



Photo credit: Tourism Australia

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

2023-2024 MEMBERSHIP PROSPECTUS

ART is the peak body that represents regional tourism practitioners and acts as a hub for collaboration, cooperation, ideas generation, knowledge sharing, networking and more. On behalf of its members, ART promotes sustainable regional development through regionally focused research, destination management planning, product development, marketing and the development of skilled human resources.

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 get in touch.

Connect with us

Australian Regional Tourism

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www.regionaltourism.com.au

ART 2023 /24 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

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			



AGRITOURISM

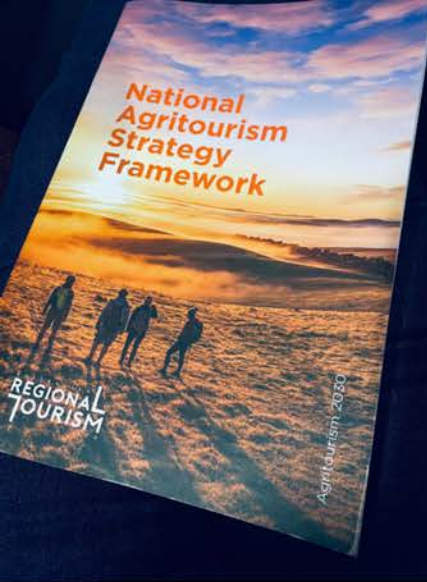
For many years Australian Regional Tourism has championed Agritourism as a critical opportunity for the agriculture and tourism industries in Australia. This partnership of two significant industries is vital for the future with a natural relationship and synergy of wide-open spaces, quality produce and friendly people. Australian farming culture is intrinsically linked to regional Australia and the natural curiosity of both telling and listening to stories about our land and farms has long been sought after.

The challenges faced by farmers as they diversify is the low awareness of tourism as a farm business option, land use regulation red tape with running tourism on farms and the skills shortages facing farmers as they lean into increased production post pandemic. Therefore, having a national strategic approach and providing farmers with ways to diversify may help some families stay on the land. There are many benefits of Agritourism to farmers include new income streams, broadened social contact and new skills and jobs for expanding families.

In developing the plan, ART were guided by the need for both the Agriculture and Tourism sectors to support the future roadmap for Agritourism. Across the project, we engaged with and have endorsement from regulatory and government stakeholders, consultants to the agriculture sector, State and Territory tourism entities, local government representatives, First Nations representatives and many others interested in a future thriving Agritourism sector.

Following consultation with nearly 200 stakeholders nationally, Australian Regional Tourism's project steps out six strategic priorities that underpin growth to 2030:

1. Sustainable & inclusive farm diversification
2. Community capability and capacity building with a focus on regional employment
3. Develop new, high quality, distinctly Australian agritourism experiences
4. Promote the sector responsibly, with an alignment to food and drink
5. Encourage genuine collaboration and enduring partnerships, and
6. Provide leadership to support growth.



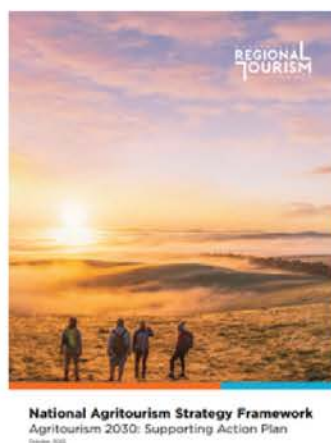
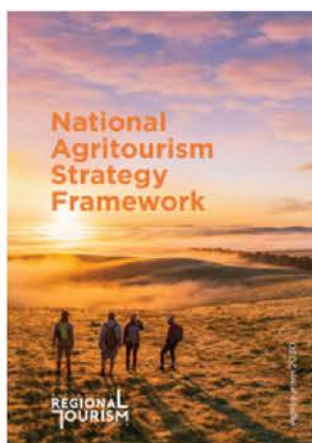
Since the Strategy launch, momentum has been growing across the States and Territories for Agritourism as a deeper and richer expression of food, drink, community and passions.

