

PROGRAM – 2025 ART CONVENTION

TUESDAY 14 OCTOBER 2025		
DAY ONE		Convention on the Move (Day Trips)
	8.00am - 5.00pm	National Agritourism Forum Adelaide Hills Convention Centre
	5.30pm – 8.00pm	Welcome Reception Beerenberg

WEDNESDAY 15 OCTOBER 2025 Adelaide Hills Convention Centre		
DAY TWO	8.00am	Registrations Open
	8.30am	Welcome Address from Master of Ceremonies <i>Jess Adamson</i>
	9.00am	Welcome Address by ART <i>Joel Chadwick, Chair, ART</i>
	9.15am	Futureproofing Regional Tourism: A Youth Perspective <i>Ryley Heap, Principal Economic Development, Town of Port Hedland</i>
	9.25am	Reflections on the National Agritourism Forum <i>Kate Shilling, Project Manager – Agritourism, Tourism Australia</i>
	9.35am	Austrade Address <i>Carla Giuca, Assistant Secretary, Visitor Economy Capability, Workforce and EMDG Policy Branch Visitor Economy and Client Programs Division, Austrade</i>
	10.00am – 10.30am	MORNING TEA
	10.30am	A helicopter view of the economy and impacts on regional tourism <i>Susan Stone, Credit Union SA Chair of Economics, Uni SA</i>
	10.55am	Social Impact Keynote Address <i>Min Seto, Executive Officer, Alliance Social Enterprises</i>
	11.10am	Panel 1 - Measuring Social Impact in regional tourism

PROGRAM – 2025 ART CONVENTION

		Explore how measuring and quantifying social impact in regional tourism helps strengthen communities, guide investment and planning, and shift focus from visitor numbers to meaningful, community outcomes. <i>Panellists announced soon</i>
	12.00pm	Keynote Address - Metrics for a Thriving Future: Rethinking Success in Tourism What gets measured gets managed. If we only measure volume, we only manage for volume. Dave's keynote shows how redefining success and measuring outcomes for environment, locals, culture, social impact and visitors, can make regenerative tourism more than an aspiration, but a measurable reality. <i>Dave Hockly, Director, Datastory</i>
	12.25pm	Panel 2 – What makes a destination truly sustainable? What does success in destination management look like today? Facilitated by Ecotourism Australia, this thought-provoking panel explores how regional destinations are reshaping traditional definitions of success. Three inspiring voices from across Australia will share practical examples of how they've prioritised outcomes such as environmental stewardship, community wellbeing, and responsible visitor behaviour—along with the tools and metrics they use to measure progress. <i>Facilitated by Elissa Keenan, CEO, Ecotourism Australia</i> <i>Panellists announced soon</i>
	1.15pm	LUNCH

DAY TWO	WEDNESDAY 15 OCTOBER 2025 (Continued)			
	Concurrent Sessions 1			
	2.00pm	RTO Knowledge Exchange: Sharing Success Stories and Fostering Connections. <i>Led by Marcus Falconer, CEO, Australia's Golden Outback</i>	Innovating for Impact: Enabling visitors to have a positive impact, by default. <i>Paige Rowett, Founder and Managing Director, The Tourism Collective</i>	Information is the key: How to use information on universal design and accessibility to win visitors. <i>Ryan Smith, Founder and CEO, The Access Agency</i>

