AUSTRALIAN REGIONAL TOURISM LTD



Image: Tourism Australia

Annual Report 2025/26

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AUSTRALIAN REGIONAL TOURISM LTD

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Image: Tourism Australia

FROM THE CHAIR



It is my pleasure to present the Australian Regional Tourism Annual Report for 2025/26.

This year has reinforced the vital role tourism plays in supporting the economic, social and cultural wellbeing of regional Australia. While many communities have continued to navigate challenges including natural disasters, workforce pressures and economic uncertainty, the resilience, innovation and determination demonstrated across our regions has been inspiring.

Throughout the year, Australian Regional Tourism has remained focused on advocating for the priorities that matter most to regional destinations. This has included progressing a National Social Impact Framework, advancing discussions around agritourism, supporting crisis preparedness and recovery initiatives, and ensuring the voice of regional tourism is heard at a national level.

A significant highlight was ART's leadership of the "There's More at Stake than Fuel" campaign. The campaign brought national attention to the far-reaching impacts of aviation shortages on regional communities, highlighting that the issue extends well beyond tourism to affect local businesses, essential services, connectivity and regional economic resilience. ART's advocacy demonstrated the important role our organisation plays in championing issues that matter to regional Australia and ensuring regional perspectives are considered in national policy discussions.

Importantly, our work continues to promote a broader understanding of tourism's value. Beyond economic outcomes, tourism contributes to stronger communities, greater social connection, local pride and enhanced quality of life. These outcomes are increasingly important as we shape the future of regional Australia.

I would like to thank our members, Board Directors, CEO Lauren Douglass and the ART team for their commitment and contribution throughout the year. Your leadership, expertise and support enable ART to continue delivering meaningful outcomes for regional destinations across the country.

As we look ahead, the opportunities for regional tourism remain significant. By continuing to work together, advocate strongly and embrace innovation, we can ensure regional tourism remains a powerful driver of prosperous, resilient and vibrant communities.

Joel Chadwick
Chair, Australian Regional Tourism

BOARD OF DIRECTORS



Joel Chadwick
Chair



Lori Modde
Deputy Chair



Hamish Fell
Treasurer



Alison Conroy
Director



Marcus Falconer
Director



Sarah Gardiner
Director



Kelly Hensley
Director



Kate Shilling
Director



Kim Wildman
Director

ART wishes to acknowledge the passing of Rose Wright, Founder and Managing Director of Regionality Pty Ltd, and valued ART Board Director, in September 2025.

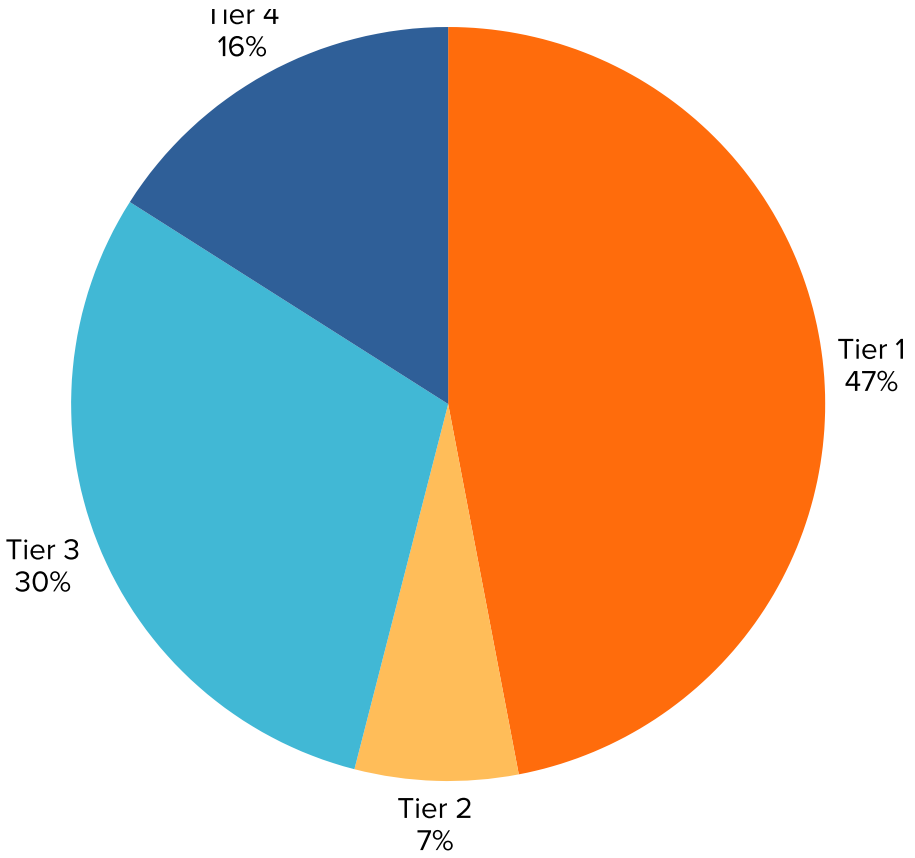
Rose was a pioneering leader in agritourism and a passionate advocate of regional tourism. Rose's leadership included her time as Deputy Chair and, more recently, as a valued Director on the ART Board. She brought energy, vision, and an unwavering commitment to ensuring regional communities were at the heart of tourism planning.

We honour Rose's legacy and extend our deepest condolences to her family, friends, colleagues, and the many communities she inspired.

MEMBERSHIP

Member contributions enable ART to continue representing the needs of regional tourism and promoting sustainable regional development. ART maintained a steady membership base throughout 2025/26, reflecting the strong value members place on the work ART undertakes. Sustaining consistent membership remains vital to ART's long-term viability and provides an important channel for targeted feedback, collaboration and engagement.

Summary of ART membership income in 2025/26:



Tier 1: State Tourism Organisations

Tier 2: Large Organisations

Tier 3: Local Government Organisations

Tier 4: Small Regional Tourism Organisations / Consultants

STRATEGIC PLAN

The ART Strategic Plan 2025–28 builds on the ART advocacy strategy, which is centred around three key pillars, and nine national regional tourism priorities as agreed by the regional tourism community.

