



Agritourism

Is it for you?

Pros, Cons, and what to
think about

A  **RITOURISM**
T A S M A N I A



About Us

Who we are

Agritourism Tasmania is the leading **network connector** and **collaborator** for farmers looking to diversify into agritourism in Tasmania and existing operators looking to grow and evolve what they do. We are connected with other State based agritourism peak bodies and the **Global Agritourism Network**.

WORK WE DO

Agritourism Accelerator

Advocacy - peak body

Cluster developer

Regulatory reform



Keeping it simple

4 Ingredients

People

Products

Place

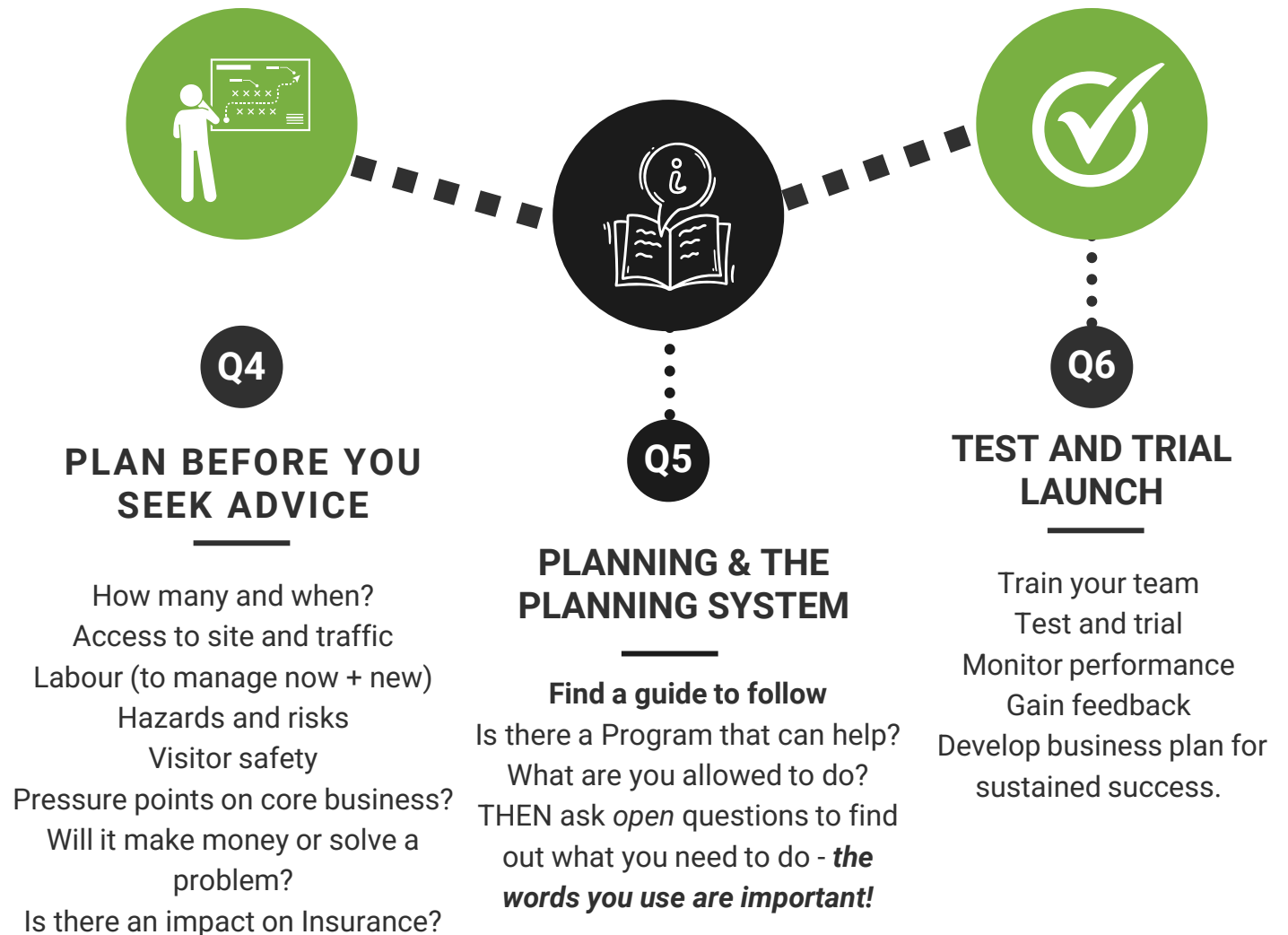
Passion



Are you thinking about Agritourism?



