

Australian Regional Tourism Convention – Convention on the Move

Building resilient and adaptive communities that thrive

Monday 26 October

**Itinerary 1 | Producers | Host Joel Chadwick (Visitor Economy Co-ordinator City of Ballarat) | Cost $130 pp**

**Taste your way around just some of the amazing producers in the Ballarat and Pyrenees regions whilst understanding the challenges to producers and how they can be overcome.**

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| Time | Venue | Experience |
| 9.30am | **Mercure Hotel and Convention Centre** | Meeting point. |
| 9.45am-10.30am | **Mitchell Harris Wine Bar** | Enjoy coffee and a sweet treat whilst winemaker John Harris discusses adding hospitality venue owner to his producer skills. |
| 11.20am-1pm | **Avoca Hotel** | Discover a reimagined country pub and indulge in a delicious lunch showcasing the best of the Pyrenees region. |
| 2pm-3pm | **Saltbush Kitchen** | The aim at Saltbush Kitchen is to get you addicted to the foods and flavours Australia has to offer. The bush foods experts will have you smelling and tasting fresh plants and spices and test you in the Flavour Game. |
| 3.20pm-4.30pm | **Ballarat Craft Beer Centre of Excellence** | Making the craft beer industry more accessible and the role of education as a tourism driver will be amongst the topics that local beer identity Brian Taylor will bring to this tour.  |
| 4.45pm | **Mercure Hotel and Convention Centre** | Drop off. |

**Itinerary 2 | Major Attractions | Host Erin Vanzetta (Ballarat Information Centre Coordinator) | Cost $60 pp**

**There’s changes afoot at these attractions. Get the low down on the “why” and “how” and what this means going forward.**

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| Time | Venue | Experience |
| 9.30am | **Mercure Hotel and Convention Centre** | Meeting point. |
| 9.45am-12pm | **Ballarat Wildlife Park** | Discuss the changes happening at the park as a result of shifting consumer expectations and also as a result of the impacts of bushfire. Oh, you will also meet a koala up close and resident crocodile – hopefully not quite so closely! |
| 12.15pm-4.30pm | **Sovereign Hill** | Join CEO Sara Quon for a delicious lunch followed by an authentic “cream tea” experience. After lunch try gold panning, sweet making and sit for a costumed photo before taking in a gold pour demonstration. There will also be some free time to wander and explore. |
| 4.45pm | **Mercure Hotel and Convention Centre** | Drop off. |

**Itinerary 3 | Indulgence | Host Steve Wroe (CEO Daylesford Macedon Tourism) | Cost $200 pp | max 40 people**

**As the title suggests, “indulge” in wellness, food and accommodation. These venues are at the top of their game and mostly have been for a long time.**

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| 9.30am | **Mercure Hotel and Convention Centre** | Meeting point. |
| 10.15am-11am | **Clifftop at Hepburn** | What does it take to create luxury accommodation that media loves? Speak with creator David Penman about this and other projects in the region. |
| 11.10am-12.30pm | **Hepburn Bath House & Spa** | Visit the Hepburn Bath House and enjoy a short tour of the luxurious facilities. Enjoy a 45 minute mineral bathing experience and a takeaway goody bag. Don’t forget your bathers and thongs!  |
| 12.45pm-2.15pm | **Lake House Daylesford** | Enjoy a delicious lunch at this renowned venue and hear how the Wolf-Tasker family took a punt on a small town many years ago and have maintained a level of excellence ever since.  |
| 3pm-4pm | **Provincial Hotel Ballarat** | Join Gorgi Coghlan on a tour of this grand accommodation venue and learn how her and husband Simon revitalised an old building and delivered on their vision. |
| 4.15pm-4.45pm | **Forge Pizzeria / Housey Housey / 1816** | Looking to diversify? Have a chat with Tim Matthews about how he has added an artisan bakery and a function space to his list of hospitality venues which already included two very popular pizza houses. |
| 5pm | **Mercure Hotel and Convention Centre** | Drop off. |

**Itinerary 4 | Creative City Walking Tour | Host Tara Poole (Creative City Coordinator – City of Ballarat) & Kelli Moran (Economic Development Sector Specialist – City of Ballarat) | Cost $25 pp**

**Join this exclusive walking tour that takes in the evolution of the City of Ballarat’s award-winning Creative City Strategy.**

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| 12.45pm | **Mercure Hotel and Convention Centre** | Meeting point. |
| 1:00pm-2:00pm | **Her Majesty’s Theatre** | What challenges could there be in restoring a grand old theatre? And who will pay for it? |
| 2:05-3:00pm | **Ballarat Art Gallery** | Discuss the Creative Cities Strategy, UNESCO Craft and Folk Art designation and World Heritage bid and how they feed in to creativity as a tourism driver. |
| 3:10pm-3:30 mins | **CBD Arts Hub** | Take a tour of the new creative incubator space, see game developers mixing it up with visual artists and more. |
| 3:40-4:00 | **Makers Studio** | Get to the ground roots of creativity. |
| 4:00pm-4:40pm | **18th Amendment Bar** | A different sense of creativity, cocktail making. What does it take to make a bar based on the 1920’s a huge hit in a regional city? |
| 4.45pm | **Mercure Hotel and Convention Centre** | Drop off. |