



# **National Agritourism Strategy Framework**

## **Agritourism 2030: Supporting Action Plan**

October 2022

## Acknowledgement of Country

Australian Regional Tourism acknowledges and pays respects to the Traditional Owners of Country as the sovereign people of the lands and waters on which we live, work and play. We acknowledge Elders – past and present and their ongoing connection with Country.

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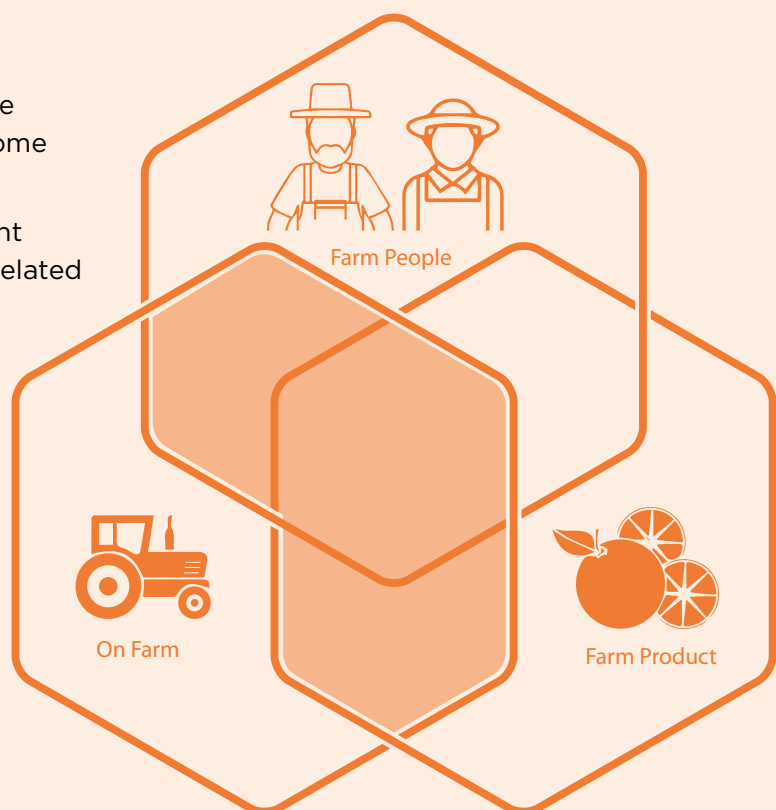
# What is Agritourism?

**Definition:** Agritourism is a type of experiential travel which connects people to product or produce, delivered on farming land through a direct “on farm” experience.

Four essential elements:

1. Combines tourism and agriculture industries;
2. Attracts members of the public to visit on farm;
3. Farmers diversify from agriculture into tourism, increasing farm income and/or employment; and
4. Provides recreation, entertainment and/or educational experiences related to the agriculture enterprise.

To be acknowledged as Agritourism, an experience must be delivered on farm and include one or both of engagement with people and product.



# Overview

Our goal: An **informed, engaged** community of supporters advocating for **Agritourism growth** to 2030.

| 2019 Winery & Farm Visit/Farm Gate Tourism Visitors* |                |                            |                |
|--|----------------|----------------------------|----------------|
|  | Winery Visits  | Visited Farms & Farm Gates | Total Value    |
| Visitors   | 10.4 Million   | 5.2 Million                | 15.6 Million   |
| Visitor Spend  | \$10.0 Billion | \$7.4 Billion              | \$17.4 Billion |

