

2022

ART

CONVENTION

TOURISM AUSTRALIA



CITY OF  
BALLARAT



BUSINESS  
EVENTS  
VICTORIA



Monday, 10 October, 2022

# CONFERENCE OPEN

9:00am – 5:00pm	<b>City of Ballarat Famil Program (optional)</b>
5:00pm – 10:00pm	<b>Welcome Reception - Sovereign Hill</b>

Tuesday, 11 October, 2022

# DAY ONE

8:00am	Registrations Open
8:30am – 8:45am	<b>Welcome</b> <i>Gorgi Coghlan, Master of Ceremonies</i>
8:45am – 9:00am	<b>Welcome Address by ART Chair</b> <i>Coralie Bell</i>
9:00am – 9:30am	<b>THRIVE - An industry perspective</b>
9:30am – 10:30am	<b>Panel - The future of regional tourism</b> <i>Coralie Bell, ART Chair</i> <i>Robert Harding-Smith, Strategy Manager, Strategy &amp; Research, Tourism Australia</i> <i>Felicia Mariani, CEO, Victorian Tourism Industry Council</i> <i>Mirerva Holmes, A/Director, Recovery and Reform, Tourism, Events and Visitor Economy Victoria</i>
10:30am – 11:00am	MORNING TEA
11:00am – 11:30am	<b>Skills and workforce shortages</b> <i>John Hart, Australian Chamber of Commerce &amp; Industry</i>

11.30am – 12.00pm	<b>Panel - How to engage and embed Indigenous tourism in regional communities</b> <i>Phil Lockyer, Tourism Australia</i> <i>Ash Bartley, Visit Victoria</i> <i>Corinna Eccles, Wadawurrung Traditional Owners Aboriginal Corporation</i>
12:00pm – 1:00pm	LUNCH
1:00pm – 1:50pm	Concurrent Sessions
Session 1	<b>How your visitor servicing team can add more value to your visitors and communities</b> <i>Rebecca White, Tourism e-School</i> In this practical workshop, Rebecca will share ideas and case studies of how visitor servicing teams can evolve their activities to help them remain relevant to changing visitors values and ensure they are increasingly adding value to their local communities.
Session 2	<b>Building tourism communities</b> <i>Marcus Falconer, CEO, Australia's Golden Outback</i> The challenges and opportunities of a regional tourism organisation with 51 local government areas and a region six times bigger than the United Kingdom.
Session 3	<b>Drive tourism behaviour and how it can be used in planning for tourism, crisis management and infrastructure usage</b> <i>Peter Clay, General Manager Research and Insights, Caravan Industry Association of Australia Ltd</i> Utilising mobile positioning data to analyse drive tourism behaviour can benefit local governments in their planning around tourism, crisis management and infrastructure usage. Learn from case study examples where data collected has provided key insights into drive distance and times, key roads used, businesses and attractions visited, impacts of events, home locations and more.

1:50pm – 2:40pm	Concurrent Sessions
Session 1	<p><b>When things go pear shaped! Crisis communication planning</b>  <i>Stuart Toplis, Manager Industry Sustainability, Tourism, Events &amp; Visitor Economy Victoria</i></p> <p>Every disaster or crisis will attract unwelcome attention of varying degrees, with the potential to impact negatively on visitors' perceptions. This session will provide practical tips about preparing for when things go pear shaped.</p>
Session 2	<p><b>What's old is new again (marketing)</b>  <i>Hannah Statham, Media Mortar</i></p> <p>Across this presentation Hannah will share how you can use stories to create an emotional connection with customers and drive long-lasting action. This presentation breaks down what's normally an esoteric topic into simple steps to build into your marketing plan.</p> <p><b>Tapping into your own backyard market</b>  <i>Melissa Ritchie, Wisdom</i></p> <p>The Tourism industry is still in recovery mode. With the influx of the Visiting Friends and Relatives market in regional areas, we look at how you can build local pride with your own residents, building an army of local ambassadors to feed your local economy from inside of the fence.</p>
Session 3	<p><b>A new world of travel: how Airbnb is changing how we live and travel.</b>  <i>Michael Crosby, Head of Public Policy, Airbnb Australia &amp; New Zealand</i></p> <p>The world has changed, and in 2022 people are traveling differently than they ever have before. Because of remote work, people are spreading out to thousands of towns and cities. In today's world, people are demonstrating increased flexibility about where and when they travel and regional communities are the economic beneficiaries.</p>

2:40pm – 3:00pm	AFTERNOON TEA
3:00pm – 3:45pm	<p><b>How a local Council can make a difference - Coordinate   Connect   Collaborate</b>  <i>Kate Shilling, Executive Officer, Ultimate Winery Experiences Australia</i></p> <p>Local government areas are the biggest investors in regional tourism but at times can also be the biggest barriers. Learn how to support people new to the industry and take a more coordinated and commercial approach.</p>
3:45pm – 4:30pm	<p><b>Marketing isn't enough - why capability building matters in delivering a stronger visitor economy</b>  <i>Giovanna Lever, Sparrowly</i></p> <p>Explore the balance between demand and supply in destination management. Unpack why building a deep capability - supply side, is integral to the success of destinations and the long term viability of the tourism ecosystem.</p>
4:30pm – 5:15pm	<p><b>Ambassador &amp; training program facilitators speed dating</b></p> <p>An interactive session with a chance to learn directly from ART's Ambassadors and Educators.</p>
5:30pm	ART AGM

