Photo credit: Tourism Australia

AUSTRALIAN REGIONAL TOURISM LTD

MEMBERSHIP PROSPECTUS 2018 - 19

Australian Regional Tourism
Ph: 08 9652 1068
PO BOX 831 Jurien Bay, Western Australia

www.regionaltourism.com.au

ABOUT ART

AUSTRALIAN REGIONAL TOURISM LTD

The Australian tourism industry contributes $55.3 billion dollars annually into the economy with 43 cents in every dollar spent in regional Australia.

While the current outlook for tourism across Australia is positive, we still have a number of challenges that we need to address to ensure our regions are well supported with the right policy in place. We need strong policy, at a federal level, to facilitate the allocation and distribution of funding and resources to grow regional tourism across Australia, build sustainable communities and support our regions to thrive.

Australian Regional Tourism (ART) is the national body representing the needs of regional tourism. ART is a membership based organisation bringing together State and Federal Government to partner with local council and industry, and deliver best practice solutions to regional tourism development.

ART consists of a board of 9 directors from regional tourism, state and local government. The Board set the strategic direction of the organisation, lead key projects and provide advocacy services on behalf of members and the broader regional tourism industry. The Board work closely with Executive Officer, Lauren Douglass, managing the operation of ART and implementing the strategic plan.

For more information about joining ART or to discuss any of our key projects, please contact Lauren.

Contact:
Lauren Douglass
Executive Officer
admin@artn.com.au

ART 2018 /19 Strategic Priorities

Modest delivery emphasis

Major delivery of core business

	Inspire and enable the development of products and experiences	Create and transfer market intelligence and capacity	Create and promote empowering policy programs
Deliver a national conference addressing the priority issues that face regional tourism	●	●	●
Raise the profile of regional tourism and it's issues and opportunities at relevant forums	●	●	●
Provide communication to members on matters relating to regional tourism	●	●	●
Run advisory groups for State/Territory and regional tourism organisations		●	
Process enquiries regarding regional tourism		●	
Provide input into development of policy plans and programs that impact regional tourism			●

MESSAGE FROM THE CHAIR

Thanks for your interest in renewing or becoming a member of Australian Regional Tourism, who provide you a voice on the regional tourism challenges and opportunities to all levels of government.

We have recently made some enormous reforms to the organisation. Changing from an association to a company limited by guarantee, has made us a more flexible and productive organisation for our members. Rebranding to ART (Australian Regional Tourism) has refreshed our look and feel, and building a new website has demonstrated this in a very practical way. The website is easier to move around, contains some rich information on the current issues and performance of regional tourism, and looks dynamic.

On the people front, we had so many applicants for Board positions that we ran an election, and currently offer to members a diverse range of directors that include the private sector, regional tourism organisations and local government. We have just appointed a new Executive Officer (Lauren Douglass) who has a wealth of experience servicing members in the tourism sector. See our website for profiles on everyone.

The priorities that we focus on come via a democratic process, where members at our Convention state and then vote on what they would like the organisation to focus on for the next few years. These priorities are represented in our Strategic Plan, that is presented in this Prospectus.

The issues that we lobby on have been developed with our State and Territory partners, and are presented on our website. We have presented these issues to the Commonwealth Government and are lobbying for them to be included in the soon to be developed 2030 National Tourism Plan.

In terms of major projects, this year we:

- Have completely reformed our Young Achiever Awards into an Emerging Tourism Professionals Program
- Are undertaking a situation analysis on constraints and opportunities for further developing agritourism across the country – the first time this has happened in Australia
- Are running our 17th National Convention on regional tourism, 23 - 25 October 2018 in Tweed Heads, NSW

Please see our website for more details. I look forward to talking with you in Tweed Heads, for the 2018 ARTN Convention.

Kind regards,
Simon McArthur
Chair, Australian Regional Tourism

THE AGRITOURISM PROJECT

Australia's agritourism sector provides the opportunity to support tourism development throughout regional and rural Australia, enabling both social and economic benefits to the visitor economy and agricultural sectors. Despite development efforts at a regional level, there is no National strategy to guide the development or marketing of the agritourism sector.

Australian Regional Tourism has partnered with the National Farmers Federation, Austrade and Australian Local Government Association, to address this challenge. Together with partners, ART have prepared a project outline, involving three phases over several years.

ART has established a working group to deliver on this project with phase one, The Agritourism Situation Analysis Report, currently underway. This involves a desktop review, best practice benchmarking and consultation with representatives of each State / Territory Tourism Organisation, and other identified stakeholders. The process will identify the common issues, challenges and opportunities for growing and marketing agritourism across Australia.

The situation analysis will:
- provide a clear and pragmatic definition of agritourism for regional Australia
- outline the most pertinent consumer trends and demand for agritourism for both domestic and international markets
- provide brief case studies where agritourism is currently being developed / delivered / marketed successfully, highlighting Innovation in local government planning and approvals, immersive experiences, flexibility to seasonal visitation and competing farm demands
- outline the common State and Territory based challenges/ barriers to development and growth
- identify existing capacity building tools for farmers looking to diversify into agritourism and outline any gaps and opportunities.
- examine if the project would benefit from a national brand for agritourism
- summarise and prioritise (with justification) the National issues and opportunities that the Project should address

Phase one of the project will finish with a set of recommendations that will inform phase two of the project, National strategic priorities. The identified recommendations will be used by ART to approach Federal, State and Territory governments and strategic stakeholders for implementation support. The report is expected to be complete by mid-July 2018, with a full update and progress report to be presented at the Australian Regional Tourism Convention in Tweed from 23 – 25 October 2018.

