



CATO

Council of Australian Tour Operators

Conference Program

ARE YOU CRISIS READY?



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Thursday 21st February 2019
Doltone House - Hyde Park
181 Elizabeth Street, Sydney

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A Resilient Future

Crisis Management Conference



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Crisis Management Conference



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Conference Program

In this one-day conference participants will hear from a range of experts via key note presentations and panel discussions on government relations, communications, preparation, insurance, leadership and legal aspects of Crisis Management.

8.30am **Registration of guests**
Tea/coffee on arrival

9.15am **Welcome**
Chris Urquhart, Master of Ceremonies

9.30am **Opening Address & Major Sponsor Presentation**
A crisis by its very nature is intense and difficult to manage. For most organisations it is not 'Business as Usual' so why are the leadership team expected to manage a crisis as part of their normal duties? This session will address the question – **what does Crisis Ready Look Like?** Specifically, RiskLogic will discuss the basic requirements of a Business Resilience structure, and the most important considerations for the businesses, with a focus on the travel industry.

Simon Petie, Regional Manager QLD & NSW, RiskLogic

10.00am **Key Note Address**
The Department of Foreign Affairs & Trade is Australia's front line when it comes to major international incidents including consular, humanitarian and security crises. This session will take an in-depth look into the role of DFAT from preparatory work through to support for Australians when travelling overseas.

Leann Johnston, Director of Crisis Management & Contingency Planning, Department of Foreign Affairs and Trade

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10.45am Morning Tea - Sponsored by VOX Tours

Tea/coffee/pastries

11.15am Crisis Communications – panel discussion

In the event of a crisis, an effective public relations plan is critical. In this panel discussion we will discuss how appropriate communications will go a long way to protect an organisations reputation and often their survival.

Panellists

Robyn Sefiani, Founder, Executive Chairman & Reputation Counsel, Sefiani

Jill Collins, Managing Director, Barking Owl Communications

Cara Mygind, Director Communications & Government Affairs, SPG

12.05pm Legal

Legal concerns arise prior to, during and following a crisis - be it from a customer liability perspective during travel or exposure to suppliers due to cancellations because of a crisis event. In this session we will hear from a legal perspective the sort of planning required to ensure that your business (a) meets its duties of care to its customers and (b) mitigates commercial risks which may flow from a crisis event through effective legal documentation.

Aaron Zoanetti, Senior Associate - Pointon Partners Lawyers

12.35pm Insurance & Silver Sponsor Presentation

In this session we will hear from a leading insurer about the value of appropriate insurance coverage to avoid a financial crisis where an incident is out of your control and what happens following an incident where a policy is triggered?

Fred Esteban, Director Specialty - Gow Gates Insurance

1.05pm Lunch – Sponsored by Gow Gates Insurance

Buffet lunch included

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2.00pm

Crisis Leadership, Special Guest Speaker – Major Garth Callender

Author, speaker and leader, Garth Callender has lived and managed some of the most extreme crises across the globe. He has experienced first-hand how the impact of a crisis can be minimised by well-prepared teams and effective decision-making.

Garth led teams in the Australian Army for over 20 years during which time he commanded soldiers in Iraq and Afghanistan. His book, 'After the Blast' was released in 2015 and chronicles his military deployments, including his recovery from wounds inflicted by an insurgent bomb attack in 2004.

Major Garth Callender, Managing Director - Trebuchet Pivot

2.45pm

Crisis in the Air with introduction from Jayson Westbury, CEO - AFTA

A key ingredient in international travel is healthy airline partners that are exceptionally well prepared in the event of an incident. An airline crisis is not limited to the brand involved, our entire industry could be impacted. In this session we will hear about the extraordinary depth of preparation that goes into ensuring stability within the airline sector and flow on effect to all industry participants.

Steve Limbrick, Senior Advisor Commercial Projects & Strategy - oneworld

3.15pm

Developing a Plan

Putting it all together. Dr David Beirman will summarise the days' events and comment on presentations before providing a template that will allow attendees to confidently develop their own crisis management plan.

