

# PROGRAM – 2025 ART CONVENTION

| DAY ONE | TUESDAY 14 OCTOBER 2025 |                                                                |
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|         | 8.30am – 4.45pm         | National Agritourism Forum<br>Adelaide Hills Convention Centre |
|         | 5.30pm – 8.00pm         | Welcome Reception<br>Beerenberg                                |

| DAY TWO | WEDNESDAY 15 OCTOBER 2025<br>Adelaide Hills Convention Centre |                                                                                                                                           |
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|         | 8.15am                                                        | Registrations Open                                                                                                                        |
|         | 8.45am                                                        | <b>Welcome Address from Master of Ceremonies</b><br><i>Jess Adamson</i>                                                                   |
|         | 8.55am                                                        | <b>Welcome Address by ART</b><br><i>Joel Chadwick, Chair, ART</i>                                                                         |
|         | 9.10am                                                        | <b>Futureproofing Regional Tourism: A Youth Perspective</b><br><i>Ryley Heap, Principal Economic Development, Town of Port Hedland</i>    |
|         | 9.20am                                                        | <b>Reflections on the National Agritourism Forum</b><br><i>Kate Shilling, Project Manager – Agritourism, Tourism Australia</i>            |
|         | 9.30am                                                        | <b>Federal Tourism Address</b><br><i>Senator the Hon Don Farrell, Minister for Trade and Tourism</i>                                      |
|         | 9.35am                                                        | <b>Austrade Address</b><br><i>Dr Paul Grimes PSM, CEO, Austrade</i>                                                                       |
|         | <b>10.00am – 10.30am</b>                                      | <b>MORNING TEA</b>                                                                                                                        |
|         | 10.30am                                                       | <b>A helicopter view of the economy and impacts on regional tourism</b><br><i>Susan Stone, Credit Union SA Chair of Economics, Uni SA</i> |
|         | 10.55am                                                       | <b>Social Impact Keynote Address</b><br><i>Min Seto, Executive Officer, Alliance Social Enterprises</i>                                   |
|         | 11.10am                                                       | <b>Panel 1 - Measuring Social Impact in regional tourism</b>                                                                              |

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|  |         | <p>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.</p> <p><i>Facilitator: Professor Sarah Gardiner, Director, Griffith Institute for Tourism, Griffith Business School, Griffith University</i></p> <p><i>Jenny Robb, Industry Development Manager, Destination Southern NSW</i></p> <p><i>Kathryn Galpin, Director, Policy &amp; Projects, South Australian Tourism Commission</i></p> <p><i>Lauren Douglass, CEO, Australian Regional Tourism</i></p> <p><i>Min Seto, Executive Officer, Alliance Social Enterprises</i></p>                                                                                                                                                                                                                       |
|  | 12.00pm | <p><b>Keynote Address - Metrics for a Thriving Future: Rethinking Success in Tourism</b></p> <p>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.</p> <p><i>Dave Hockly, Director, Datastory</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|  | 12.25pm | <p><b>Panel 2 – What makes a destination truly sustainable?</b></p> <p>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.</p> <p><i>Facilitator: Elissa Keenan, CEO, Ecotourism Australia</i></p> <p><i>Madeleine Sawyer, Sustainable Destination Development Officer, Tourism MidWest Victoria</i></p> <p><i>Bianca Gilmore, Section Manager - Destination Marketing and Visitor Services, Central Coast Council</i></p> <p><i>Dave Hockly, Director, Datastory</i></p> |
|  | 1.15pm  | <b>LUNCH</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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| DAY TWO | WEDNESDAY 15 OCTOBER 2025 <i>(Continued)</i> |
|         | Concurrent Sessions 1                        |

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|  | 2.00pm | <p><b>RTO Knowledge Exchange: Sharing Success Stories and Fostering Connections.</b><br/> <i>Led by Marcus Falconer, CEO, Australia's Golden Outback</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p><b>Innovating for Impact: Enabling visitors to have a positive impact, by default.</b><br/> <i>Paige Rowett, Founder and Managing Director, The Tourism Collective</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>Information is the key: How to use information on universal design and accessibility to win visitors.</b><br/> <i>Ryan Smith, Founder and CEO, The Access Agency</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|  |        | <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> |

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| DAY TWO (Continued) | 2.45pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CONCURRENT SESSION CHANGE OVER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                             |
|                     | Concurrent Sessions 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                             |
|                     | 2.55pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Destination Management Planning</b><br><i>Carolyn Childs, MyTravelResearch.com</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Great Products Don't Sell Themselves: Brand Lessons from the Regions</b><br><i>Peter Freeman, Woof Media</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Data-Driven EV Charging Solutions: Leveraging Holiday Park Visitor Mobility for Infrastructure Planning</b><br><i>Peter Clay, General Manager – Insights, Caravan Industry 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>"Hidden Gems", "So Much to Discover", "Adventures Await". It's easy to be boring generic with our marketing. Australia's regions are phenomenal destinations, yet many share similar products and similar landscapes. How do you stand out when instincts, and stakeholders, often lead us to the middle ground of playing it safe, trying to be all things to all visitors? It doesn't have to be that way.</p> <p>Be inspired by three unique destinations in regional and outback Australia as Peter shares why having a great product is essential, but not enough to be successful in a sea of marketing sameness. Learn from the real world experiences of Coonawarra Experiences (SA), The Innamincka Hotel (SA), and the town of Yarram (VIC). Each went back to the drawing board in their own context, to discover the essence of their brands and</p> | <p>This collaborative presentation explores innovative research conducted through the RACE for 2030 CRC partnership, examining how visitor mobility patterns at holiday parks can inform strategic EV charging infrastructure planning. The session will present key findings based on real-world usage data and demonstrate how understanding visitor behaviour patterns can guide infrastructure readiness strategies for tourism destinations. Attendees will gain insights into the intersection of sustainable transport, data analytics, and destination management, with practical applications for both the tourism and energy sectors.</p> |                                                                                                                                                                                                                                                                                                                             |