Following an initial draft, the Strategic Plan was reviewed and feedback provided from the Board and membership. The national regional priorities were updated to nine, and an action plan was developed to outline specific project initiatives aligned with each key pillar of the strategy.

Key pillars

Advocacy
Elevate the national regional tourism priorities to shape policies that support and develop the visitor economy.

Collaboration
Build and nurture partnerships among stakeholders to foster unity and strengthen the regional tourism industry.

Regional Empowerment
Strengthen regional capabilities and support sustainable growth to boost tourism and build industry resilience.



Image: Tourism Australia

National Tourism Priorities

Strategic Advice

ART plays a pivotal role in ensuring that the voices and needs of regional areas are heard and addressed in national tourism policy. By advocating for policies that reflect the diverse challenges and opportunities specific to regional tourism, ART can ensure regional tourism destinations are properly represented.

Regional Data

Accurate, timely and affordable data is required to provide a clear understanding of visitor demographics and behaviours in regions.

Product Experience

Regional Australia needs to build unique and high-quality visitor products and experiences that will influence visitors to travel regionally. To enable this, especially in sectors like agritourism, a focused approach is crucial. For example, upskilling regional operators through targeted online programs and workshops will ensure suitable skill development.

Additionally, government grant programs must acknowledge the unique challenges of operating in regional and remote areas, providing incentives for operators to improve their offerings and infrastructure.

Skills and Workforce Shortages

The regional tourism industry faces several challenges related to skills and workforce issues. Difficulties retaining skilled staff, limited training and development opportunities, negative perceptions about career stability, and an ageing workforce are among the challenges.

Addressing these challenges requires collaboration to develop strategies that support skills development, improve workforce retention, and promote tourism careers as viable and rewarding options in regional Australia.

Insurance

Factors such as remote locations, exposure to environmental risks, and seasonal fluctuations exacerbate the difficulty in securing affordable policies that effectively mitigate region-specific tourism risks. By enhancing access to suitable insurance products, we can improve the resilience of the sector.

Enabling Infrastructure

In Australia, regional tourism infrastructure faces significant challenges due to inadequate funding and investment. Key issues include transportation networks, accommodation availability, visitor facilities and digital connectivity.

Poor infrastructure impacts visitor experiences and accessibility, limiting the potential reach of tourism activities in regional areas.

Regional Dispersal of Key International Markets

The regional dispersal of key international markets in Australia remains a critical issue. Factors contributing to this challenge include limited regional awareness among international tourists, inadequate accessibility and infrastructure in regional areas, seasonal variations affecting travel, and varying levels of readiness among regional operators to cater to international visitors.

Currently, Australia lacks a cohesive strategy aimed at guiding visitors from key growth markets towards regional destinations, impacting the potential economic benefits to Australia's appeal as a tourism destination.

Sustainability

Sustainability has been identified as a top priority for the regions. The process for destinations to become certified is expensive and time consuming. As several organisations are actively engaged in promoting sustainability within this space, ART aims to support efforts to streamline the process by aligning with established programs where possible.

Resilience & Wellbeing

Being crisis ready and resilient is vital to the wellbeing of local communities and destinations to ensure a thriving tourism industry. ART will continue to ensure preparedness within our industry is a priority so we can manage and work through crisis' situations in our regions.

Action Plan

The action plan outlines specific project initiatives and actions aligned with each strategic pillar. It designates responsible leads for each project to ensure accountability and effective execution and aims to facilitate structured progress and achieve our strategic priorities.

SOCIAL IMPACT

Over the past 12 months, ART has continued its social impact assessment journey, building on previous work to strengthen the measurement and understanding of tourism's social impact. ART and project partner, Nourish Group, commenced work with regions to develop a social impact framework that helps regions assess how tourism is contributing to local wellbeing and community engagement. A regional pilot was completed with Destination Southern NSW using the Australian Social Value Bank-aligned framework, supporting the development of a repeatable model for measuring tourism's social impact at a regional level.

In 2025/26, ART also conducted a social impact survey with members and explored two key streams of work: the Community Social Impact of Tourism and the Social Impact of Mountain Bike Tourism.

Engagement with members has remained central to this work, with ART speaking with 31 members over the past 12 months to further develop the conversation and build on the findings of the social impact white paper. Insights from this work were shared with attendees at the 2025 Convention in the Adelaide Hills. Collaboration with partners continued through a CRC-P grant application and applications to NSW Government regional grant programs.

ART also convened a working group to support the development of a light-touch National Social Impact Framework, which is currently underway. In addition, ART is building a national and international network of tourism representative bodies to share insights, strengthen collaboration and better understand the work being undertaken in this emerging area.



AGRITOURISM

ART has continued to champion agritourism as an important contributor to regional dispersal, farm diversification and stronger regional economies. During the year, momentum increased across government, tourism, agriculture and industry, with new research, partnerships and advocacy networks supporting the sector's development.

The National Agritourism Forum, held in the Adelaide Hills immediately before the ART Convention, brought together stakeholders from across tourism and agriculture. The Forum provided a catalyst for further national action, including Austrade's launch of new agritourism fact sheets to support farmers and other businesses interested in developing visitor experiences.

Several working groups and networks have also emerged or expanded, advocating for different aspects of the sector. These include a new Global Agritourism Network Australia and New Zealand Committee, the Australian Agritourism Network and Women in Agritourism. Together, these groups are strengthening industry connections and bringing a broader range of perspectives into the national agritourism conversation.

At the Regional Tourism Organisation level, there has been continued and active support for agritourism across nearly every state. This has included workshops, operator capacity-building programs, experience development and locally focused marketing initiatives. This regional activity is helping farmers and producers assess tourism opportunities, develop market-ready experiences and connect more effectively with their local visitor economies.

