AUSTRALIA-ASEAN

NEW NORMAL
FOR THE VISITOR ECONOMY
SUPPLY CHAIN PROJECT

Webinar 2:
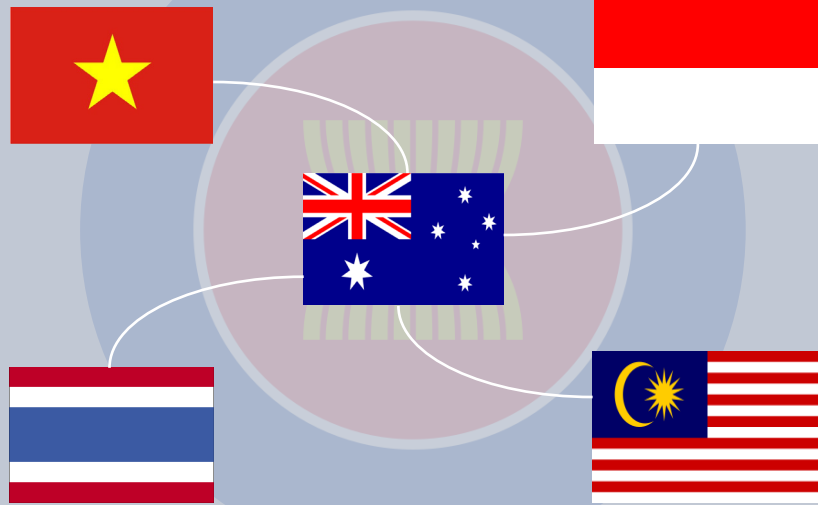## DIGITAL TRANSFORMATION FOR RESILIENCE

The visitor economy has been dramatically impacted by the COVID-19 pandemic, creating long-term change and disruption to industry operations. To support industry recovery and resilience, this project will foster international collaboration by hosting three webinars that engage industry, community, government and education stakeholders in Australia, Malaysia, Thailand, Vietnam and Indonesia, together with other ASEAN countries.

The webinars will be a platform to share knowledge on how to build a 'new normal' for the visitor economy supply chain, and how stronger leadership and digital transformation can support supply chain resilience. The project is funded by Australia-ASEAN Council, Department of Foreign Affairs and Trade Australian Government and led by a team of researchers from Victoria University, Melbourne.

Webinar 2 is to be held on 24th Nov, 2022 and will explore: "Digital Transformation for Resilience in the Visitor Economy Supply Chain". Expert speakers will discuss the opportunities and challenges for digital transformation tools in tourism, transport, hospitality, foods and events etc. to support recovery and resilience in the industry.

Project Brief

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

Australian Government

AAC
AUSTRALIA-ASEAN COUNCIL
BRINGING TOGETHER THE PEOPLES OF
AUSTRALIA & SOUTH-EAST ASIA

Leading organisation:
- Victoria University, Melbourne, Australia

Funding Organisation:
- Australia-ASEAN Council
  Department of Foreign Affairs and Trade Australian Government

Partner Organisations:
- Prince of Songkla University (Thailand)
- VU Sunway (Malaysia)
- Van Lang University (Vietnam)
- Victorian Government Study Melbourne

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Organising Team

" Dr Catherine Lou (Project Lead)

Research lead for Business at the Institute for Sustainable Industries & Liveable Cities; Senior Lecturer in Supply Chain and Logistics, Victoria University Business School, Victoria University, Australia. She is the Global Vice Chair (Australasia) and Australian Chair for Women in Logistics and Transport (WiLAT), National Council Member for the Chartered Institute of Logistics and Transport Australia (CILTA).

" Dr Joanne Pyke (Co-lead)

Director of the School for the Visitor Economy and Senior Research Fellow in the Institute of Sustainable Industries and Liveable Cities at Victoria University. Joanne leads a research program in tourism risk, resilience and recovery and specialises in understanding the impacts of crises and strategies to for visitor economy transformation towards a green economy. She is a member of the Victoria Tourism Industry Council's Policy Advisory Committee and Chapter Director for the Council of Australasian Tourism and Hospitality Education (CAUTHE).

" Professor Terry De Lacy

Professor of Sustainable Tourism and Environmental Policy, School for the Visitor Economy, Victoria University. Member of the World Economic Forum Global Futures Council on Sustainable Tourism focussed on a global 'Reset' following Covid

Organising Team

Dr Thu-Huong Nguyen

The Higher Degrees Research Coordinator, Senior lecturer and Chair of the Hospitality and Tourism Program in the Business School, Vitoria University, Australia. Her research expertise is in Diasporas tourism, Sustainable tourism and Cross-cultural studies. She is a member of the Council of Australasian Tourism and Hospitality Education (CAU-THE).

