

# 2023 ART CONVENTION PROGRAM



## TUESDAY 10 OCTOBER 2023

DAY ONE

08:00 - 14:30	Famils (Day Trips)
14:00 - 17:00	<b>Pre-registration &amp; Speaker Support</b> City Hall, Concert Hall Foyer
17:30 - 19:30	<b>Welcome Reception</b> Bartholomew's Restaurant & Bar 145 King Street, Newcastle

## WEDNESDAY 11 OCTOBER 2023

DAY TWO

08:00	<b>Registration &amp; Speaker Support</b>
08:45 - 10:30	<b>Plenary Session 1</b>
	<b>Concert Hall</b>
	MC / Chair: Lynne Schinella
08:45 - 08:55	<b>Welcome Address from Master of Ceremonies, Lynne Schinella</b>
08:55 - 09:00	<b>Welcome Address by Lord Mayor of Newcastle, Councillor Nuatali Nelmes</b>
09:00 - 09:15	<b>Welcome Address by Hamish Fell, ART Deputy Chair</b>
09:15 - 09:30	<b>Address by Senator, The Hon Don Farrell</b>
09:30 - 09:45	<b>Address by Strategic Partner, Destination NSW</b>
09:45 - 10:30	<b>THRIVE 2030 - Meeting the Regional Targets</b> <i>Speaker: Sam Palmer, Austrade</i>  <i>Q&amp;A Facilitator: CEO - Reflections Holiday Parks and ART Board Director</i>
10:30-11:00	<b>Morning Tea - Banquet Room</b>
11:00 - 12:00	<b>Plenary Session 2</b>
	<b>Concert Hall</b>
	MC / Chair: Lynne Schinella
11:00 - 11:30	<b>KEYNOTE: Helicopter View of the Economy</b> <i>Speaker: Luke Jeffress, Senior Economist, Regional Australia Institute</i>
11:30 - 12:00	<b>PANEL: Sustainable Tourism, If Not Now... When?</b> <i>Moderator: Nick Baker, CEO - Reflections Holiday Parks and ART Board Director</i>  <i>Panel Speakers:</i> <i>Elissa Keenan, CEO – Ecotourism Australia</i> <i>Stewart Moore, CEO – Earthcheck</i>
12:00 - 13:00	<b>Lunch - Banquet Room</b>

# WEDNESDAY 11 OCTOBER 2023

Continued

DAY TWO

13:00 - 13:50 Concurrent Session 1				
	SESSION 1 A	SESSION 1 B	SESSION 1 C	SESSION 1 D
	Concert Hall	Cummings Room	Mulubinba Room	Hunter Room
	MC / Chair: Tanya Jarman	MC / Chair: Hamish Fell	MC / Chair: Lynne Schinella	MC / Chair: Joel Chadwick
13:00 - 13:25	<b>PART 1 : Aligning with the National Agritourism Strategy Framework (NASF)</b> <b>Aligning your state or region to the NASF</b> <i>Speaker: Tanya Jarman, Executive Officer, Adelaide Hills Tourism and ART Board Director</i>	<b>Artificial Intelligence (AI) In Tourism: Challenges &amp; Opportunities for the Regional Visitor Economy</b> <i>Speakers: Despina Karatzias and Liz Ward, Tourism Tribe</i>	<b>Successes, Failures and Lessons Learned as an RTO with 51 Local Government Areas</b> <i>Speaker: Marcus Falconer, CEO, Australia's Golden Outback</i>	<b>PANEL: Realising the Value of Business Events in Your Destination</b> <i>Moderator: Deanna Varga, Association &amp; Global Business Events Expert, EO &amp; Founder, Mayvin Global</i>  <i>Panel Speakers:</i> <i>Mitchell Gunn, Destination Management &amp; Business Events Expert, Associate Director, Regional Conferencing, Destination NSW</i> <i>Carolyn Childs, Data and Research on Business Development, CEO, MyTravelResearch and ART Board Director</i> <i>Melissa Murphy, Regional Events/Business Events Expert, Head of Conference Operations, Arinex</i>
13:25 - 13:50	<b>NASF: Strategy 6: Provide leadership to support inclusive growth: Why a national strategy is worth aligning to: a South Australian perspective</b> <i>Speaker: Dylan Beach, Business Manager Experience Development, South Australian Tourism Commission</i>			
13:50 - 13:55	Move to next session			
13:55 - 14:45 Concurrent Session 2				
	SESSION 2 A	SESSION 2 B	SESSION 2 C	SESSION 2 D
	Concert Hall	Cummings Room	Mulubinba Room	Hunter Room
	MC / Chair: Tanya Jarman	MC / Chair: Hamish Fell	MC / Chair: Lynne Schinella	MC / Chair: Joel Chadwick
13:55 - 14:20	<b>PART 2: National Agritourism Key enabler 3: The Right Policy &amp; Regulatory Environment:</b> <b>Planning Reform: A year on, how have the changes in NSW impacted Agritourism on the ground?</b> <i>Speaker: Naomi Farrelly, Senior Consultant, Sparrowly Group</i>	<b>Achieving the Regional Visitor Economy of the Future through Digital Transformation, Innovation &amp; Artificial Intelligence</b> <i>Speaker: Bruno Pisano, Founder &amp; CEO, Elafent</i>	<b>Degrees of Change: Educational Priorities for Sustainable Tourism Futures</b> <i>Speaker: Tamara Young, Associate Professor, College of Human and Social Futures, The University of Newcastle</i>	<b>PANEL: Visitor Information Servicing Debate</b>  Three case studies on how visitor information servicing is being transformed to meet the needs of the contemporary visitor 1. The modernisation of a “bricks & mortar” VIC 2. Ambassador/outreach programs 3. The successful adoption of digital technology  A “warts and all” session, tackling the pros and cons of each approach  <i>Moderators: Stuart Topilis and Therese Phillips, National VIC Reference Group</i>
14:20 - 14:45	<b>Seizing the opportunity: Developing a Regional Strategy Aligned to State and National Frameworks</b> <i>Speakers: Yvette Myhill, Destination Riverina Murray and Simon McArthur, SMA Tourism</i>			
14:45 - 15:15	<b>Afternoon Tea</b> - Banquet Room			
15:15 - 17:30	<b>Plenary Session 3</b>			
	<b>Concert Hall</b>			
	MC / Chair: Lynne Schinella			
15:15 - 16:00	<b>PANEL: Indigenous Truth Telling</b> Moderator: Phil Lockyer, Head of Indigenous Affairs, Tourism Australia  Panel Speakers: <i>Tracey Diddams, TRC Tourism (multiple locations)</i> <i>Andrew Smith, CEO, Sand Dune Adventures</i> <i>Victor Cooper, Owner, Ayal Aboriginal Tours Kakadu</i> <i>Sarah Gorst, Co founder, South Coast Seaweed</i>			