Farm and farm gate visits forecast to grow to

**A\$18.6B  
by 2030**

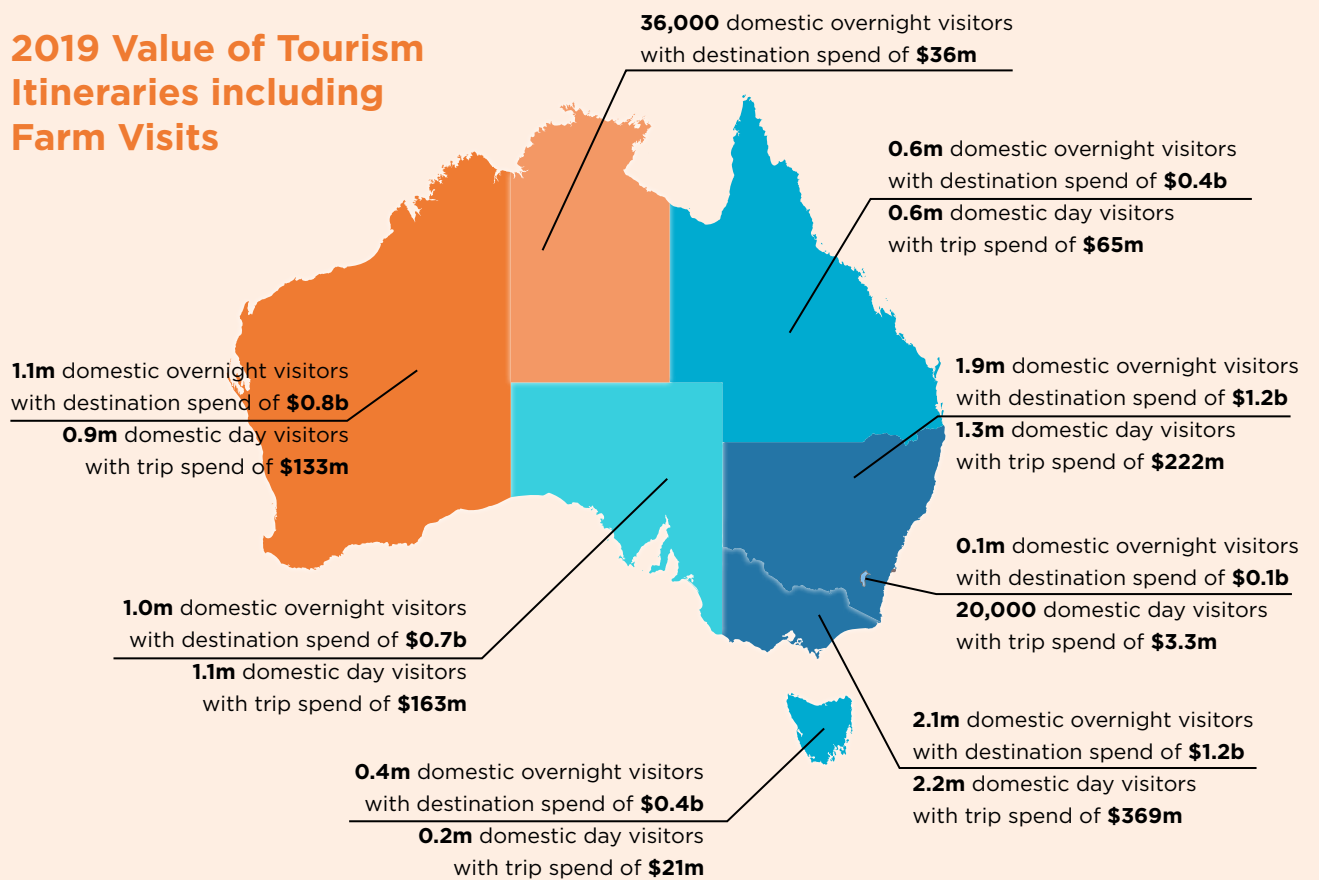


## Enablers of Agritourism

- Funding support for financial and human resources to continue the momentum
- Aligned, engaged and supportive stakeholders
- The right policy and regulatory environment
- Access to quality insights
- A focus on sustainability



## 2019 Value of Tourism Itineraries including Farm Visits



|                            |
|----------------------------|
| <b>TOURISM*</b>            |
| <b>660K JOBS</b>           |
| <b>\$122B sector value</b> |
| 36% INTERNATIONAL          |

|                           |
|---------------------------|
| <b>AGRICULTURE^</b>       |
| <b>318K JOBS</b>          |
| <b>\$62B sector value</b> |
| 79% EXPORTED              |

\* Tourism Research Australia  
YE Dec 2019 International and National Visitor Survey

^ Australian Bureau of Agricultural & Resource Economics and Sciences (ABARES) Year End Dec 2019

