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PROGRAM

Wednesday 9th June 2021

9:30 AM	Registration and refreshments	
10:00 AM to 12:35 PM	Welcome	 <p>MARGY OSMOND Tourism & Transport Forum Chief Executive Officer</p>
	Opening remarks	 <p>HON. BRUCE BAIRD AM Tourism & Transport Forum Chairman</p>
	<i>Fireside conversation</i> The opportunities for the Australian tourism industry in a post COVID world	 <p>HON. DAN TEHAN MP Minister for Trade, Tourism and Investment</p> <p><u>Moderated by:</u> Margy Osmond CEO TTF</p>
	<i>Keynote</i> The future is digital – smart travel	 <p>HON. GABRIEL L. ESHAGHIAN Los Angeles World Airports Commissioner</p>
	<i>Fireside conversation</i> Hospitality reimaged	 <p>BLAINEY NORTH Blainey North & Associates Managing Director</p> <p><u>Moderated by:</u> Tony Ryan Principal Ryan Capital</p>
	<i>Keynote</i> A thriving future of places - creating the destinations of tomorrow	 <p>MICHAEL STOTT Urbis Director City Strategy and Place</p>
	<i>Virtual keynote</i> 4 steps to dancing with disruption - how to prepare for the workforce of the future	 <p>MAUREEN THURSTON Aurecon Chief Experience Officer</p>

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12:35 PM Lunch break

Welcome back



MARGY OSMOND
Tourism & Transport Forum
Chief Executive Officer

Consumer Spending
Spending trends amid COVID-19



DAVID MANN
Mastercard Economic Institute
Chief Economist, Asia Pacific and Middle East Africa

1:30 PM
to
3:00 PM

Keynote
Flying in a post COVID world



JAYNE HRDLICKA
Virgin Australia
Chief Executive Officer

Virtual keynote
Brand Australia: reinventing our brand
to tell a new story about our Great Southern Land



RUSSEL HOWCROFT
Sayers Group
Partner & Brand Design Advisor

Keynote
Flight path to net zero –
sustaining aviation's future



KEN CONWAY
Airbiz
Head of Environment & Sustainability

Vote of thanks

COLLEEN NORRIS
Hostplus
National Account Manager

3:00 PM Networking drinks

4:00 PM Event close

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SPEAKER PROFILES



HON. DAN TEHAN MP
MINISTER FOR TRADE, TOURISM AND INVESTMENT

The Hon Dan Tehan MP is the Member for Wannon in Victoria. He is Minister for Trade, Tourism and Investment and was sworn in on 22 December 2020.

Mr Tehan served as Minister for Education from 28 August 2018. Prior to this, he was the Minister for Social Services, and preceding this, the Minister for Veterans' Affairs, Minister for Defence Personnel, Minister Assisting the Prime Minister for Cyber Security and Minister Assisting the Prime Minister for the Centenary of Anzac.

Mr Tehan was elected to Federal Parliament in 2010 and has held positions including as the Chair of the Parliamentary Joint Committee on Intelligence and Security; Co-Chair of the Parliamentary Friends of Youth Mental Health, and; Chair of the Coalition Friends of Tourism.

Prior to entering Parliament, Mr Tehan worked in agriculture in Australia and overseas. He worked in the Department of Foreign Affairs and Trade where he held various roles, including as a diplomat at the Australian Embassy in Mexico. Mr Tehan also worked at senior levels of the Howard Government, and as the Director of Trade Policy and International Affairs at the Australian Chamber of Commerce and Industry.

Mr Tehan has Masters Degrees in International Relations and Foreign Affairs and Trade.

He is married and lives in Hamilton. He is a passionate supporter of the Richmond Football Club and enjoys spending time outdoors with his family.



HON. GABRIEL L. ESHAGHIAN
COMMISSIONER | LOS ANGELES WORLD AIRPORTS

Commissioner Gabriel L. Eshaghian is an experienced global business leader, senior-level executive and political appointee with a 23-year career in the aviation (airline/airports) and real estate industries.

Since his initial August 2013 appointment, he is currently serving his third term as Commissioner and Member of the Board of Directors for Los Angeles World Airports, the municipal authority that owns and operates Los Angeles International Airport (LAX), as well as Van Nuys and Palmdale Airports. In his role as Commissioner, he and his colleagues oversee the leadership team of the airports group and is responsible for policy, strategy, capital and financial planning, corporate real estate, operations, government relations, and construction management for all three airports. LAX is the second largest airport in the United States and the fourth largest globally by passenger volume, with ~89.5 million passengers per year and a budget of \$1.5 billion per annum*. *pre covid

Before joining Los Angeles World Airports and Somerset, he spent more than 10 years in various executive positions within the travel and transportation industries, most recently with PricewaterhouseCoopers LLP, one of the world's largest professional services firms. He spent over four years as their U.S.-based Global Travel Manager, followed by two years as a Director with its United Kingdom affiliate Nyra (now Nyra PA Consulting), focusing on turnaround, strategy consulting and investment banking transaction services to the global airline and transportation sector. Prior to that, he held commercial management and business development positions in the airline industry, both at Swissair and Virgin Atlantic Airways.