PROGRAM – 2025 ART CONVENTION

		<p>Get inspiration and learnings from your peers as RTOs come together and are encouraged to share their most effective strategies, innovative approaches, breakthrough initiatives and lessons learned. This peer-to-peer learning format will encourage open discussion about what's working, what's not. Participants will identify common challenges, share practical solutions and explore potential ways to better use their RTO networks. The focus is on practical, implementable ideas that RTOs can adapt and apply to their own operations while fostering ongoing peer support networks.</p>	<p>Globally, visitors are increasingly expecting businesses and organisations to develop products, services and public spaces that are sustainable, by design.</p> <p>To grow our local visitor economies, sustainable tourism principles must be infused in every single decision we make - from project and program scoping, planning, designing and developing, and activating.</p> <p>In this case study led workshop, Paige will share ideas and considerations through real-world examples on how regional destinations are enabling visitors to have a positive impact on community, economy and environment by default through strategy and planning, leading industry through the mindset shift, connecting the dots through collaboration, and attracting and mobilising visitors for impact. Participants attending this workshop can expect to walk away with quick win concepts, some inspired long-term food for thought, along with some new ideas for immediate consideration on the projects that they're currently working on.</p>	<p>It's sometimes said the information is the biggest barrier for visitors and groups with access needs. If we don't know, we don't go.</p> <p>In this session we'll explore what makes good information for visitors; what's the right tone and detail, what's the right format, and where you should keep it.</p> <p>We'll answer questions like; What is 'access-washing'? And can I use AI? What's the right balance? And how do we get it out there?</p> <p>Exploring through examples, we'll cover key areas using real-world examples from Australian regions and further abroad to uncover the wide-reaching effects of providing accurate, timely and detailed information for visitors and prospects.</p> <p>We'll also look at examples of how to make the most of information in your award submissions, accreditation and ATDW.</p>
DAY TWO (Continued)	2.45pm	CONCURRENT SESSION CHANGE OVER		
	Concurrent Sessions 2			
	2.55pm	Destination Management Planning	Destination Marketing – Creating a big impact with a small budget <i>Peter Freeman, Woof Media</i>	Insights <i>Peter Clay, General Manager – Insights, Caravan Industry</i>

PROGRAM – 2025 ART CONVENTION

		<i>Carolyn Childs, MyTravelResearch.com</i>	<i>Flinders Rangers & Outback Tourism</i>	<i>Association of Australia and Professor Peter Pudney, Professor of Industrial and Applied Mathematics at the University of South Australia</i>
		<p>Tourism's social licence is under threat. Around the world, we are seeing communities reject the current model of tourism in which they feel their needs and place are disregarded. This may deter the very visitors we want.</p> <p>But how can we change this? And how do we know it is working?</p> <p>This practical and interactive session will explore how we can use destination management planning to partner with community and 'measure what matters'. It will look at global good practice, but also recognise your place is unique. You'll leave with ready to apply ideas to bring to your next destination management plan'.</p>	<p>With a volunteer marketing committee, the Flinders Ranges & Outback has quietly achieved sustained success. Backed by visionary leadership, they rebuilt their destination marketing assets and grew them over five years to now attract co-operative industry investment in small-scale campaigns that in 2024 helped them deliver 10,000+ leads to local operators. In addition, they founded Aussie Travel Code. This responsible tourism initiative won silver in SA's Tourism awards, was a finalist in the Banksia Sustainability Awards, and has attracted investment from Tourism Australia to create a toolkit that is now available to Partners nationwide.</p>	<p>More information coming soon.</p>
	3.40pm	AFTERNOON TEA		

PROGRAM – 2025 ART CONVENTION

	4.00pm	Panel 3 – Workforce and Skills Building a skilled regional tourism workforce requires more than recruitment, it needs local pride and participation. This session explores ways to attract talent, spark community interest, and strengthen long-term workforce capacity. <i>John Hart, Executive Chair, Australian Chamber of Commerce and Industry</i> <i>Coralie McCarthy, Director – Illawarra, Business NSW</i> <i>Shaun de Bruyn, CEO, TICS</i> A
	4.45pm	ART Ambassador and Ask ART Session
	5.30pm	Day 2 Wrap up Independent Dinner Arrangements
	5.45pm	ART AGM Adelaide Hills Convention Centre