Tourism Australia has continued to take a leading role in elevating agritourism and its potential to drive regional dispersal. Its work aims to:

- motivate travellers to "go where it grows";
- showcase the growers, producers and regional destinations behind Australia's food and drink;
- create and convert demand for agritourism experiences; and
- support industry development through stronger data, insights and benchmarks.

As the year drew to a close, Tourism Australia initiated the first National Farm Tourism Survey. The research will establish a stronger evidence base for understanding the size, characteristics and needs of the sector and help inform its future development. ART is represented on the project working group alongside Tourism Australia and Austrade, ensuring regional tourism perspectives contribute to this important national initiative.



Image: Tourism Australia



ADVOCACY

AUSTRALIAN REGIONAL TOURISM LTD

National campaign calls on Australians to back regional tourism

In April 2026, ART launched the national There's More at Stake Than Fuel campaign, encouraging Australians to continue to support regional communities through domestic travel, as fuel concerns impacted regional communities. The campaign acknowledged national fuel conservation efforts while highlighting the significant economic and social contribution of tourism to regional communities and the importance of maintaining confidence in domestic regional travel.

The campaign encouraged Australians to consider planning their next holiday in regional Australia, recognising that domestic travel can make a meaningful difference to local businesses and communities. Council mayors, CEOs and regional leaders were invited to contribute short videos sharing what tourism means to their communities and what is at stake locally. An Industry Campaign Toolkit was developed to support broader industry participation, providing key messaging, social media content and campaign assets.

Alongside the campaign, ART continued its advocacy, calling for the continuation of the fuel excise to help mitigate the impact of rising fuel costs on regional communities. ART also highlighted the need for a coordinated regional tourism response should fuel restrictions escalate to Level 3, working closely with Austrade (Office of the Visitor Economy), to develop a plan that could be activated if Level 3 restrictions were introduced.

Fuel impacts survey

ART asked operators, RTOs, VICs and LGAs to share their insights on the impacts across the regional visitor economy. Feedback on bookings, visitation and operational challenges helped inform national advocacy and ensure the experiences and impacts of regional communities were represented in the broader response.

View the fuel impacts survey report.



ADVOCACY

AUSTRALIAN REGIONAL TOURISM LTD

National crisis response framework

ART continued its advocacy for the development of a national crisis response framework for regional tourism, aimed at strengthening disaster preparedness, response and recovery across regional Australia.

ART travelled to Canberra to meet with Senator the Hon Don Farrell, Senator the Hon Nita Green, Assistant Minister for Tourism, and Mark Olsen to discuss the importance of coordinated crisis management in regional tourism. The proposed framework seeks to ensure regional tourism organisations and local governments have access to the tools, resources and support needed to prepare for and respond effectively to disasters.

ART remains committed to working alongside government and industry partners to build the capacity and resilience of regional tourism communities and ensure regions are better equipped to navigate future crises.

View the National Framework for Crisis Response in Regional Tourism Proposal here.

Regional Tourism Priorities highlighted at the Austrade Forum

During the Austrade Forum in March, ART met with the Tourism Minister to discuss the growing challenges facing regional tourism. We emphasised these concerns of rising fuel costs and ongoing global conflicts, which are creating uncertainty for road trips and visitor experiences. Subsequently, local governments are under increasing pressure and we are seeing a decline in tourism investment.

We reinforced that, despite global issues such as unrest in the Middle East, this is not the time for funding reductions to Tourism Australia. We highlighted three key priorities for regional tourism: crisis response, regional dispersal of key international markets, and social impact. ART will continue to engage with Austrade over the coming months to ensure regional concerns are heard during this uncertain period.


Image: Tourism Australia

ADVOCACY

ART contributes to National RTO forum

Tourism Australia held the fifth edition of the RTO Forum ahead of the Destination Australia conference. The event brought together more than 60 Regional and Local Tourism Organisations from across Australia to hear updates and participate in discussions on key regional tourism topics.

ART was proud to contribute to the afternoon program, sharing insights on priorities for RTOs, crisis preparedness and social impact, and their importance to regional communities.
ART Chair Joel Chadwick opened the afternoon program, highlighting ART's role in representing and supporting regional tourism across Australia.

The social impact session explored how regional tourism contributes to communities beyond traditional economic measures. Richard Everson, General Manager of Destination Southern NSW, presented a case study outlining how the organisation has measured tourism's social impact. This was followed by a panel discussion featuring Richard, ART CEO Lauren Douglass and Dana Ronan, Director of Nourish Group.

The crisis management session examined how regional destinations can prepare for and respond to crises, including the importance of taking control of the narrative and communicating effectively during recovery. Andrew Minack, First Assistant Coordinator-General, Policy and Governance at the National Emergency Management Agency, provided a national perspective. ART Ambassador Hannah Statham from Media Mortar facilitated a discussion on post-crisis storytelling, supported by practical case studies.

The forum concluded with Moving the Needle: How is your RTO going to make the most impact in 2026 and beyond? Facilitated by Marcus Falconer, CEO of Australia's Golden Outback, the interactive session brought RTO leaders together to share what is working, examine common challenges and identify opportunities to increase their impact.

The forum provided an important platform for regional tourism leaders to exchange practical knowledge, strengthen collaboration and contribute to national conversations affecting the future of regional tourism.


Image: Tourism Australia

ADVOCACY

AUSTRALIAN REGIONAL TOURISM LTD

ART at Destination Australia

Lauren and members of the ART Board attended Tourism Australia's annual Destination Australia conference. The theme, "Accelerating Future Growth, Competitiveness, and Sustainable Tourism," highlighted the sector's evolution and key opportunities.

A focus was the launch of Green is Our Gold, a new sustainability initiative encouraging tourism operators to adopt sustainable practices. ART welcomed the inclusion of tourism's impact on communities as a key pillar of the sustainability framework, recognising the importance of considering tourism's broader social impacts alongside environmental and economic outcomes. ART supports this initiative as a positive step towards shifting the conversation beyond growth alone to encompass value, impact and long-term sustainability.