### Agri + Tourism

Agritourism connects people with farmers and produce

|   |  |  |  |
|---|--|--|--|
| <p><b>Who benefits?</b></p>  <p>Attracting high yield visitors benefits farmers, farms, communities &amp; visitors</p> | <p><b>First Nations Engagement</b></p>  <p>Grow inclusion with farmers and elevate Indigenous Agritourism</p> | <p><b>Responsible Growth</b></p>  | <p><b>On Farm Tourism developments can take between 3 and 5 years</b></p>  <p>From idea to launch</p> |
|---|--|--|--|

*Credit: Tourism Australia*



# Agritourism 2030: Six strategic priorities

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01

Support sustainable & inclusive farm diversification

Engaging new farmers and encouraging existing operators to diversify. Making it easier to build sustainable, profitable businesses and increasing Indigenous engagement in the sector.

02

Support community capacity building with a focus on regional employment

Enabling skills and jobs development for farm families and the broader community. Expanding from farming to consumer tourism requires increased resourcing and new customer facing skills and digital and marketing capability.

03

Develop high quality, distinctly Australian agritourism experiences

Experience development & improvement is required to deliver to our vision of attracting higher yielding visitors to regional areas.

04

Promote the sector responsibly, with an alignment to food and drink

Agritourism leans heavily into Australia's reputation for food and drink, both in agriculture and hospitality. Support generating demand with a focus on quality not quantity, sharing the story of people, place craft & produce.

05

Encourage genuine collaboration & enduring partnerships

Leverage the experiences of others to support broader thinking, knowledge sharing and strengthen the sector's timeliness to market.

06

Provide sector leadership to support inclusive growth

Australian Regional Tourism will support leadership of the sector as it evolves and matures, bringing the stakeholders on the growth journey.

# Outline of recommendations

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## 01

### Support sustainable & inclusive farm diversification

- National Priority Policy Position on Agritourism unilaterally adopted to support growth goals
- Support planning reforms by States and Territories to reduce red tape
- Support local government communication reforms to assist the development of new agritourism initiatives
- Work collaboratively with States and Regions to support Agritourism Business Development Programs
- Create introduction to tourism and agriculture resources
- Ensure producers are informed of the business case for Tourism
- Engage with Trusted Business Advisor networks to elevate the awareness of tourism as a diversification option
- Provide education and training on sustainable business practices and net zero operations
- Identify and nurture Indigenous Agritourism
- Provide resources on being indigenous informed
- Create infrastructure grant programs specifically for Agritourism
- Encourage mentoring
- targeted agritourism capacity building programs focused on the integration of agriculture and tourism including skills, insurance, risk mitigation and biosecurity

## 02

### Support community capacity building for regional employment

- Create employment economic indicators to support the business case for attracting and retaining workers
- Invest in across region mentor programs to support upskilling and networking
- Develop a National Agritourism leadership network with a focus on supporting young leaders to stay in regional areas
- Provide access to training resources in Customer Service, Digital Marketing, Tourism, Retail Skills & Tour Guiding
- Provide access to training resources in understanding agriculture for RTOs
- Foster First Nations capacity building

## 03

### Develop high quality, distinctly Australian agritourism experiences

- Leverage Agriculture's capability in R&D for new product development based on consumer demand
- Provide access to high quality consumer insights and sentiment tracking to support new experience development
- Develop experience development resources informed by a product development lifecycle
- Create resources to demystify the travel trade and travel distribution
- Work with Tourism Australia and States and Territories to grow trade distribution
- Align strongly, but not exclusively with the food and drink sector
- Identify and develop storytellers for the sector, create content a share through channels
- Agritourism and Farm Gate Grant Program to encourage Australian Agritourism



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## 04

### Promoting Australian Agritourism responsibly

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- Develop an initial three year marketing plan, including a pathway to international market development
- Create high quality marketing assets for existing “halo” Agritourism experiences for wide industry use
- Work with the Australian Tourism Data Warehouse to categorise Agritourism listings to support better online distribution
- Collaborate with Agriculture sector to develop a consumer facing name for the category to support growth
- Encourage inclusion of Agritourism experiences in Tourism Australia, State, Territory and regional food and drink campaigns
- Aspire to dedicated Agritourism campaigns