Dr David Beirman Ph.D, Senior Lecturer: Tourism, Management Discipline Group - UTS Business School

4.00pm

Networking – Sponsored by AFTA

Beverages & finger food served

5.00pm

Close

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Chris Urquhart, Master of Ceremonies

Chris had a distinguished career as a broadcast journalist, reporting from around Australia and around the world for fifteen years. He began his career as a reporter at 2Day FM, before working as a newsreader for Triple M, Nova and 2GB. Shifting from radio to television, Chris developed a reputation as an honest and engaging storyteller at Seven News, Nine News, A Current Affair, Today and ABC's 730. As a reporter and presenter, Chris covered news, sport, lifestyle and entertainment. He reported on natural disasters, federal politics from Parliament House in Canberra and crime and counter-terrorism including the Lindt Cafe siege in Sydney.



Simon Petie, Regional Manager QLD & NSW, RiskLogic

Simon Petie has over 15 years of Crisis and Incident Management experience, working throughout Australia, North America, Asia and the Middle East. In his current role as Regional Manager of RiskLogic QLD and NSW, Simon is responsible for the management and implementation of numerous crisis management and business continuity projects across a variety of industries including the travel industry, education, professional services, financial services, manufacturing, resources, energy, infrastructure and utilities.

Simon has first-hand experience in assisting both Australian and global organisations respond to live crises situations, as well as prepare for and scenario test multi-national response simulations.



Leann Johnston, Director of Crisis Management & Contingency Planning, Department of Foreign Affairs and Trade

Leann Johnston has worked within the Department of Foreign Affairs and Trade since the mid-1990's across a number of domestic and international postings. In her current role she is responsible for management of the Department's response mechanisms to overseas crises (whether consular, humanitarian, or security events), including recruitment, training and deployment of Crisis Response Team and Crisis Centre Cadre, and refurbishment of the Crisis Centre.

She has oversight in the development of the Department's doctrine on crisis preparedness and contingency planning through targeted training and outreach activities. Key to Leann's role is close engagement with key Australian Government partners, including the Department of Defence, the Australian Defence Force, and Dept. Home Affairs, as well as international partners such as Canada, New Zealand, UK, US, and France to maintain best-practice crisis response capabilities

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Robyn Sefiani, Founder, Executive Chairman & Reputation Counsel – Sefiani

As founding principal of Sefiani Communications Group, one of Australia's leading corporate and financial communication firms, Robyn moved to the role of Executive Chairman and Reputation Counsel in July 2018 after 18 years as Managing Director.

With a public relations career spanning over 30 years. She now leads the firm's market-leading Reputation Management practice providing issues and crisis management counsel to Boards, CEOs, senior business leaders and high profile individuals. Prior to establishing Sefiani in 1999 Robyn held senior executive roles with Edelman, the world's largest PR firm where she provided issues and crisis management counsel to regional clients and was a member of the firm's international Board.



Jill Collins, Managing Director – Barking Owl Communications

Jill is the owner and Managing Director of Barking Owl Communications – a boutique Sydney based PR agency. With more than 20 years' experience in marketing and corporate communications and issues management, she has worked in both local and global markets (including 11 years in the USA).

Jill has extensive experience in developing and implementing communications programs for the tourism industry, and has led some of the most high profile crisis management programs including the recovery program for Christchurch and Canterbury Tourism post their devastating earthquake, communications initiatives for Longitude 131 following the fire which severely damaged the property and Lizard Island following Cyclone Ita.



Cara Mygind, Director - Communications & Government Affairs, SPG

Cara has extensive international experience in public relations, brand, sponsorship and marketing communications, crisis and issues management, government affairs, stakeholder management, external and internal communications, small and large scale event management and high profile media conference management.

Cara has previously held senior roles with Hammons Holdings during their acquisition of the Sydney Harbour Bridge Tourism Activities (BridgeClimb), as well as Air New Zealand, in both London and Sydney, and Tourism Australia for five and a half years where she managed the international media team.