## WEDNESDAY 11 OCTOBER 2023

Continued

DAY TWO

15:15 - 17:30	<b>Plenary Session 3</b> Continued..
	<b>Concert Hall</b>
	MC / Chair: Lynne Schinella
16:00 - 17:30	<p><b>Ask an Ambassador</b></p> <p>Back by popular demand after our 2022 session but bigger and better.... ART's Ambassadors have chosen to share their expertise on topics aligned with our strategic priorities to help support Australia's regions to prosper.</p> <p>The Ask an Ambassador roundtable is your chance to ask them directly about the challenges your destination or business faces.</p> <ul style="list-style-type: none"> <li>• Sustainable and regenerative tourism</li> <li>• Latest in digital marketing</li> <li>• Agritourism developments</li> <li>• Grants and grant submissions</li> <li>• Destination development and management</li> </ul> <p>This year we will have a double slot at the conference and individual roundtable sessions will last 20 minutes at each table to enable deeper conversations.</p>
17:45 - 18:45	ART AGM - <b>Cummings Room</b>

## THURSDAY 12 OCTOBER 2023


DAY THREE

08:00	<b>Registration &amp; Speaker Support</b>			
09:00 - 11:00	<b>Plenary Session 4</b>			
	<b>Concert Hall</b>			
	MC / Chair: Lynne Schinella			
09:00 - 09:30	<p><b>ATDW Enters a New Era</b></p> <p><i>Speaker: Jan Hutton, CEO, Australian Tourism Data Warehouse (ATDW)</i></p>			
09:30 - 10:00	<p><b>Crisis Planning for Tourism is More Important Than Ever, But Where We Start and What are We Planning For?</b></p> <p><i>Speaker: Renae Hanvin, CEO + Founder, Resilient Ready</i></p>			
10:00 - 11:00	<p><b>INTERACTIVE SESSION: Good Conversations - Co-creating Solutions and Challenging the Status Quo</b></p> <p><i>Moderators: Jaclyn Thorne, Paige Rowett, Rebecca White, Tourism Collective</i></p>			
11:00 - 11:30	<b>Morning Tea</b> - Banquet Room			
11:30 - 12:20	<b>Concurrent Session 3</b>			
	<b>SESSION 3 A</b>	<b>SESSION 3 B</b>	<b>SESSION 3 C</b>	<b>SESSION 3 D</b>
	<b>Concert Hall</b>	<b>Cummings Room</b>	<b>Mulubinba Room</b>	<b>Hunter Room</b>
	MC / Chair: Lori Modde	MC / Chair: Lynne Schinella	MC / Chair: Carolyn Childs	MC / Chair: Joel Chadwick
11:30 - 11:55	<p><b>Latest Trends in Tourism and Travel Data</b></p> <p><i>Speaker: Robbie Dalton, Founder And Managing Director, Localis</i></p>	<p><b>Building a Bold Destination Brand</b></p> <p><i>Speaker: Hannah Statham, CEO &amp; Founder, Media Mortar</i></p>	<p><b>PANEL: Wheels and More - How Regions Can Seize the AUD13.5bn* Opportunity in Accessible Tourism</b></p> <p><i>Moderator: Jessica Keen, National Industry Development &amp; Capability Manager, ATEC</i></p> <p><i>Panel Speakers:</i> <i>Speaker: Gemma Axford, General Manager, GetAboutAble</i> <i>Mitch Carter, Manager Lower Hunter Area, NSW National Parks and Wildlife Service</i> <i>Julie Jones, Editor and Co-Founder of Travel Without Limits magazine</i> <i>Martin Heng, Communications Professional and Inclusive Travel Advocate</i></p>	<p><b>Growing the Pie and Driving Demand Through Distribution</b></p> <p><i>Speaker: Hayden Zammit Meaney, Director, Tourism Accelerator</i></p>
