

AUSTRALIAN CULINARY TOURISM – THE LONGEST LUNCH

Gordon & Sally Hammond (www.australianregionalfoodguide.com.au)

WHAT IT IS:

Anything to do with food and wine that visitors can experience:

- Local food and wine producers and dining
- Food trails, wine and food events, markets, museums, tours
- Fresh, seasonal foods – the *terroir*

WHAT IT IS NOT :

- Regional dishes



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TO WORK IT NEEDS:

- Visitors eager to taste the local food
- Accurate information and local knowledge
- High class delivery of the product or service



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EVOLUTION OF REGIONAL FOOD AWARENESS AND TOURISM

- Long established – Barossa and Tasmania
- Wine regions
- Overseas travel/tourism/immigration
- Publications – books, magazines
- Australia's unique mix
 - food conscious people
 - wide range of growing conditions
- Infrastructure of accommodation, restaurants etc
- Food groups
- Farmers' Markets
- Food trails
- Increasing awareness of seasonality and freshness
- Knowledge and pride in country produce and chefs
- Websites



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EVOLUTION OF REGIONAL FOOD AWARENESS AND TOURISM *(cont)*

- Recent environmental trends:
 - Slow Food movement
 - Carbon-neutral, food miles
 - 100-mile diet
 - kitchen and community gardens
- Apps for smartphones and portable electronic devices



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BENEFITS FOR REGIONS and PUBLIC:

- increased local pride
- markets for local producers
- consistently higher standard and quality
- economic payback
- local food/produce is expected and valued
- increased tourism – food becomes a drawcard



GOVERNMENT

:
Federal/State

Tourism

Agriculture

THE KEY PLAYERS

PEAK
FOOD
BODIE
S

LOCAL
FOOD
GROUPS/
TOURISM

PRODUCERS



GOVERNMENT

:
Federal/State

Tourism

Agriculture

MEDIA

CONSUMERS

PUBLIC

USERS

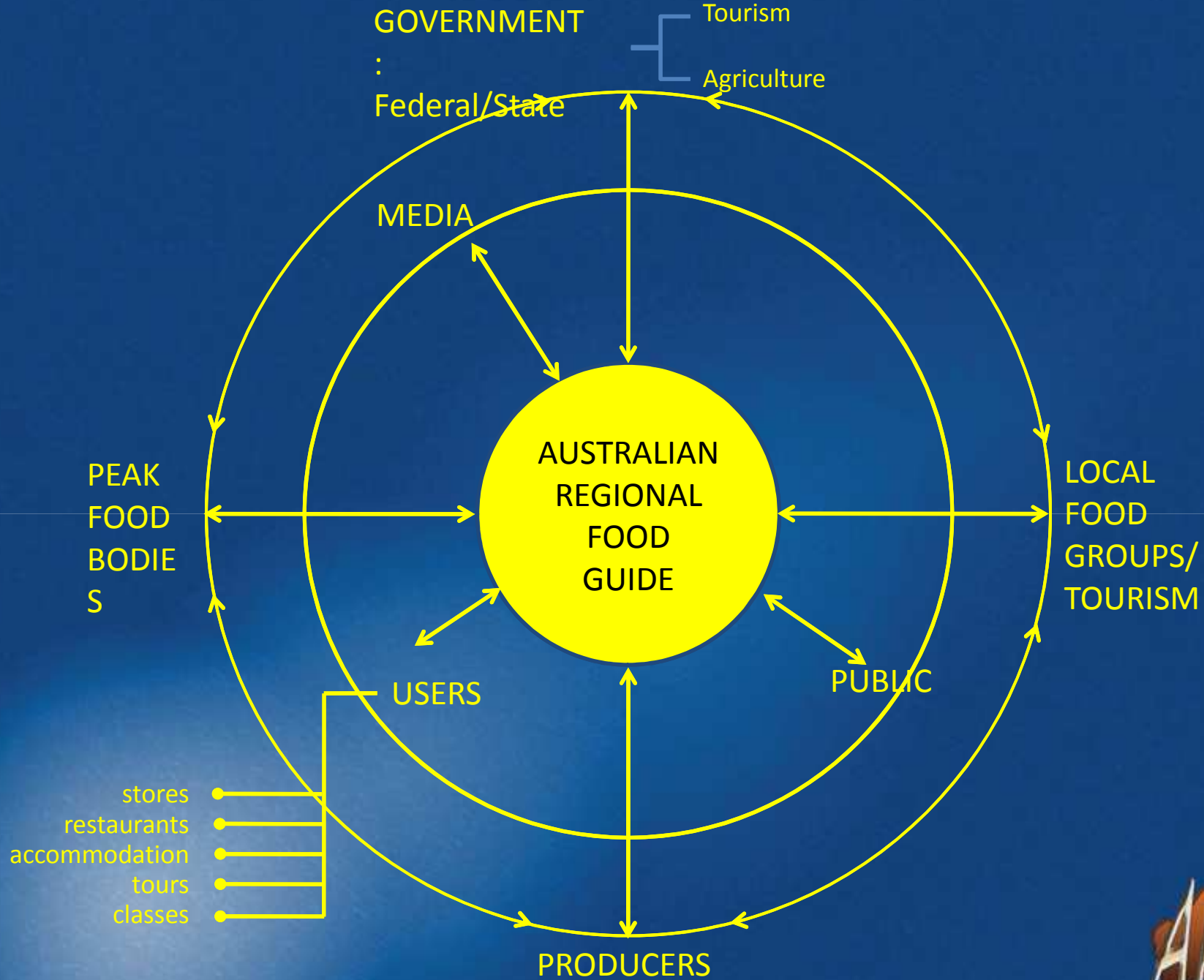
PEAK
FOOD
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LOCAL
FOOD
GROUPS/
TOURISM

