

2022 ASTW CONVENTION & AWARDS FOR EXCELLENCE

Beyond Words

4-6 November 2022, The Tweed



THE TWEED

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MEDIA COVERAGE

Please help us collate your stories following the 2022 Convention and Famil Program. Upload PDFs of your print articles, website links and photos to your profile at astw.travmedia.com



Dear ASTW members and colleagues

Welcome to the 2022 ASTW Convention and Awards for Excellence in the beautiful Tweed region of Northern New South Wales.

This convention has certainly been a long time coming and I know we are all very excited to be here and meet up with old friends and make new ones after our enforced three-year hiatus.

And what a wonderful place for a reunion! The Tweed offers so many attractions: a dozen beaches, the mighty Tweed River itself meandering through hills and pastureland, historic villages renowned for their artists and artisan produce and a national park dominated by the majestic Wollumbin (Mt Warning).

The opportunity to meet at Kingscliff and explore this region has been made possible by the support and generosity of our hosts, the Tweed Tourism Company. Thank you to Brad Nardi, Louise Terry and team for coming along with us on this journey and helping our convention become a reality.

Over the next two days we will hear from speakers about industry trends and developments, pick up valuable tips on building our businesses from our panellists and breakout leaders and attend the ASTW Annual General Meeting. In between, we'll mix and mingle during social events, culminating in the Awards for Excellence gala dinner.

I warmly welcome all our valued members who have made the time to come along and support the Society, many for the very first time. And none of this could have happened without the efforts of the ASTW convention committee, the ASTW board and our convention manager, who have worked long hours to bring this event to fruition. Thank you.

I wish us all a memorable and rewarding 2022 ASTW Convention.

Let the fun begin!

Caroline Gladstone

President
Australian Society of Travel Writers



Dear ASTW members and colleagues

Welcome to The Tweed, part of the Bundjalung Nation.

This is an area that inspires visitors and locals alike, with the perfect mix of natural experiences and a unique atmosphere stemming from our artistic community and Northern Rivers identity.

You've found yourself in the middle of seaside villages, riverside towns and hinterland hamlets with endless opportunities for rejuvenation, and a healthy dose of fun. Start with a morning surf lesson before lunch at hatted restaurants, an afternoon river cruise, and perhaps taking in a gallery before a sundowner at one of our local distilleries or breweries to mark the perfect day.

Here at The Tweed Tourism Company our team has been delighted to partner with the ASTW to host this year's Convention and Gala Awards.

The last two years have included well documented challenges including the pandemic and natural disasters. Through this our team has been proud to work with the ASTW's executive and we thank them for their commitment and diligence in bringing this event to life.

We would also like to acknowledge the support of Destination NSW and the NSW Government for coming on board as a strategic sponsor and assisting us to create a rich familiarisations program and special welcome event at Husk Distillers.

We look forward to celebrating with you all as you continue to re-connect with your travel writing community, and I'm thrilled that you will do so whilst gaining awareness of, and connection to our beautiful Tweed region.

Thanks for coming, and we wish you a wonderful stay.

Brad Nardi

General Manager
Tweed Tourism Company



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Christina Pfeiffer
Kerri McConnel
Margarita Steinhardt
Marianne Rogerson
Melissa Delaware
Paula Morgan
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Others

