

# THE AGRITOURISM FORUM. A COLLECTIVE PERSPECTIVE.

## BROUGHT TO YOU BY TOURISM AUSTRALIA



The purpose of the Forum is to showcase the role the different people in our agritourism world play. We're going from grass-roots development through to a range of distributors, each speaking about what's important from their differing perspectives.

WEDNESDAY 11 OCTOBER 2024 Mackay Entertainment & Convention Centre	
12.30pm	Registrations Open
1.00pm – 1.30pm	<b>THE TRAVELLERS PERSPECTIVE: TOURISM AUSTRALIA</b> Team members from TA provide an update on Agritourism and the Signature Experiences program along with insights into high value travellers and their appetite to find out more about farming and food in regional Australia. <i>Speakers: Bede Fennell, Executive General Manager, Corporate Affairs, Tourism Australia Karen Fitzgerald, General Manager, Experiences, Tourism Australia</i>
1.30pm – 2.00pm	<b>THE AGRICULTURAL PERSPECTIVE: AGRITOURISM QUEENSLAND</b> Launched in June 24, President Kay Tommerup from Tommerup's Dairy will provide background on why the Queensland Farmer's Federation established this peak body, and what they are aiming to achieve for their members. <i>Speaker: Kay Tommerup, President, Agritourism Queensland</i>
2.00pm – 2.30pm	<b>THE GRASS-ROOTS PERSPECTIVE: CASE STUDIES FROM THE FARM</b> Founder of Regionality, Rose Wright, will speak about her work developing farm-based experiences from the get-go. Her case studies will showcase the things farmers forget to think about, the things they are great at, the different ways they get their visitor experiences up and running. <i>Speaker: Rose Wright, Founder, Regionality</i>
2.30pm – 3.00pm	<b>THE MEDIA PERSPECTIVE: AUSTRALIAN TRAVELLER</b> Editor of Australian Traveller, Katie Carlin, will discuss this leading travel publications' approach to developing great stories for publication. After this session, the farmers/operators in your region will walk away understanding that the story they tell (and the way they tell it) is a key driver of success in selling farm-based experiences. <i>Speaker: Katie Carlin, Head of Content, Australian Traveller Media</i>
3.00pm – 3.30pm	<b>AFTERNOON TEA</b>

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3.30pm – 4.00pm	<p><b>THE RTO PERSPECTIVE: CASE STUDIES AND LOCAL COUNCILS</b></p> <p>Representatives from two very different Regional Tourism Organisations showcase the diversity in agritourism in Australia and discuss their experiences developing an agritourism strategy and implementing their agritourism action plans with a wide range of stakeholders.</p> <p><i>Speakers: Marcus Falconer, Chief Executive Officer, Australia's Golden Outback</i> <i>Tanya Jarman, Regional Tourism Manager, Visit Adelaide Hills</i></p>
4.00pm – 4.30pm	<p><b>THE TOUR OPERATOR PERSPECTIVE</b></p> <p>Hear from Brisbane-based boutique tour operator, Kiff and Culture's Director of Marketing and Experiences, Alex Baker. Alex will speak about itinerary development and what the perfect world looks like when dealing with on-farm agritourism operators. He'll also outline how Kiff and Culture connect and convert enquiries from agents in key markets around the world.</p> <p><i>Speaker: Alex Baker, Director, Marketing and Experiences, Kiff and Culture</i></p>
4.30pm – 5.15pm	<p><b>THE DISTRIBUTION PERSPECTIVE</b></p> <p>This panel will introduce a couple of farmers who have a range of experience as agritourism operators, along with an experienced DMC. You'll hear how they work with the different levels of distribution, what's changed for farmers over the years in terms of trade processes, itinerary development, customer requests – and what the market wants in 2024.</p> <p><i>Speakers: Tim Parsons, Curringa Farm, Tasmania</i> <i>Other speakers announced soon</i></p>
5.15pm – 5.30pm	<p><b>THE WRAP UP</b></p> <p>Kate Shilling, Project Manager for Agritourism at Tourism Australia will wrap up the Forum with an overview on where agritourism in Australia sits on the global stage, and, as we get ready for 2025, what this means for food and on-farm operators in regional Australia.</p> <p><i>Speaker: Kate Shilling, Project Manager for Agritourism at Tourism Australia</i></p>