

## Strategic Plan 2020-2025

### Our Vision

To be the leading authority on regional tourism in Australia

**Purpose:** To increase regional tourism through improving the environment to operate a tourism business in regional Australia

### Our Core Business

1. To be a known and respected leader and authority to both industry and government through influence of positive policy that improves the regional tourism environment
2. To be a facilitator of conversations and a connector of resources, people and organisations through building community
3. Create and transfer market intelligence and capacity

### Identified Game Changing Opportunities

1. Enabling Infrastructure – physical and digital connectivity and product development opportunities
2. Ongoing and strategic commonwealth grant funding for development that will support and grow the regional visitor economy
3. Reliable and useful tourism data
4. Regional dispersal of international visitors
5. Skills shortages in regional areas, both industry and government
6. Support the development of new regional product, such as agritourism, that will give more reason to travel to regional destinations
7. Supporting LG, LTO & RTO in planning, development and delivery in the Visitor Economy in regional Australia.



Activities	Be a facilitator of conversations and a connector of resources, people and organisations.	Create and transfer market intelligence and capacity	Respected leader and authority
<b>Major Project opportunities</b>			
Annual Regional Tourism Convention addressing the priority issues and opportunities that face regional tourism	✓	✓	✓
Continued development and activation of the Tourism Hub	✓	✓	✓
Facilitate a united voice to drive change for regional Australia through identification and wide spread distribution of top regional priorities / game changes.	✓	✓	✓
Provide input into the development of policy, plans and programs that impact on regional tourism			✓
Support for Local Government through research and the creation and distribution of discussion paper and guide aimed at introducing the Visitor Economy to those new to the game.	✓	✓	✓
Continue to seek opportunities to address key challenges and game changers for regional Australia.	✓		
Develop and run an annual Emerging Tourism Professional Program.		✓	
<b>Day to day activities</b>			
Raise the profile of regional tourism and its issues and opportunities at relevant industry forums			✓
Provide communications to members on matters relating to regional tourism (website, newsletter, social media, surveys, forums and webinars)	✓		
Run advisory groups for State / Territory Tourism and Regional Tourism Organisations	✓		✓
Process enquiries regarding regional tourism			✓
Continue to be nimble and reactive to opportunities that have the potential to address key challenges and game changers for regional Australia.	✓		✓

