



ATHOC

Annual Conference



Conference Program





9.00 - 9.20
Opening and Welcome
 Welcome from the
 ATHOC President, Ramy Filo

9.20 - 9.40
Welcome to Conference

9.40 - 10.20
 Olivier Chavy, President RCI
 Olivier will give the delegates
 a Global perspective from
 the position of an Industry
 leader and where he sees
 the future, as well as his key
 observations 6 months into
 the role.

10.20 - 10.30
RCI Award
Presentations
 Jonathan Mills and
 Paul Gardiner

10.30 - 11.00
MORNING TEA

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	APOLLO ROOM 1	APOLLO ROOM 2	PHOENIX 1 AND 2
11.00 - 11.30	<p>BRAND AWARENESS IN THE DIGITAL SPACE Session Host: Phil Reid, Accor Vacation Club</p> <p>Integrated marketing & digital marketing strategy Chloe Green, Global Marketing Manager, DAE</p> <p><i>This session will talk about how Digital Marketing channels should fit within your broader marketing plan, understanding your audience and identifying the appropriate channels to communicate with them, defining a channel and messaging strategy.</i></p>	<p>TALENT ATTRACTION AND RETENTION IN A CHANGING LANDSCAPE Session Host: Penny Angus, Classic Holidays</p> <p>Employee experience – The secret ingredient to talent attraction Simon Tufrey, Human Resources Director, Australia, NZ & Fiji, Wyndham Destinations</p> <p><i>In modern workplaces it is not enough to only focus on engagement and culture. Simon will discuss forging compelling 'employee experience' standards aimed at elevating the organisation to attract and retain the very best talent. In this interactive session, he will be sharing insights and learnings from his time with Wyndham, and the challenges ahead for the vacation ownership industry in the 'war for talent'.</i></p>	<p>LETS GET OFFICIAL Session Host: Donna Borthwick, Wyndham Destinations</p> <p>Hear directly from the regulator as to what is happening in the current environment ASIC – Paul Eastment, Senior Manager, Investment Managers Australian Securities and Investments Commission</p>
11.30 - 12.00	<p>Digital marketing campaign application Nayara Tanin, Digital Marketing Specialist, DAE</p> <p><i>This session will cover off the various channels and formats available across social & digital platforms and how to choose the best option to convey your message to your audience, how to use Social Media as a customer service channel, an overview on paid advertising in the digital space and how to integrate campaigns across email marketing and website content.</i></p>	<p>Mental health issues and discipline Mark Sant, Partner, HFW (Legal)</p> <p><i>In this session we look at the intersection between employees experiencing mental health issues and disciplinary processes.</i></p> <p><i>We consider the complex legal framework surrounding mental health in the workplace and explain a step-by-step approach to addressing mental health issues at work from a management perspective, including discipline and performance management.</i></p>	<p>The importance of consumer protection Professor Michael Adams, Head of School, School Of Law, University Of New England</p> <p><i>Australia has been developing its consumer law framework for 100+ years. Previously, under State/Territory laws there were issues with the Commonwealth laws, based on traditional contract relationships. After a major review, the new laws were passed by the Federal Government in 2010. The result (in theory) is the Australian Consumer Law (ACL) which contains provisions that are legal promises (known as statutory guarantees) rather than the Victorian concept of implied contractual terms. This session will simplify and clarify some of the key terms so that the criminal and civil laws can be easily applied.</i></p>
12.00 - 12.30	<p>Digital strategy in action - Accor Melinda Harrison, Director of Marketing, Accor Apartments & Leases</p> <p><i>This session will help to showcase a digital strategy in action, as Mel explains Accor's digital channels and how Australia's largest hotel group drives online visibility and performance for their +300 hotels. A focus on the acquisition of new guests, balanced with the engagement of existing members across each of the key digital channels will be covered during this insightful session.</i></p>	<p>The Folau Furore Kerry Gibb Special Counsel (Accredited Specialist Workplace Relations Law) and Paul Harris Workplace Relations Manager for Transit Australia Group</p> <p><i>Kerry and Paul will discuss the case of Israel Folau and Rugby Australia: Kerry and Paul will cover the legal question/ the moral question/ what happens when the two ideals collide.</i></p>	<p>AFCA update – resolving timeshare complaints The Industry Ombudsman AFCA, David Coorey and Jacqueline Pirone, Ombudsman, Superannuation Advice Investments & Life Insurance</p>