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HON. BRUCE BAIRD AM
CHAIRMAN | TOURISM & TRANSPORT FORUM

Bruce Baird's professional career has spanned the Australian Trade Commission service and the NSW and Federal Parliaments. He was a Federal member for Cook for nine years and during that time he was Chairman of both the Trade Committee and the House Standing Committee on Economics. He previously held roles as NSW Minister for Transport, Tourism, Roads and Minister for Sydney's Olympic Bid. Prior to this he was Australia's Assistant Trade Commissioner in Germany and Trade Commissioner in New York. Prior Board positions include Chair of the National Rail Corporation, Chair of the Tourism and Transport Forum, Chair of the National Heavy Vehicle Regulator and Board Member of Sydney Theatre Company.

Bruce is currently Chair of BE Sydney, Trustee of Sydney Opera House, Chair of Advisory Board of Screen Producers Australia, Chair of Kamay Project, Heart Research Institute Board and Member of International Advisory Board of Cubic Transportation Systems.



KEN CONWAY
HEAD OF ENVIRONMENT & SUSTAINABILITY | AIRBIZ

When airports pledge to become the most sustainable, they turn to Ken – the leader of Airbiz' Sustainable Aviation team. Ken has helped airports around the world strengthen their sustainability performance, bringing ideas into reality through evidence-based planning and a focus on efficiency.

He frequently speaks and keynotes at aviation conferences worldwide. Ken currently serves on the ACI Asia-Pacific Regional Environment Committee and previously served on the ACI Europe Environment Strategy Committee (2013-2015).



RUSSEL HOWCROFT
PARTNER & BRAND DESIGNER ADVISOR | SAYERS GROUP

Over a long career in media and marketing, Russel has been one of the most prominent voices for the power and cultural/economic importance of advertising, particularly through his role as a panellist on the ABC's Gruen program and fronting the documentary series How Australia Got Its Mojo.

His current roles include being a presenter on Melbourne's no.1 rated 3AW radio breakfast program, chair of the Australian Film Television and Radio School and the cofounder The Grid Melbourne, a festival designed to bring entrepreneurs and innovators together. He has held multiple senior roles across the industry having served as the PwC's Chief Creative Officer, Executive General Manager of Network 10, served as a board director on the ASX listed Enero and as CEO of one of Australia's leading creative agencies Y&R Brands.

Russel has also chaired or sat on the boards of a number of key advertising, film and television industry bodies including ThinkTV, the Australian Film Institute, the Screen Forever Advisory Board and the AFA. He has written/co-written three best-selling books, with his most recent book Right Brain Workout II now being published throughout the world. He is also a founding partner and brand consultant to Sayers Group.

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JAYNE HRDLICKA
CHIEF EXECUTIVE OFFICER | VIRGIN AUSTRALIA

Jayne has over 20 years of leadership experience in the consumer, industrial and aviation sectors, and prior to her appointment with the Virgin Australia Group, Jayne was formerly Chief Executive Officer of a2 Milk Company.

Jayne also held various leadership roles at Qantas Group for nearly a decade. She was instrumental in the design of Qantas' loyalty program and was Chief Executive Officer of Qantas Loyalty and Digital Ventures, as well as Chief Executive Officer of Jetstar Group.

Jayne is a former senior partner with Bain & Company in the firm's Customer Strategy and Marketing Practice and also led Bain's Customer Practice for the Asia region.

Jayne serves as Chair of Tennis Australia and is a member of the Hawaiian Airlines' Board of Directors. She is also a member of the Sydney Medical School's Advisory Board, and a member of Chief Executive Women.



DAVID MANN
CHIEF ECONOMIST, ASIA PACIFIC AND MIDDLE EAST AFRICA | MASTERCARD

As Chief Economist AP|MEA David's responsibilities include development and delivery of differentiated economic, financial, policy and market thought leadership for customers, Mastercard and public policy.