Anna Cooke - GTI
Tourism
Meg Law - Chatterbox
Marketing







● DAY ONE: Friday 4 November

TIME	ACTIVITY	LOCATION
11.30am	FIRST TIMERS MEET & GREET If this is your first convention, join fellow newcomers and board members for a chat in the lobby.	Lobby
12.00pm	WELCOME LUNCH	Pool Deck
1.00pm	PRESIDENT'S WELCOME Speaker: Caroline Gladstone, ASTW President Caroline has been a journalist for more than 35 years and an ASTW member for 23. Her career includes stints on suburban and metropolitan newspapers as a reporter and sub-editor. Her entrée into travel/tourism writing began in 1990 when she joined TravelTrade, spending a decade reporting on the industry and honing her cruise writer skills. A freelancer since 2003, she's contributed to Nine and News Corp publications and a variety of websites and magazines - consumer and trade. She joined the MEAA shortly after landing her first journo job at the Wentworth Courier in Sydney's east and is passionate about fair pay rates and conditions for freelancers. She's supplemented her freelance income with guidebook-writing and teaching, introducing young students to the bewildering world of grammar and poetry.	Plantation Room
1.05pm	TOURISM '23 & BEYOND Keynote speaker: Jacqui Walshe, The Walshe Group Jacqui is executive chairman of The Walshe Group, a destination representation company and airline GSA, providing support to some of the world's most trusted travel brands. Jacqui is a long term contributor to tourism industry affairs. She was the Australian tourism industry representative on the Federal Minister for Trade, Tourism and Investment's Ministerial Advisory Council 2020-2022; a member of the Tourism Restart Taskforce established by ACCI in response to the COVID-19 pandemic and deputy chair and audit and finance chair of the Australian Tourism Export Council. Jacqui was appointed a board member of Tourism New Zealand in August 2022. She is also a member of Chief Executive Women, was named Entrepreneur of the Year in the 2018 Women in Travel Awards, and was invited by Dell Technology to become part of Dell's global entrepreneurial network (DWEN). Jacqui will share her insights on what's happening in the travel and tourism industry to rebuild global travel, challenges the industry faces and solutions and innovations to address them.	Plantation Room
1.35pm	TOURISM '23 & BEYOND – INSIGHTS FROM THE TRAVEL INDUSTRY Fly, cruise, drive, ride, hike, stay... insights and inspiration from a panel of experts representing the cruise, accommodation, travel and tourism industries. Panellists will discuss what consumers want in the new travel era, how independent commentary will become even more important to discerning travellers and how companies are improving their sustainability credentials to combat climate change. Moderator: Peter Hook, Hook Communications Peter thinks he may have attended his first ASTW Convention in 1989, which is when he began working in the hotels and tourism sector. After more than 20 years as head of communications for Southern Pacific Hotels and then Accor, he established his own consultancy, Hook Communications, where his clients include tourism bodies such as Visit Sunshine Coast and Kakadu Tourism, and a wide range of hotel and hospitality interests. Panel Paul McGrath, YHA Australia Paul was appointed CEO of YHA Australia in April 2020 just as the global pandemic started transforming tourism and travel as we knew it. Paul systematically led the 80-year-old organisation through a transformation. He worked through every aspect of the business with the vision to evolve YHA into a contemporary, relevant, connected, affordable accommodation provider. Paul has operated at a senior leadership level at Trafalgar, Creative Holidays, Qantas Holidays and Lendlease. He is values-driven and passionate about the sustainability of our environment, the social fabric of society and the wellbeing of people. Sarah Reid, ASTW Sustainability Committee Sarah is a multi-award-winning freelance travel writer, editor and sustainable travel champion with a passion for positive-impact adventure travel. Named ASTW Travel Writer of the Year in 2020, Sarah contributes to leading travel titles in Australia, North America and the UK, and has authored a number of travel guides and reference books including The Sustainable Travel Handbook, published by Lonely Planet. She also completed a graduate certificate in Sustainable Tourism Management in 2021.	Plantation Room



● DAY ONE: Friday 4 November

TIME	ACTIVITY	LOCATION
1.35pm	TOURISM '23 & BEYOND – INSIGHTS FROM THE TRAVEL INDUSTRY Panel  Katrina Denoux, Tourism Lecturer and Regional Tourism Australia Ambassador A tourism and hospitality lecturer at the International College of Management Sydney and Regional Tourism Australia Ambassador, Katrina is a specialist in culinary heritage, nature-led, wellbeing and botanic tourism, underpinned by the pillars of environmental, socio-cultural and economic sustainability. She also operates tourism businesses in Australia and France. With M.HScience wellbeing practitioner and Gastronomic Tourism (Le Cordon Bleu) qualifications, her own postgraduate studies were in organic viticulture assays of international agritourism wine regions.  Joel Katz, Cruise Lines Industry Association (CLIA) Joel joined CLIA as its managing director Australasia and Asia in 2016 after an extensive career in cruising and hospitality in the UK, Europe, Central Asia and Australia, including roles with Orient Lines, Conran Restaurants, Hyatt Hotels, Regency Casinos and Marriott Hotels. For 10 years Joel headed up finance and operations for Orion Expeditions, a pioneer of luxury expedition cruising. In his role with CLIA, Joel heads a team responsible for the promotion and development of the cruise industry in Australasia and Asia. Through the pandemic, Joel has worked closely with cruise line leaders, industry partners, and governments to create a pathway for the responsible resumption of cruising in Australia and New Zealand.  Lisa Kable, Insurance Council of Australia Lisa has a long history in PR, marketing and events roles in the hospitality and tourism sector dating back to the 1990s, working for clients such as South Molle Island, Ramada, Club Med, Sheraton Hotels, Destination NSW, Planet Hollywood and the NRMA's travel businesses. In her current role as manager of communications and public relations for the Insurance Council of Australia she works closely with travel insurers and DFAT and is the travel insurance industry spokesperson.	Plantation Room
2.15pm	5 WAYS TO IMPROVE YOUR PERSONAL BRANDING AND BE SEEN ONLINE If you can't be seen, you can't be considered. In this digital-first world we live in, what does it take to stand out and cut through the noise? How can you become the go-to in your travel niche without having to be too loud or throwing a ton of money towards ads? Personal branding and digital strategist Petra Zink will explain how to build your reputational capital through a strong and cohesive online and offline presence and provide five highly effective strategies and tactics you can implement straight away to elevate your brand authority in this field.  Speaker: Petra Zink, impaCCcT and The360Talent.Co Petra is a personal branding and digital strategist, speaker, coach and consultant. The Trusted Authority author specialises in working with change agents and innovators on future-proofing their careers and businesses by establishing themselves as the go-to in their field, through trust, not title. Petra is the founder of impaCCcT and The360Talent.Co. Both companies are designed to future-proof individuals and organisations by becoming the voice of authority in their field through coaching, training and keynotes that make long-lasting change.	Plantation Room
2.55pm	BEYOND WORDS... PITCHING, POLISHING AND PROCRASTINATION Journalist? Writer? Digital publisher? Broadcaster? Communications professional? We all make a living based on words and images. What can we learn from each other? A panel of leading writers talks about the writing process, how they work and write and how they pitch and present their work.  Moderator: John Borthwick, 2021 Kennedy Award Best Travel Story & 2016 ASTW Travel Writer of the Year Unlike Woody Allen, who reckoned he'd never join "a club that would allow a person like me to become a member", John is pretty happy to have been a full ASTW writer member for over 30 years. His accidental career path, which might be defined mostly as "being elsewhere", started with hitch-hiking around Australia and then, several more times around the world. As he says, "It's too late to stop now." Covering destinations from hill country Thailand and the North Pole to Andaman Sea islands and Outback Oz, John's writing and photography have earned recognitions including NRMA Kennedy awards, PATA Gold gongs and ASTW Writer of the Year awards. He holds a PhD in travel literature and is a Life Member of this, our wondrous, sometimes cantankerous but ever polymorphous tribe of travel scribes.	Plantation Room