- stores
- restaurants
- accommodation
- tours
- classes

PRODUCERS





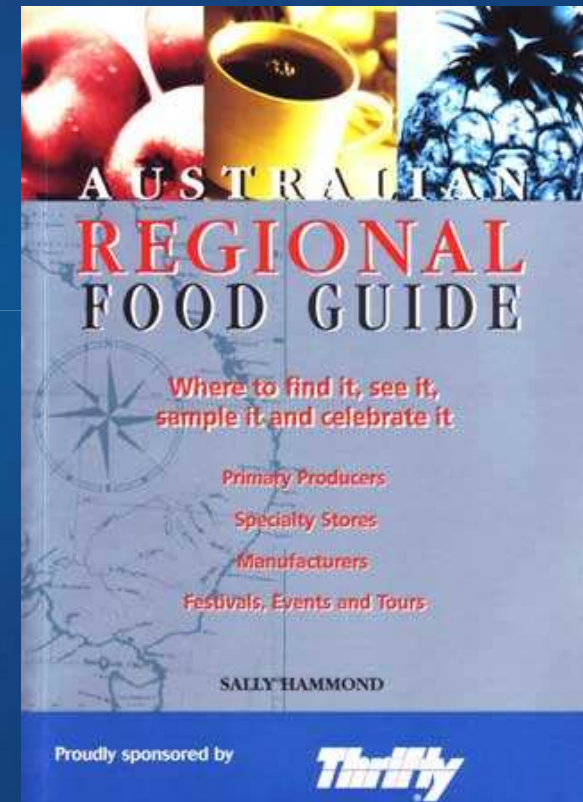
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THE HERE AND NOW – and our role in it:

Australian Regional Food Guide:

- Two editions of a guidebook 1999/2004
- Website 2005 –2009
- Current website totally rebuilt and expanded in 2009



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THE HERE AND NOW – Working with state government:

- NSW Industry & Investment project
 - Subsidised listings
 - Monthly networking newsletter



