



the art of ATTRACTION

Tourism Summit 2019

Wednesday 6 November

Ramada Marcoola Hotel & Conference Centre

Sunshine Coast, Queensland





The inaugural Art of Attraction Summit is the first all-inclusive opportunity for Australia to connect with, be introduced to, learn from, and become inspired by tourism leaders at the very forefront of what it takes to:

- Use publicly accessible art to attract more visitors.
- Better cater to mature-age visitors – Australia's most affluent and fastest growing target segment.



Under the theme of **Driving Change**, the full-day program will deliver valuable take-aways by offering a variety of sessions investigating the latest trends, research and case studies.

The format will be morning plenary sessions followed by two streams in the afternoon, allowing delegates to explore specific mature-age traveller issues or gain insights into art tourism opportunities.

The Summit will provide value for local government, community and business organisations, tourist attractions and tour operators, festivals and tourism event organisers.

Being hosted by Awards Absolute in conjunction with the Grey Nomad Awards and the Australian Street Art Awards, the Summit location is easy to access and inspires vibrant learning.

Who should attend?

People whose job it is to either increase visitation from, or directly cater to, mature-age travellers. This includes:

- Economic Development Managers
- Tourism Managers and Officers
- Art Curation Managers
- Tourism Operators
- Caravan Parks and Station Stays
- Community groups that manage tourism facilities
- Business Associations
- Festival and Tourism Event Organisers.





Highlights

The 2019 Art as Attraction Summit will provide all participants with an opportunity to contribute, learn and collaborate. It will include:

- Plenary presentations by speakers with unique tourism insights and research
- A panel discussion by leading tourism professionals and operators
- Break-out sessions and quick-dips into topics to increase and extend visitation
- The inaugural Grey Nomad Awards and Australian Street Art Awards celebrations (for those delegates who register for the full Summit). These two events have been combined to keep costs to a minimum.

** Topics and session times may change. Stream 1 and 2 sessions will start and finish at the same time so participants can choose which sessions are most valuable, and you do not need to stay in one stream. Swap and mix to gain the greatest benefit for your situation.*

Program Outline

Session	Start	Finish	Topic*
Welcome	9.00	9.15	
Plenaries	9.20	11.00	E-motion: Motivating Visitors Zuppies and Zoomers - Who really is your future visitor? Combining experiences for success - a case study
Morning tea	11.00	11.30	
Plenary	11.30	12.30	Tourists Who Want To Make A Difference
Lunch	12.30	1.15	
Stream 1: Art tourism	1.15	2.45	Creating Landmarks on a Budget No One-Trick Pony - case study From Anonymity to Fame - Thallon case study
Stream 2: Mature age tourism	1.15	2.45	Mustering Grey Nomads The Importance of Nostalgia Events case study
Afternoon tea	2.45	3.15	
Stream 1: Art tourism	3.15	4.45	Art and Placemaking Making Wise Investments - Protecting your Artwork and Reputation
Stream 2: Mature age tourism	3.15	4.45	What Turns Grey Nomads into Ambassadors? (Mini case studies) Free Camping - Dynamite and Dilemmas





About the Grey Nomad Awards

The inaugural Grey Nomad Awards recognise and reward local government authorities, community and business organisations, tourist attractions and tour operators, festivals and businesses that provide exemplary products, services or experiences for mature-aged travellers in Australia, allowing them to live healthier and happier lives.

The Awards encourage positive aging through supporting and promoting soft adventure and social inclusion. See more at www.greynomadawards.com.au



About Australian Street Art Awards

The Australian Street Art Awards is a "Tourism Awards for Public Art" program designed to showcase destinations while educating travellers about the magnificent array of outdoor art that can be found in every corner of Australia.

How is your destination using public art in its many forms - wall and utility murals, permanent audio-visual and lighting installations, commissioned graffiti, pavement art, sculpture collections, street installations, silo art, monuments and memorials - to enhance visitor appeal and bolster community pride?

Find out more at www.streetartawards.com.au





About Ramada Marcoola Beach

Located only 3 kilometres from Sunshine Coast Airport and 115 kilometres north of Brisbane Airport, the affordable absolute beachfront hotel offers a variety of standard and ocean view rooms plus one, two and three-bedroom apartments, many with balconies. The hotel features a 60-metre heated lagoon-style pool, poolside restaurant, café, day spa, gym and onsite car parking.

