



PROGRAM



Australian Regional Tourism Convention

23-26 October 2017

Canberra, ACT



Monday 23rd October 2017

TIME - DAY 1	DETAILS
5:45pm	Registrations open
6:00pm - 8:00pm	Welcome Reception at Canberra Visitor Information Centre

Tuesday 24th October 2017

TIME - DAY 2	DETAILS
8:30am	Registrations Open (QT Canberra)
9:00am - 9:15am	Welcome by Convention Facilitator and ARTN Chair
9:15am - 9:30am	Federal Government Regional Taskforce initiatives for tourism <i>Presenter announcement coming soon</i>
9:30am - 10:00am	What you may not know about tourism in the ACT <i>Jonathan Kobus, Acting Director, Visit Canberra</i>
10:00am - 10:30am	Regional Tourism in 2030 - a vision from Austrade <i>Dan Williams, Austrade</i>
10:30am - 11:00am	MORNING TEA
11:00am - 11:25am	Do you know what local government does and how much is spent on tourism? Findings and implications of Australia's first national benchmarking research <i>Simon Pomfret, DBM Consultants and Lucy White, ARTN Board</i>
11:25am - 11:50am	Responding to the findings and implications <i>David O'Loughlin (President) Australian Local Government Association</i>
11:50am - 12:20pm	In which Australian regions is tourism the main player? <i>Leonie Pearson, Regional Australia Institute</i>
12:20pm - 12:30pm	Q&A
12:30pm - 1:30pm	LUNCH
1:30pm - 3:00pm	Concurrent session 1 <ul style="list-style-type: none"> a. ACT region local product case studies <ul style="list-style-type: none"> • Shaw Vineyard Estate (Murrumbateman) <i>Græme Shaw</i> • Stay tuned for two more exciting presenters being announced soon b. Workshop <ul style="list-style-type: none"> • Supporting tour operators from average to awesome <i>Tara Wells, Sydney Coast Walks</i> c. Visitor Information Centres - what's been happening? <ul style="list-style-type: none"> • The Canberra Visitor Centre - lessons we can offer you <i>Robert Smethills, Visit Canberra</i> • Visitor Servicing - a multi-pronged approach <i>Naomi Tyson, City of Adelaide</i> • Visitor Inspiration Experiences via Technology <i>Steve Rosa, Destination Southern Highlands</i>

3:00pm - 5:00pm	Field Trips, choose between <ul style="list-style-type: none"> • Canberra Airport • Canberra walking tour • National Zoo and Jamala Wildlife Lodge • National Arboretum
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Canberra Airport

Canberra Airport, is a major airport serving Australia's capital city, Canberra, as well as the nearby city of Queanbeyan and regional areas of the Australian Capital Territory and south-eastern New South Wales.

Canberra Airport is the eighth-busiest airport in Australia by passenger movements.



Canberra Walking Tour

Travel past the memorials on Anzac Parade and throughout the Parliamentary Triangle.

View national attractions including the Parliament House, Museum of Australian Democracy, National Archives, Australian War Memorial, National Museum and Carillon, Botanic Gardens, Canberra Nature Park, city architecture and more.



National Zoo & Jamala Wildlife Lodge

The National Zoo & Aquarium features a wide variety of both native and exotic animals, as well as the largest inland saltwater tank in Australia. Jamala Wildlife Lodge, the ultimate overnight safari at the National Zoo & Aquarium and Canberra's first luxury lodge experience. You will meet many of the most dangerous and endangered species on earth and learn how you can help their survival.



National Arboretum

An arboretum is a botanical garden devoted to growing trees for conservation, scientific research and educational purposes. The National Arboretum Canberra features 94 forests of different types of rare, endangered and symbolic trees. Other highlights include the National Bonsai and Penjing Collection, outdoor sculptures, award-winning architecture and spectacular lookouts.

6:00pm - finish	Regional Dinners (delegates to select from one of the below) <ul style="list-style-type: none"> • Capital Brewing Company • Poachers Pantry • Bicicletta Restaurant
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Capital Brewing Co.

Canberra's newest brewhouse and tap room, Capital Brewing Co. launches in early September with the freshest brews on tap and legendary Brodburger burgers. Good beer and good vibes!



Poacher's Pantry

Within the hills just north of Canberra, Poachers Pantry produces a range of exceptional quality smoked meat products showcased in innovative dishes at the Smokehouse Café, together with Wily Trout wines, produced from the vineyard surrounding the cafe.



Bicicletta Restaurant

Located in the vibrant NewAction precinct.

