



VIVIENNE PALMER, NETWORK MANAGER

Vivienne Palmer is the Manager of the Australian Regional Tourism Network - the only organisation that represents tourism practitioners in non-metropolitan Australia.

In 1995, Vivienne's home-town of Townsville in North Queensland, was the hub of celebrations for the 50th anniversary of the allied forces' victory in the Pacific during World War II – otherwise known as 'VP50'. At that stage, Vivienne was a fresh-faced 17 year old looking forward to discovering what exactly she was going to be when she grew up.



The VP50 celebrations consisted of a month-long series of public events featuring a skyshow, gala dinners, street festivals and much, much more. Amid the hype, the excitement and the obvious success of the event, Vivienne had found what she was looking for... her career in tourism had begun.

Fast forward 14 years and Vivienne now has a Bachelor of Business majoring in Travel & Tourism, and has worked for a variety of organisations and industry subsectors in the fields of event management, destination development and international touring.

Through her work, Vivienne has travelled around the world and achieved some real and memorable career goals including;

- ✓ Convincing a tour bus of 18-35 year olds that being stranded in Bulgaria during catastrophic floods was actually a 'bonus',
- ✓ Organising the largest street parade in the history of North Queensland that featured every form of transport imaginable, including mules, quad bikes and roller blades,
- ✓ Securing a bid for Townsville to host a convention of more than 3,000 bikers (all well behaved),
- ✓ Managing a corporate hospitality program at the 2006 Commonwealth Games in Melbourne, which consisted of more than 600 participants, all with unique itineraries,
- ✓ Ensuring that Toyota's top 20 car dealers not only got to the Caribbean to enjoy the 2007 Cricket World Cup, but also made it home again
- ✓ And being appointed to her current role with the ARTN, which she refers to as her most rewarding role yet.

Vivienne's goals for the future centre around giving back to the industry that has provided her with so much. Developing ARTN's Young Tourism Professional program and assisting tourism industry workers to 'be all they can be' are her current top priorities.