

# CREATIVE CULTURAL TOURISM

A full-day event designed for cultural organisations that are ready to move beyond the basics of cultural tourism to delve into strategies for engagement, collaboration, and sustainable growth.

## PROGRAM GUIDE





**Cultural tourism is a powerful force, attracting travellers driven by a desire for authentic art, culture, study, festivals, and meaningful, deep-dive experiences.**

Heritage and cultural tourism in Australia generated \$17.8 billion in revenue in 2023, and is growing at an annual rate of almost 5%. By 2030, domestic and international guests will spend over \$23 billion on cultural activities\*. Australian businesses in this sector are uniquely able to offer immersive and authentic experiences. But are they ready to take advantage of the growth and position their work, culture, and place for success?

Now is the time to prepare local arts and cultural organisations, creatives, and businesses to take advantage of the potential growth of this key source of revenue and community development.

### **TOP 5 CULTURE & HERITAGE ACTIVITIES\***

1. Visiting museums or art galleries - 32%
2. Going to markets - 26%
3. Attending theatre, concerts or other performing arts - 23%
4. Visiting heritage buildings, sites or monuments - 15%
5. Attending festivals, fairs or cultural events - 12%

### **THE CREATIVE CULTURAL TOURISM PROGRAM**

Cultural tourism attracts visitors seeking authentic, meaningful, and memorable experiences. For arts and cultural organisations, connecting with visitors - whether they be intra-state tourists or destination travellers - contributes to revenue, strengthens community ties, and boosts your region's discoverability.

This one-day intensive offers strategic frameworks and tools to transform your regional centre into a cultural magnet for tourists searching for their next destination.

### **WHO SHOULD TAKE PART**

The program is ideal for:

- Small to medium arts and cultural organisations
- Local councils
- Halls, committees and other groups looking to attract and engage cultural tourists

### **LOCAL PARTNERS**

The program includes the participation of a local tourism body, or leading cultural tourism business, as a guest panellist or to present a case study. It's a great opportunity to build new networks while learning directly from first hand experience in your region.

\* Grandview Research Australia Heritage Tourism Market Size & Outlook 2025

\* Destination NSW Connecting With Visitors Through Culture 2024

# YOUR PROGRAM AGENDA

## OVERVIEW

This intensive, full-day event is designed for cultural organisations ready to move beyond the basics of cultural tourism and delve into advanced strategies for engagement, collaboration, and sustainable growth.

It combines in-depth discussions, hands-on activities, advanced resource sharing, and targeted networking opportunities. Participants will learn how to strategically leverage their unique attributes - including their people, history, traditions, arts, and culture - to create compelling, participatory experiences that resonate deeply with cultural tourists.



## PROGRAM OUTCOMES

Participants in the Creative Cultural Tourism program will learn how to:

- Create a map of visitor's motivations, wants and needs that goes beyond demographics to differentiate locals, tourists, daily and destination visitors.
- Identify what makes their destination unique, and craft a story around that offering that is engaging and cohesive.
- Analyse an operational calendar for year-round appeal and developing synergistic partnerships with peers and supporters.
- Measuring their visitors and use that data to refine offerings and attract support.
- Get started on a strategic marketing plan, using a template provided, for specific cultural tourist profiles that ensures easy navigation and an enhanced visitor experience.
- Understand how to use critical processes to create easy systems for managing people, money, marketing and data gathering.
- Connect and network with their peers in a friendly and structured environment.

Participants will also receive access to a dedicated Dropbox with additional resources, links to websites, workbooks and templates, access to free webinars and more.

## EVENT SCHEDULE



9:00am to 9:30am

Introductions and a collaborative approach to creating a Safe Space for the day.

9:30am to 11:00am

### **Deconstructing the Immersive Cultural Tourist**

We begin by working out what truly interests, motivates, or inspires a visitor? Understanding the distinct needs and behaviours of local patrons versus those travelling specifically for your offerings. How do you cater to both?

### **PRACTICAL ACTIVITY**

Empathy-Driven Engagement: exercises in empathy to understand desires for learning, participation, and authentic connection.

11:00am to 11:15am: BREAK TIME

11:15am to 12:45pm

### **Crafting Your Irresistible Narrative**

Identifying the unique, compelling narratives that demand to be told, and developing engaging, participatory ways to share them with visitors.

12:45pm to 1:30pm: LUNCH

We suggest catering to allow participants to stay onsite and continue conversations.

