



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

**2024 - 25**

**MEMBERSHIP PROSPECTUS**



Australian Regional Tourism (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.

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.

### **Our Vision**

To be the leading authority on regional tourism in Australia.

### **Purpose**

To increase regional tourism by improving the environment to operate a tourism business in regional Australia.

### **Our core business**

- 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.
- To be a facilitator of conversations and a connector of resources, people and organisations through building community.
- Create and transfer market intelligence and capacity.

For more information about joining ART or to discuss any of our key projects, please get in touch.

### **Enquiries**

Lauren Douglass  
Chief Executive Officer  
Australian Regional Tourism  
P | 0407 436 965  
E | [admin@artn.com.au](mailto:admin@artn.com.au)  
[www.regionaltourism.com.au](http://www.regionaltourism.com.au)





# STRATEGIC PRIORITIES



Modest delivery emphasis













Major delivery of core business

Inspire and enable the development of products and experiences

Create and transfer market intelligence and capacity

Create and promote empowering policy programs

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			

ART has worked with its State and Territory-based Tourism organisation to identify a set of six priority issues facing regional tourism, that we will work on together. These are:

- Enabling infrastructure
- Provide strategic advice
- Reliable and useful tourism data
- Regional dispersal of growing international markets
- Skills shortages
- Agritourism development

These six tourism priority issues continue to be a focus at a national level, and steering a coordinated approach to seek solutions is integral in addressing these issues to make a significant contribution to the growth of regional tourism and the visitor economy.





Image: Tourism Australia

## **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.

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### **ENABLING INFRASTRUCTURE**

Ensure better access to regions and supply of digital infrastructure, which is critical to regional areas becoming more accessible, competitive and attractive.

### **PROVIDE STRATEGIC ADVICE**

Provide regional intelligence to inform National tourism policy by providing 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 and develop research and marketing to convert first 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. By developing an action plan, we support agritourism across Australia.





Image: Tourism Australia

## AGRITOURISM DEVELOPMENT - KEY PRIORITY

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.

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 delivered the **inaugural Agritourism Conference** in October 2022, where the **National Agriculture Engagement Strategy** was launched.

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

The Strategy and Toolkit resources are available via the ART website.





## THE TOURISM HUB

The Tourism Hub is a collaboration between the government and private sector to develop a central platform to access tourism research, news and opportunities.

Integrated within the Tourism Hub is the Australian Regional Tourism Social 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.

By signing up to The Tourism Hub, you will receive our Weekly Hub Highlights email which features the top highlights posted to The Tourism Hub News Feed each week. Posts vary from jobs in regional tourism, blog posts written by our Regional Tourism Ambassadors, or updates on the latest Development Opportunities including webinars and relevant events.

## LOCAL GOVERNMENT TRAINING PROGRAM

Australian Regional Tourism has designed a comprehensive online professional development program for anyone in Local Government or regional tourism organisations. Tailored specifically for regional destinations, the program provides insight into the role of the visitor economy in regional communities and best practice industry planning and development.

Delivered via a digital presentation, the course comprises 12 modules and a set of multiple choice questions.

The program can be accessed at a **discounted rate of \$375 for ART Members.**





## 2024 ART CONVENTION

The annual ART Convention provides a forum to discuss, debate and investigate solutions to issues, challenges and opportunities facing regional tourism. The Convention is regarded as the most significant annual event for industry, practitioners and government agencies engaged in regional tourism, anywhere in Australia. The Convention is for all sectors of the tourism industry to exchange ideas about ways to grow a sustainable regional destination and to showcase best practice success.

Our host for the 2024 Australian Regional Tourism Convention (ARTC) is Mackay, QLD. Dates for Convention are locked in for 9-11 October 2024.

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 2024 ART Convention theme is Regional Tourism: Inspiring Success.

Convention registration will include:

- Welcome Reception –Wednesday 9 October
- 2 full days of convention – Thursday 10 and Friday 11 October
- Convention Dinner – Thursday 10 October

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





Image: Tourism Australia

## MEMBERSHIP BENEFITS

BENEFITS	TIER 1	TIER 2	TIER 3	TIER 4
Discounted delegate ART 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 email to ART members (3 per year)	✓			





Image: Tourism Australia

## **BECOME A MEMBER**

### To become a member:

- Email [admin@regionaltourism.com.au](mailto:admin@regionaltourism.com.au) to advise which membership level your organisation will be signing up for.
- Advise the key contact person for your organisation.
- Request an invoice to pay membership fees, or pay via our [website](#).

Or, sign up directly via our [website](#).

Once membership fees are received, your key contact person will receive a 'welcome email' and be added to our Member database.

### **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