

National Agritourism Conference

13th October 2022, Ballarat, Victoria

CONFERENCE PROGRAM



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13th October 2022, Mercure Hotel, Ballarat, Victoria

Join us in Ballarat as we launch the National Agritourism Strategy 2030 and evolve the conversation on Australian Agritourism. With a focus on leadership, sharing and the opportunities for the sector, the program has been designed to encourage future thinking, unlock the supply side and support farmers on the journey to tourism and regions on their journey to sustainable Agritourism growth.

Timing	Program Summary – Morning (v) video presentation
8.00am	Registrations open
8.45am	Welcome – hosted by MC Gorgi Coghlan
9.00am	Welcome Address Nick Baker, Australian Regional Tourism The Journey for Agritourism
	Strategy Endorsement Queensland Farmers Federation
9.30am	Strategy Launch
10.00am – 10.30am	Morning Tea
10.30am – 11.00am	Agritourism Leadership A rising tide lifts all boats Caroline Millar , Scottish Agritourism (v)
11.00am – 11.25am	Agriculture Innovation The context for future proofing agriculture through diversification & innovation Barry McGookin, GM Innovation Food Innovation Australia Ltd (FIAL)
11.25am – 11.50pm	Agritourism Planning Reforms Laying the foundations for future experience development Luke Walton, Executive Director, Housing and Economic Policy, NSW Department of Planning and Environment
11.50 – 12.15pm	Unlocking Supply (Panel) Improving the planning processes to support growth. Representatives from local government and tourism share their approaches to supporting improved planning outcomes for Agritourism. Sharon Heppard, Manager – Artisan Agritourism Project, Hepburn Regional Shire Tim Boundy, Economic Development Project Manager, Mount Barker District Council
12.15pm – 1.00pm	Lunch

Made possible with support from:

Registrations: <https://regionaltourism.com.au/convention/>



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Timing	Program Summary – Afternoon (v) video presentation
1.00pm -1.30pm	The Future of Demand for Food & Drink Consumer demand insights for Agritourism Chanel Stoye, Tourism Australia
1.30pm – 2.10pm	Learnings from the Wine Industry With 3 decades of evolution from grape growing to export tourism excellence, there is much to learn. Convenor: Karen Fitzgerald, General Manager – Experiences, Tourism Australia Brooke Beales, Global Marketing Operations Manager, Wine Australia Kate Shilling, Executive Officer, Ultimate Winery Experiences of Australia
2.10pm – 2.40pm	Off the beaten track: How Airbnb is partnering with farm Hosts to create new tourism opportunities for regional communities Visitors are always looking for unique experiences that take them off the well-beaten path and give them a true sense of Australia beyond the big cities. Airbnb is supporting the development of local tourism industries that will help diversify the local economy and build added resilience into the future. Michael Crosby, Head of Public Policy, Airbnb, Australia & New Zealand
2.40pm – 3.00pm	Afternoon Tea
3.00pm – 3.30pm	Case Study: Scaling Authenticity One of Australia's best loved brands shares the story of a global family agritourism business that has stayed true to its values. Sally Paech, 6th Gen. Farmer, Director of Marketing, Beerenberg Australia (v)
3.30pm – 4.00pm	Panel: Agritourism Collaboration Touring Routes, Itineraries & Events make it easier for visitors to engage with your region Miranda Lang, Senior Manager, Engagement & Industry Development, SATC Nadia Feeney, Senior Manager, Industry, Australian Tourism Data Warehouse Kirsten Bach, Manager & Project Manager, Visit Northern Tasmania
4.00pm – 4.30pm	First Nations Agritourism: the Vision of Budj Bim Agritourism provides unique opportunities for Indigenous engagement. World Heritage listed Budj Bim is both ambitious and steeped in Culture. Damien Bell, Managing Director, Budj Bim Cultural Landscape
4.30pm – 5.15pm	Agritourism Success Stories – In conversation with Gorgi Coghlan My Journey, Damian McArdle, 4th Gen. Pear Farmer, Paracombe Premium Perry My Journey, Kay Toomerup, Farmer & Owner, Toomerup Dairy Farm
5.15pm – 5.30pm	Wrap up and close

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