Dr Madelene Blaer

Dr Madelene Blaer is Programs Manager, School for the Visitor Economy, Victoria University. She was previously a Lecturer in the Graduate Tourism Program at Monash University. She is Vice-President of Travel and Tourism Research Association Asia Pacific Chapter. Her research expertise is in sustainable tourism and the media and digital technologies.

Assistant Professor Dr Wanamina Bostan Ali

Assistant Professor Dr Wanamina Bostan Ali is an Assistant Dean of Organization Development (Public Relations and International Relations Department), Director of MBA International Program, Assistant Professor of Business Administration Department, Faculty of Management Sciences Prince of Songkla University, and Coordinator for Southern MICE Academic Cluster. She completed her doctorate degree from Victoria University, Melbourne Australia. She has published numerous business and management articles in tourism and hospitality industries.

Organising Team

❞ Ms Maheswary Subramani

Coordinator Supply Chain Logistics Management & Management Innovation, Lecturer Sunway Education Group, Registered Training Provider by HRD Corp. Experienced in the Logistics Industry in Australia and the Education Industries in Malaysia and Australia, Chairperson for 1st Supply Chain Forum on AI – July 2019, People Choice Award for Best Showcase, Learning & Teaching Symposium September 2021, Best Audit Performance-SCKL Internal Audit April 2021.

❞ Dr Le Minh Thanh

Dean, Faculty of Tourism, Van Lang University.
Vice Chairman, Chapter of Hospitality & Tourism
Association of Vietnam Universities and Colleges (AVU&C)

❞ Ms Belinda Rimbo

Education Services Director of the Victorian Government Trade & Investment Office, Indonesia. Prior to joining the Victorian Government, Belinda held key leadership positions in several private companies in the health, services and education. Together with the regional Southeast Asia education team and the Study Melbourne team in Melbourne Belinda will prepare and implement strategies and plan that will foster further growth and collaboration in the education and training sector between Southeast Asia and Victoria.

WEBINAR 2:
DIGITAL TRANSFORMATION FOR RESILIENCE

Webinar time: Thursday 24th November, 2022

***14:00pm Melbourne, Australia (AEST, UTC+10)
***10:00am Thailand, Vietnam and Indonesia
***11:00am Malaysia

Timeline

14:00pm - 14:15pm | **Opening ceremony, MC: Dr Joanne Pyke**
- Opening remarks: by Professor Nicholas Farrelly, Australia-ASEAN Council Board member.
- Project introduction by project lead: Dr Catherine Lou.

14:15pm - 16:10pm | **Presentations from experts (Malaysia, Australia, Vietnam and Thailand)**

Professor Chang Kah Loon, FCILT, FLogM, Professor of Practice (Logistics); President, The Society of Logisticians, Malaysia; Director, AK Shipping (AK Ventures Berhad Group)

Professor Ts. Dr Angela S.H Lee. Head of the Department of the Computing and Information Systems, School of Engineering and Technology, Sunway University, Malaysia

Mr Mark Griffiths, Partner, NEM, Australasia

Mr Mark Dalton, Partner, NEM, Australasia

Mr Truong Gia Bao, Chairman of Digital Transformation Alliance (DTS), Chairman of Sustainable Blockchain Alliance; Vice President of Vietnam Financial Consultants Association; Vice President of the Center for Management Digital Asset Management

Professor Ruth Banomyong, Dean, Department of International Business, Logistics and Transport, Thammasat Business School, Thammasat University

Dr Sarunyoo Kanchanasuwan, Assistant Professor in Logistics and Supply Chain Management, Prince of Songkla University in Thailand.
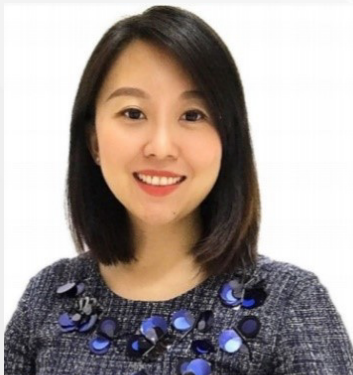
16:10pm - 17:00pm | **Q&A session**

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Topic presentations from experts

From Malaysia - Professor Chang Kah Loon

Topic: "Flexibility is the keyword for survival."