PROGRAM – 2025 ART CONVENTION

DAY THREE	THURSDAY 16 OCTOBER 2025 Adelaide Hills Convention Centre	
	8.30am	Regional Data - Keynote Address Adele Labine-Romain, Head of Travel and Tourism, Roy Morgan
	8.55am	Panel 4 – Stronger Than the Storm: Regional Tourism Crisis Planning Explore how strategic crisis planning can protect regional tourism economies, build community resilience, and ensure the visitor economy rebounds stronger after disaster. <i>Mark Olsen, CEO, Tourism Tropical North Queensland</i> <i>More panellists announced soon</i>
	9.45am	Panel 5 – What really matters in Indigenous Tourism <i>Facilitator: Phil Lockyer, Head of Indigenous Affairs, Tourism Australia</i> <i>Dana Ronan, Owner, Nourish Group</i> <i>Melissa West, Manager, wukalina Walk</i> <i>Juan Walker, Founder, Walkabout Cultural Adventures</i>
	10.35am	MORNING TEA
	11.05am	Panel 6 – What matters in regional accommodation investment Explore how regions can attract private sector investment in accommodation by building a strong business case grounded in demand data, market gaps, community need, and long-term regional growth potential. <i>Nick Baker, CEO, Reflections Holidays</i> <i>Michael Lamprell, CABN</i> <i>Grant Wilckens, CEO, Discovery Holiday Parks</i> <i>Facilitator: Professor Sarah Gardiner, Director, Griffith Institute for Tourism, Griffith Business School, Griffith University</i>
	12.05pm	Concurrent Sessions 3 From Overwhelm to Optimised: AI Solutions for Tourism Teams <i>Merrin Ozols, ATEC</i> In this practical, hands-on workshop, tourism professionals will discover how to move from feeling overwhelmed by daily demands to operating with greater clarity and efficiency using AI tools. Tailored specifically for regional tourism teams, the session will introduce accessible, time-saving AI applications that streamline content creation, automate repetitive tasks, and

PROGRAM – 2025 ART CONVENTION

		<p>improve team productivity. Participants will leave with real-world examples, guided prompts, and practical tips to immediately integrate AI into their daily workflows - no tech expertise required. Bring along your laptop to get the most out of this interactive session.</p>
		<p>Grant Writing Essentials: Crafting Compelling Proposals <i>Alex Brown, Director, Alex Brown Project Co.</i> Learn practical strategies for successful grant writing, including how to identify funding opportunities, craft compelling proposals, and align projects with funding priorities to maximise your chances of success.</p>
		<p>Destination Show, Tell, Serve & Sell: Cracking the Code on Conversion in Regional Tourism Workshop <i>Despina Karatzias, InstituteofExcellence.com</i> Are you ready to shift from <i>awareness</i> to <i>impact</i>? Join us for an energising and actionable session that will transform how you approach visitor engagement and economic growth. In <i>Destination Show, Tell, Serve & Sell</i>, regional tourism leaders will discover how to create a measurable impact by turning browsers into bookers, visitors into advocates, and content into conversions. Guided by Despina Karatzias, this session introduces the innovative Show, Tell, Serve & Sell framework, designed specifically for regional tourism success. You'll explore how to harness the power of storytelling, customer experience, digital marketing, and data analytics not just to attract visitors, but inspire loyalty and drive real ROI. This is more than a presentation, it's a blueprint for meaningful, measurable growth. Packed with practical tools, AI-enhanced strategies, and case examples from across Australia, this session will leave you inspired, equipped, and ready to take your destination's performance from good to unforgettable. Whether you're a tourism business owner, destination manager, or marketing leader, this is your chance to crack the code on conversion and unlock the true potential of your regional tourism efforts.</p>
		<p>Visitor Servicing <i>More information coming soon</i></p>
	12.50pm	LUNCH
	1.50pm	<p>Keynote Speaker <i>More information coming soon</i></p>

PROGRAM – 2025 ART CONVENTION

	2.30pm	Regional Success Stories – Showcase Hear from successful tourism operators as we showcase the Adelaide Hills. <i>Cherie Hutchinson, Tourism and Farm Manager, Jurlique</i> <i>Brendan Carter, Founder and Farmer, Unico Zelo / Bottle Shock / Applewood</i> <i>Deborah Kingsbury, Co-Founder and Managing Director, Ondeem Farm</i>
	3.15pm	Convention Wrap Up
	5.30pm – 10pm	ART Convention Dinner Lot100

*Program subject to change