## 05

### Encourage genuine collaboration and enduring partnerships

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- Encourage the development of cross region touring routes connecting producers together
- Support regional clustering of producers and experiences, enhancing visitor experiences
- Facilitate the sharing of best practices through case studies and networking
- Leverage agriculture networks for export market development
- Collaborate with the wine industry to share learnings and streamline growth
- Provide guidance on collaborating with Traditional Owners
- Collaborate with National Indigenous entities to support business development opportunities and mentoring
- Encourage collaborations with Indigenous agriculturalists for produce and experience development

## 06

### Provide sector leadership to support inclusive growth

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- Consider the leadership structure required to achieve growth
- Highlight the opportunities for growth with Government
- Develop a comprehensive Stakeholder engagement strategy
- Target the challenges & barriers to growth with solutions
- Strategy implementation
- Develop a targeted Agritourism capability building training program in partnership with Agriculture and Tourism
- Measure and track change in the sector over time
- Develop an Agritourism Australia website powered by the ATDW as a focal point for domestic and international consumer interest
- Develop an Agritourism portal on The Tourism Hub
- Review TAFE Certificate III in Agritourism content to align with future needs of sector growth
- Continue the National Agritourism Conference for an additional two years
- Form a working group of key stakeholders to maintain momentum for growth



**Agriculture  
Responsibility:**

- Leadership of sector
- Product integrity
- Production regulation
- Licensing
- Farmer & animal welfare
- Biosecurity
- Agriculture transformation
- Compliance
- Traditional Owner engagement

**Tourism  
Responsibility:**

- Leadership of sector
- Visitor experience support
- Tourism demand
- Marketing
- Agritourism aligning with a destinations
- Tourism capability and capacity
- Mentoring, networking
- Community leadership on tourism
- Traditional Owner engagement

**Local Government  
Responsibility:**

- Community capacity building
- Strategic master planning
- LGA alignment
- Planning permits
- Community Engagement
- Traditional Owner engagement

# Action Plan summary

Australian Regional Tourism will provide leadership on these enabling projects and the action plan and coordinate support for the recommendations.

## Enabling Projects

Supporting these projects enables the implementation of this plan

| Recommendation   | Considerations  | Responsible Partners | Phase 1 2023-24 | Phase 2 2025-27 | Phase 3 2028-30 | Budget Opportunities                 |
|--|---|----------------------|-----------------|-----------------|-----------------|--------------------------------------|
| <ul style="list-style-type: none"> <li>Central senior project resourcing for three years to support implementation of the strategy</li> </ul>  | Full time manager level project resources plus allocation for travel and expenses to support national implementation of Phase 1 and the beginnings of Phase 2 | ART                  | •               | •               |                 | est. \$600,000 +GST over three years |
| <ul style="list-style-type: none"> <li>Addition of an agritourism resources hub on The Tourism Hub</li> </ul>  |   |                      | •               |                 |                 | est. \$20,000+GST                    |
| <ul style="list-style-type: none"> <li>Development of an Australian Agritourism website to improve traveller and trade access to agritourism experiences integrated with the ATDW</li> </ul> |   | ART                  |                 |                 |                 | est. \$250,000+GST                   |
| <ul style="list-style-type: none"> <li>ATDW taxonomy project to support better SEO for agritourism experiences</li> </ul>  | Scope, project manage and implement with ATDW   | ART                  | •               |                 |                 | est. \$80,000+GST                    |
| <ul style="list-style-type: none"> <li>National Agritourism Conference</li> </ul>  | Commit to an additional two years of one day Agritourism conference   | ART                  | •               | •               |                 | est. \$400,000+GST                   |
| <ul style="list-style-type: none"> <li>Develop a targeted agritourism capability building training program in partnership with agriculture and tourism sectors</li> </ul>                    | Support experience development, marketing, biosecurity considerations   | ART                  | •               | •               |                 | \$600,000+GST                        |
| <ul style="list-style-type: none"> <li>Agritourism and Farm Gate Grant Program to encourage Australian Agritourism</li> </ul>  | Support the development of world class Australian Agritourism infrastructure and experiences  | ART                  |                 | •               | •               | est \$10.0m+GST over 5 years         |
| <ul style="list-style-type: none"> <li>Create high quality marketing assets for existing “halo” Agritourism experiences for wide industry use</li> </ul>                                     | Better represent world class visitor experiences in a digital environment   | ART                  | •               | •               |                 | est. \$2.0m+GST over 5 years         |