Prof. Logistician Chang Kah Loon FCILT, FLogM, or better known as Prof. Chang, is a senior logistician, transport planner, and professor of practice (logistics) in Malaysia, who has been in practice in logistics since 1994. Having received his education at Chung Hwa Confucian Schools, the Chartered Institute of Logistics and Transport, Universiti Sains Malaysia, and the University of Bolton, respectively, Prof. Chang is the President of the Society of Logisticians, Malaysia (LogM), the Chairman of the CILT (Penang Section), a Director of AK Shipping, and the Chief Executive of AK Academy. Additionally, he sits on various advisory boards and committees of government and non-government organisations, including ministries, universities, professional bodies, and trade associations.

From Malaysia - Professor Ts Dr Angela Lee Siew Hoong

Angela is a Professor and Head of the Department of Computing and Information Systems at School of Engineering and Technology, Sunway University, Malaysia. Angela has been developing data science curriculum since 2009. Angela is the key person to introduce the Analytics and Data Science degree at Sunway University. She was recognized by the SAS Institute as the 2021's 'Distinguished Analytics Educator of the Year'. She regularly speaks at data science conferences. Angela has developed many innovative ways to use analytics and data science tools from the most elementary level to advanced analytics. She teaches Social Media Analytics, Visual Analytics, Advanced Analytics and Business Intelligence and has authored many published international journals in the area of churn analytics, sentiment analysis and predictive analytics.

Topic presentations from experts

Australia-ASEAN Council Board Member - Professor Nicholas Farrelly

Professor Nicholas Farrelly is Head of Social Sciences at the University of Tasmania where he leads a vibrant, multi-disciplinary academic team. In his own research he specialises in the study of political, economic and cultural issues, with a focus on rapidly changing Southeast Asian societies. A graduate of the Australian National University and the University of Oxford, where he studied as a Rhodes Scholar, Nicholas previously held key leadership positions in the ANU College of Asia and the Pacific. From 2017-2019, he was the Associate Dean responsible for engagement across government, business and civil society. Nicholas is a Graduate of the Australian Institute of Company Directors and a Senior Fellow of the Higher Education Academy. He was appointed to the board of the Australia-ASEAN Council in 2020.

From Australia - Mr Mark Griffiths

Mark Griffiths has provided strategic and technical research to the Caravan and Accommodation Industries at national and state levels for over a decade and led the development of the Victorian Caravan Industry Blueprint.

Mark has applied his science and chemical engineering background within supply chain and logistics positions within the oil, electrical and gas infrastructure industries and understands how tourism supply and demand goes hand-in-hand with infrastructure investment.

Mark currently provides project management, research and analytic services to businesses and industry associations in the fields of manufacturing and tourism.

From Australia - Mr Mark Dalton

Mark's core experience is in strategic marketing. He has had roles in marketing agencies in the UK and Australia leading the development of data driven programmes for leading corporations across financial services (Marks & Spencer FS, CBA, MasterCard, Citibank), auto (Toyota, Audi, VW), tourism (Cathay Pacific, NZ Tourism) and energy (AGL, British Gas).

This was followed by senior marketing roles in general insurance with a strong focus on strategy, including deploying customer and market insights to inform business planning, operational delivery, and enhancing the engagement with stakeholders across the value chain.

Mark joined nem Australasia in 2014 and has applied his skills in market research, analytics and big-data capture and interpretation to assist businesses across a range of sectors. In recent years he has focused on the tourism sector including the development of the VisScope data and insights platform.

Topic presentations from experts

From Vietnam - MBA. Mr. Truong Gia Khanh (GK Khanh)

MBA. Mr. Truong Gia Khanh is CEO Digital Transformation Alliance (DTS) Foundation ; CEO Viantravel – Member of Vidogroup ; Vice President of the Vietnam Young Entrepreneurs Association's Travel Club; Chairmain of Mr Event JSC; Vice President of HCS Ltd (Hospitality Creative Solution); Vice President of KNT (Education Consultancy Company); Represents Dr Truong Gia Tho Charity Foundation; Represents Hope Charity Foundation; Former CEO BIC Capital ; Former CEO Saigonsun Travel.

He has over ten years of experience working with worldwide organizations in the hotel, investment, marketing, and technology sectors, including MGM, Hyatt, Intercontinental, and the online game business.