This project has seen ART bring together two of Australia's largest export industries and regional employers, Agriculture and Tourism to boost Regional Australia through the enabling of agritourism. ART are excited to have delivered the inaugural Agritourism Conference on the back of the Convention in October 2022, where the National Agriculture Engagement Strategy was launched.

The Strategy and Toolkit resources are available via the Tourism Hub.

The deliverables for the project included the following:

- National Agritourism Strategy Framework
- Agritourism Action Plan
- Agritourism Engagement Strategy
- Toolkits for Local Governments / Farmers
- One day Agritourism Conference





ADVOCACY FOR REGIONAL TOURISM

ART have continued efforts as the unified industry voice for regional tourism advocacy, enabling a collaborative approach to industry development and shared challenges. This is done in partnership with State and Territory tourism organisations where ART meets regularly with Ministers and leaders to bring regional tourism issues to the centre of government decision making. This contact ensures strong communication between the industry and governments is maintained.

The top six tourism priority issues continue to be a focus at a national level, while steering a coordinated approach to seek solutions making a significant contribution to the growth of regional tourism and the visitor economy 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.



THE TOURISM HUB

The Tourism Hub is a digital platform designed as a social community to connect the regional tourism industry. Integrated within the Tourism Hub is the Australian Regional Tourism Community. Its purpose is to end isolation and facilitate connectivity in regional destinations. Connecting with like-minded tourism professionals enables us to share knowledge and advice, and to collaborate on developing best practice solutions to common challenges. The Tourism Hub is now the primary marketing platform for ART activity, convention and projects.

Content on the hub generally consist of:

- Contributions contributed by ART ambassadors via blog
- Jobs board
- Regional grant opportunities
- Tourism industry news and research
- Interactive webinars and podcasts delivered by our Regional Ambassadors



LOCAL GOVERNMENT TRAINING PROGRAM

In 2021 ART launched a comprehensive online professional development program for anyone in Local Government or the regional tourism industry. Consisting of 12 modules specifically tailored for regional destinations, the program provides insight into the role of the visitor economy in regional communities and best practice industry planning and development. The program is entirely online, with pre-recorded sessions, allowing participants to complete the program in at their own pace with the maximum period of two years to complete.

The Local Government Professional Development Program continues to be a success and has exceeded our expectations and reaffirms the demand for online training in our industry.

2023 AUSTRALIAN REGIONAL TOURISM CONVENTION



REGISTRATION NOW OPEN!

CONVENTION PARTNER



Our host for the 2023 Australian Regional Tourism Convention (ARTC) is City of Newcastle. Dates for Convention are locked in for 10-12 October 2023.

Convention is a must-attend event for anyone who wishes to contribute to the future of regional tourism in Australia and is tailored for all sectors of the tourism industry. It is a great networking opportunity and forum to exchange ideas about ways to grow a sustainable regional destination and to showcase best practice success.

The 2023 ART Convention theme is
Creating the Regional Visitor Economy of the Future

Convention registration will include:

Welcome Reception – Tuesday 10 October

2 full days of convention – Wednesday 11 and Thursday 12 October

Convention Dinner – Thursday 12 October

Further details can be found [here](#).



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	✓	✓	✓	✓
Provide input into ART strategic planning	✓	✓		
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
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L T D

TIER 1 PARTNER

\$6,511

Federal and State government agencies.
National and state tourism organisations

TIER 2 MEMBER

\$1,367

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

TIER 3 MEMBER

\$683

Local government, RTOs, & LTOs with < 10 FTE

TIER 4 MEMBER

\$274

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

\$6,511

\$1,367

\$683

\$274

Direct Deposit: Australian Regional Tourism BSB 032-539 Acc 347 215

*Please use your surname or organisation as a reference

Credit card:



Card Number:

Exp:

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