● DAY ONE: Friday 4 November

TIME	ACTIVITY	LOCATION
2.55pm	BEYOND WORDS... PITCHING, POLISHING AND PROCRASTINATION Panel  Shirley Sinclair, Vice President, ASTW Across 40 years in regional journalism, Shirley has enjoyed a diversified career "Beyond Words". Her whole working life has been dictated by deadlines for newspapers and magazines and, more recently, the need to be first to break news online. Whether writing front-page stories and travel section features or mentoring newsroom interns and her university journalism students, her craft is the cut-and-polish of a good yarn that draws readers in from that first par and keeps their attention to the final full stop.  Caro Ryan, 2020 ASTW Best Travel Blog Finalist A producer/director by trade, hiker by passion, Caro started LotsaFreshAir.com in 2012 to encourage and equip people to connect with nature's wild places in meaningful ways. A regular contributor to Wild, Great Walks and Blue Mountains Tourism Magazines, her freelance work has also appeared in Australian Traveller, Jetstar, Outdoor and Travel Play Live. She can be heard across NSW as a regular guest on ABC Radio and in 2020 published, 'How to Navigate — The Art of Traditional Map and Compass Navigation in an Australian Context'.  Kerry van der Jagt, 2021 ASTW Travel Writer of the Year Kerry is a freelance travel writer and photographer specialising in positive-impact travel. With a formal background in science and Indigenous ancestry related to the Awabakal people of the mid-north NSW coast, Kerry writes about conservation issues, sustainable travel and Indigenous tourism. She has picked up numerous gongs, including a Kennedy Award for Outstanding Travel Writing, a PATA Gold award, an NTIA award, and was the 2021 ASTW Travel Writer of the Year. Her stories appear in Traveller in The Sydney Morning Herald and The Age, MiNDFOOD magazine, National Geographic Traveller UK, iNews UK and Adventure.com. When not on assignment, Kerry can be found on the beach somewhere near her home in Wollongong.	Plantation Room
3.35pm	AFTERNOON TEA	Plantation Room
3.50pm	BREAKOUT SESSIONS BREAKOUT SESSION A: THE ULTIMATE GUIDE TO WRITING A TRAVEL BOOK Hear from successful author members of the ASTW about the process of writing a travel book, the editing process, the pros and cons of self-publishing, tips on getting published with mainstream publishers, negotiating contracts and more.  Moderator: Tim Richards, Author of Heading South and Ultimate Train Journeys Tim is a freelance travel writer based in Melbourne, Australia. His book about an epic rail journey around Australia, Heading South, was published by Fremantle Press in 2021; and Ultimate Train Journeys: World was published in the same year by Hardie Grant. He's also the author of a self-published travel memoir about Poland, The Kick of Stalin's Cow (available at Amazon.com), as well as the fantasy novel Mind the Gap (published as an ebook by HarperCollins). You can find details of his work at iwriter.com.au, and he regularly writes about travel at his Patreon site at patreon.com/timrichards. Speakers  Laura Waters, Author of Bewildered and Ultimate Walks & Hikes Australia Laura is a travel writer, author, speaker and presenter. Her memoir Bewildered, about hiking 3,000km down the length of New Zealand, won 'Best Travel Book' at the 2021 ASTW awards and was shortlisted for the 2020 New Zealand Mountain Film & Book Festival award. Her new book, Ultimate Hikes & Walks Australia, outlines 40 of the best from around the country. Laura's often adventuring in the great outdoors and is a passionate promoter of getting more people connected with nature. She's a regular contributor to Escape, Australian Traveller, New Zealand Herald, Great Walks and Get Lost, and also regularly hosts film festivals for Adventure Reels.  Lee Atkinson, Author of The Definitive Bucket List Lee has been writing about her adventures on and off the road for newspapers, magazines and travel guides since 1991. A self-confessed road trip junkie who loves getting away from the crowds in some of Australia's most wild and remote places, she is the author of 14 travel books. Her three most recent are Ultimate Road Trips Australia, Australia's Best Nature Escapes and The Definitive Bucket List (all published by Hardie Grant Travel) and she is currently under contract to write three more.	Plantation Room 1