Common priorities with Regional Cities Australia

Joel met with a Regional Cities Australia (RCA) delegation in Canberra to discuss ART's current priorities on regional tourism. Joel discussed the importance of tourism for our regional communities and both the economic and social impact it has and why we need to start measuring it this way, the opportunity that Agritourism in regions presents and the need for a National Crisis Recovery framework.

The RCA had common priorities that align to ART's strategic plan highlighting there is a critical need for support in regional airports to meet the service and connectivity requirements of regional communities, and the continued requirement for investment in regional housing to ensure regional communities can meet workforce and skilled labour requirements.



ART IN 2025-26

Regional Tourism Local Government Forum

ART continued to bring local government tourism professionals together through its Local Government Tourism Forums, providing a valuable space to connect, share regional experiences and discuss the opportunities and challenges shaping regional visitor economies.

The forums attracted approximately 100 registrations, reflecting strong interest in strengthening planning and collaboration across regional tourism. Key topics included destination management planning and local council planning, highlighting the importance of aligning tourism priorities with broader local government strategies to support sustainable tourism development.

Regional Tourism CEO's Forum

The Regional Tourism CEO's Forum took place regularly over the year. They were initiated by ART to provide a platform and meeting point for RTO CEOs to engage more with each other, outside of industry events. Amongst their peers, attendees shared opportunities, challenges and case studies. ART also took the opportunity to provide updates.

The initiative has received some great feedback, and was also the inspiration for a similar initiative aimed at LGA personnel.



ART IN 2025-26

Webinar Program

ART delivered a series of webinars throughout the year, providing members and industry stakeholders with opportunities to learn, share experiences, and explore emerging issues. Topics and presenters included:

- **Leveraging Your Best-Fit Events with Linda Tilman & Cathy Treasure,** Australian Regional Events
- **AI Agents 101 - A Primer for Non-Technical Users with Hamish Fell,** Smarter Tourism Tech
- **Tourism Research Australia - Agritourism in Australia with Garrett Tyler-Parker and Bronte Rice-Jenkins,** Tourism Research Australia
- **2026 Marketing Trends with Liz Ballantyne**, Media Mortar
- **Planning for the Future in Chaotic Times with Carolyn Childs**, MyTravelResearch
- **Marketing Through the Fuel Crisis: Practical Strategies For Regions with Hannah Statham**, Media Mortar
- **AI search and the regional visitor economy: a measurement and optimisation playbook for destinations and operators with Dave Hockly,** Data Story

These webinars are deliver to provide ongoing industry capability, knowledge sharing and connection, while providing timely insights into issues impacting regional tourism.

ART launched new ART App

ART launched the ART-HUB App, a new digital platform designed to enhance access to resources, learning opportunities and professional connections for regional tourism professionals.

The ART-HUB App integrates with the existing Tourism Hub, enabling users to access the platform using their existing credentials and providing a more seamless and accessible user experience. The App brings together a range of resources and opportunities, including on-demand courses, toolkits, podcasts and event updates, supporting regional tourism professionals to access relevant information, build capability and stay connected with the sector.

The app creation process was led by ART Board Director, Hamish Fell, who through his company, Smarter Tourism Tech, committed considerable time and resources to the establishment of the app.



SUBMISSIONS 2025-26

Submission: Creating Sustainable Economic Growth in Rural and Regional Australia
ART focused on recommendations calling for investment in regional infrastructure and product quality through an expanded Regional Precincts and Partnerships Program, investment in regional accommodation, a targeted national strategy for regional dispersal and implementation of the National Agritourism Strategy Framework and Agritourism 2030 Roadmap.

View the submission here.

Submission: Inquiry into Financial support for state and territory infrastructure projects to the Finance and Public Administration References Committee.

The submission recommends broadening the Regional Precincts and Partnerships Program criteria, alongside continued investment in regional infrastructure through open and transparent grant programs. Clearer, consistent methods for evaluating these outcomes of grant programs should be adopted, and improved public reporting on funding.

View the submission here.

Submission: Inquiry into the Current State of Australia's Aviation Sector to the Senate Rural and Regional Affairs and Transport Committee.

This submission responds to the Committee's questions on pricing, costs, reliability, competition, governance and the broader economic and social impact of aviation for regional Australia.

View the submission here.

ART Pre-budget submission 2026-27
This submission calls for stronger support for sustainable agritourism, prioritising a national strategy to drive greater regional dispersal, investment in accommodation and infrastructure through transparent grants, and increased funding to be considered in the development of the next federal budget allocations.

View the submission here.

AMBASSADORS

TThe Regional Tourism Ambassador team continues to provide invaluable expertise to ART. Their diverse skills and experience bring a range of perspectives to the organisation, while their shared commitment to growing regional tourism strengthens our collective impact. For the third consecutive year, the Ambassadors delivered a highly valued workshop at the ART Convention and continue to contribute regularly to the Tourism Hub through insightful blog posts.



Alysia Brandenburg
Director
Alysia Brandenburg



Carolyn Childs
Futurist, Strategist, CEO
MyTravelResearch.com



Katrina Denoux
Postgraduate Academic & Lecturer
Agritourism & Culinary Tourism



Peter Freeman
Managing Director & Digital Strategist, WOOF Media



Giovanna Lever
Founder & Managing Director
Sparrowly Group



Janet Mackay
Director
TRC Tourism



Lori Modde
Managing Director
Lorick Management



Kate Shilling
Agritourism Project Manager
Tourism Australia



Ryan Smith
Chief Access Officer
The Access Agency



Hannah Statham
Founder and Director
Media Mortar



Linda Tillman
Managing Director
Tilma Group

2025 Convention Wrap Up

The 2025 Australian Regional Tourism Convention was held in the Adelaide Hills, South Australia between 14 – 17 October.

This was the first time the Convention had returned to South Australia since 2015, when it was held on the Fleurieu Peninsula. The Adelaide Hills offered a convenient location just a short drive from Adelaide, along with a diverse tourism offering including world-class cellar doors, beautiful nature and wildlife, iconic agritourism and wellness experiences, with highlights including Beerenberg and Jurlique.

