

Strategic Plan 2017 - 2020

Our Mission

Develop regional Australia through building competitive tourism

Our core business

1. Inspire and enable the development of product and experiences
2. Create and transfer market intelligence and capacity
3. Create and promote empowering policy and programs

Our activities

| | The core business that our activities deliver on | | |
|---|---|--|---|
| Activities directed through our manifesto | Inspire and enable the development of product and experiences | Create and transfer market intelligence and capacity | Create and promote empowering policy and programs |
| Undertake research on local government involvement and spend on tourism | | | |
| Link destination management planning with local government planning through a partnership with Australian Local Government Association | | | |
| Develop a Strategy and program to grow agritourism in regional Australia | | | |
| Develop and run an annual Young Professional Regional Tourism Program | | | |
| Day to day activities | Inspire and enable the development of product and experiences | Create and transfer market intelligence and capacity | Create and promote empowering policy and programs |
| Deliver a National Convention addressing the priority issues and opportunities that face regional tourism | | | |
| Raise the profile of regional tourism and its issues and opportunities at relevant industry forums | | | |
| Provide communications to members on matters relating to regional tourism (website, newsletter, social media, surveys, forums and webinars) | | | |
| Run advisory groups for State / Territory Tourism and Regional Tourism organisations | | | |
| Process enquiries regarding regional tourism | | | |
| Provide input into the development of policy, plans and programs that impact on regional tourism | | | |

Note: Dark shading means major delivery of core business, and light shading means modest delivery emphasis