David comes to Mastercard with over 20 years of experience at Standard Chartered Bank having worked in different roles at the bank, including Asia Chief Economist, and most recently Global Chief Economist. Prior to this he was responsible for coverage of the US economy and also covered Latin America providing clients with the bank's view on Asia in the US time zone. David also worked as a Senior FX Strategist based in London and Hong Kong with the bank. David has won numerous awards for his outstanding work including being the top ranked Asia macro research team among investors in the AsiaMoney poll and the Rybczynski Young Economist Prize for work on the Malaysian ringgit Barometer. David appears regularly on CNN, CNBC, BBC World, and Bloomberg for his macroeconomic insights.

David is a global citizen having worked and lived in the United Kingdom, Hong Kong, New York, and now Singapore. David holds a BSc in Economics from the University of Warwick and an MSc in Finance from the University of London

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MARGY OSMOND

CHIEF EXECUTIVE OFFICER | TOURISM & TRANSPORT FORUM

Margy Osmond is the Chief Executive Officer of the Tourism & Transport Forum, assuming the role on 1 October 2014. Margy has extensive experience in policy development and advocacy, politics, membership organisations, management, media and public relations.

Before joining TTF, Margy was the inaugural CEO of ANRA which was established in 2006 as a lobby and research organisation to be the voice of the large national retailers in Australia. Prior to this, Margy was the CEO of the State and Sydney Chambers of Commerce in NSW for five years.

Margy has a wide range of Board experience having been 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. Margy also chaired the bid and official Organising Committee for the largest non-elite sporting event in the world, the International World Masters Games, held in Sydney in 2009.



BLAINEY NORTH

MANAGING DIRECTOR | BLAINEY NORTH & ASSOCIATES

Blainey North is renowned globally for her modern, visionary approach, which is matched by a profound knowledge of design, craft and Interior Architecture. Blainey North's eponymous Interior and Architecture studio, Blainey North & Associates has, over the twenty years of its operation, forged a distinctive place in the Australian and International design establishment. The Studio has worked across a swathe of different projects from prestigious residences for A-list celebrities and captains of industry, to mega yachts, restaurants, and the walls tallest residential tower in New York.

While North's signature style denotes luxury, it is always married with a rigour, a deep delve into the history of a project. Hence the sweep of grand architectural gestures and the overarching concept is always matched by the intensity of the detailing and the relevance of the context.

Awards and recognition in prestigious journals have followed. Most recently North made International Headlines winning the International Design and Architecture Awards in London for the Best Residence over £40M and the Best Residential Interior over £15m. Blainey has also been the winner of the Society of British and International Design (SBID) Excellence Award and was published in the Andrew Martin International Interior Design Review. She has been selected this year as one of the World's Leading Design Names featuring the Twenty best Architects and Interior Designers worldwide.

Over the last decade Blainey has been designing and retailing Furniture and Lighting through the Blainey North Collection. Her offices and showrooms are based in Sydney, London and New York.

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MICHAEL STOTT
DIRECTOR CITY STRATEGY AND PLACE | URBIS

Michael is an urban designer and strategic planner who has spent the last 20+ years working on projects around the world, with extended periods in Australia, Asia, Canada, Europe and the Middle East. Michael's diverse professional experience includes working for several leading, globally recognised consultancies and government entities at the forefront of changing how cities are designed and planned.

In his practice, Michael focuses on creating compelling, place-led design solutions and delivering projects that work to increase the quality of life of community residents, whether through strategic planning and policy development, individual site design or large-scale master plans, urban design for new transportation corridors, or the design of a community park or intimate urban plaza.

As an accomplished facilitator and speaker, Michael regularly presents and consults internationally on issues related to placemaking, urban renewal and creating healthy cities.



MAUREEN THURSTON
CHIEF EXPERIENCE OFFICER | AURECON

Maureen's 40-year career as an industrial designer has spanned the globe, multiple industries and creative disciplines. Her diverse background as an entrepreneur, educator and consultant has manifested itself into her current role as the world's first Chief Experience Officer (CXO) for an engineering firm – quite possibly the first CXO in any of the big-4 professional service firms today.

Maureen has been with AsiaPac based Engineering and Advisory company Aurecon, since 2015. Before being promoted to CXO Maureen, she led the company's Design to Innovate program – part of Aurecon's *Future Ready, by design* strategy – by embedding the mindset and methods of design as a catalyst to foster innovation, reframe culture transformation and reinforce Aurecon's brand promise to 'Bring ideas to life'.

Maureen joined Aurecon from Deloitte where she implemented design principles and practices to help transform the traditional, Australian audit/accounting firm into an award-winning innovator. She is Chair of Good Design Australia Council. GDA is Australia's peak body promoting excellence in design-led innovation since 1958 and an affiliate member of the World Design Organization. Maureen's professional journey continues to be guided by her absolute belief in the strategic business value of design as a means to unlock innovation, creativity and sustainable growth.

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