# DAY TWO

<p>8:30am – 9:00am</p>	<p><b>How can the visitor economy be sustainably delivered within community</b>  <i>Sarah Pilgrim, Executive Manager of Visitor Economy, Ballarat City Council</i></p> <p>Learnings from the pandemic and beyond the access of the broader livability of a city alongside visitor economy. Learn of the challenge of an environment in which 50% of visitors are characterised by Visiting Friends and Relatives with research into the touch points of VFR and outtakes for product development and marketing. What makes a city unique to visitors and locals alike.</p>
<p>9:00am – 9:30am</p>	<p><b>Understanding your domestic customer</b>  <i>Tom Leslie, Quantum Market Research</i></p> <p>This session will bring a particular focus to the trends which are influencing domestic tourism in 2022/23. Tom will guide us to consider what this means to our own customers, and how it might shape elements of our marketing mix to effectively convert them to travel, dispersion and spend.</p>
<p>9:30am – 10:00am</p>	<p><b>Insuring Fun: insurance challenges for businesses in the tourism sectors</b>  <i>Bruce Billson, Australian Small Business and Family Enterprise Ombudsman</i></p> <p>Insurance of all forms, and particularly public liability, has become increasingly expensive and difficult to access for businesses in the tourism sectors including amusement and adventure. This session delves into these difficulties and will highlight innovative solutions proposed by the Amusement, Leisure, and Recreation Association.</p>

<p>10:00am – 11:00am</p>	<p><b>Panel - Building a regenerative and sustainable tourism economy in the face of climate change impacts</b></p>
<p>11:00am – 11:30am</p>	<p>MORNING TEA</p>
<p>11:30am – 12:20pm</p>	<p>Concurrent Sessions</p>
<p>Session 1</p>	<p><b>Yarra Ranges Tourism - Digital visitor information kiosks - a pilot for the future</b>  <i>Simon O'Callaghan, Yarra Ranges Tourism</i></p> <p>Faced with the dilemma of running two Visitor Information Centres that were progressively unable to sustain volunteers coupled with declining patronage, Yarra Ranges Tourism embarked on a bold journey to re-invent its visitor servicing strategy.</p>
<p>Session 2</p>	<p><b>Opportunities in innovation for regional tourism attractions</b>  <i>Simon McArthur &amp; Karl Flowers, SMA Tourism</i></p> <p>Just how much product reinvigoration through innovation is possible with Australia's regional attractions, and what can we learn from overseas best practice?</p>
<p>Session 3</p>	<p><b>The symbiotic relationship between tourism and events - highlighting the significance of events in regional destinations</b>  <i>Linda Tillman, Tilma Group &amp; Vanessa Briody, Oregional Collective</i></p> <p>It may be tricky to quantify, but no one debates the value events bring to regional and rural destinations across Australia. Delve into the benefits events provide regional and rural destinations and how tourism bodies and operators can collaborate with events in order to leverage opportunities.</p>

12:20pm – 1:10pm	Concurrent Sessions
Session 1	<p><b>Harnessing the community to develop regional tourism</b>  <i>Katrina Denoux, ICMS Higher Education &amp; Villa Tropez Tourism</i></p> <p>How is the pulse of your community when it comes to host community sentiment, and their voice when being consulted on tourism? This session will discuss the breaking down of barriers and solutions to a healthy culture of community in developing tourism opportunities.</p>
Session 2	<p><b>The future YOU create - a self-navigated guide to reimagining the visitor economy</b>  <i>Carolyn Childs, MyTravelResearch.com</i></p> <p>Everyone loves a trends presentation but few then act on the trends. This session provides a practical road map to doing so - with new material created especially for ART.</p>
Session 3	<p><b>Harnessing the power of local leaders for experience innovation</b>  <i>Dr Sarah Gardiner, Director of the Griffith Institute for Tourism and Associate Professor in Tourism, Griffith University</i></p> <p>Local leaders that are passionate about your destination are often a key ingredient for success. In this hands-on workshop, you will learn the secrets to unlocking innovation in your destination, discover the experience-market profile and unpack how you can pave the way of local leaders and collective action to promote experience innovation and strengthen your visitor economy.</p>
1:10pm – 2:00pm	LUNCH

2:00pm - 2:20pm	Conference Wrap Up
2:20pm – 3:20pm	Ask ART – Panel Discussion
	<p><b>Regional Success Stories</b>  <i>Sara Quon, Sovereign Hill</i>  Sovereign Hill turned 50 during the pandemic. Sara will outline their master plan for the next 20 years and cover how they used covid to reflect on learnings from the past and a vision for the future.</p> <p><i>Gorgi Coghlan, The Provincial</i>  Discover what media presenter and local business owner Gorgi Coghlan loves most about Ballarat and why she and her husband Simon feel that Ballarat is only just beginning to scratch the surface of its potential.</p> <p><i>David Cook-Doulton, Hotel Vera</i>  Key collaborations with local makers and partnerships. We are stronger together and more compelling as a collective.</p>
3:20pm – 4:15pm	
4:15pm	<p><b>Closing Address by ART Chair</b>  <i>Coralie Bell</i></p>
7pm	Convention Dinner - The Goods Shed

\*program subject to change.

Thursday, 13 October, 2022

# AGRITOURISM CONFERENCE

See Agritourism Conference Program

# CONVENTION PARTNERS

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