The 2025 Convention explored the theme “From Numbers to Impact: Measuring What Matters in Regional Tourism”, bringing together a diverse program focused on key issues shaping regional tourism. Topics included social impact, sustainability, accessible tourism, workforce and skills, regional data, crisis planning, AI, destination management and leadership, alongside practical insights and regional case studies. The program featured seven keynote addresses, seven panel sessions and nine breakout sessions. The feedback about the program and presenters was very positive. Over the three days, there were 79 presenters and 360 attendees.

Registrations and sponsorship were higher than in previous years, with the largest proportion of delegates were from South Australia and over 55% of survey respondents had never previously attended a Convention.

King Events was engaged to coordinate and manage the 2025 ART Convention, with Belinda bringing extensive experience and a longstanding connection to ART.

Annual General Meeting

The ART Annual General Meeting held on Wednesday 15 October in the Adelaide Hills, South Australia, saw the following six board directors elected to fill vacancies:

- Alison Conroy, General Manager Marketing, Destination Gippsland
- Joel Chadwick, Coordinator Sustainable Destination Development, Tourism Midwest Victoria, Ballarat City Council
- Kelly Hensley, Operations Manager, Outback Queensland Tourism Association
- Lori Modde, Managing Director, Lorick Management Pty Ltd
- Kate Shilling, Agritourism Project Manager, Tourism Australia
- Kim Wildman, Manager Tourism & Events, Balonne Shire Council

The Chair’s Report reflected on a year of significant progress and transformation across regional tourism, with new opportunities emerging.

ART CONVENTION

AUSTRALIAN REGIONAL TOURISM LTD

2026 ART Convention

In October 2025, ART announced hat Busselton, Western Australia will be the host destination for the 2026 ART Convention to be held from 20-23 October 2026.

A gentle 2.5-hour journey south from Perth, Busselton rests where forest meets ocean — a coastal town cradled by the turquoise waters of Geographe Bay. Long regarded as the northern gateway to the Margaret River Region and its fine wines and produce, Busselton continues to evolve as a place of vitality and vision, where heritage and innovation sit side by side. From its iconic jetty stretching into the sea, to the bustling foreshore, and direct interstate flights, this beachside city offers many adventures.

Australia's South West, the Regional Tourism Organisation supports tourism in the Margaret River region to thrive. Hosted at the new Saltwater Convention Centre in collaboration with valued partners, the City of Busselton, Business Events Perth, Margaret River Busselton Tourism Association, South West Development Commission, the Forum Advocating Cultural and Eco-Tourism and Regional Development Australia South West, next year's convention is an exciting opportunity for the regional tourism community to gather in the West.

The ART Convention brings together various sectors of the regional tourism industry to share ideas on developing sustainable regional destinations and highlight best practice success. Supported by sponsors, the event is the most significant on the regional tourism calendar, and 2026 presents an unmissable opportunity to engage in one of Australia's most exciting tourism regions.

