



Destination Tweed, Ryan Fowler

DRAFT PROGRAM

(subject to change)



Australian Regional Tourism Convention

23-25 October 2018

Tweed, NSW



Roadtrippers

TIME - DAY 1	DETAILS
0800-1600	Destination Tweed - Convention on the Move Program for Study Groups
1800-2000	Welcome Reception <ul style="list-style-type: none">• Welcome to Country



Agri and Food Tourism Industry Tour \$150pp

Discover the rich diversity of agri and food tourism in The Tweed on this full day tour. Tantalise your taste buds and experience world famous Tropical Fruit World, Bird's Bay Oyster Farm, Potager's Kitchen Garden Restaurant and Husk Distillery – meet the growers, hear their stories and enjoy the exceptional produce the Tweed has to offer.



Farm Day Tourism Industry Tour \$150pp

From paddock to plate, this tour showcases the unique attractions of The Tweed Valley. Start the day with a visit to Green Cauldron Farm for a tour and tasting- where you will learn about regenerative and sustainable agricultural practices. Next stop tour the historical Tyalgum Village with all its charm, before a stopover at Marvis' Kitchen for an open kitchen garden lunch. Complete the day with a visit to the Tweed Regional Gallery perched high above the township of Murwillumbah with vast valley and hinterland views.



Tweed Aquatic and Nature Tour \$150pp

Explore the magnificent aquatic and nature offering of The Tweed on this aquatic tour. Start the day with a boat cruise of Scotts Island and learn about the diverse wildlife and rainforest surrounds. Then take a visit to the newly opened, world class Surfing Australia HPC, high performance training surf centre. Then enjoy a fresh local menu for lunch at Osteria Casuarina. After lunch delegates can immerse themselves in a GreenX7 program -a nature based activity designed to reconnect to self, others and the environment on Cudgen Creek, Kingscliff.

TIME - DAY 2	DETAILS
0700-0830	Tourism Talk Breakfast – an informal breakfast to talk tourism amongst delegates. Breakfast with The Grants Guy – an optional pre convention breakfast with “The Grants Guy” to review current tourism grant opportunities, and how to write a successful grant proposal. What are the assessors “really” looking for?
0830-0900	Welcome by ART Chair – Simon McArthur
0900-1000	Opening Keynote by Nigel Collin – GAME OF INCHES Pushing the Boundaries workshop
1000-1030	Sandra Chipchase, CEO at Destination NSW
1030-1100	MORNING TEA
1100-1215	Pushing Beyond Tourism 2020
1215-1245	Indigenous Tourism - Giving Back
1245-1330	LUNCH
CAMPFIRES 1330-1415	Concurrent Sessions 1. Visitor Information Servicing - optimising your VIC to meet consumers and industry needs 2. Business Events - opportunities for Regional Australia 3. How and why local councils should engage in the visitor economy. Measuring return on tourism investment
CAMPFIRES 1415-1500	Concurrent Sessions 1. Visitor Information Servicing - Who are the Superheroes of Information Services 2. Regional Events, It's Time to Reinvigorate! 3. Local Government
1500-1530	AFTERNOON TEA
1530-1600	Visitor Information Servicing Launch of the “VIC a National Way Forward” and its impact on the provision of visitor services in your region
1600-1630	Agritourism – Phase one and beyond
1630-1700	Agritourism Agritourism Case Study
1700-1715	Emerging Tourism Professional Presentation – Presented by Roadtrippers and Tourism Australia Regional Scholarship
1715-1815	ART Annual General Meeting

TIME - DAY 3	DETAILS
0700-0830	Business Breakfast – Hosted by Destination Tweed
0845-0930	FISHBOWL: Fixing your Regional Challenge – facilitated by Nigel Collin
0930-1015	The Art of Storytelling - John Pastorelli
1015-1045	MORNING TEA
1045-1215	Destination Focus What's happening to destination management? Product Development via the Business Case. Media & Marketing Panel - What is Working Online and in Print Insights, Data, Marketing Case Studies
1215-1245	Protected Areas Panel Session - Connecting with our Parks
1245-1330	LUNCH
CAMPFIRES 1330-1415	Concurrent Sessions 1. In a world overloaded with innovation, what future technology should everyone in tourism take time to understand? 2. Drive Tourism - Driving Tourism in Regional Australia 3. Short-Term Letting and Policy
CAMPFIRES 1415-1500	Concurrent Sessions 1. ATEC's Tourism Export Ready Program 2. Regional Aviation 3. Cruise Ships - Pushing Experience Development in our Ports
1500-1530	AFTERNOON TEA
1530-1600	Leveraging the Power of Media to Influence Change
1600-1630	Tourism Leadership
1630-1715	Regional Success Stories
1715-1730	Conference Wrap Up
1900-Late	Gala Dinner



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