



## VALLEYVIEW PUBLISHING

### MEMORANDUM

To	Project Manager
Copy	
From	Angus Smissen, General Manager
Email	
Date	18 October
Records ref. no.	
Subject	Australian Tourism Conference

Thank you for agreeing to coordinate the annual Australian Tourism Operators Association (ATOA) conference. Alison Yorgey, an external consultant, has managed it for the last few years, but, as you know, she is no longer available.

The ATOA has been sponsoring this conference for about five years and ValleyView (and Alison) have organised it for them for the past two years. It is a little outside our normal company work profile, but the Board considers that the investment of time and energy has a very strong benefit for our image and exposure in the tourism industry. We are keen to continue the good work that Alison started.

ATOA would like us to involve a number of other tourism bodies in the organisation of the conference. Generally, the conference committee invites high profile guest speakers from various sectors of the industry and other areas of general interest. There are usually workshops as part of the conference and they often cover new products and initiatives.

Last year's conference, which was called *Escape the Norm*, was based on outdoor and adventure tourism. This year the focus will be on tourists with disabilities. I think Alison has already established a conference committee, but you'll need to sort out a title for the event.

Basically, the conference has two objectives:

- to support tour operators and wholesalers in promoting and marketing their products
- to promote tour operators who provide leisure options for people with all types of disabilities.

Alison says she has kept a folder of documentation, information and notes from the past two years. She has left it for you to use and is happy for you to email her with any particular questions you may have, but her rates are very high, so I would prefer that you keep these questions to a minimum.

I am interested in how this conference develops so please keep me up to date with progress. Let me know if you need further resources to complete the task.

Angus