AUSTRALIA

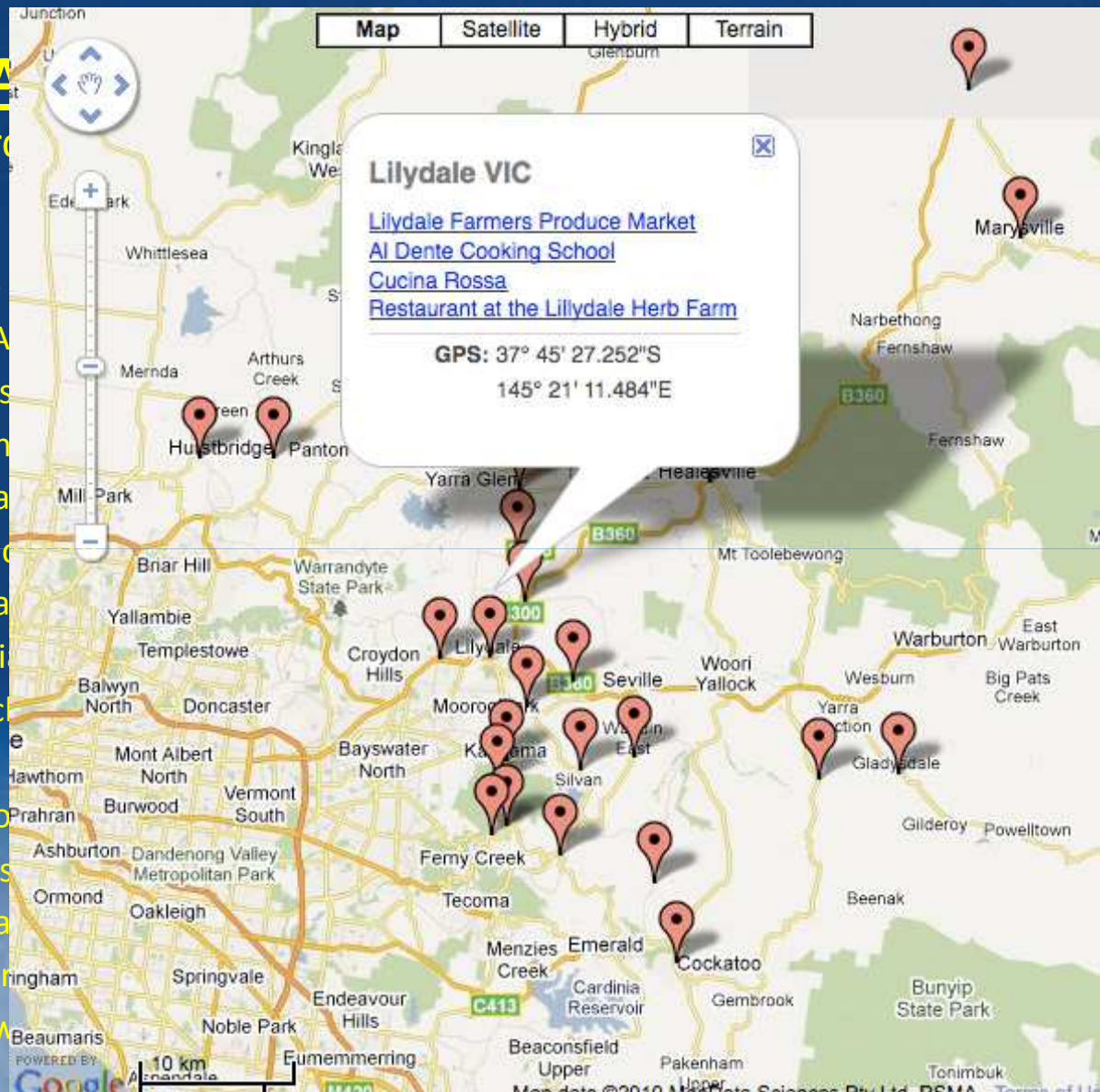
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THE HERE

- Showcases Australia
- Targets users
 - local and regional
 - regional and food industry
 - regional and potential
- Selective inclusion
- News
- Many categories
- Google maps
- Excellent search
- Produce search
- Monthly newsletters
- Blog
- Twitter/Facebook et al



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THE FUTURE – The importance of culinary tourism?

- 40 % of tourism income is directed towards the categories defined in the ARFG - food – meals, food products, accommodation and alcoholic and other beverages.
- The top 20 regions contribute 91 % of international visitor expenditure and 71 % of domestic visitor expenditure. (76 % average)
- Of the top 20 regions, the top 5, account for 75 % of total international expenditure. (Sydney, Melbourne, Brisbane, Gold Coast, Perth)



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THE FUTURE – The potential of regional culinary tourism?

- The opportunity to develop well defined and established culinary destinations throughout regional Australia is exciting and challenging.
- These top 20 destinations did not include, for example, Victoria's Yarra Valley, Mornington Peninsula, High Country, Murray and the Goldfields. Tasmania's North West and North East. Queensland's Granite Belt and South Burnett. South Australia's Barossa, Fleurieu and Clare Valley. The food bowls of Australia are potential culinary destinations in this country.
- Our most successful tourism campaign began with throwing a shrimp on a barbie – food. Food is still a major drawcard.
- Three times a day every visitor begins to feel the pangs of hunger – we are now better placed than ever to sell Australia, among other things, as a food destination.



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THE FUTURE – the ARFG journey.

- From the beginning we have seen the need for a reliable and comprehensive resource of information relating to every aspect of Australian regional food.
- We have consistently underscored the importance of regional culinary tourism to the micro and macro economies of Australia
- And we believe that culinary tourism is now an experience in its own right, especially throughout key areas of regional Australia.
- We see the potential to work with government and the food industry to develop this important aspect of tourism.