Are you thinking about Agritourism?



Thinking it through



NSW PLANNING SCHEME EXAMPLE:

FARM STAY ACCOMMODATION is a type of **tourist and visitor accommodation** under the planning system.

Tourist and visitor accommodation

Farm stay accommodation

A building or place on a commercial farm and ancillary to the farm



Includes cabins, tents, existing or new building, caravans, campervans, other moveable dwellings

FARM GATE PREMISES and **FARM EXPERIENCE PREMISES** are types of **agritourism**.
Agritourism is a type of **agriculture** under the planning system.

Agriculture

Agritourism

Farm experience premises

A building or place on a commercial farm and ancillary to the farm



Examples: Weddings, farm tours, horse riding

Farm gate premises

A building or place on a commercial farm and ancillary to the farm*



Examples: Tastings, workshops, cellar door premises

*Does not include animal processing

ROADSIDE STALLS are a type of **retail premises**.

Retail premises are a type of **commercial premises** under the planning system.

Commercial premises

Retail premises

Roadside stall



Roadside stalls

The NSW planning system allows:

- farm stay accommodation
- farm gate premises (which include cellar door premises)
- farm experience premises
- roadside stalls on farms.

EXEMPT DEVELOPMENT PROVISIONS ENABLE YOU TO ESTABLISH A SMALL-SCALE AGRITOURISM ACTIVITY.

NO APPROVAL NEEDED Exempt development

- Low-impact development that does not need planning or building approval
- Quicker and low-cost way to start an agritourism business

Examples

- Change the use of a rural workers' dwelling to farm stay accommodation
- Install tents or caravans
- Construct 'glamping' platforms
- Pick-your-own produce
- Farm tours

Things to note

- Good for small-scale agritourism ventures
- Must comply with the specified development standards
- Allows agritourism uses and some minor building work
- Certain land exclusions apply

FAST-TRACK APPROVAL Complying development

- A combined planning and construction approval for straightforward development, usually where building work is involved
- Determined by the council or a registered certifier
- Complying development certificate (CDC) issued in as little as 20 days

Examples

- Construction of new buildings, alterations or additions to existing buildings for farm stay accommodation, farm experience premises or farm gate premises
- Change the use of existing farm buildings for one of the above development types

Things to note

- Must comply with the specified development standards and conditions
- Certain land exclusions apply
- Neighbour notification may be required

Thinking it through



Biosecurity

An ever present risk.
Not just about vehicles, its where
people move.

Health & Safety

You have legal obligations.
Test and trial what you think people
are likely to do



Are you suited?

Do you like people - and would you
like more of them?

Thinking about the customer experience



Street appeal

Attract from the first point of engagement

Working farm

You understand what is going on, but will the visitor?



Unexpected

Know your risk areas
Plan for the unexpected

Thinking about the customer experience



Target audience

Who do you want to appeal to?

Story telling

Experience

Build an experience to suit

Don't over promise & under deliver



Make it bookable

Control who/when/how visitors will be on farm

Thinking about the customer experience



Are you prepared to be consistent

Communicate your season and hours of operation through multiple channels

Be open at regular times (think about weekends)

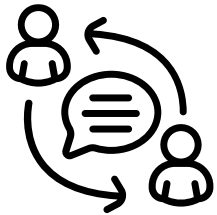
Communicate weather or conditions related

Communicate closings and product availability promptly

Know what days and times are slowest and determine when your time is best spent on farm operations or agritourism.

SOURCE: UNIVERSITY OF VERMONT
EXTENSION

Things that support success



COMMUNICATE EFFECTIVELY



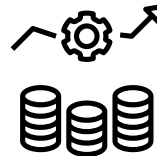
TELL YOUR STORY
(or have others who can)



PRODUCE QUALITY PRODUCTS



USE SEASON EXTENSION
TECHNIQUES TO OFFER PRODUCTS
OVER A LONGER TIME PERIOD



MANAGE COSTS EFFECTIVELY



TRAIN AND MANAGE EMPLOYEES
EFFECTIVELY - EXPLAIN WHAT
YOU EXPECT



PROMOTE EFFECTIVELY - TELL
YOUR STORY



BE WILLING TO
ACCEPT DAMAGE



PROVIDE EXCELLENT
CUSTOMER SERVICE



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