



Photo credit: Tourism Australia

A U S T R A L I A N REGIONAL TOURISM L T D

MEMBERSHIP PROSPECTUS 2020 - 2021

Australian Regional Tourism
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www.regionaltourism.com.au



ABOUT ART



Tourism continues to be a driver of growth for the Australian economy, with almost 44% of visitor spend occurring in regional areas with a value of nearly \$58 billion in 2018-19.

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 nine 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
eo@regionaltourism.com.au

ART 2020/21 Strategic Priorities

Inspire and enable the development of products and experiences

Create and transfer market intelligence and capacity

Create and promote empowering policy programs

 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			



Photo credit: Tourism Australia



MESSAGE FROM THE CHAIR

Thank you 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.

Over the past twelve months, we have continued to actively advocate for regional tourism and strengthening industry ties where possible. Our focus has been on a number of issues:

- Enabling infrastructure
- Commonwealth grant funding for tourism development
- Reliable and useful tourism data
- Regional dispersal of growing international markets
- Product development
- Skills shortages

The priorities of the organisation as a whole come via a democratic process, determined by our members, firstly identified and then refined by the Board and regional STO working group to provide direction for the coming years. These focus areas are represented in our Strategic Plan, and presented to you in this Prospectus.

In terms of major projects and activities, this year we:

- Successful delivery of the annual Convention held in Devonport, Tasmania for 2019
- Facilitated a workshop with Austrade as part of ARTC to inform the development of the Tourism 2030 strategy and joined the Drafting Group to ensure a regional focus
- Engaged with industry and advocated needs for recovery from the bushfires and COVID-19
- Developed and put forward a proposal for a \$1.3M Federal support package to get regional tourism specialists in regions post COVID-19 (pending completion)
- Continued our support for Local Government by advocating for a National Local Government Policy and delivered the '[Visitor Economy Thinking for Local Government](#)' toolkit
- Ongoing development of the online regional social community, [The Tourism Hub](#) and launched the new webinar series for regional councils and visitor information centres, presented by regional specialists
- Conducted an [industry survey](#) to verify demand for the development of Agritourism and advocated increased support and product development for sector
- Lobbying and drawing media attention to key issues impacting regional tourism
- In collaboration with program partners, awarded finalists for the Emerging Tourism Professionals (ETP) Program, delivery of the program will continue over the coming months
- Developed priority list of regional tourism infrastructure to draw Federal funding attention (pending completion)

If you have any questions don't hesitate to contact myself or Lauren.

Kind regards,
Coralie Bell
Chair, Australian Regional Tourism



DEVELOPMENT OF AGRITOURISM

In October 2018, ART commenced an investigation into Agritourism to better understand the maturity of current products and experiences, along with the opportunities and barriers to developing the sector. Following this investigation, the discussion paper 'Boosting Regional Australia through Agritourism' was released by ART based on its findings.

Since its release, ART has continued to advocate for development and demand generation of the sector. Through Agritourism we can effectively tell the story of regional Australia and create another reason for our domestic and international visitors to disperse into regions.

To verify the current demand of developing and promoting regional Australia through Agritourism, ART conducted an industry survey in May 2020, with results clearly indicating that Agritourism is a key growth market. Over the coming year ART will continue its work to support the sector as a national regional tourism priority.

Download the [Survey Results Snapshot](#).

EMERGING TOURISM PROFESSIONAL PROGRAM 2020

Teaming up with our program partners, Tourism Australia and Caravan Industry Association Australia, ART will deliver the Emerging Tourism Professional 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, the program offers two categories:

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

PROGRAM FINALISTS RECEIVE

- Individually designed mentorship program with Ali Uren at [Kiikstart](#)
- FOC delegate attendance at the next ART Convention (value over \$1,400)
- Profiled within upcoming ART newsletter
- \$1,000 professional development voucher
- One year ART membership as an individual or small business

For further details visit: www.regionaltourism.com.au



LOCAL GOVERNMENT TOOLKIT

ART recognises the important role Local Government plays in regional tourism. Within councils across the country there is a broad range of knowledge and experience in growing sustainable visitor economies, and a wide variance in investment. As major asset owners, service providers and decision makers, councils sit at the heart of the visitor experience.

We are committed to supporting councils so they grow and develop their local visitor economy and to support this ART has released its 'Visitor Economy Thinking for Local Government' toolkit.

This will enable our regions to take advantage of a sector that they can truly shape and develop to meet the needs of their communities, in their way and on their terms. The new toolkit seeks to encourage discussion and collaboration as well as provide councils with a clear and simple way to ensure they can reap the benefits of a sustainable visitor economy.

Download the toolkit via [The Tourism Hub](#).



THE TOURISM HUB & WEBINARS

ART also invite you to join our social community 'The Tourism Hub', an online platform to provide a single source of regional tourism news, events and opportunities. Designed to facilitate connectivity between regional tourism professionals to enable the sharing of information, research and resources while allowing us to stay in closer contact and collaborate on best practice solutions to common challenges.

In October, ART launched its [new webinar series](#) specifically designed for regional Councils and Visitor Information Centres. Presented by regional tourism specialists, the webinars so far featured:

- Session 1: Linda Tillman, Managing Director of Tilma Group, and Ali Uren, Founder of Kiikstart, to discuss 'The Role of Local Government in a Modern and Changing Tourism Industry'.
- Session 2: Jo Seabrook, Manager Tourism Services at Barossa Council and Ali Uren, Founder of Kiikstart, considered the topic of 'Redesigning Regional Visitor Information Centres'.



Register your FREE profile and catch up on previous webinar sessions at: members.regionaltourism.com.au



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.

PRODUCT DEVELOPMENT

Support the development of new regional product and experiences such as agritourism, that will give more reason for visitors to travel to regional destinations.



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	✓	✓	✓	✓
Logo listed on ART website (where available)	✓	✓	✓	✓
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)	✓			

"Become part of a group that is passionate about building strong partnerships that support each other in driving tourism across regional Australia"



Photo Credit: James Fisher / Tourism Australia

Join Today!

A U S T R A L I A N
R E G I O N A L T O U R I S M
L T D

TIER 1 PARTNER

\$6,201

Federal and State
government agencies.
National and state tourism
organisations

TIER 2 MEMBER

\$1,302

Corporate organisations,
industry associations, RTOs,
medium to large enterprises
with > 10 FTE

TIER 3 MEMBER

\$651

Local government, RTOs,
& LTOs with
< 10 FTE

TIER 4 MEMBER

\$261

Individuals, sole traders,
single visitor centres, LTOs
and small businesses
with < 5 FTE



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A U S T R A L I A N
R E G I O N A L T O U R I S M
L T D

Organisation:

Contact Person 1:

Contact Person 2:
(optional)

Position:

Position:

Email:

Email:

Phone:

Phone:

Business Type:

TIER 1

TIER 2

TIER 3

TIER 4

\$6,201

\$1,302

\$651

\$261

Direct Deposit: Australian Regional Tourism BSB 032-539 A/C 347 215

Credit card:   Card Number: _____ Exp: _____

Cheque payable to: Australian Regional Tourism, PO Box 168, Lord Howe Island NSW 2898

Sign up online: www.regionaltourism.com.au