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|  |        | how they could build the right foundations for their success.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |
|  | 3.40pm | <b>AFTERNOON TEA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
|  | 4.00pm | <b>Panel 3 – Workforce and Skills</b><br>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.<br><i>Facilitator: Coralie McCarthy, Director – Illawarra, Business NSW</i><br><i>John Hart, Executive Chair, Australian Chamber of Commerce and Industry</i><br><i>Shaun de Bruyn, CEO, TICS</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
|  | 4.45pm | <b>ART Ambassador and Ask ART Session</b><br>ART is privileged to have members with immense skills and experience in the visitor economy that are willing to amplify people’s knowledge by volunteering their time during the year to provide content on the ART hub. The convention is a great time to meet these ‘specialists’ in the flesh and pick their brain on the areas of their expertise. The Ambassador round tables allow attendees to hear from two specialists of their choice about the current status of that topic and ask questions that relate to your specific needs.<br><br><i>Facilitator: Carolyn Childs, MyTravelResearch.com</i><br><i>Accessibility (travellers/skills &amp; workforce) - Ryan Smith, The Access Agency</i><br><i>Agritourism - Giovanna Lever, Sparrowly Group</i><br><i>Brand and storytelling - Peter Freeman and Amelia Hall-Boehm, WOOF Media</i><br><i>First Nations Tourism - Kylie Ruwhiu-Karawana (representing Janet Mackay), TRC Tourism</i><br><i>Nature-based Tourism - Alysia Brandenburg</i><br><i>Regional Events - Kushla Gale (representing Linda Tillman), Tilma Group</i><br><i>Risk Management - Lori Modde, Lorick Management</i><br><i>Wellness, Katrina Denoux, Vie Market</i> |  |
|  | 5.30pm | <b>Day 2 Wrap up</b><br><b>Independent Dinner Arrangements</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
|  | 5.45pm | <b>ART AGM</b><br>Adelaide Hills Convention Centre                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |

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| DAY THREE | THURSDAY 16 OCTOBER 2025<br>Adelaide Hills Convention Centre |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|           | 8.30am                                                       | <b>Regional Data - Keynote Address</b><br>Adele Labine-Romain, Head of Travel and Tourism, Roy Morgan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|           | 8.55am                                                       | <b>Panel 4 – Stronger Than the Storm: Regional Tourism Crisis Planning</b><br>Explore how strategic crisis planning can protect regional tourism economies, build community resilience, and ensure the visitor economy rebounds stronger after disaster.<br><i>Mark Olsen, CEO, Tourism Tropical North Queensland</i><br><i>Megan Harvie, Regional Tourism Manager, Kangaroo Island Tourism Alliance</i><br><i>Marc Sleeman, CEO, Grampians Wimmera Mallee Tourism</i>                                                                                                                |
|           | 9.45am                                                       | <b>Panel 5 – The impact of tourism for First Nations peoples and communities</b><br>In this session we'll hear from two of Australia's leading First Nations tourism experiences, who will share the impact that tourism has on the social, cultural and emotional wellbeing of their communities.<br><i>Facilitator: Phil Lockyer, Head of Indigenous Affairs, Tourism Australia</i><br><i>Melissa West, Manager, wukalina Walk</i><br><i>Juan Walker, Founder, Walkabout Cultural Adventures</i>                                                                                    |
|           | 10.35am                                                      | <b>MORNING TEA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|           | 11.05am                                                      | <b>Panel 6 – What matters in regional accommodation investment</b><br>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.<br><i>Facilitator: Professor Sarah Gardiner, Director, Griffith Institute for Tourism, Griffith Business School, Griffith University</i><br><i>Nick Baker, CEO, Reflections Holidays</i><br><i>Michael Lamprell, CABN</i><br><i>Ben Simons, Chief Strategy and Investment Officer, G'day Group</i> |
|           | 12.05pm                                                      | <b>Concurrent Sessions 3</b><br><br><b>From Overwhelm to Optimised: AI Solutions for Tourism Teams</b><br><i>Merrin Ozols, ATEC</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|  |         | <p>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 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><b>Grant Writing Essentials: Crafting Compelling Proposals</b><br/> <i>Alex Brown, Director, Alex Brown Project Co.</i><br/>           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><b>Destination Show, Tell, Serve &amp; Sell: Cracking the Code on Conversion in Regional Tourism Workshop</b><br/> <i>Despina Karatzias, InstituteofExcellence.com</i><br/>           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. You'll discover how to create a measurable impact by turning browsers into bookers, visitors into advocates, and content into conversions.</p> <p>This session introduces the innovative Show, Tell, Serve &amp; 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.</p> <p>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.</p> <p>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> |
|  | 12.50pm | <b>LUNCH</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|  | 1.50pm  | <p><b>"This is What I Need"</b><br/> <i>Craig Milburn</i><br/>           Craig's presentation will discuss from a CEO perspective what senior management and Councillors need from you as a tourism specialist and suggest ways for you to 'lead the leaders'. From his wide experience in local government, he will share his leadership lessons and how you may be able to gain more traction going forward.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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

\*Program subject to change