



# Welcome to the Upper Murray

Tourism and Business Expo

27 FEBRUARY 2025

# Your speakers



## Jeff Sheather

Jeff was born and raised in the picturesque Upper Murray. In 1978, he moved to Sydney to pursue an education and career in interior design; creativity, rather than farming, was always his passion.

With nearly 40 years of experience in the design industry, both as a freelance designer and with well-known companies such as David Jones, Jeff has amassed a wealth of knowledge and expertise in aesthetics and creativity.

In 2016, after purchasing the historic Tooma Store building and establishing Brigham House guest house, Jeff retired and returned to the Upper Murray. Over the past eight years, Brigham House has become one of the region's premier accommodation establishments, and Jeff is immensely proud of his achievements in this space.



## Tom Hutcheon

Tom Hutcheon is Design Director and Co-Founder of brand agency US+US. With over 15 years' experience in brand design in visual communication, Tom advocates the design philosophy 'form follows function' to craft impactful, purpose-driven brand-marks and visual identities.



## Charlie Vincent

Charlie is Head of Industry Product and Engagement at Tourism North East. She has extensive experience in business management for corporate businesses and not-for-profit organisations. She has run several successful start-up tourism businesses both in Australia and abroad and inspires a culture of excellence in service delivery. Charlie loves the four distinct seasons in Victoria's High Country, the stunning handmade wines and craft gins and beautiful wildlife.

## Dean Cleave-Smith

Dean is the Head of Visitor Experience at Tourism North East, bringing extensive international experience in organisational change and program delivery across various financial services organisations. His passion for wine inspired him to complete a degree in viticulture, and led to his relocation to the King Valley. Here, he owns a small vineyard and winery and serves as the Chair of Wine of the King Valley.

Dean has successfully led the delivery of Victoria's High Country Digital Content Strategy and, more recently, the development and implementation of the Re-Imagining the Visitor Experiences Strategy for the region. During weekends, Dean enjoys riding the fantastic mountain bike trails across the region, often trying to keep up with his teenage son.



## Sally Wright

Sally returned to the North East eight years ago after spending a lifetime pursuing the allure of city life. A serial entrepreneur, she began her journey in the 1980s by leasing pub kitchens in Melbourne. She then progressed to founding a home-delivered meals company, Ridgeydidge, before establishing a catering café and cooking school, The Spotted Dog.

Relocating to Brisbane, Sally took on several ventures, including The Loaded Larder (a dip manufacturing business), Taste Trekkers (a cooking school and cuisine tour business), and Big Vintage (a vintage furniture warehouse).

Upon returning to the region, she leased the Beechworth Old Gaol kitchen, taking her business to wineries and events in a pop-up format. The COVID-19 pandemic prompted her to pivot and establish a take-home food store in Wangaratta. Sally then took over the iconic Stanley Pub, transforming it into a destination dining venue, event space, cooking school, and live music venue.





# Program

- 5:30pm ARRIVAL AND NETWORKING
- 5:50pm WELCOME
- 5:55pm CAPITLISING ON YOUR PASSION  
Jeff Sheather  
Brigham House
- 6:15pm NETWORKING AND A FEED  
Catering by:  
• Corryong Brew  
• Mitta Mitta Brewing Co.  
• Mount Tumberumba  
Vineyard
- 6:35pm THE UNDISCOVERED  
Tom Hutcheon  
Us&Us Brand Agency
- 7:05pm NETWORKING AND A SWEET BITE  
Catering by Corryong Brew
- 7:25pm THE AUSTRALIAN TOURISM DATA  
WAREHOUSE  
Charlie Vincent and Dean  
Cleave-Smith  
Tourism North East
- 7:50pm A SERIAL ENTREPRENEUR  
Sally Wright  
The Stanley Pub
- 8:10pm DISCUSSION/NETWORKING