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THE FUTURE – The need for a national web-based resource.

- Reliable and comprehensive INFORMATION – directory, news.
- Tech savvy
- Freely available
- Inclusive - without cost to businesses
- Non-parochial, Australia-wide – a one-stop shop.
- Free of bias and advertising
- Independently operated, offering flexibility for rapid growth and updating of content.
- A blend of two models – Google and Library



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THE FUTURE

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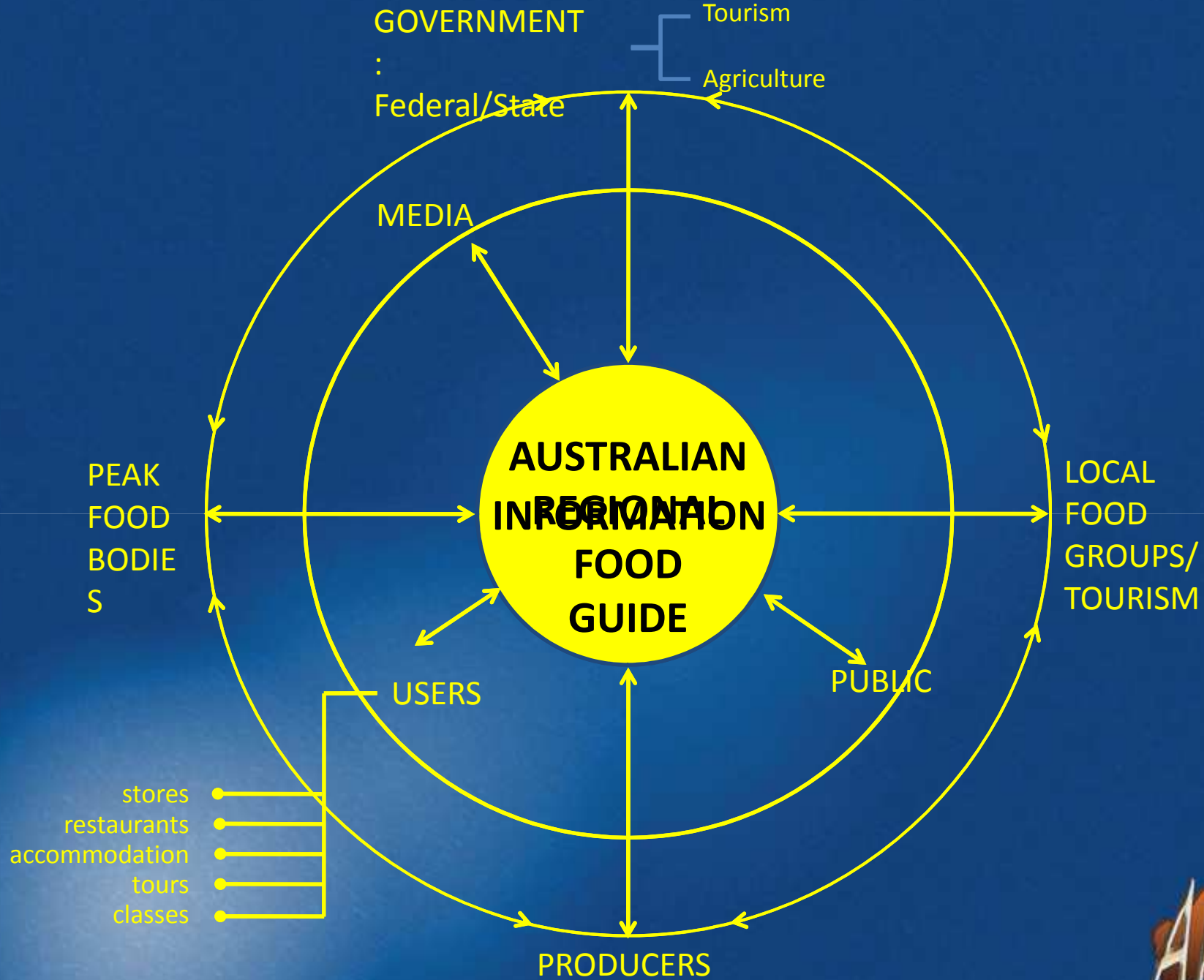
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AUSTRALIAN REGIONAL FOOD GUIDE

discovering what
the country does best

SHALLOTS
BEETROOT
PUMPKIN
SILVER-BEET

ARFG