



ARTN

Australian Regional Tourism Network

What is the ARTN?



A voice for regional tourism's
challenges and triumphs...



Facilitated, outcome orientated Working Groups focused on specific issues

- Long Term Tourism Strategy Roll Out
- Young Tourism Professionals Program
- Local Government in Tourism

Recognition as the peak national body representing regional tourism practitioners

- Member of National Tourism Alliance
- Regular representation to state and federal governments

Established communication channels with:

- Each and every State Tourism Organisation
- Tourism Australia
- Media
- Other peak national organisations
- ARTN's own subscriber network



A hub for knowledge sharing
and collaboration...



Annual Australian Regional Tourism Convention

- Held in regional destinations
- 20 – 25 September 2010, Yarra Valley, VIC

'Tourism Know It All' quarterly e-newsletter

- Produced in conjunction with Tourism Research Australia
- Features case studies and regional relevant news

Ad-hoc e-blasts with vital need-to-knows

- Grant alerts, policy outcomes

Exclusive 'subscriber zone' of website

- Regional-savvy supplier listing
- Library of case studies, toolkits and presentations
- List of fellow ARTN 'experts'



A conduit between researchers and
industry...



Identify research, education and qualification gaps

- Via surveys, forums and feedback

Inform research agendas

- Established relationships with leading institutions and researchers

Timely delivery of relevant research findings to industry

- Via e-blasts and e-newsletters
- Presentations and forums in each state

Providing regionally focused and accessible professional development programs

- Produced by regional experts for delivery in regional areas



An advocate for sustainable
regional tourism development...



Seek out and broadcast case studies that exemplify environmental, social and economical sustainability

- Regional and metro examples from Australia and overseas

A forum for all stakeholders to learn from and contribute to

- All levels of industry represented in the Network, in Working Groups and at Board level

A watchdog for policy and legislation implications on regional tourism

- ARTN representatives sit on a variety of government and non-government committees



The ARTN Structure...



Incorporated, not-for-profit association

- All Subscriber fees are invested in activities to benefit Subscribers

Governed by a Board consisting of 13 industry leaders from throughout Australia and from a variety of industry sectors

- All paying Subscribers

Operations coordinated by secretariat staff based on-campus at Southern Cross University, Lismore

- Regional by name, regional by nature

Specific industry challenges addressed by Working Groups consisting of Board Members and Subscribers

- Focused, outcome driven
- Efficient and effective



ARTN subscribers include...



- National, State, Regional & Local Tourism Organisations
- Federal, State and Local Government
- Industry Associations
- Tourism Industry Councils & Chambers of Commerce
- Tourism Operators
- Visitor Information Centres
- Tourism Students & Research Institutions
- Motivated Individuals



Can you afford NOT to...



- Understand tourism and its contribution to your community
- Stay abreast of trends and government decisions with real and relevant impacts on your destination
- Learn the easy way via a network of industry leaders through knowledge sharing and collaboration
- Have your voice and message 'amplified' to government decision makers
- Be part of a welcoming organisation of like minded industry professionals



Subscription Rates...



Tiered system of fees and benefits tailored to all levels of industry

- *Tier 1 = \$2,750*
- *Tier 2 = \$1,100*
- *Tier 3 = \$350*
- *Tier 4 = \$110*
- *All costs are per annum and include GST*

Clear and measurable deliverables

- *Access to 'Subscriber Zone' of website*
- *Subscriber rates for ARTN events including the Convention*
- *Quarterly e-newsletter & need-to-know e-blasts*
- *Eligibility to participate in Working Groups*



To activate your ARTN
subscription...



Go to www.regionaltourism.com.au

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