11:55 - 12:20		<p><b>Developing and Delivering your Destination Proposition - it's more than Marketing</b></p> <p><i>Speaker: Laura McGrath, Destination Marketing Officer, City of Newcastle</i></p>		<p><b>The Importance of International Ready Regions</b></p> <p><i>Speaker: Jennifer Bruce, Regional Manager, Australian Tourism Export Council</i></p>
12:20 - 12:25	Move to next session			

# THURSDAY 12 OCTOBER 2023

Continued

DAY THREE

12:25 - 13:15				
Concurrent Session 4				
SESSION 4 A		SESSION 4 B		SESSION 4 C
Concert Hall		Cummings Room		Mulubinba Room
MC / Chair: Lori Modde		MC / Chair: Lynne Schinella		MC / Chair: Carolyn Childs
12:25 - 12:50	<b>Why Positive Community Sentiment is the Key to Creating Sustainable Visitor Economies of the Future</b> <i>Speaker: Cristine Angus, Founding Director, Angus and Associates</i>	<b>Wellness Tourism and Vitamin N in Regional Australia</b> <i>Speakers: Katherine Droga, Founder, Well Traveller and Droga &amp; co and Tanya Jarman, Executive Officer, Adelaide Hills Tourism and ART Board Director</i>		<b>Digitally Enabled Night Time Economies</b> <i>Speaker: Emmily Acton, Economic Development Officer, City of Newcastle</i>
12:50 - 13:15	<b>How Local Communities will be Critical to the Future of Regional Visitor Economies</b> <i>Speaker: Carl Solomon, Director, Destination Marketing Store</i>			<b>Calculating Sustainable Rates</b> <i>Speaker: Hamish Fell, Smarter Tourism Technology and ART Board Director</i>
<b>Optimising for Online Distribution</b> <i>Speaker: Henri Wilson, Fareharbor</i>				
13:15 - 14:05				
Lunch - Banquet Room				
14:05 - 16:50				
Plenary Session 5				
Concert Hall				
MC / Chair: Lynne Schinella				
14:05 - 14:25				
MC Keynote to Wrap Regional Tourism Component				
14:25 - 14:55				
<b>Good Conversations and Ambassador Sessions - Key Takeouts</b> <i>Speakers: Jaclyn Thorne, Paige Rowett, Rebecca White, Tourism Collective Carolyn Childs, CEO, MyTravelResearch and ART Board Director</i>				
14:55 - 15:25				
<b>PANEL: Ask ART – Panel Discussion</b> <i>Hamish Fell, Deputy Chair                      Joel Chadwick, Treasurer                      Lori Modde, Director                      Carolyn Childs, Director                      Tanya Jarman, Director                      Sarah Gardiner, Director                      Lauren Douglass, Chief Executive Officer</i>				
15:25 - 16:20				
<b>PANEL: Regional Success Stories – Showcase</b> <i>Moderator: Michael Stamboulidis - General Manager QT Newcastle &amp; Chair of the Newcastle Tourism Industry Group (NTIG)</i>  <i>Panel Speakers:                      Dominic May, Founder, CoastXP                      Ben Ogden, Founder, Newy Rides                      Cameron Burns, Operating Manager, Earp Distilling Co</i>				
16:20 - 16:50				
Chair Closing Address/ Convention Finishes				
19:00				
<b>Convention Dinner</b> Earp Distillery 41 Darling St, Carrington, Newcastle		Proudly Sponsored by: <b>TOURISM AUSTRALIA</b> 		

\*\* Please note, 2023 ART Convention Program is subject to change.