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Fred Esteban, Director Specialty - Gow Gates Insurance

Fred has over 40 years experience working in both the London and Australian insurance markets. He has worked with and placed insurance programs for large multi-national organisations as well as smaller commercial risks. The roles have encompassed the placement and drafting of a range specialty products including risk management and the servicing of all aspects of the complex insurance placements for major corporate companies, Tertiary institutions and Government Departments.

For over 25 years he has provided insurance advice and specialist insurance placements for the largest overseas programs funded directly by the Dept. of Foreign Affairs and Trade (DFAT) as well as for large non-Government Aid Organisations.



Aaron Zoanetti, Senior Associate - Pointon Partners Lawyers

Aaron Zoanetti heads up the Travel & Events practice area at Pointon Partners Lawyers. He was previously based in London, where he practised at a leading UK law firm specialising in international travel law and has acted for numerous tour operators, wholesalers, travel agents and event organisers.

Aaron has also co-founded and operated tour operating businesses, including leading sports travel company Green & Gold Army. He recently managed a group travel program for over 600 Australians who travelled to Russia for the 2018 FIFA World Cup.



Major Garth Callender, Managing Director - Trebuchet Pivot

Garth Callender has lived and managed some of the most extreme crises across the globe whilst leading teams in the Australian Army. Whilst commanding soldiers in both Iraq and Afghanistan he has experienced first-hand how the impact of a crisis can be minimised by well-prepared teams and effective decision-making.

Whilst still actively involved in the Australian Army, Garth has founded Trebuchet Pivot, a consultancy firm specialising in preparing corporate leadership teams to make considered and deliberate decisions in adverse conditions.

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Jayson Westbury, CEO – Australian Federation of Travel Agents

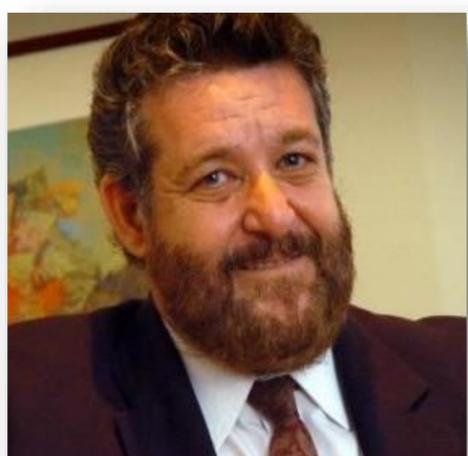
Jayson Jayson Westbury has been the CEO of AFTA since 2009. He currently serves as Vice Chairman of the World Tourism Alliance (WTA) Beijing and is the immediate past Chairman of the World Travel Agents Association Alliance (WTAAA) and continues as a Director of that body. He also serves on many Australian Federal Government working groups and panels and contributes to the bilateral tourism policy development in Australia and the world to ensure a sustainable and future proof industry is in place to support business success.



Steve Limbrick, Senior Advisor Commercial Projects & Strategy - oneworld Alliance

Steve is a senior airline executive with over 30 years experience in airline and tourism related industries. Areas of experience encompass aspects of both commercial and airline operations with a particular focus upon general management, sales, distribution.

Steve has a proven track record in delivering to target, strategy development, relationship building, change management and team building across different cultures and markets.



Dr David Beirman Ph.D, Senior Lecturer: Tourism, Management Discipline Group - UTS Business School

Dr David Beirman has been a senior Lecturer in tourism at the University of Technology Sydney since 2009. Prior to his appointment at UTS he had a 30 year career in the travel industry which included retail travel agents, destination management and between 2006-9 he was Marketing Manager at Greece and Mediterranean Travel Centre.

David's research speciality is tourism risk, crisis and recovery management. His work in this field has been published globally in books, chapters and journal articles. He has been engaged in over 15 destination tourism recovery projects in Asia, Africa, The Middle East and Australia.