● DAY ONE: Friday 4 November

TIME	ACTIVITY	LOCATION
3.50pm	<p>BREAKOUT SESSION A: THE ULTIMATE GUIDE TO WRITING A TRAVEL BOOK</p> <p>Speakers</p> <p> Dr. Tiana Templeman, Author of Absolutely Faking It Tiana is a Brisbane-based travel author, award-winning freelance journalist, radio presenter and media industry academic. Tiana is the managing editor of the popular travel blog The Travel Temple and contributes to numerous media outlets both in Australia and overseas. She also appears on radio talking about where to visit, what to see and travel industry trends. Tiana holds a Master of Creative Industries and a PhD on 'Freelance Journalism in the 21st Century'. She is the author of the travel memoir Absolutely Faking It published by Penguin Random House and has contributed to Lonely Planet's The Cruise Handbook and Amazing Boat Journeys.</p>	Plantation Room 1
	<p>BREAKOUT SESSION B: HOW TO PLAN A CRACKING SOCIAL MEDIA AND DIGITAL MARKETING CAMPAIGN</p> <p>Speaker</p> <p> Holly Galbraith, Marketing Consultant Holly is a marketing consultant specialising in social media and digital marketing for tourism, food and events. She is also a speaker and podcaster and co-founder of Women in Tourism (Australia). A regular presenter and speaker, Holly's hands-on experience with tourism marketing, social media, community management, digital marketing and advertising ensures her presentations are practical and actionable.</p>	Plantation Room 2
4.30-5.30pm	<p>ASTW MEDIA MARKETPLACE, POWERED BY TRAVMEDIA The ASTW Media Marketplace, powered by TravMedia brings together travel writers and PR members for one-on-one 10-minute sessions. This is an ideal time to lay the foundations and learn about one another to help create dozens of story ideas and famil opportunities.</p>	Plantation Room 3
6.10pm	DELEGATES TO MEET IN LOBBY FOR TRANSFERS TO WELCOME EVENT	Lobby
6.30-8.30pm	WELCOME EVENT	Husk Distillers

● DAY TWO: Saturday 5 November

TIME	ACTIVITY	LOCATION
6.50-8.00am	RISE AND SHINE PROGRAM	Meet in Lobby
7:00-9.00am	BREAKFAST	Season Restaurant, Peppers Salt Resort & Spa
9.00am	<p>KEYNOTE SPEAKER: PHIL BARKER – RESILIENCE AND REINVENTION Author of Axed: Who Killed Australian Magazines?, Phil has more than 25 years' experience in the media. He has edited NW and Woman's Day magazines, and published such titles as Vogue, GQ, Delicious, InsideOut and Donna Hay. As well as charting the dramatic decline of the magazine industry in Australia, his book talks about the exciting things happening in the media, including how branded magazines like Qantas have become market leaders and how publications are finding new ways to expand and digitise.</p> <p></p>	Plantation Room

● DAY TWO: Saturday 5 November

TIME	ACTIVITY	LOCATION
9.30am	<p>WHAT IS THE FUTURE OF THE TRAVEL MEDIA?</p> <p>A panel of publishers, editors and PRs will discuss the future of the travel media industry. It includes Grin Creative managing director Justin Jamieson, who successfully adapted get lost from a print to digital magazine during the pandemic, Traveller.com.au editor Craig Platt and Tourism Australia's head of global PR Emma Sturgiss, who can share the latest information our members need to know.</p> <p>Moderator: Heather Jeffery, The PR TEAM</p> <p>Heather is a corporate communications professional with extensive experience in the airline and tourism industries. Working as private consultant via her agency The PR TEAM, she represents Hawaiian Airlines in Australia and New Zealand, Solomon Airlines, Constellation Journeys, and provides communications services to a range of clients including leading aviation law firm Norton White and Community Early Learning Australia. In 2011, 2013 and 2015 she managed media relations for the Australian visits of His Holiness Tenzin Gyatso, the 14th Dalai Lama of Tibet.</p> <p>Panel</p> <p>Phil Barker, Author</p> <p>Justin Jamieson, Grin Creative</p> <p>Justin is founder and managing director of Grin Creative, a full-service creative agency with a focus on travel, tourism and publishing. He is the founder and publisher of award-winning title get lost, once a 140+ page glossy travel magazine, now an award-winning digital magazine, focusing on unique and boutique experiential travel. Grin Creative also publishes Arrived Magazine for The Travel Corporation, Hurtigruten's quarterly global magazine and a suite of titles for Tourism Australia's Signature Experiences of Australia brand.</p> <p>Craig Platt, Traveller.com.au</p> <p>Craig is one of Australia's most experienced digital editors. He is managing editor of Traveller.com.au having had responsibility for the Sydney Morning Herald and The Age's online travel sections and digital products since 2007. With more than 20 years' experience in digital media, Craig is passionate about bringing a unique perspective on travelling to online audiences, utilising the vast potential of new media.</p> <p>Emma Sturgiss, Tourism Australia</p> <p>As head of global PR, Emma is responsible for the management and operation of Tourism Australia's global PR function, which includes the organisation's media and broadcast hosting programs, global press office and developing PR and communications strategies to support global marketing campaigns. She also provides strategic advice and support to Tourism Australia's regional PR teams located in 15 international offices to assist development and roll-out public relations activities across the world.</p>	Plantation Room
10.15am	<p>MORNING TEA</p>	Plantation Room
10.30am	<p>LET'S TALK ABOUT PAY RATES</p> <p>ASTW president and long-time Media Entertainment & Arts Alliance (MEAA) member Caroline Gladstone will moderate a panel discussing pay rates and expectations.</p> <p>Moderator: Caroline Gladstone, ASTW President</p> <p>Panel</p> <p>Matthew Burton, Media Entertainment & Arts Alliance (MEAA)</p> <p>Matthew is a Queensland-based organiser at the MEAA, the union for media and creative workers in Australia. Matthew works with journalists and other media workers to help build a powerful collective voice and make change for a fairer media industry for in-house staff, freelancers, and the broader community, including fighting for higher pay rates.</p> <p>Oliver Pelling, Adventure.com</p> <p>Oliver is the managing editor of Adventure.com, which increased freelance rates from 35c per word to 80c per word this year. He's also the founder and managing director of Good&Proper, a content and communications agency that helps B Corp, NGO and other climate/community-aligned organisations tell stories to influence positive change. As a freelancer, his bylines have appeared in a wide range of local and international media outlets, including The Guardian, Rolling Stone, the ABC, Huck Magazine, Smith Journal and New Zealand Herald.</p>	Plantation Room

