



# G what an amazing event

**AS IF** having the opportunity to gather with 600 industry colleagues in person wasn't enough of a thrill, delegates at the Destination Australia Conference in Melbourne (**TD** yesterday) wrapped up the day by gathering on the hallowed turf of the Melbourne Cricket Ground.

The sacred moment saw participants even shown on the jumbo-sized screens at the "G" as they entered, before enjoying an unrivalled repast of Victorian cuisine and beverages - including plenty of Aussie lamingtons!

Guests were welcomed by Tourism Australia MD Phillipa Harrison as well as Visit Victoria's Chief Marketing Officer Shae Keenan, who introduced some of Australia's top sportspeople

who mingled with the crowd - including former test cricketer Merv Hughes whose luxuriant moustache proved an irresistible drawcard for plenty of selfies.

The evening proved the perfect wind-down after a day packed with content on "Reimagining the Future of Tourism," with a wide array of presenters including Intrepid's Sarah Clark and Rachel Wiseman from NRMA Expeditions.



**PHILLIPA** Harrison speaking with Tourism Australia Country Managers, Sally Cope (UK/Northern Europe), Chris Allison (North America) and Derek Baines (Japan).



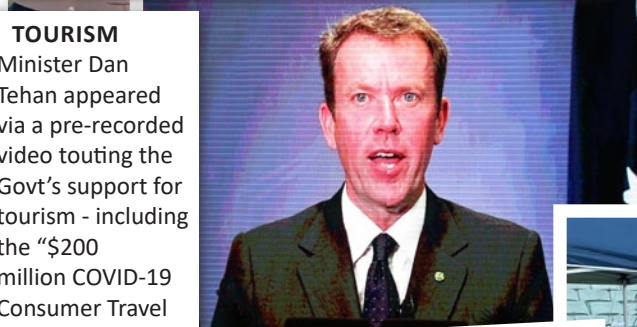
**MERV** Hughes meets admirers Michelle Mickan from Abercrombie & Kent, The Inspire Collective's Susan Haberle, and Jodi Collins from Luxury Escapes.



**DAVE** Hughes kept the laughs coming.



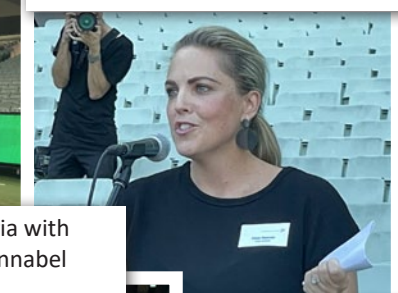
**GETTING** the band back together? The Inspire Collective's Susan Haberle and Deb Fox with former APT CEO Chris Hall.



**TOURISM** Minister Dan Tehan appeared via a pre-recorded video touting the Govt's support for tourism - including the "\$200 million COVID-19 Consumer Travel Support Program."



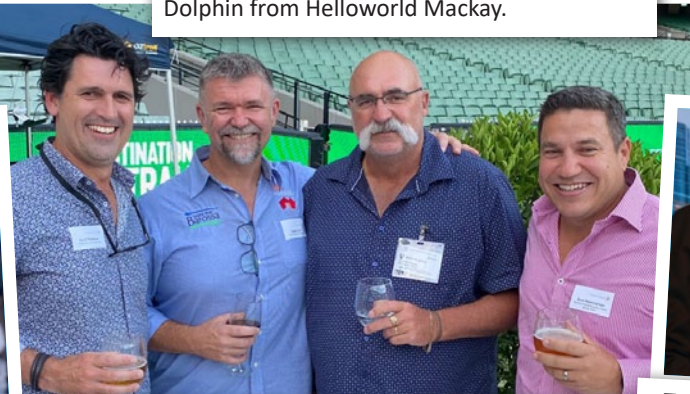
**KIRSTY** Johansen from Visit Victoria with Tourism Australia Board Member, Annabel Dolphin from Helloworld Mackay.



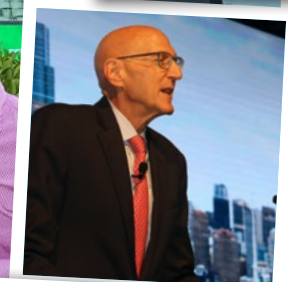
**SHAE** Keenan from Visit Victoria.



**LAMINGTONS** and jelly-cakes galore.



**MERV** and some of his new mates: David Thomson from Adventure Tours Australia; Dallas Coull from Taste the Barossa Tours; and Brett Massingham, Hamilton Island.



**TOURISM** Australia's newly appointed Chairman, Michael Issenberg.