

WEST COAST SUMMIT PROGRAMME

Gearing 
for Growth

9.00 – 9.25am	Registration and Welcome
9.30 – 9.35am	Mihi Whakatau Joe Mason Te Runanga o Ngāti Waewae
9.35 – 9.45am	Introduction and Programme Overview Paul McGregor MC
9.45 – 9.55am	Opening Address Andrew Aitken Development West Coast
9.55 – 10.15am	Why is Growth Important and How a Destination Management Approach Enables This? Bobbi Brown Great South
10.15 – 10.35am	Overview of How New Zealand Has Performed and Focus Areas for FY26 Angela Blair Tourism New Zealand
10.35 – 11.15am	Morning Tea
11.15 – 11.30am	Path to 2030 and CIAL's Role in Supporting Growth on the West Coast Scott Callaway Christchurch International Airport
11.30 – 11.50am	An Update on the Te Tai Poutini Destination Management Reference Group: 2025 and Beyond Mark Rawson Destination Management Reference Group
11.50 – 12.10pm	Panel Discussion The Power of Collaboration and the Benefits of Taking this Approach Janelle Shaw Ngāi Tahu Tourism and Glacier Country Tourism Phil Rossiter Mōkihinui-Lyell Backcountry Trust Brent Lovelock Otago University Andrew Aitken Development West Coast
12.10 – 12.30pm	The Value of Investing in People and How to Gain and Retain Great Staff in 2025 Janelle Somerville RealNZ

12.30 – 12.50pm	Integrating Customer-led Design Principles into Experience Design Ed Burack Burack Consulting
12.50 – 1.50pm	Lunch and Networking
1.55 – 2.35pm	<div> Breakout Sessions </div> <div> Session 1 (Hosted by Maia) How to Supercharge Your Online Presence Tim Chesney Make OR Session 2 (Hosted by Lara) The Value of Ongoing Investment in Your Experience featuring Aiden Schurr from Underworld Adventures on Qualmark's Impact and Maximising Benefits Steven Dixon Qualmark </div>
2.35 – 2.55pm	Establishing Resilience: A Health Check for Your Tourism or Hospitality Business Megan Williams Hospitality New Zealand
2.55 – 3.25pm	Afternoon Tea
3.25 – 3.35pm	Regeneration From the Inside Out Karl Luxon Scenic Hotel Group
3.35 – 3.45pm	Closing Address Heath Milne Development West Coast
3.45pm	Hui Close – Karakia
3.50 – 4.15pm	Refreshments Available at the Gold Nugget Saloon (Cash Bar)
4.15pm	Glacier Country – Shuttle Departs
4.30 – 9.00pm	Drinks, Dinner and Networking at Monteith's Brewing Co.



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