It's the perfect place to enjoy great coffee, home-made pizzas, pastas and gelati. We plate up daily specials fresh from the marketplace and boast a carefully curated wine list.

TIME - DAY 3	DETAILS
8:30am - 8:55am	Re-imagining visitor servicing toward 2030 <i>Rebecca White, Director Tourism eSchool</i>
8:55am - 9:20pm	The Sharing Economy: Uber and regional cities - a world of opportunity <i>Henry Greenacre, Uber</i>
9:20 - 9:45am	AirBnB: Providing the solution in regional areas - results and progress <i>Huw Phillips, Public Policy, AirBnB</i>
9:45am - 10:15am	MORNING TEA
10:15am - 10:40am	Panel discussion: Agritourism - what is it, what can it do for you, what is the ARTN doing to help regions grow it? <i>Linda Tillman - ARTN, Kimberley Pearson - National Farmers Federation and Kate Mathius - Austrade</i>
10:40am - 11:00am	Case studies of agritourism, sourcing different types of experiences and settings
11:00am - 11:30am	Using Bendigo Bank to reinvigorate a tourism region (Bungendore) <i>Mary Mathias - Bungendore community and Nick Fry - Bendigo Bank</i>
11:30am - 11:45pm	Q&A
11:45pm - 12:40pm	LUNCH
12:40pm - 2:20pm	Concurrent session 2 <ol style="list-style-type: none"> Workshop: Building a sustainable VIC: How to actively drive regional demand through strategic visitor servicing (implementation tips, tactics and measurement for regional marketing) <i>Rebecca White and Paige Rowett, Tourism e-school</i> Indigenous Tourism <ul style="list-style-type: none"> Camping with custodians <i>Renata Lowe, Tourism Western Australia</i> Changing an entire region to be Indigenous tourism based - East Arnhem Land <i>Jacinta Outlaw, Simon McArthur and Associates</i> Where will Aboriginal Tourism be in 2030? <i>Shannon Mallison, NSW National Parks and Wildlife Service</i> Sectors under recognised in regional areas <ul style="list-style-type: none"> Educational Tourism in 2030, do we understand the impact <i>Ross MacDiarmid, Royal Australian Mint</i> How can we deal with the diversity of regulations in event planning <i>Garry O'Dell, University of Newcastle</i> Yet to be discovered - Culture and Heritage in the Regions <i>Michael Huxley</i>
2:30pm - 3:00pm	AFTERNOON TEA
3:00pm - 3:30pm	Restructuring tourism - Introducing our new model for NSW - Destination Networks <i>Sandra Chipchase, CEO, Destination NSW</i>
3:30pm - 4pm	NRMA's role in regional tourism infrastructure <i>Carlita Warren, NRMA</i>
4:15pm - 4:45pm	ARTN AGM

TIME - DAY 4	DETAILS
8:15am - 9:00am	The politics of regional tourism (presenter announcement soon)
9:00am - 10:45am	Getting air access to take off <ul style="list-style-type: none"> Case Study: Canberra Airport <i>Stephen Byron, Managing Director</i> Case Study: Albury Airport <i>Lisa Mangelsdorf</i> Broome - a regional destination hostage to high airfares <i>Karl Flowers</i>
10:45am - 11:15am	MORNING TEA
11:15am - 12:45pm	Concurrent session 3 <ol style="list-style-type: none"> Cruising to regional growth <ul style="list-style-type: none"> Case Study: Destination Wollongong <i>Mark Sleigh</i> Case study: Tourism Kangaroo Island <i>Pierre Gregor</i> Case study: Cruise Eden <i>Natalie Godward</i> Accessible / inclusive tourism <ul style="list-style-type: none"> The Researcher <i>Bronwyn White, MyTravelResearch.com</i> The Policy Maker <i>Donna Rygate, LGNSW CEO</i> The Operator <i>John Kenwright, Parks Victoria</i> Storytelling <i>John Pastorelli, Storytelling Trainer</i>
12:45pm - 1:45pm	LUNCH
1:45pm - 2:30pm	Inspirational speaker 1: Wild Brumby Schnapps <i>Bradley Spalding</i>
2:30pm - 3:15pm	Inspirational speaker 2: Jamala Wildlife Lodge, National Zoo and Aquarium <i>Renee Osterloh, Operations Manager</i>
3:15pm - 3:30pm	Convention closing remarks <i>ARTN Chairperson</i>
6:30pm - 10:00pm	Convention Dinner - National Arboretum
10:00pm - Late	After Party - Lucky's (QT Canberra)



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