# Action Plan detail: Priority One

## 1. Support sustainable & Inclusive Farm Diversification:

Engaging new and varied farmers to diversify, making it easier to build sustainable, profitable businesses and increasing Indigenous engagement in the sector.

| Recommendations   | Considerations   | Phase 1<br>2023-24 | Phase 2<br>2025-27 | Phase 3<br>2028-30 | Budget<br>Opportunities |
|---|--|--------------------|--------------------|--------------------|-------------------------|
| • National Priority Policy Position on Agritourism unilaterally adopted to support growth goals                 | Enabler to agritourism growth  | •                  | •                  |                    |                         |
| • Support planning reforms by states to reduce red tape   | Enabler to agritourism growth  | •                  | •                  | •                  |                         |
| • Support local government communication reforms to assist the development of new agritourism initiatives       | Enabler to agritourism growth  | •                  | •                  | •                  |                         |
| • Work collaboratively with States and Regions to support Agritourism Business Development Programs             | Enabler to agritourism growth  | •                  | •                  | •                  |                         |
| • Ensure producers are informed of the business case for Tourism  | Appropriate resources available to support the business case for tourism   | •                  | •                  | •                  |                         |
| • Create introduction to tourism & agriculture resources & share with stakeholders                              | Toolkits and resources centrally available                                 | •                  | •                  | •                  | Delivered Oct 2022      |
| • Engage with Trusted Business Advisor networks to elevate the awareness of tourism as a diversification option | Expand stakeholder engagement network to include                           | •                  | •                  | •                  |                         |
| • Provide education and training on sustainable business practices and net zero operations                      | Work collaboratively to share existing programs with Agritourism operators | •                  | •                  | •                  | TBC                     |

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| Recommendations   | Considerations   | Phase 1<br>2023-24 | Phase 2<br>2025-27 | Phase 3<br>2028-30 | Budget<br>Opportunities   |
|---|--|--------------------|--------------------|--------------------|---|
| <ul style="list-style-type: none"> <li>Identify and nurture Indigenous Agritourism</li> </ul>                             | Identify indigenous agriculturalists with the potential for Agritourism experience development. Develop Mentor program.    |                    | •                  | •                  | est. \$150,000+GST  |
| <ul style="list-style-type: none"> <li>Develop &amp; release resources on being indigenous informed</li> </ul>            |  | •                  |                    |                    | est. \$50,000 to support engagement & develop handbook for existing Agritourism operators |
| <ul style="list-style-type: none"> <li>Advocate for infrastructure grant programs specifically for Agritourism</li> </ul> | Align with Federal budget cycles   | •                  | •                  | •                  |   |
| <ul style="list-style-type: none"> <li>Encourage mentoring</li> </ul>   | Support mentoring models. Explore the Scottish Agritourism Circle of Influence model. Develop & cost model implementation. | •                  | •                  | •                  | est. \$30,000 to develop model handbook   |

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# Priority Two

## 2. Support community capacity building with a focus on regional employment

Supports skills and jobs development for farm families and the broader community. It acknowledges the increased resourcing required to diversify and the change of skills needed to expand from farming into consumer facing tourism.

| Recommendations  | Considerations   | Phase 1<br>2023-24 | Phase 2<br>2025-27 | Phase 3<br>2028-30 | Budget<br>Opportunities            |
|--|--|--------------------|--------------------|--------------------|------------------------------------|
| <ul style="list-style-type: none"> <li>• Create employment economic indicators to support the business case for attracting and retaining workers</li> </ul>                | <p>National study to benchmark the economic contribution of Agritourism and scale of regional jobs currently.</p> <p>Repeat periodically to measure change</p> | •                  | •                  | •                  | est.<br>\$110,000+GST<br>per round |
| <ul style="list-style-type: none"> <li>• Invest in across region mentor programs to support upskilling and networking</li> </ul>   |  |                    | •                  | •                  |                                    |
| <ul style="list-style-type: none"> <li>• Develop a National Agritourism leadership network, Women &amp; Young Agritourism leadership network</li> </ul>                    | <p>Stakeholder engagement</p> <p>Work with Agriculture and Tourism networks to support additional segmentation</p>   | •                  | •                  | •                  |                                    |
| <ul style="list-style-type: none"> <li>• Provide access to training resources in Customer Service, Digital Marketing, Tourism, Retail Skills &amp; Tour Guiding</li> </ul> |  | •                  | •                  | •                  |                                    |
| <ul style="list-style-type: none"> <li>• Provide access to training resources in understanding agriculture for RTOs</li> </ul>   | <p>Upskill RTOs in Agritourism to enable better support of new operators</p>   | •                  |                    |                    | est.<br>\$150,000+GST              |
| <ul style="list-style-type: none"> <li>• Foster First Nations capacity building in Agritourism</li> </ul>  |  | •                  | •                  | •                  | est.<br>\$150,000+GST              |