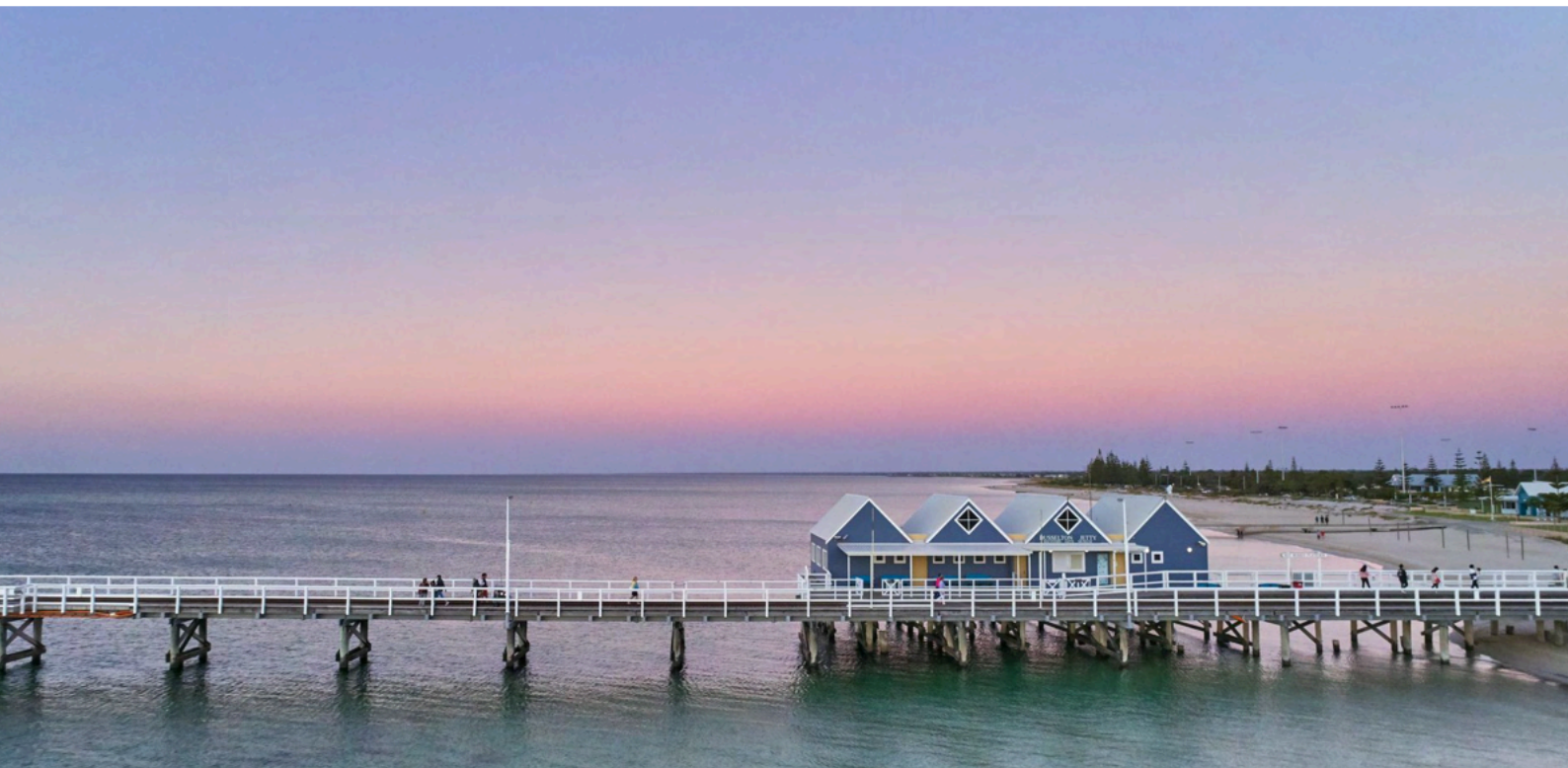



Image: Tourism Australia

SUMMARY

AUSTRALIAN REGIONAL TOURISM LTD

ART is a membership-based organisation that brings together State and Federal Governments, local councils and industry to deliver best-practice solutions for regional tourism development. As a profit-for-purpose organisation, all revenue is reinvested to support and strengthen the regional tourism industry.

As the peak body representing regional tourism practitioners, ART provides a platform for collaboration, cooperation, knowledge sharing, networking and idea generation. On behalf of its members, ART advocates for sustainable regional development through research, destination management planning, product development, marketing and workforce development.

ART's vision is to be the leading authority on regional tourism in Australia. Its mission is to drive regional visitor economy success by supporting and strengthening tourism communities.

ART extends its sincere thanks to all members, partners and stakeholders who supported the organisation throughout 2025/26. We are proud to present this Annual Report, highlighting the achievements, progress and milestones made over the past year. Our focus remains on building a stronger, more sustainable and resilient regional tourism industry across Australia.

TREASURER'S REPORT

I am pleased to present the financial report for the 2025/26 financial year.



Australian Regional Tourism (ART) continues to maintain a stable financial position, with the organisation operating within its budget throughout the year. This reflects careful financial management and the ongoing efforts of our CEO, Lauren Douglass.

The 2025 ART Convention in Hahndorf attracted strong attendance. While the event incurred higher costs than previous years, overall convention income remained in line with projections.

ART remains firmly committed to holding its annual convention in regional Australia. Our regions are at the heart of the organisation, and bringing the convention to regional Australia is an important part of ART's purpose. However, this commitment can present financial challenges. Factors such as higher travel costs, a fuel crisis and competing events can affect attendance and, consequently, the income generated by the convention.

To ensure ART can maintain its commitment to regional conventions without becoming overly reliant on convention income, we have begun actively diversifying the organisation's revenue streams. During the year, a number of initiatives have been developed and delivered through the ART Hub, creating new opportunities to generate sustainable income while also delivering greater value to our members and the broader regional tourism sector.

Throughout the reporting period, ART has also maintained a healthy cash reserve. While generating large surpluses is not the organisation's objective, the Board believes maintaining an appropriate strategic reserve is important. It provides ART with the financial resilience to manage unexpected disruptions while also giving the organisation the capacity to respond to opportunities that support regional tourism as they arise.

I would like to thank my fellow Board Directors for their time, effort and passionate commitment to regional tourism over the past 12 months. I am particularly grateful to our CEO, Lauren Douglass, for her diligence, patience and exceptional work ethic.

Finally, to all ART members, thank you for your continued support and for placing your trust in ART to advocate for, support and advance tourism across regional Australia.

Hamish Fell
Australian Regional Tourism Treasurer

AUSTRALIAN REGIONAL TOURISM LTD

ABN 95 622 815 230

FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2026

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

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AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

DIRECTORS' REPORT
FOR THE YEAR ENDED 30 JUNE 2026

Your directors present this report on the company for the financial year ended 30 June 2026.

DIRECTORS
The names of each person who has been a director during the year and to the date of this report are:

Hamish Fell	Carolyn Childs	(resigned 10 October 2025)
Kate Shilling	Tanya Jarman	(resigned 10 October 2025)
Sarah Gardiner	Rose White	(resigned 10 October 2025)
Marcus Falconer	Kelly Hensley	(appointed 10 October 2025)
Joel Chadwick	Alison Conroy	(appointed 7 November 2025)
Lori Modde	Kim Wildman	(appointed 7 November 2025)

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

INFORMATION ON DIRECTORS
In accordance with Section 300(10) of the *Corporations Act 2001* particulars of the qualifications, experience and special responsibilities of the company's directors are as follows:

DIRECTOR	QUALIFICATIONS	SPECIAL
Joel Chadwick	Visitor Economy Coordinator Director 4 years	Chairperson
Lori Modde	Business Owner Director 4 years	Deputy Chairperson
Hamish Fell	Consultant Director 5 years	Treasurer
Sarah Gardiner	Associate Professor Director 3 years	
Kate Shilling	Agritourism Project Manager Director 2 years	
Marcus Falconer	Business Owner Director 1 year	
Kelly Hensley	Manager Director <1 year	
Kim Wildman	Manager Director <1 year	
Alison Conroy	Manager Director <1 year	

MEETINGS OF DIRECTORS	ELIGIBLE	PRESENT	APOLOGY
Hamish Fell	5	5	0
Carolyn Childs	1	1	0
Lori Modde	5	3	2
Joel Chadwick	5	5	0
Sarah Gardiner	5	5	0
Tanya Jarman	1	1	0
Kate Shilling	5	4	1
Marcus Falconer	5	4	1
Rose White	1	0	1
Kelly Hensley	4	3	1
Alison Conroy	2	2	0
Kim Wilman	2	1	1

During the financial year there were 5 meetings.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

DIRECTORS' REPORT
FOR THE YEAR ENDED 30 JUNE 2026

PRINCIPAL ACTIVITIES

The principal activities of the company during the financial year was to develop regional Australia through building competitive tourism.

