



Destination Tweed, Ryan Fowler

PROGRAM

AUSTRALIAN
REGIONAL
TOURISM
LTD

Australian Regional Tourism Convention

23-25 October 2018

The Tweed, NSW



Roadtrippers

News Corp Australia



THE **TWEED**



TIME - DAY 1	DETAILS
0700-1600	Destination Tweed Famil - Day trips
1215-1345	ART Board Meeting
1400-1545	STO Meeting
1600-1700	VIC Meeting
1800-2000	Welcome Reception Hosted by The Tweed - Kingscliff Community Hall <ul style="list-style-type: none"> Coaches leave Mantra reception at 5.30pm, return pickup from 8.00pm (departing every 30 minutes)



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 - pre convention Breakfast with “The Grants Guy”.
0830-0840	Welcome address from Master of Ceremonies - Nigel Collin
0840-0900	Welcome address from ART Chair - Simon McArthur
0900-1015	Opening Keynote by Nigel Collin - Game of Inches Followed by Pushing the Boundaries workshop
1015-1045	MORNING TEA
1045-1115	Official Opening of ART Convention 2018 - Sandra Chipcase
1115-1215	Pushing Beyond Tourism 2020 (Austrade)
	Part 1 - Regional Dispersal the honest truth - Rob Donnelly
	Part 2 - A deep dive into regional accommodation - Matthew Burke
	Part 3 - Attracting regional tourism investment - Emma McDonald
1215-1245	Indigenous Tourism - Giving Back
1245-1330	LUNCH
CAMPFIRES 1330-1415	Concurrent Sessions a) Optimising your VIC to meet consumers and industry needs b) Business Events - opportunities for regional Australia c) How and why Local Government should engage in the Visitor Economy
1415-1500	Concurrent Sessions a) Who are the superheroes of information services - Visitor Information Centre Case Studies b) Regional Events, It's Time to Reinvigorate! c) The Tweed's Destination First Approach – the good, bad and ugly of relationships
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
1600-1700	Agritourism - Phase one and beyond
1700-1715	Emerging Tourism Professional Presentation - Roadtrippers and Tourism Australia Regional Scholarship presentation
1715-1815	ART Annual General Meeting

TIME - DAY 3	DETAILS
0700-0830	Business Breakfast - Hosted by Destination Tweed
0845-0930	Fixing your Regional Challenge
0930-1015	The Art of Storytelling
1015-1045	MORNING TEA
1045-1215	Destination Focus What's happening to destination management? But does it stack up? Product Development via the Business Case. Insights, Data, Case Studies Media & Marketing Panel - What is Working Online and in Print
1215-1245	Protected Areas Panel Session - Connecting with our parks
1245-1330	LUNCH
CAMPFIRES 1330-1415	Concurrent Sessions a) In a world overloaded with innovation, what future technology should everyone in tourism take time to understand? b) Drive Tourism driving tourism in regional Australia c) Tourism Sentiment Index: the missing KPI and data for destination management
1415-1500	Concurrent Sessions a) ATEC - Pathways to becoming export ready b) Opportunities for growing regional aviation c) Cruise - Pushing experience development in our ports
1500-1530	AFTERNOON TEA
1530-1600	Leveraging the Power of Media to Influence Change
1600-1620	Leadership session
1620-1720	Regional Success Stories Speaker - Aymon Gow - General Manager Agritourism - the story of Tropical Fruit World Speaker - Harriet Messenger - Marketing & Sales Manager Husk Distillers - our story of trial and tribulation Speaker - Steven Snow, Owner/ Chef, Fins Restaurant Fins Restaurant - how we achieved excellence in a regional area Speaker - Tim Jack Adams, Founder GreenX From water sports to recharge
1720-1730	Conference Wrap Up - ART Chair
1730-1830	BREAK
1900-Late	Gala Dinner - Coaches leave Mantra reception at 6.30pm, return pickup from 10.30pm (departing every 30 minutes)



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