● DAY TWO: Saturday 5 November

TIME	ACTIVITY	LOCATION
10.30am	<p>LET'S TALK ABOUT PAY RATES</p> <p>Panel</p> <p>Kylee Kay, Linkd Tourism Kylee is owner and managing director of one of Australia's largest and most recognised travel sales, marketing and PR agencies, Linkd Tourism. During a period of significant business decline when the pandemic hit, Kylee took the decision to exit her own business part-time to utilise her significant business skills in the flourishing tech industry where she secured, and still holds, a position as COO for Deloitte's fast-growing VR game development studio. This role allowed Kylee to maintain key staff in her travel rep agency while building new skillsets as the leader of multiple production departments including HR/admin/finance, development, design, art and tech animation.</p> <p>Bernard O'Shea, The Australian Women's Weekly Bernard is the travel editor and chief sub-editor at The Australian Women's Weekly. Before joining the AWW in 2014 he was chief sub at The Australian Financial Review. He has written about travel and other topics for both publications for the past 23 years, and more recently at timetowander.com.au. He has a CELTA diploma in teaching English as a second language and writes on Romance languages at myfiveromances.com. His goal is to visit all 27 states and territories in Brazil (16 down, 11 still to go!) Next stop, though, is Peru.</p>	Plantation Room
11.15am	<p>INDIGENOUS TOURISM AND TRAVEL WRITING – CONSIDERATIONS FOR OUR TIME</p> <p>Moderated by Louise Terry, who is an experience development manager for Welcome to Country, a panel of experts will discuss Indigenous tourism and its relationship with the travel media, such as how to refer to First Nations people in stories, photographing sacred sites and other cultural sensibilities.</p> <p>Moderator: Louise Terry, The Tweed Tourism Company Louise manages media, PR & content for The Tweed Tourism Company and brings a wealth of tourism experience to help drive opportunities for the Tweed's tourism industry. She manages the region's media and PR programs to generate positive publicity for the people, places and businesses of the Tweed and also creates a swag of written content for Tweed's publications, website and online channels to showcase the beauty, diversity and quality of the region. Louise's previous roles have ranged from strategic planning, niche marketing and product development with Visit Victoria and leading the destination marketing at Tourism Noosa.</p> <p>Panel</p> <p>Tim Sculthorpe, PwC Indigenous Consulting Tim is a proud palawa man who graduated from the University of Tasmania in 2005 with an arts degree in psychology and marketing. He started his career at Jetstar Airways in 2008 as the first Aboriginal graduate in its new graduate program, moving to a role as regional head of marketing for Jetstar in Japan. Tim was also the co-founder of palawa kipli – the first Tasmanian Aboriginal food business, which was in line with his vision of teaching people about Aboriginal culture for a more sustainable future. He worked as head of sales and marketing at Welcome to Country, before recently starting a new role as senior manager at PwC's Indigenous Consulting, leading the National Indigenous Tourism Mentoring Program (NITMP).</p> <p>Kerry van der Jagt, Freelance Travel Writer and Photographer Kerry is a freelance travel writer and photographer specialising in positive-impact travel. With a formal background in science and Indigenous ancestry related to the Awabakal people of the mid-north NSW coast, Kerry writes about conservation issues, sustainable travel and Indigenous tourism.</p> <p>Carly Spek, Welcome to Country Carly is marketing and digital producer at Welcome to Country, a not-for-profit marketplace for Aboriginal and Torres Strait Islander experiences and products. A First Nations woman who grew up on Awabakal land in Lake Macquarie, Carly recently graduated from the combined Bachelor of Public Communication and International Studies at UTS and has worked as an Aboriginal education worker and in previous marketing roles in the tourism and hospitality industry.</p>	Plantation Room