ART PROJECTS

EMERGING TOURISM PROFESSIONAL PROGRAM 2018

Teaming up with our state tourism partners, ART have revitalised the Emerging Tourism Program.

Aimed to connect young regional tourism professionals with industry leaders, provide mentorship, support career development, and to recognise and retain the exceptional talent in regional Australia.

Open to regional tourism professionals under 30 years of age, two categories are offered:

1. Private Sector / Tourism Operator
2. Public Sector / NGO

For further details visit www.regionaltourism.com.au

PROGRAM FINALISTS RECEIVE

- Accommodation and travel to ART Convention Tweed, contributed by participating STO of relevant applicant
- FOC delegate attendance at ART Convention Tweed (value $1,400)
- Profiled within upcoming ART newsletter
- $1,000 professional development voucher

CATEGORY WINNERS RECEIVE

- Internship at participating STO of winners choosing, including close access to some of it's leaders and decision makers
- $2,500 funding to support professional development, study or travel to internship
- Opportunity to attend one face to face ART Board meeting to discuss regional tourism issues, including travel costs to attend the meeting
- One year ART membership as an individual or small business

23 - 25 OCTOBER 2018

PUSHING THE BOUNDARIES

ART CONVENTION TWEED

$1,200

Early Bird Rate

Book before July 30

October 2018 will see ART deliver the Annual Regional Tourism Convention. Bringing together tourism leaders across State and Federal Government to partner with industry, we'll tackle the top priorities challenging regional tourism. Come along for this great opportunity to network with industry leaders and participate in conversations steering regional tourism into 2030.

Destination NSW

Proudly supports 2018 ART Convention

Photo credit: Sean Scott Photography

In partnership with our State and Territory tourism organisations, we've identified the top six strategic priorities for the coming year. We'll continue to focus on these, at a national level, to seek solutions that will make a significant contribution to the development of regional tourism across Australia.

ENABLING INFRASTRUCTURE

Ensure better access to regions and supply of digital infrastructure. Critical to regional areas becoming more accessible, competitive and attractive.

PROVIDE STRATEGIC ADVICE

Provide regional intelligence to inform National tourism policy. Provide strategic advice that supports regional needs in relation to grant funding programs.

RELIABLE AND USEFUL DATA

Improve the accuracy, relevance and usability of tourism data to better equip regional destinations in planning for future tourism developments.

REGIONAL DISPERSAL

Provide for better dispersal of growing international markets into regional destinations. Develop research and marketing to convert 1st time visitors into return overnight regional visitors.

SKILL SHORTAGES

Address the shortage of skills and labour in regional areas that is restricting industry productivity and growth. Undertake a national approach to address the skill gaps.

AGRITOURISM DEVELOPMENT

Agritourism provides social and economic benefits to the visitor economy and agricultural sectors. Develop an action plan to support and develop agritourism across Australia.

Photo Credit: Luxury Lodges of Australia

BENEFITS	TIER 1	TIER 2	TIER 3	TIER 4
Discounted delegate convention registration	✓	✓	✓	✓
Access to ART support on regional tourism issues	✓	✓	✓	✓
Advocacy of regional tourism issues at a national level	✓	✓	✓	✓
Use of ART member logo	✓	✓	✓	✓
Nominate candidates and vote at board elections	✓	✓	✓	✓
Listing on ART website	✓	✓	✓	✓
Direct link to member website from ART website	✓	✓	✓	
Provide input into ART strategic planning	✓	✓		
Nominate and judge candidates for ETP awards	✓			
Provide input into ART convention topics	✓			
Send E-blast to ART members (3 per year)	✓			

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Photo Credit: James Fisher / Tourism Australia

Join Today!

AUSTRALIAN REGIONAL TOURISM LTD

TIER 1 PARTNER	TIER 2 MEMBER	TIER 3 MEMBER	TIER 4 MEMBER
$6,050	**$1,270**	**$635**	**$255**
Federal and State government agencies. National and state tourism organisations	Corporate organisations, industry associations, RTOs, medium to large enterprises with > 10 FTE	Local government, RTOs, & LTOs with < 10 FTE	Individuals, sole traders, single visitor centres, LTOs and small businesses with < 5 FTE

MEMBERSHIP APPLICATION 18/19

AUSTRALIAN REGIONAL TOURISM LTD

Organisation:

Contact Person 1:	Contact Person 2: (optional)
Position:	Position:
Email:	Email:
Phone:	Phone:

Business Type:

TIER 1	TIER 2	TIER 3	TIER 4
$6,050 ☐	$1,270 ☐	$635 ☐	$255 ☐

Direct Deposit: Australian Regional Tourism BSB 032-539 Acc 347 215

Credit card: VISA MasterCard Card Number: Exp:

Cheque payable to: Australian Regional Tourism, Po Box 831 Jurien Bay, WA 6516

Sign up online: www.regionaltourism.com.au