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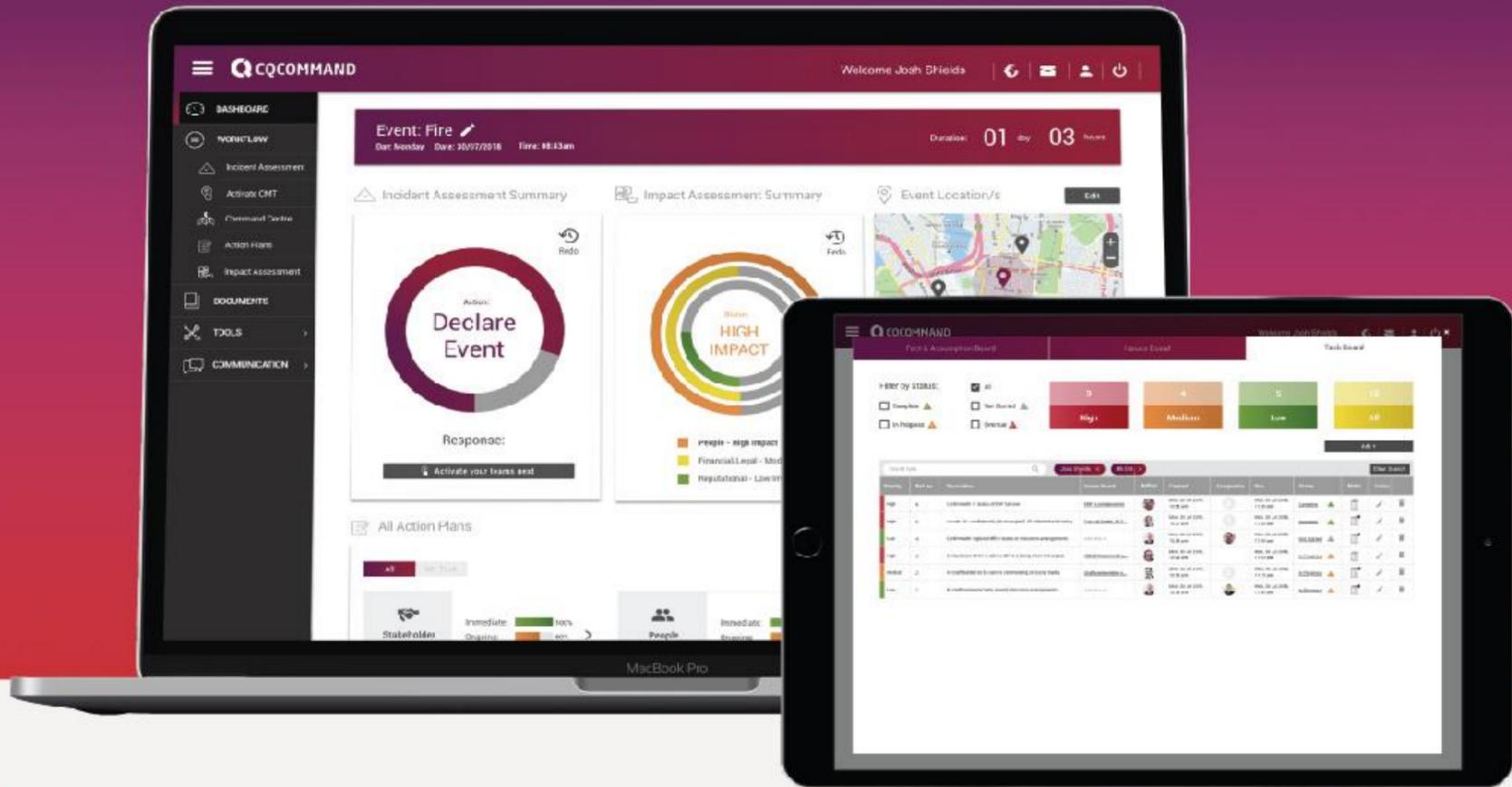
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Create, coordinate and track crisis activities across your organisation.



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BUILD YOUR CRISIS READINESS

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