

# ATEC's 2018 ELITE program launches

A TEC'S 2018 ELITE (Emerging Leaders in Tourism Excellence) Program was launched last week at Pullman Sydney Hyde Park. Participants from across Australia came to the launch to meet their fellow emerging leaders, mentors and their team coaches - and take part in some intriguing LEGO team building.

This is the fourth year of the highly successful program that is designed to equip ATEC member future leaders with the skills and knowledge to sustain Australia's \$40 billion export tourism industry into the future. The program is conducted online over a 12-week journey, and each emerging leader is matched with a respected mentor from the tourism industry who will provide guidance, advice and share the knowledge they have gained throughout their career.

Each year, ELITE emerging leaders undertake a live project brief provided by four separate state, regional, or local tourism organisations or touring routes.

The emerging leaders work together in collaborative learning circles to provide their client with a strategy to overcome barriers to growth for inbound tourism. Past ELITE clients include Brisbane Marketing, Tourism Central Australia, Australia's South West, Tourism Tasmania and Christmas Island.

"Tourism is Australia's strongest growing export and is an industry that is viable now and well into the future," said ATEC md Peter Shelley.

"ATEC is committed to help to shape the future success of our industry."

ATEC thanked Tourism Australia, Qantas and Accor for their continued strong support of the ELITE program.



**TEAM Yellow** with their winning LEGO Challenge creation.



**ASHLEIGH** Smith, AccorHotels; Alexandra Bray, Destinations by RACT; Monika Townsend, Taronga Zoo; Yvonne Cheng, Tourism Australia; and Danielle Bruno, SATC, show off their teams' LEGO constructions.



**TEAM Green** working together to build their bricks.



**TEAM Purple** hard at work: Yvonne Cheng, Tourism Australia; Bridget Bedgood of Hamilton Island; and Nicholas Day from AccorHotels.



**AMY** Hackett, Taronga Zoo; Roslyn Penning, Tourism Australia; Gabriella Bianchini, Let's Go Surfing; Daniella Maryasin, Sydney Opera House; Ashleigh Smith, AccorHotels; and Andrew Saunders of Destination Gympie.



**MONIKA** Townsend, Taronga Zoo; Kelly Maynard, Tourism Australia; Janene Rees, Rees International; Kate Marshall and Kate Clifton of AccorHotels; and Robin Mack of Tourism Australia.



**THE ELITE 2018** Class along with their mentors and coaches.