# Priority Three

## 3. Develop high quality, distinctly Australian agritourism experiences

Beyond farmers diversifying into tourism, experience development & improvement is required to deliver to our vision of attracting higher yielding visitors to regional areas.

| Recommendations   | Considerations  | Phase 1<br>2023-24 | Phase 2<br>2025-27 | Phase 3<br>2028-30 | Budget<br>Opportunities      |
|---|---|--------------------|--------------------|--------------------|------------------------------|
| <ul style="list-style-type: none"> <li>Leverage Agriculture's capability in R&amp;D for new product development based on consumer demand</li> </ul>             |   | •                  | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Provide access to high quality consumer insights and sentiment tracking to support new experience development</li> </ul> | <ul style="list-style-type: none"> <li>Leverage Tourism Australia's &amp; STO's consumer demand project work for sentiment.</li> <li>Invest in National/ International Agritourism customer segmentation model</li> </ul> | •                  | •                  | •                  | est. \$30,000+GST            |
| <ul style="list-style-type: none"> <li>Develop Experience Development resources for operators informed by a product development lifecycle</li> </ul>            | <ul style="list-style-type: none"> <li>Work with States and Territories to leverage existing resources</li> </ul>   | •                  | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Create resources to demystify the travel trade and travel distribution</li> </ul>  |   |                    | •                  | •                  | est \$40,000+GST             |
| <ul style="list-style-type: none"> <li>Work with Tourism Australia and States and Territories to grow trade distribution</li> </ul>                             | <ul style="list-style-type: none"> <li>Work with Tourism Australia to explore a Signature Experience Collective in Agritourism</li> </ul>   | •                  | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Align strongly, but not exclusively with the food and drink sector</li> </ul>  | <ul style="list-style-type: none"> <li>Advocate and influence the messaging Agritourism to consumers</li> </ul>   | •                  | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Identify and develop storytellers for the sector, create content &amp; share through channels</li> </ul>                 |   | •                  | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Agritourism and Farm Gate Grant Program to encourage Australian Agritourism</li> </ul>                                   | <ul style="list-style-type: none"> <li>Support the development of world class Australian Agritourism infrastructure and experiences</li> </ul>  |                    | •                  | •                  | est \$10.0m+GST over 5 years |

# Priority Four

## 4. Promote the sector responsibly, with an alignment to food and drink

Agritourism leans heavily into Australia's reputation for food and drink, both in agriculture and hospitality. Generating demand with a focus on quality not quantity, sharing the story of people, place craft & produce.

| Recommendations   | Considerations   | Phase 1<br>2023-24 | Phase 2<br>2025-27 | Phase 3<br>2028-30 | Budget<br>Opportunities      |
|---|--|--------------------|--------------------|--------------------|------------------------------|
| <ul style="list-style-type: none"> <li>Develop an initial three year marketing plan, including a pathway to international market development</li> </ul>                                       |  | •                  | •                  |                    | est. \$100,000+GST           |
| <ul style="list-style-type: none"> <li>Create high quality marketing assets for existing "halo" Agritourism experiences for wide industry use</li> </ul>                                      | Better represent world class visitor experiences in a digital environment  | •                  | •                  |                    | est. \$2.0m+GST over 5 years |
| <ul style="list-style-type: none"> <li>Work with the Australian Tourism Data Warehouse to categorise Agritourism listings to support better online distribution</li> </ul>                    |  | •                  | •                  | •                  | est. \$80,000+GST            |
| <ul style="list-style-type: none"> <li>Collaborate with Tourism &amp; Agriculture sector to develop a consumer facing name for the category to support growth</li> </ul>                      |  | •                  |                    |                    |                              |
| <ul style="list-style-type: none"> <li>Encourage &amp; influence inclusion of Agritourism experiences in Tourism Australia, State, Territory and regional food and drink campaigns</li> </ul> | Elevate the presentation of food and drink on farm experience, story tellers and artisans into content marketing plans for States, Territories and Tourism Australia | •                  | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Aspire to dedicated Agritourism consumer campaigns</li> </ul>  |  |                    |                    | •                  |                              |



