



DNCO Visitor Economy Summit
The Power of Storytelling

Date: Wednesday 8 May 2024

Time: 8.30am – 3.30pm

Venue: Armidale Cultural Centre & Keeping Place – Kentucky St, Armidale NSW

Time	Item
8.30 am	Registration
9.00 am	Welcome and housekeeping MC – Nigel Collin
9.05 am	Welcome to Country Rose Lovelock
9.10 am	Welcome to Armidale Cr Paul Gaddes
9.15 am	DNCO Welcome
9.20 am	Setting the Scene Nigel Collin
9.35 am	Red Chair Heather Parry, Founder, Fodder UK and Director, Expect Events (virtual)
10.05 am	Red Chair Rachael Glendinning, Industry Relations Manager, Tourism Australia
10.25 am	MORNING TEA
10.50 am	Destination Marketing Store - Travellers Pulse launch #2 Carl Solomon and Charlotte Prouse, Destination Marketing Store
11.20 am	Panel 1 – Agritourism Speaker 1 – Sandy Rogers, Gilay Estate Speaker 2 – Tania Hartigan, Art Shack@Wilbagah
11.50 am	Red Chair Adam Hill (Blak Douglas) Archibald prize winner 2022
12.15 pm	Panel 2 – First Nations Speaker 1 – Clark Webb, Founder, Bularri Muurlay Nyanggan Aboriginal Corporation and Owner; CEO, Wajaana Yaam Gumbaynggirr Adventure Tours; Destination NSW Board Member Speaker 2 – Rose Lovelock, Armidale Cultural Centre & Keeping Place
12.45 pm	LUNCH
1.35 pm	Red Chair



Time	Item
	Annabelle Hickson, Founder, Galah magazine
2.00 pm	Panel 3 – Creative and Cultural Communities Speaker 1 - Phoebe Cowdery + Dylan Gower The Corridor Project Speaker 2 – Steve King, Walcha Open Air Gallery, Winner Sculpture by the Sea
2.30 pm	Red Chair Bohdi Lewis, Brand Director, DNSW
2.50 pm	Workshop Applying storytelling to your business – what’s next for you?
3.25 pm	Close