● DAY TWO: Saturday 5 November

TIME	ACTIVITY	LOCATION
12.00pm	<p>ARE ETHICS DEAD?</p> <p>How do we negotiate traditional ideas about journalism ethics in a world that's changed so much about the way we work in recent years? Balancing editorial and commercial content work, creating blogs and podcasts, and the ever-present issue of sponsored travel are all part of the mix when discussing ethics in travel media. After the pandemic pause, we're also hyper-conscious about how we travel... What does your carbon footprint look like? ASTW Life Member Dr Lee Mylne, who interviewed several ASTW members for her PhD on ethical challenges for travel journalists in the digital world, will present her findings before leading a panel discussion.</p> <p>Speaker/Moderator: Lee Mylne, Journalist, Travel Writer & Author</p> <p>After more than 25 years as a travel journalist, Lee has spent the past five years completing her doctorate on ethics in travel journalism. Her thesis involved interviewing travel writers about their views on the ethical challenges they face and what's important to them as we move into a new era of travel writing. Lee is a widely published writer, photographer and author and a past-president and Life Member of the ASTW. She is currently co-writing a book called Rethinking Travel Writing.</p> <p>Panel</p> <p>Louise Southerden, Freelance Travel Writer</p> <p>Louise is an award-winning travel writer and author based in northern NSW. As a founding member of the ASTW's Sustainability Committee with a passion for simple living and ethical, sustainable travel, she was instrumental in the ASTW signing the Glasgow Declaration: A commitment to a decade of tourism climate action, earlier this year and has personally joined Tourism Declares a Climate Emergency. She also 'walks the walk' by living in a tiny house she built during the COVID-induced travel pause. You can follow Louise via her No Impact Girl facebook page and blog of the same name.</p> <p>Michelle Hespe, Truly Aus</p> <p>Michelle is a publisher and editor who has worked in the media for 25 years in Australia, Asia and the US. She owns and runs Publishing ByChelle, which produces True Blue for Rex airlines (in print and digital format), TrulyAus.com, TrulyPacific.com and AusBizMedia.com. Michelle sells all advertising for PBC and creates marketing packages for Australian destinations, SME businesses, and companies with Australian-made products. PBC recently partnered with BWH Group (Best Western Hotels) in Australasia to be its inspirational travel content provider. Michelle loves design, technology and looking at fresh new ways of marketing Australian places, products and companies. This will soon extend to New Zealand and the Pacific Islands. She also recently launched TrulyAus podcasts.</p> <p>Sarah Anderson, GTI Tourism</p> <p>Sarah is the founder and managing director of GTI Tourism, a leading destination representation and PR agency. She has 23 years marketing and PR experience across tourism, lifestyle, hospitality, property and technology sectors. Prior to establishing GTI, she held agency roles in Queensland and in London, and was the in-house communications manager for Australia's largest travel group, The Travel Corporation, and marketing manager for youth travel operator Contiki. She has delivered award-winning campaigns for leading blue-chip brands and destinations including Marriott International, Globus family of brands, Las Vegas CVA, and New York. Sarah was awarded as Travel Weekly's Mentor of the Year in 2016, and has contributed to the travel industry as a committee member of the Council of Australian Tour Operators, and chair of the Association National Tourist Office Representatives. She is a Graduate Member of the Australian Institute of Company Directors (GAICD) and in 2022 undertook a Certificate in Sustainable Tourism.</p>	Plantation Room
12.50pm	TRAVMEDIA PRESENTATION	Plantation Room

● DAY TWO: Saturday 5 November

TIME	ACTIVITY	LOCATION
1.00pm	CHARITY ANNOUNCEMENT	Plantation Room
1.15pm	LUNCH	Pool Deck
2.15pm	SIGN IN TO ANNUAL GENERAL MEETING	Plantation Room
2.30-5.00pm	AGM	Plantation Room
6.30pm	PRE-DINNER DRINKS	Pool Deck
7.00-10.30pm	GALA DINNER AND 2022 AWARDS FOR EXCELLENCE Entertainment – Bawdo & The Bear	Plantation Room

● DAY THREE: Sunday 6 November

TIME	ACTIVITY	LOCATION
7.00-9.00am	BREAKFAST Followed by checkout for those not joining a famil	Season Restaurant, Peppers Salt Resort & Spa
12.00pm	POST-CONVENTION FAMILS Departing from Mantra on Salt Beach Kingscliff from 12.00pm Sunday Returning to Gold Coast Airport by 12.00pm Tuesday	

Sponsor Profiles

TOURISM AUSTRALIA



TOURISM AUSTRALIA- DIAMOND SPONSOR **ASTW TRAVEL WRITER OF THE YEAR** **BEST AUSTRALIAN STORY UNDER 1000 WORDS** **BEST AUSTRALIAN STORY OVER 1000 WORDS**

Tourism Australia is the Australian government agency responsible for promoting Australia to the world as a destination for business and leisure travel. The organisation is active in 15 key markets where it aims to grow demand for the destination's tourism experiences by promoting the unique attributes which will entice people to visit.

GLOBUS.



GLOBUS **BEST INTERNATIONAL STORY OVER 1000 WORDS**

At Avalon Waterways, one of the Globus brands, we know that luxury is about being able to choose your own adventure. You've earned your time to breathe. The time and space to step out and see the world your way. Welcome to the relaxed luxury of river cruising. With over 15 years of innovation in river cruising, backed by over 90 years of experience in the travel industry, Avalon will fuel your passions and show you a world less seen - both from the comfort of your Panorama Suite and outside it.



