



Photo credit: Tourism Australia

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

MEMBERSHIP PROSPECTUS 2022/23

Australian Regional Tourism
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ABOUT ART



Australia’s visitor economy provides world-leading services and visitor experiences to consumers while delivering significant and sustainable benefits to the Australian community. This is driven by the industry-led and government enabled THRIVE 2030 strategy. The interim forecast is \$166 billion by 2024, of which \$70 billion is regional spend. Long term, it is anticipated this will increase to \$230 billion by 2030 of which \$100 billion is regional spend.

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 9 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
admin@artn.com.au

ART 2022 /23 Strategic Priorities

Inspire and enable the development of products and experiences	Create and transfer market intelligence and capacity	Create and promote empowering policy programs
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Modest delivery emphasis

Major delivery of core business

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			



THE AGRITOURISM PROJECT

Australian Regional Tourism (ART) is the peak national body representing regional tourism practitioners. ART acts as a hub for collaboration, cooperation, ideas generation, knowledge sharing, networking and so much more. On behalf of its members, ART advocates for sustainable regional development and amplifies key messages to government, other industries and industry sectors, researchers, educators and the public.

The Agritourism Project is made possible through Building Better Regions Fund and partnership with AirBnB.

In the initial stages, the main focus of ART is to establish an Agritourism Advisory Panel consisting of leaders from the tourism and agricultural sectors, both government and non-government. This panel will facilitate the development of an agritourism policy position that aims to seek regulatory change, endorsed by the panel, and presented to relevant Minister's.

Australia's agritourism sector provides the opportunity to support tourism development throughout regional and rural Australia, enabling both social and economic benefits to the visitor economy and agricultural sectors. Despite development efforts at a regional level, there is no National strategy to guide the development or marketing of the agritourism sector.

The Agritourism Project will provide a clear policy position and seek to influence policy and drive regulatory change.

The Project deliverables are as follows:

- National Agritourism Framework, sector development plan
- Stakeholder Engagement Strategy
- Series of Agritourism toolkits
 - Local Councils, paving the way for successful Development application
 - Tourism 101 for Farmers
- Hosting a one day Agritourism Conference

Progress on the Agritourism Project will be addressed at the Australian Regional Tourism Convention in Ballarat, Victoria from 10 - 12 October 2022, with a dedicated Agritourism Conference on 13 October.





REGIONAL TOURISM FORUM MARCH 2022

TOP SIX NATIONAL REGIONAL TOURISM PRIORITIES

Tourism Australia and Australian Regional Tourism (ART) partnered to deliver the inaugural forum for Regional Tourism Organisations (RTOs) in Melbourne on the back of the 2022 Destinations Australia conference. This forum proved invaluable for It is anticipated that this forum will meet again over the next twelve months.

In March, approximately 80 delegates attended representing a wide range of regional tourism organisations (RTOs) from across Australia, including state tourism organisations (STOs).

During the forum, ART hosted a workshop to identify and discuss the agreed national regional tourism priorities.



ART CONVENTION BALLARAT, VICTORIA 10 - 12 OCTOBER 2022

REGIONAL AUSTRALIA: PAVING THE WAY FOR A STRONGER VISITOR ECONOMY

October 2022 will see ART deliver the Annual Regional Tourism Convention. Bringing together tourism leaders across State and Federal Government to partner with industry, we'll tackle the top priorities challenging regional tourism. Come along for this great opportunity to network with industry leaders and participate in conversations steering regional tourism into 2030.

\$1,200

Early Bird Rate

Book before July 20
members only
rate

AGRITOURISM CONFERENCE 13 OCTOBER 2022 BALLARAT, VICTORIA

proudly supported by





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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.

AGRITOURISM DEVELOPMENT

Agritourism provides social and economic benefits to the visitor economy and agricultural sectors. Develop an action plan to support and develop agritourism across Australia.



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	✓	✓	✓	✓
The Tourism Hub and industry resources	✓	✓	✓	✓
Logo listed on 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!



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



Photo Credit: Tourism Australia



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 Acc 347 215

Credit card:   Card Number: Exp:

Cheque payable to: Australian Regional Tourism, 8 Sommet Street Castletown, WA 6450

Sign up online via The Tourism Hub: members.regionaltourism.com.au