



FOR IMMEDIATE RELEASE

Caravan Industry Association of Australia's National Conference has Speakers teaching delegates to 'Be Bold, Be Brave, Be Noticed'

Headlining speakers at the largest educational event for the Australian caravanning and camping industry were chosen in response to the theme – 'Be Bold, Be Brave, Be Noticed.'

"This year especially the theme is important, reflecting the need for the industry to make some bold and brave moves in order to ensure we are properly recognised – and that government, media, and consumers notice us." said Caravan Industry Association of Australia CEO, Stuart Lamont.

Featuring presentations from **Benjamin "Ben" Roberts-Smith**, former Australian soldier and a recipient of the Victoria Cross for Australia, the **Honourable John Howard** Australia's second-longest serving Prime Minister, expert brand strategist **Duane Knapp**, and Australian businessman and television presenter, **Eddie McGuire**.

"This year our National Conference follows on from the World RV Conference – the third of its kind – clearly demonstrating Australia's place in the industry globally, and putting Australian caravanning and camping front and centre on the world stage."

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ENDS: Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA, as several unconnected organisations use this acronym. For further information please contact Callie Henderson, Ph 07 3262 6566, email callie@caravanindustry.com.au

Caravan Industry Association of Australia is the peak national body for the Australian caravanning and holiday parks sector (caravan holiday parks, caravans, motorhomes, camper trailers, tent trailers, camping, cabins, plus other RVs and industry suppliers). Caravan Industry Association of Australia is a member of the National Tourism Alliance, a category sponsor in the National Tourism Awards, runs multiple industry accreditation programs, and coordinates activities in areas of marketing, research, and industry training. Caravan Industry Association of Australia is a membership based organisation with the individual State Caravanning (Parks and Trade) Associations as members, has over 1,000 industry businesses which make

a financial contribution towards industry promotion and development through a cooperative Fund, and communicates to over 230,000 caravanning and camping consumers through a consumer VIP Club.