Douglas, CEO of Adelaide's largest specialist social media agency - Social Media AOK, and Publican of the Duke of Brunswick Hotel - who will run you through the social media trends to look out for in 2019, and give you a real-life example of how The Duke of Brunswick capitalised on them to triple the business overnight.

**2.20 - 3.00PM**

## **PANEL DISCUSSION**

### **Beverage Trends: Keeping up with the market demand**

This panel discussion will hear from ground-breaking SA businesses setting the standard when it comes to satisfying market demand in beverage.



## **Adam Carpenter, Prohibition Gin**

THE gin industry is in fine spirits, says "bootlegger" Adam Carpenter who owns the Prohibition Liquor Co with Wes Heddles. "We chose the name Prohibition because this is the largest boom in gin consumption since the Prohibition era. Gin is the fastest growing spirit in the world, bar none." He describes gin as a passion-project, "so we only care about one thing, quality".



## **Michael Andrewartha, East End Cellars**

East End Cellars was opened in January 1998 by Michael Andrewartha, an incurable wine fanatic with over twenty years' experience in fine wine retail.

Michael's unique experience and relationships built over the years have enabled him to create a wine shop with a product range second to none and with a vibe like no other. He has experienced firsthand the many changes that have taken place in the wine industry over these years.

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**Tobias Kline, LOT. 100 | Adelaide Hills Distillery | Hills Cider | Mismatch Brewing**

Although a simple statement in writing, the concept has driven a way of being that everyone involved with the destination of LOT. 100 are striving for. Better booze, better liquid, better balance and most of all, a drive towards sustainability.

This 84-hectare property nestled in the Adelaide Hills has slowly and thoughtfully been transformed into the new production site of Mismatch Brewing and Adelaide Hills Distillery, coupled with the cellar door experience they present together with The Hills Cider Company, Ashton Valley Fresh and Vinteloper. This is all complemented with an onsite restaurant plus event and function facilities.

**3.00 - 3.30PM**

**PANEL DISCUSSION**

**Creating An Identity: How to stand out from the crowd**

This panel discussion will hear from iconic South Australian businesses who have taken a risk and followed a strong brand identity to achieve a unique and successful offering.



**Andy Davies, Osteria Oggi, Shobosho, Melt, Bred and Bone, press\* food and wine**

Showcasing the lesser-known cuisine of Northern Italy, Adelaide-based chef and restaurateur Andrew Davies is all about simplicity, seasonality and a little daring. His eatery Osteria Oggi is a haven for pasta-lovers – but don't you dare let Instagram get in the way of eating.



**Alistair Flower, Settlers Inn Hotel, Port Macquarie**

After years running pubs for large operations such as NLG, Redcape and Public House Management Group, Alistair Flower took the plunge into freehold ownership with the Settlers Tavern in Port Macquarie in late 2015.

Quickly adopting the change of pace, he has set about building a brand and reputation in what is one of the NSW north coast's rapidly growing towns, with a population of more than 100,000 projected by 2036. No stranger to owning and running licensed premises, Alistair is also actively involved in the community as the president of the Hastings Liquor Accord. Alistair was awarded the prestigious Australian Liquor Industry Publican of the Year for 2017.



**Jo Fort, Innamincka Hotel, Birdsville Hotel**

If you'd told Jo Fort when she was growing up that she'd one day become a modern heroine of Outback South Australia, she would have laughed in your face. Nothing could have been further from the one-time cityslicker's mind. But now she's been acclaimed for turning a corner of South Australia into a major tourist attraction for visitors from all over the country and overseas, as the founder and champion of The Outback Loop: the road circuit between Innamincka, Lyndhurst and Marree in South Australia, and dipping into Queensland just over the border at Birdsville.

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**9AM - 5PM**

**3.30 - 3.40PM**

## **CLOSING REMARKS**

David Basheer, AHA|SA President

**3.40 - 5.00PM**

## **NETWORKING DRINKS**

Delegates and Corporate Sponsors will be able to informally network with refreshments and peruse the exhibits and displays from AHA|SA Corporate Sponsors.

# EXHIBITORS

Accolade Wines Australia

Apra Amcos

Asahi Premium Beverages

Big Screen Video

Bluize

Boileau Business Technology

Boylen

Bunzl

Concept Collections

Coopers

CUB

Elite Bedding

Foxtel

H & L Australia Pty Ltd

Host Plus Pty Ltd

Lancer Beverage Systems

Lion

Liquor Marketing Group

(Sip'n Save)

Make it Cheaper

Maxima

Pernod Ricard Australia

Samuel Smith & Son

SA Lotteries

St John

Stoddart

Tabcorp

Treasury Wine Estates

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