OPERATING RESULTS

The net loss of the company for the financial year after providing for income tax amounted to $13,122 (2025 loss $40,878).

SIGNIFICANT CHANGES

No significant change in the nature of these activities occurred during the year.

MEMBER GUARANTEE

The company is incorporated under the *Corporations Act 2001* and is a company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of $10 each towards meeting any outstanding obligations of the entity. At 30 June 2026, the total amount that the members of the company are liable to contribute if the company is wound up is $1,090 [2025:$1,040].

AUDITORS INDEPENDENCE DECLARATION

A copy of the auditor's independence declaration as required under Section 307C of the *Corporations Act 2001* is attached to this financial report.

Signed in accordance with a resolution of the directors.

Director _____
Joel Chadwick

Director _____
Hamish Fell

Dated: 15 October 2026

KELLY+PARTNERS
CHARTERED ACCOUNTANTS

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 307C OF THE CORPORATIONS ACT 2001

TO THE DIRECTORS OF AUSTRALIAN REGIONAL TOURISM LTD

I declare that, to the best of our knowledge and belief, during the year ended 30 June 2026 there have been:

(i) No contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and

(ii) No contraventions of any applicable code of professional conduct in relation to the audit.

John P Keenan CA
Registered Auditor 156228

KELLY PARTNERS (GRIFFITH) PTY LTD

Dated at Griffith this 24 day of August 2026

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Liability limited by a scheme approved under Professional Standards Legislation

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

DIRECTORS' DECLARATION
FOR THE YEAR ENDED 30 JUNE 2026

The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors of Australian Regional Tourism Ltd declare that:

1. The financial statements and notes, as set out on pages 9 to 17, are in accordance with the *Corporations Act 2001* and:

    (a) comply with Australian Accounting Standards as stated in Note 1; and

    (b) give a true and fair view of the company's financial position as at 30 June 2026 and of its performance for the year ended on that date.

2. In the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



Director _____

Joel Chadwick



Director _____

Hamish Fell

Dated this 15 day of October 2026

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF AUSTRALIAN REGIONAL TOURISM LTD

Opinion

We have audited the financial report of Australian Regional Tourism Ltd (the Company), which comprises the statement of financial position as at 30 June 2026, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, and the directors' declaration.

In our opinion, the accompanying financial report of Australian Regional Tourism Ltd is in accordance with the *Corporations Act 2001*, including:
(a) giving a true and fair view of the company's financial position as at 30 June 2026 and of its financial performance for the year then ended; and
(b) complying with Australian Accounting Standards to the extent described in Note 1, and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional & Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of Australian Regional Tourism Ltd, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter - Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Other Information

The directors are responsible for the other information. The other information comprises the directors' report for the year ended 30 June 2026, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

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AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
AUSTRALIAN REGIONAL TOURISM LTD

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Corporations Act 2001* and is appropriate to meet the needs of the members. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

KELLY+PARTNERS
CHARTERED ACCOUNTANTS

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
AUSTRALIAN REGIONAL TOURISM LTD

- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Kelly Partners Griffith Partnership
Kelly Partners Griffith Partnership

J Keenan
John P Keenan CA
Registered Auditor 156228

Griffith

Dated this 24 day of August 2026

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2026

	Note	2026 $	2025 $
Revenue	2	400,414	338,738
Convention expenses		(166,988)	(100,081)
Employee expenses		(168,043)	(174,682)
Web and online forum development		(24,716)	(50,759)
Contractor expenses		(19,628)	(16,169)
Bad debts		-	-
Subscriptions		(10,309)	(15,644)
Travel expenses		(9,882)	(7,122)
Other expenses		(13,970)	(15,160)
Profit (loss) before income tax expense		(13,122)	(40,878)
Income tax expense		-	-
Profit (loss) for the year		**(13,122)**	**(40,878)**
Other comprehensive income		-	-
Total comprehensive income for the year		-	-
Profit attributable to members of the entity		(13,122)	(40,878)
Total comprehensive income attributable to members of the entity		**(13,122)**	**(40,878)**

The accompanying notes form part of these financial statements.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

STATEMENT OF FINANCIAL POSITION
FOR THE YEAR ENDED 30 JUNE 2026

	Note	2026 $	2025 $
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	3	305,840	366,863
Trade and other receivables	4	94,726	97,931
TOTAL CURRENT ASSETS		400,566	464,794
TOTAL ASSETS		400,566	464,794
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	5	166,431	228,630
Employee entitlements	6	36,250	25,158
TOTAL CURRENT LIABILITIES		202,681	253,788
TOTAL LIABILITIES		202,681	253,788
NET ASSETS		**197,886**	**211,006**
EQUITY			
Retained Profits		197,886	211,006
TOTAL EQUITY		**197,886**	**211,006**

The accompanying notes form part of these financial statements.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2026

	Note	Retained Earnings
Balance at 1 July 2024		**251,885**
Comprehensive income		
Surplus for the year attributable to members		(40,878)
Other comprehensive income for the year		-
Total comprehensive income attributable to members		(40,878)
Retained Earnings		211,006
Balance at 30 June 2025		**211,006**
Comprehensive income		
Surplus for the year attributable to members		(13,122)
Other comprehensive income for the year		-
Total comprehensive income attributable to members		(13,122)
Balance at 30 June 2026		**197,886**

The accompanying notes form part of these financial statements.

AUSTRALIAN REGIONAL TOURISM LTD

ABN 95 622 815 230

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2026

	Note	2026 $	2025 $
Cash flows from operating activities			
Receipts from Customers		356,841	332,171
Payments to Suppliers & Employees		(419,549)	(310,135)
Interest Received		1,684	1,956
Net cash provided by operating activities		(61,023)	23,993
Cash flows from investing activities			
Proceeds from sale of Property, Plant & Equipment		-	-
Payment for acquisition of Property, Plant & Equipment		-	-
Net cash provided by investing activities		-	-
Cash flows from financing activities			
Borrowings - Repayments		-	-
Net cash provided by financing activities		-	-
Net increase in cash held		(61,023)	23,993
Cash at beginning of financial year		366,863	342,870
Cash at end of financial year		305,840	366,863

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2026

The financial statements cover Australian Regional Tourism Ltd (the Company) as an individual entity, incorporated and domiciled in Australia. Australian Regional Tourism Ltd is a company limited by guarantee.