OUTBACK QUEENSLAND TOURISM ASSOCIATION **BEST AUSSIE ROAD TRIP STORY**

The Outback Queensland Tourism Association (OQTA) is a Regional Tourism Organisation in Queensland, covering 901,574km2. The largest tourism region in the world. The primary role of OQTA as a destination marketing organisation is to encourage visitors to Outback Queensland and increase their length of stay in the region. Members include accommodation providers, attractions, tours and cruises, events, hospitality outlets, sporting facilities, meetings facilities and many other tourism-related businesses as well as Local Government Authorities. OQTA has a board of private sector industry stakeholder directors and representatives of the Regional Development Organisations in Western Queensland.



KLOOK **BEST INTERNATIONAL STORY UNDER 1000 WORDS**

Klook is the leading travel and leisure e-commerce platform for experiences and services anytime, anywhere. Through Klook's website and app, customers can experience a world of joy, from attractions and tours to local transportation and stays. Founded in 2014, Klook is here to inspire and enable more moments of joy through over 490,000 activities in over 1,000 destinations.



TRAVMEDIA **TRAVEL COMMUNICATOR OF THE YEAR**

TravMedia is the travel industry's global media network and the world's largest online news portal for travel media and travel industry PR professionals. Established in 1999 by former travel editor Nick Wayland, seeking a better way to research and report travel news, TravMedia is dedicated to creating thriving online communities which connect journalists and public relations professionals worldwide. The company operates in 10 destinations - Australia, United Kingdom, United States, Hong Kong, Germany, Dubai, Canada, India, New Zealand, and Africa - and accounts for over 40,000 journalist and PR members. TravMedia is a long term sponsor and supporter of the Australian Society of Travel Writers. Journalist members of the ASTW automatically receive complimentary subscription to the service in Australia. TravMedia also operates sister company Food4Media. Food4Media distributes food-related press releases, videos and information.



HURTIGRUTEN **BEST TRAVEL VIDEO**

Hurtigruten Group is the world's leading adventure travel company, with a proud expedition heritage. It is committed to working with the best green technology to ensure that products and operators are safe and respectful towards nature, wildlife and the communities visited. Hurtigruten Group has three business products: Hurtigruten Expeditions, Hurtigruten Norway and Hurtigruten Svalbard. Hurtigruten Expeditions, founded in 1896, offers more than 250 destinations to over 30 countries; Hurtigruten Norway operates the Norwegian Coastal Express that has undertaken what's considered the 'world's most beautiful voyage' along the Norwegian coastline since 1893; Hurtigruten Svalbard is an exclusive tour operator offering land-based adventures on the spectacular Arctic Archipelago.



VISIT SUNSHINE COAST **BEST FOOD & BEVERAGE TRAVEL STORY**

Visit Sunshine Coast is the official Regional Tourism Organisation representing the spectacular regions of Sunshine Coast, Noosa and Gympie and the region's vast array of products and experiences. We are the destination marketing organisation supporting more than 500 accommodation businesses, attractions, tour operators, restaurants, cafes, entertainment venues, transport providers and professional support services who together showcase our region. Despite the challenging conditions for travel in the past few years, the Sunshine Coast continues to attract over 3 million domestic overnight visitors and 6.2 million day trip visitors annually. Following the launch of our new brand campaign- 'For real', we are welcoming more and more travellers from across Australia and New Zealand.



AZAMARA

BEST IMMERSIVE TRAVEL EXPERIENCE STORY

Some cruise lines offer just a taste of a destination; a few hours in port with a fleeting glimpse of the main sights. Azamara, however, prides itself on being a leader in 'Destination Immersion' experiences by offering longer port stays, onboard sleepovers in exciting cities, evening tours and cultural experiences. Day tours go beneath the surface so guests can absorb more of the history, arts, cuisine and local customs. The upmarket cruise line also has a range of Country Intensive itineraries where the favourite ports and hidden gems of just one country are visited at a more leisurely pace. A much loved feature is the complimentary AzAmazing evening experience on each itinerary – it could be a night in the opera or a private gallery tour.



NORFOLK ISLAND TOURISM

BEST SUSTAINABLE TOURISM STORY

Norfolk Island offers all the things you love about the South Pacific, and a whole lot more. Around every bend you'll find a new surprise. The beaches boast crystal clear waters sheltered by teeming coral reefs. Moody cliffs and dramatic headlands provide views that go on forever. Welcome to an island where doors are rarely locked and hearts are always open. A place where wandering cows have right of way, and everyone has time to stop and chat. Many visitors say that a holiday on Norfolk Island is like stepping back in time. Locals prefer to say it's like stepping into a better time.



THE TWEED TOURISM COMPANY

CONVENTION HOST

The Tweed Tourism Company (TTC) is the official tourism management and marketing organisation for the Tweed region, funded by the Tweed Shire Council. TTC is proud to lead, and partner with the region's many local businesses to drive a sustainable, dynamic and prosperous tourism industry, delivering benefits for all in the community. Guided by a passionate and experienced team, TTC's mission is to empower local tourism operators to learn, innovate, thrive and ultimately benefit from the economic growth that tourism can bring to the region. Promoting The Tweed's distinctive and diverse experiences – from beautiful beaches and ancient green landscapes, to scenic hikes and artistic endeavours, foodie delights to aquatic adventures – TTC works in partnership with both local businesses and the community to welcome visitors to the region.