The hotel is close to Twin Waters Golf Club, Novotel Twin Waters Resort, restaurants and the beautiful Maroochy River Conservation Park.

A special accommodation offer is being negotiated for Art of Attraction delegates and Awards guests. Details soon.





Getting to the Art of Attraction

QANTAS, Virgin Australia and Jetstar offer daily flights direct from Sydney and Melbourne, linking to more than 55 Australian and 125 international destinations. There are also two flights from Adelaide weekly. The Sunshine Coast airport is located only 3 kilometres from the Ramada hotel.

Alternately, it is an easy one and a quarter hour drive past the majestic Glass House Mountains along the forest-lined Bruce Highway to Marcoola Beach.

All major car rental companies have outlets at the Brisbane and Sunshine Coast terminals. For those keen to work on route while others drive, shuttle services operate door-to-door.

Linger longer

Once the summit is over, then you might consider staying for a day or two. The following day Queensland Tourism Industry Council (QTIC) will host the DestinationQ tourism conference for the Queensland tourism sector. For everyone, no matter from which state you come, there are a few “must do” activities around the Sunshine Coast:

- Go wild for a day at Australia Zoo or SEA LIFE Sunshine Coast
- Ride a vintage-style ferry, paddle a kayak or jump on board an amphibious vehicle to see endangered marine life on Pumicestone Passage
- Head north to Coolum Beach to wander along the spectacular boardwalk to enjoy breathtaking ocean and beach views
- Nambour has become a hub for street art, with a trail and many murals to explore
- Visit the iconic Glass House Mountains in this naturally abundant area.





Registration Inclusions

Full registration to the inaugural Art as Attraction Summit includes one ticket to the Wednesday 6 November Summit sessions and one ticket to the Networking and Awards evening plus morning and afternoon tea, and lunch.



Registration

Full Summit (includes one ticket to the Summit sessions and one ticket to the networking and Awards evening event plus morning and afternoon tea, and lunch): \$340 + gst

Daytime sessions only: \$285 + gst

Awards ceremony only: \$125 + gst

Extra tickets can be purchased to the Networking and Awards evening for any staff or adult family members travelling with you.

[Click here](#) to register.

REGISTER HERE

Enquiries

Have question? Please contact Kim Morgan, Awards Director, at kim@awardsabsolute.com or call us on 1300 88 22 59.





Cancellations, Terms and Conditions

Intention to photograph/record

By registering to attend the Art as Attraction Summit and / or Awards, you grant Awards Absolute Pty Ltd permission to photograph, video and / or record you during the Summit and Awards activities to support promotion, publicity and reporting this event, future events and Awards activities. If you have any objection to being photographed or filmed, please speak to the Summit staff at the Registration Desk.

Registration cancellation policy

All cancellations must be provided in writing via email to Awards Absolute:kim@awardsabsolute.com An administration cancellation fee of \$55 may be incurred for any cancellations received in writing prior to Wednesday 2 October 2019. Any cancellations after Tuesday 3 October 2019 will forfeit 100% of the registration fee. A substitute delegate may be nominated. The administrators reserve the right to amend any arrangements contained in the program.

Extra Awards ticket cancellations

“Extra” tickets purchased outside of a full Summit Registration cannot be refunded if participants cancel. However, a substitute can attend.

Accommodation cancellation

Accommodation booking and cancellation is directly handled by the hotel. Please contact your accommodation provider to enquire about their cancellation fees and policy.

Insurances

Registration fees do not include insurance. It is strongly recommended that, at the time you register for the Summit and book your travel, you take out an insurance policy of your choice. The administrators do not provide insurance nor take any responsibility for any participant failing to arrange their own insurance.

Summit Logistics

Venue: Ramada Marcoola Beach Hotel and Conference Centre
Sunshine Coast
Queensland

Address: 923 David Low Way, Marcoola,
Sunshine Coast

Date: Wednesday 6 November

Times: The Summit Registration Desk will open at 8.30 am. The Summit will commence at 9.00am and conclude at 4.55pm. The Awards ceremony will be held at the same hotel that evening.

Featured artists (left to right) Anya Brock, Brenton See, Vans the Omega, Cam Scale, The Zookeeper, Drapl, Heesco, The Zookeeper, Drapl, Apparition Media, John Murray

● www.streetartawards.com.au ● www.greynomadawards.com.au ● 1300 88 22 59 ● kim@awardsabsolute.com.au ● PO Box 838 Coolum Q 4573 ●