From Thailand - Professor Ruth Banomyong

Dean, Department of International Business, Logistics and Transport, Thammasat Business School, Thammasat University Thailand.
He was the winner of the James Cooper Cup in 2001 for the best PhD dissertation in logistics from Chartered Institute of Logistics & Transport.
In 2016, Supply Chain Asia (Singapore) awarded him the prize of supply chain educator of the year while the Industrial Engineering & Operations Management (IEOM) Society awarded him with the Distinguished Educator Award in 2021.
His main research interests are in the field of multimodal transport, international logistics, trade facilitation, logistics development policy and supply chain performance.

From Thailand - Dr. Sarunyoo Kanchanasuwan

Dr. Sarunyoo Kanchanasuwan is an Assistant Professor at the Faculty of Management Sciences, Prince of Songkla University in Thailand. He has also held the position of Assistant Dean for Learning Integration. He was a ship planner for LCB and LCMT at the Laem Chabang Port in Thailand. From RMIT University in Australia, he earned a Ph.D. in Supply Chain & Logistics. He also earned the Certified Supply Chain Professional (CSCP) certification from APICS. His specialties include simulation, cold chain, Lean Six Sigma, and the agricultural supply chain.

Leading organisation
Victoria University

Victoria University is a dual sector university located in the west of Melbourne dedicated to providing high quality teaching, learning, and research so that students can Start Well and Finish Brilliantly. We deliver our teaching programs through the award winning block model, enabling students from diverse backgrounds to achieve success. Our research is ranked in the top 2% of universities internationally, and is focused towards impact that addresses the UN Sustainable Development Goals (https://www.vu.edu.au/sustainable-development-at-vu).

Research delivered through the Institute for Sustainable Industries and Liveable Cities (ISILC: https://www.vu.edu.au/institute-for-sustainable-industries-liveable-cities-isilc) aims to create resilient built environments, globally competitive industries and socially inclusive communities. It has a cross-disciplinary approach that draws on the expertise of academic leaders from business, law, arts and education and engineering and science to create solutions for today's social, economic, environmental and technological challenges. Amongst its research themes is the research program on the School for the Visitor Economy (https://www.vu.edu.au/about-vu/our-teaching-colleges-schools/visitor-economy), and aims to provide both high quality research outcomes and enable the Visitor Economy sector to grow and thrive. The research program is supported by strong industry links and partnerships in the Visitor Economy sector.

Partner Organisations

- **Prince of Songkla University (Thailand)**

Prince of Songkla University is an academically excellent institution that focuses on innovation and society. It is the main way that the south and the country grow and change." PSU has several outstanding programs, researchers, rankings, and achievements that have made PSU well-known and admired as a leading educational institution, not only in Thailand but across the ASEAN Region. A positive reputation, combined with the contributions of our high-quality researchers and academics, results in the academic excellence of PSU in many disciplines, attracting students from all over the world.

- **VU Sunway (Malaysia):**

The Victoria University (VU) Bachelor of Business Programme at Sunway College offers a solid platform for academic excellence as well as a launching pad for future employment and entrepreneurship. The partnership between Sunway College and VU dates back more than 25 years and have been nurturing and developing graduates that are globally recognised for their adaptability and employability.

- **Van Lang University (Vietnam):**

Our aspiration is to be one of the most admired young universities in Asia by 2030. VLU constantly strives for the best and goes beyond the limits of a conventional university, recognised for breakthrough achievements in higher education, innovation and contributions to Vietnam and the global community.

- **Victorian Government Study Melbourne**

Study Melbourne is a Victorian Government initiative that supports the promotion of Victorian education, skills and training capabilities. Study Melbourne's key role is to provide support and information to international students and help them have the best possible time while studying and living in Victoria.

In addition to promoting Melbourne and Victoria as a study destination, Study Melbourne through its Global Education Network facilitates education, training and research partnerships between Victoria and priority offshore markets.

SUPPORTING PARTNERS

INDUSTRY PARTNERS

From Australia

- Chartered Institute of Logistics and Transport Australia.
- Victoria Tourism Industry Council.
- Melbourne Convention and Exhibition Centre.
- Executive Wealth Circle
- Women in Logistics and Transport.

From Thailand

- Thailand Convention & Exhibition Bureau.
- Songkhla Convention and Exhibition Bureau.

From Malaysia

- Sunway Education Group
- Wisdom Woods Training Centre
- Association of Tourism Attractions Penang
- AME Training Academy

From Vietnam

- Southern Airport Services Company

From Indonesia

- Association of the Indonesian Tourism Tertiary Education Institutions

THANK YOU