SPICERS RETREATS

BEST ACCOMMODATION STORY

The Spicers experience is one that combines stunning natural settings, award winning dining, and warm attentive service—delivering an experience that is not just different, but truly special. Beginning with Spicers Peak Lodge in the mountains of the Great Dividing Range, choose from ten distinct retreats across southeast Queensland, and the Hunter Valley, Blue Mountains and Sydney. The most recent addition is the intimate and exclusive Spicers Tower Lodge in the Hunter - a magnificent iconic destination with a rich history! Walk along the Great Dividing Range, through World Heritage Listed Gondwana Rainforest and see native fauna and flora in all its glory on Spicers Scenic Rim Trails. Private Collection by Spicers is an exclusive portfolio of nature-based carefully curated private homes where privacy and personalized experiences excel. Each retreat has been sustainably and thoughtfully created allowing guests to experience the natural beauty of these wonderful locations in subtle and understated relaxed luxury. Be renewed and reinvigorated by the environment itself.



PELAGO

BEST TRAVEL BLOG POST

Pelago is a travel experience platform that enables travellers to extend their journeys from the skies to the ground by offering experiences at destinations served by Singapore Airlines. Think of Pelago as a travel magazine that you can book, offering content and experiences that are highly curated and visually inspiring. As part of the Singapore Airlines family, Pelago also offers travellers more ways to earn and redeem Krisflyer Miles.




DESTINATION NSW

FAMIL PROGRAM SUPPORTER

Destination NSW is the lead government agency for the New South Wales (NSW) tourism and major events sectors. Its role is to market Sydney and NSW as one of the world's premier tourism and major events destinations; to secure major sporting and cultural events; to work in partnership with Business Events Sydney to win major international conventions and incentive travel reward programs; to develop and deliver initiatives that will drive visitor growth throughout the State; and to achieve the NSW Government's goal of tripling expenditure within the State's visitor economy by 2030.


FINALISTS

ASTW TRAVEL WRITER OF THE YEAR

Sponsor:
TOURISM AUSTRALIA 

Finalists: John Borthwick
Anabel Dean
Sarah Reid

ASTW TRAVEL PHOTOGRAPHER OF THE YEAR

Sponsor:


Finalists: Edwina Hart
Justin Meneguzzi
Paul Pichugin

TRAVEL COMMUNICATOR OF THE YEAR

Sponsor: 


Finalists: Claire Haigh & Naomi Hammond (Accor)
Polly Simmons (Linkd Tourism for Oklahoma Tourism)
Polly Simmons & Chris Ingram (Linkd Tourism / IGG Destination marketing for Memphis Tourism)

BEST INTERNATIONAL STORY OVER 1000 WORDS

Sponsor: **GLOBUS.**



Finalists: Edwina Hart
Marian McGuinness
Sarah Reid

BEST AUSTRALIAN STORY UNDER 1000 WORDS

Sponsor: TOURISM AUSTRALIA 

Finalists: Catherine Best
Roslyn Jolly
Roslyn Jolly

BEST IMMERSIVE TRAVEL EXPERIENCE STORY

Sponsor: 

Finalists: Steven Madgwick
Marian McGuinness
Kerry van der Jagt

BEST AUSTRALIAN STORY OVER 1000 WORDS

Sponsor: TOURISM AUSTRALIA 

Finalists: John Borthwick
Anabel Dean
Steven Madgwick

BEST AUSSIE ROAD TRIP

Sponsor: 

Finalists: Steven Madgwick
Marian McGuinness
Kerry van der Jagt

BEST INTERNATIONAL STORY UNDER 1000 WORD

Sponsor: 

Finalists: Ivy Carruth
Justin Meneguzzi
Kerry van der Jagt

BEST FOOD/BEVERAGE TRAVEL STORY

Sponsor: 

Finalists: Flip Byrnes
Carrie Hutchinson
Jessica Lockhart

BEST ACCOMMODATION STORY



Finalists: John Borthwick
Shirley Lowrie (Sinclair)
Steven Madgwick

BEST TRAVEL BLOG POST



Finalists: Aleney de Winter
Jessica Palmer
Caro Ryan

BEST SUSTAINABLE TOURISM AWARD



Finalists: Andrew Bain
Susan Elliott
Caro Ryan

BEST NATURE/WILDLIFE STORY



Finalists: Alexis Buxton-Collins
Alexis Buxton-Collins
Justin Meneguzzi

BEST INSTAGRAM TRAVEL PHOTO



Finalists: Lynn Gail
Paul Pichugin
Kate Webster

BEST FAMILY TRAVEL STORY



Finalists: Nadine Cresswell-Myatt
Aleney de Winter
Melissa Delaware

BEST TRAVEL PHOTO



Finalists: Jeremy Drake
Lynn Gail
Lynn Gail

BEST TRADE & TOURISM NEWS STORY



Finalists: Chris Chamberlin
Susan Gough-Henly
Sue Wallace

BEST DESTINATION GUIDE



Finalists: Marie Barbieri
Katie Dundas
Rachel Lees

BEST TRAVEL VIDEO



Finalists: Jeremy Drake
Caro Ryan
Caro Ryan

Notes

A series of horizontal dotted lines for writing notes.

THANK YOU TO THE 2022 ASTW CONVENTION SPONSORS!



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