# Priority Five

## 5. Encourage genuine collaboration & enduring partnerships

Leverages the experiences of others to support broader thinking, knowledge sharing and strengthen the sector's timeliness to market.

| Recommendations   | Considerations  | Phase 1<br>2023-24 | Phase 2<br>2025-27 | Phase 3<br>2028-30 | Budget<br>Opportunities |
|---|---|--------------------|--------------------|--------------------|-------------------------|
| • Encourage the development of cross region touring routes connecting producers together                    |   | •                  | •                  | •                  |                         |
| • Support regional clustering of producers and experiences, enhancing visitor experiences                   |   | •                  | •                  | •                  |                         |
| • Facilitate the sharing of best practices through case studies and networking                              |   |                    | •                  | •                  |                         |
| • Leverage agriculture networks for export market development   |   | •                  | •                  | •                  |                         |
| • Collaborate with the wine industry to share learnings and streamline growth                               |   | •                  | •                  | •                  |                         |
| • Provide guidance for Agritourism operators on collaborating with Traditional Owners                       | Guidance for existing operators to engage with TOs on a spectrum of engagement.<br>Make available ongoing through Agritourism Hub | •                  | •                  | •                  |                         |
| • Collaborate with National Indigenous entities to support business development opportunities and mentoring |   | •                  | •                  | •                  |                         |
| • Encourage collaborations with Indigenous agriculturalists for produce and experience development          |   | •                  | •                  | •                  |                         |

# Priority Six

## 6. Provide sector leadership to support inclusive growth

Australian Regional Tourism will support leadership of the sector as it evolves and matures, bringing the stakeholders on the growth journey.

| Recommendations  | Considerations   | Phase 1<br>2023-24 | Phase 2<br>2025-27 | Phase 3<br>2028-30 | Budget<br>Opportunities      |
|--|--|--------------------|--------------------|--------------------|------------------------------|
| <ul style="list-style-type: none"> <li>Consider the leadership structure required to achieve growth</li> </ul>   |  | •                  | •                  | •                  | est. \$100,000+GST           |
| <ul style="list-style-type: none"> <li>Highlight the opportunities for growth with Government</li> </ul>   |  |                    |                    |                    |                              |
| <ul style="list-style-type: none"> <li>Develop a comprehensive Stakeholder engagement strategy</li> </ul>  |  |                    |                    |                    |                              |
| <ul style="list-style-type: none"> <li>Target the challenges &amp; barriers to growth with solutions</li> </ul>  |  |                    |                    |                    |                              |
| <ul style="list-style-type: none"> <li>Strategy implementation</li> </ul>  |  |                    | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Develop a targeted Agritourism capability building training program in partnership with the agriculture and tourism sectors.</li> </ul>   | Consider whether the creation of a authentication process or registered accreditation would add consumer value | •                  | •                  | •                  | est. \$600,000+GST           |
| <ul style="list-style-type: none"> <li>Measure and track change in the sector over time</li> </ul>   | Seek funding to support national benchmarking study and repeat 3 times during strategy life                    | •                  | •                  | •                  | est. \$110,000+GST each time |
| <ul style="list-style-type: none"> <li>Develop an Agritourism Australia website powered by the ATDW as a focal point for domestic and international consumer interest</li> </ul> |  | •                  |                    |                    | est. \$100,000+GST           |
| <ul style="list-style-type: none"> <li>Develop an Agritourism portal on the ART website</li> </ul>   |  | •                  | •                  | •                  |                              |
| <ul style="list-style-type: none"> <li>Review TAFE Certificate III in Agritourism content to align with future needs of sector growth</li> </ul>                                 |  |                    | •                  |                    |                              |

*Credit: Maitland City Council*