Note 1: Material Accounting Policy Information

The directors have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users dependent on general purpose financial statements. These financial statements are therefore special purpose financial statements that have been prepared in order to meet the requirements of the *Corporations Act 2001*. The company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Corporations Act 2001* and the significant accounting policies disclosed below, which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with those of previous periods unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs unless otherwise stated in the notes. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless stated otherwise. The amounts presented in the financial statements have been rounded to the nearest dollar.

Accounting Policies

(a) Revenue

Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.

For capital grants, the company recognises income in profit or loss when or as the company satisfies its obligations under the terms of the grant.

All revenue is stated net of the amount of goods and services tax (GST).

(b) Employee Benefits

Short-term employee benefits

Provision is made for the company's obligation for short-term employee benefits. Short-term employee benefits are benefits (other than termination benefits) that are expected to be settled wholly before 12 months after the end of the annual reporting period in which the employees render the related service, including wages, salaries and sick leave. Short-term employee benefits are measured at the (undiscounted) amounts expected to be paid when the obligation is settled.

The company's obligations for short-term employee benefits such as wages, salaries and annual leave are recognised as part of accounts payable and other payables in the statement of financial position.

Contributions are made by the company to an employee superannuation fund and are charged as an expense when incurred.

Other long-term employee provisions
Provision is made for employees' long service leave and annual leave entitlements not expected to be settled wholly within 12 months after the end of the annual reporting period in which the employees render the related service.

The company's obligations for long-term employee benefits are presented as non-current employee provisions in its statement of financial positon, except where the company does not have an unconditional right to defer settlement for at least 12 months after the end of the reporting period, in which case the obligations are presented as current provisions.

(c) Cash and cash equivalents
Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

(d) Accounts Receivable and Other Debtors
Accounts receivable and other debtors include amounts due from members. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

(e) Goods and Services Tax
Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the statement of financial position.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities, which are recoverable from or payable to the ATO, are presented as operating cash flows included in receipts from customers or payments to suppliers.

(f) Comparative Figures
Where required by Accounting Standards comparative figures have been adjusted to conform with changes in presentation for the current financial year.

When an entity applies an accounting policy retrospectively, makes a retrospective restatement or reclassifies items in its financial statements, a statement of financial position as at the beginning of the earliest comparative period must be disclosed.

(g) Accounts Payable and Other Payables
Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

(h) Critical Accounting Estimates and Judgements

The directors evaluate estimates and judgments incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the company.

(i) Adoption of new and revised accounting standards

The company has adopted all standards which became effective for the first time at 30 June 2026. The adoption of these standards has not caused any material adjustments to the reported financial position, performance or cash flow of the company.

(j) New Accounting Standards and Interpretations

The AASB has issued new and amended Accounting Standards and Interpretations that have mandatory application dates for future reporting periods. The company has decided not to early adopt these standards.

	2026 $	2025 $
2 REVENUE AND OTHER INCOME		
Revenue from contracts with customers		
Agritourism Sponsorship	3,324	25,000
Sponsorship/Partnership	(4,000)	4,000
Convention Registration	294,410	147,352
	293,734	176,352
Other Revenue		
Member subscriptions	103,973	88,916
Program	1,023	1,268
Interest received	1,684	1,956
Sundry Income	-	70,245
	400,414	338,738
3 CASH AND CASH EQUIVALENTS		
Cheque Account	53,369	112,742
Cash Reserve Account	251,766	250,082
Stripe Account	705	4,040
	305,840	366,863
4 TRADE AND OTHER RECEIVABLES		
Trade Debtors	59,435	71,976
Prepaid Expenses	35,291	25,955
	94,726	97,931
5 TRADE AND OTHER PAYABLES		
Income in Advance	139,458	195,724
Goods and Services Tax	4,849	11,750
Superannuation Payable	7,090	6,225
PAYGW Payable	15,033	14,931
	166,431	228,630
6 EMPLOYEE ENTITLEMENTS		
Provision for Annual Leave	21,414	13,822
Provision for Long Service Leave	14,836	11,336
	36,250	25,158
Current	36,250	25,158
Non-Current	-	-
	36,250	25,158



Enquiries

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Australian Regional Tourism
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www.regionaltourism.com.au

Image: Tourism Australia

7 EVENTS AFTER THE REPORTING PERIOD

The directors are not aware of any significant events since the end of the reporting period.

8 COMPANY DETAILS

The registered office of the company is:
Australian Regional Tourism Ltd
103A Finlays Road
Korora NSW 2450

9 CONTINGENCIES

There are no contingent liabilities as at 30 June 2026 (2025: $0).

10 MEMBERS' GUARANTEE

The Company is incorporated under the *Corporations Act 2001* and is a company limited by guarantee. If the Company is wound up, the constitution states that each member is requied to contribute a maximum of $10 towards meeting any outstanding obligations of the company. At 30 June 2026, the number of members was 109.

11 AUDITOR'S REMUNERATION

	2026 $	2025 $
Remuneration of the auditor of the Company for:		
auditing or reviewing the financial statements	3,500	3,000
taxation services	2,100	2,000

12 CASH FLOW INFORMATION

Net current year surplus	(13,121)	(40,878)
Adjustment for:		
Movement in working capital:		
Increase/(decrease) in accounts receivable and other debtors	12,541	3,571
Increase/(decrease) in accounts payable and other payables	(62,199)	52,384
Increase/(decrease) in other current assets	(9,336)	(8,181)
Increase/(decrease) in employee provisions	11,092	17,097
Net cash generated by operating activities	(61,023)	23,992