1:30pm to 2:45pm

### **Marketing for the Cultural Tourist**

Crafting compelling campaigns for specific cultural tourist profiles via digital and traditional channels and ensuring easy physical and digital navigation for enhanced visitor experience.

### **PANELIST**

Guest speaker case study

2:45pm to 3:00pm: BREAK TIME

3:00pm to 4:30pm

### **Internal Readiness Check**

A focus on foundational elements needed before collaboration, including how and where data will be gathered and measured.

4:30pm: WRAP UP and CLOSE



# PROGRAM DESIGNER - MONICA DAVIDSON



**Monica Davidson is an award-winning expert on the creative industries, who has infamously never had a 'proper job'.**

Monica began her creative life as a freelance journalist, performer and filmmaker before starting a production company in the early 1990s. Her experience highlighted how unprepared creative people can be for a life of entrepreneurship. As she learned the basics, Monica started offering informal advice and running workshops to help other creatives with their freelance work. As her expertise grew she continued to work with creative practitioners, and more than 25 years later Monica is a renowned and award-winning expert in the fields of freelancing, creative industries and arts entrepreneurship. Through her social enterprise Creative Plus Business Group, Monica helps creatives at all stages of their careers to improve their business skills.

Monica runs workshops and masterclasses, delivers keynotes and webinars, and regularly provides her expertise to panel discussions and the media. She is a guest lecturer on creative entrepreneurialism at various prestigious institutions including AFTRS and NIDA. Her educational focus is on increasing self-efficacy for creative practitioners, and through Creative Plus Business she and the team have created arts business training, professional development and mentoring programs for a wide range of creative clients. The Creative Plus Business programs focus on goal setting, business and strategic planning, financial literacy, marketing – and having fun.

Monica wrote the Australian version of *Freelancing for Dummies* in 2008, and was appointed as Australia's first Creative Industries Business Advisor by the NSW Small Business Commissioner in 2013. The following year she completed her Masters in Screen Arts and Business at AFTRS. In 2014 Monica was named as one of the Westpac/Australian Financial Review 100 Women of Influence for her work in the creative industries, and in 2019 Monica was awarded the inaugural Creative Trailblazer Award at the QUT Creative Enterprise Australia awards, recognition for "an individual who creates enterprises and opportunities and who advocates, mentors, educates and advises within Australia's creative economy." In 2020 Monica was a recipient of the prestigious AMP Tomorrow Fund award to help develop more programs to assist creative start-ups.

Monica continues to juggle her creative practice with her business. She is passionate about movies (making them and watching them), and her feature documentary film *Handbag* was released on LGBTQ+ streaming service OUTtv and Amazon Prime in North America and the UK in 2021, and on SBS Viceland in 2023. She also enjoys hanging out with her boisterous family of creative practitioners, playing with her labrador Coco, and champagne (the good stuff).





# CREATIVE PLUS BUSINESS

**BE CREATIVE. MAKE MONEY. LOVE YOUR WORK.**



Creative Plus Business is a national social enterprise dedicated to helping creative practitioners and arts professionals develop their entrepreneurial skills.

We help creative cohorts to learn new skills and implement practical approaches to small business, strategic planning, financial literacy, marketing strategy, wellbeing and more.

Since we started in 2016, we've helped over 15,000 individual practitioners and creative organisations to finesse their entrepreneurial abilities, overcome challenges, improve their commercial capacity, survive and thrive.

Our focus is on providing peer-designed peer support for creative practitioners to help them build their professional capacity.

Our stellar team of experts possess real-world experience when it comes to running a creative business, so we know what it's actually like to carve out a career in the creative industries. We understand the importance of confidence and self-sufficiency, and how to find that in entrepreneurialism.

We're passionate about giving creatives the tools they need to create and follow their goals, define their own professional careers, and become less reliant on external funding.

In almost ten years we have helped thousands of creative professionals to build the professional pathway they want. Our purpose is to be creative, make money, and love your work.

**[www.creativeplusbusiness.com](http://www.creativeplusbusiness.com)**



## CONTACTS

### **Program Information & Accessibility**

To find out more about the program or ask a question about your access requirements contact:

**[education@creativeplusbusiness.com](mailto:education@creativeplusbusiness.com)**

### **General Enquiries**

For information about Creative Plus Business, our team, or upcoming events please contact:

**[hello@creativeplusbusiness.com](mailto:hello@creativeplusbusiness.com)**

### **Marketing & Engagement**

For more information about our organisation, or for any asset requests, please contact:

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