12.30 - 1.30
LUNCH



	APOLLO ROOM 1	APOLLO ROOM 2	PHOENIX 1 AND 2
1.30 - 2.00	<p>CYBERCRIME – IT COSTS YOU AND THE AUSTRALIAN ECONOMY <i>Session Host:</i> Craig Lees, Marriott Vacation Club</p> <p>Cybersecurity is not an IT or technology issue – it’s a whole of business risk <i>Damian Seaton, Managing Director, Cyber Audit Team and Scott Goddard, Partner - Crowe Australasia</i></p> <ul style="list-style-type: none"> • Understanding Information Security/ Cybersecurity • Why your IT Manager or third-party IT Provider should not be responsible for cybersecurity • Cybersecurity Myth Busting – common misconceptions explained • Understanding the Anatomy of a Cyber Breach and a Cyber Criminal • Who is targeting Timeshare industry? • What are some of today’s biggest cyber threats? • Cyber Crime Statistics • What are the most common, and effective types of attack? 	<p>THE WORLD OF ORIGINAL TIMESHARE RESORTS <i>Session Host:</i> Tanya Lord, RCI</p> <p>Technological impact of good corporate governance <i>Professor Michael Adams, Head Of School, School Of Law, University Of New England</i></p> <p><i>Corporate governance for all organisations is critical; however, the role has changed significantly for corporates and not-for-profits over the years.</i></p> <p><i>This session will examine how technology can help Boards be more effective and efficient in grappling with governance and operation issues that arise from running large organisations. Included will be a look at the impact and use of board papers, social media and collaborative tools.</i></p>	<p>THE IMPORTANCE OF CUSTOMER SERVICE <i>Session Host:</i> Wazza Bray, MC</p> <p>A Casual Conversation with Tim Wiedman, Partner McCullough Robertson and ATHOC Solicitor <i>This is an opportunity for those in Active Sales to have a discussion about current industry impacts.</i></p>
2.00 - 2.30	<p>Cybercrime continued: Legislation & compliance</p> <ul style="list-style-type: none"> • Understanding and complying with Australia’s mandatory Notifiable Data Breaches scheme • How does the EU General Data Protection Regulation (GDPR) affect the Timeshare industry? • What constitutes a data breach? 	<p>What are the biggest issues facing the sold-out resorts and what can be done about it? <i>Panel Session - Facilitated by Mark Stephenson, Classic Holidays</i></p> <p><i>Panellists: Fiona Rickards, GM Pacific View Resort, Tony Houlahan, GM- Mariner Shores Resort, Mark Tull, Acting Chair, Island Palms Resort, Grahame Edgell, Chair Korora Bay Resort</i></p> <p><i>This session will continue into the session below.</i></p>	<p>How artificial intelligence is transforming customer service Sean Farquah, Marriott Vacation Club</p> <p><i>Sean will be taking us through some of the latest trends in customer service, particularly those with relevance to the tourism and hospitality industries.</i></p>
2.30 - 3.00	<p>Cybercrime continued: Cybersecurity maturity</p> <ul style="list-style-type: none"> • Key questions for business owners, boards and stakeholders • What’s your company’s risk exposure? • Case study examples • How to create strong security cultures within your company • What can you do to improve cyber resilience? • Top tips for protecting yourself, and your business <p>Q&A Session <i>Members are encouraged to engage with our specialist panel and ask any questions they have relating to cybersecurity, their obligations under the relevant legislation, their potential risk exposure etc.</i></p>	<p>High end look at winding up your resort – and the process from the perspective of having been through it Tim Wiedman, Partner, McCullough Robertson and Carole Smith, Classic Holidays</p>	<p>Customer Obsession - Using customer insights to drive service culture and employee experience Bryant Rollins, Customer Delivery project Manager, Wyndham Destinations & Emma Sheldrick, Manager Owner Information Centre, Wyndham Destinations</p>



3.00 - 3.30 AFTERNOON TEA

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3.30 - 3.40 Interval International - Award Presentation Joe Hickman

3.40 - 4.15

Customer experience is not all about your customers, it is about people

Tom Scantlebury – Sky Blue

As consumers became empowered through the digital revolution, leading businesses started to pay attention to the experiences they create. As best practices and research develops, the focus has shifted to employee experience as the front line in the battle to build true customer centricity and market leadership. Learn how leading-edge businesses are differentiating themselves and what the future state of experience management looks like.



4.15 - 4.25

Lisa Farrar, CEO, The Otis Foundation

Gifts accommodation to those experiencing breast cancer

Are you owners looking for an option to support a wonderful cause with any weeks or points they might not be able to use? Or does your Resort have some weeks that they might like to donate.

4.25 - 5.10

Never underestimate the power of who you are!

Trevor Hendy is a leader in the field of truth and wellness. It is as a Professional Australian Sportsman that he first became well known. Trevor was unchallenged as "the Greatest Ironman in the World" – the pride of Australian Surf Life Saving, with a very laid-back attitude and always having time, and indeed a passion, for helping others Trevor became one of Australia's most popular identities.

5.10 - 5.15

CLOSING COMMENTS

ATHOC President, Ramy Filo

Lisa is going to fill us in on the OTIS Foundation and its dedication to providing a national network of retreat accommodation properties at no cost to anyone who has faced the challenges of breast cancer.

7.00 - 11.00 ATHOC ANNUAL AWARDS NIGHT, NOVOTEL SURFERS PARADISE



Are you having any issues in the work place?

Would you like the opportunity to discuss this directly with our AAOA work place advisor. These are some of the areas that we can help you with:

- Performance management of employees
- Unfair dismissals and unlawful terminations
- Award interpretations and minimum employment conditions
- Wage rates and allowances
- Employee leave entitlements
- Recruitment
- WorkCover and Occupational Health and Safety

Book your free consultation

P 02 8666 9015 E tatum.manson@aoa.com.au



Accommodation
Association
of Australia