

Destination Sydney Surrounds South



Navigating the Agritourism Journey

- ▶ Your guide to maximising the opportunities for your business



**SPARROWLY
GROUP**



▶ Agenda

What is Agritourism?

The Big Picture

Diversifying Your Business

Next Steps

01



What is agritourism?

► What is agritourism?

Combining and **intersecting agriculture and tourism** to offer new visitor experiences.

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

Combines tourism and agriculture industries

Attracts members of the public to visit on farm

Farmers diversify from agriculture into tourism, increasing farm income and/or employment

Provides recreation, entertainment and/or educational experiences related to the agriculture enterprise

► Types of agritourism experiences

Farm tours and demonstrations

On farm Cafe/
Restaurant

On farm retail

Accommodation -
Caravan and
Camping

Accommodation -
Experiential farm
stays and B&B

On Farm events -
weddings/
conferences

Farm to fork
cooking classes

Pick Your Own

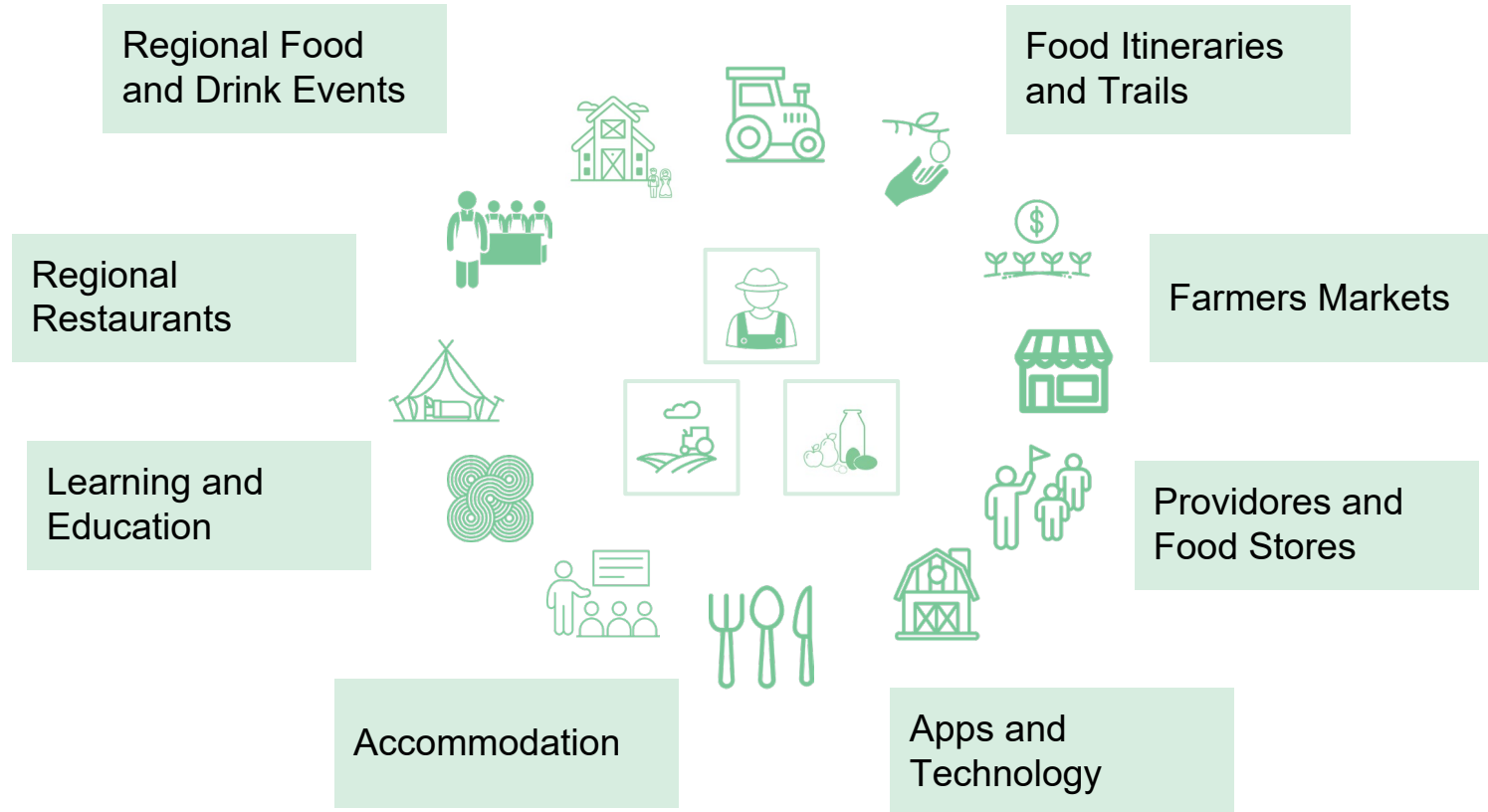
Indigenous
Cultural
Experiences

Educational
Experiences

Behind the Scenes
tours

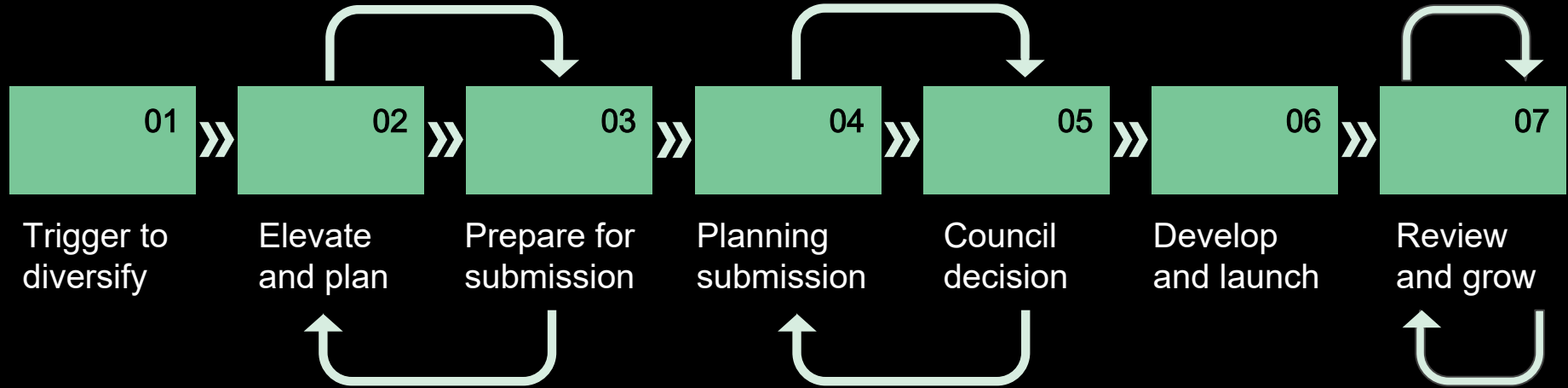
Business
Agriculture
experiences

► Agritourism in regions is strengthened by





► What is the reality?



Acute or planned

1-3 months

3-36 months

3-18 months

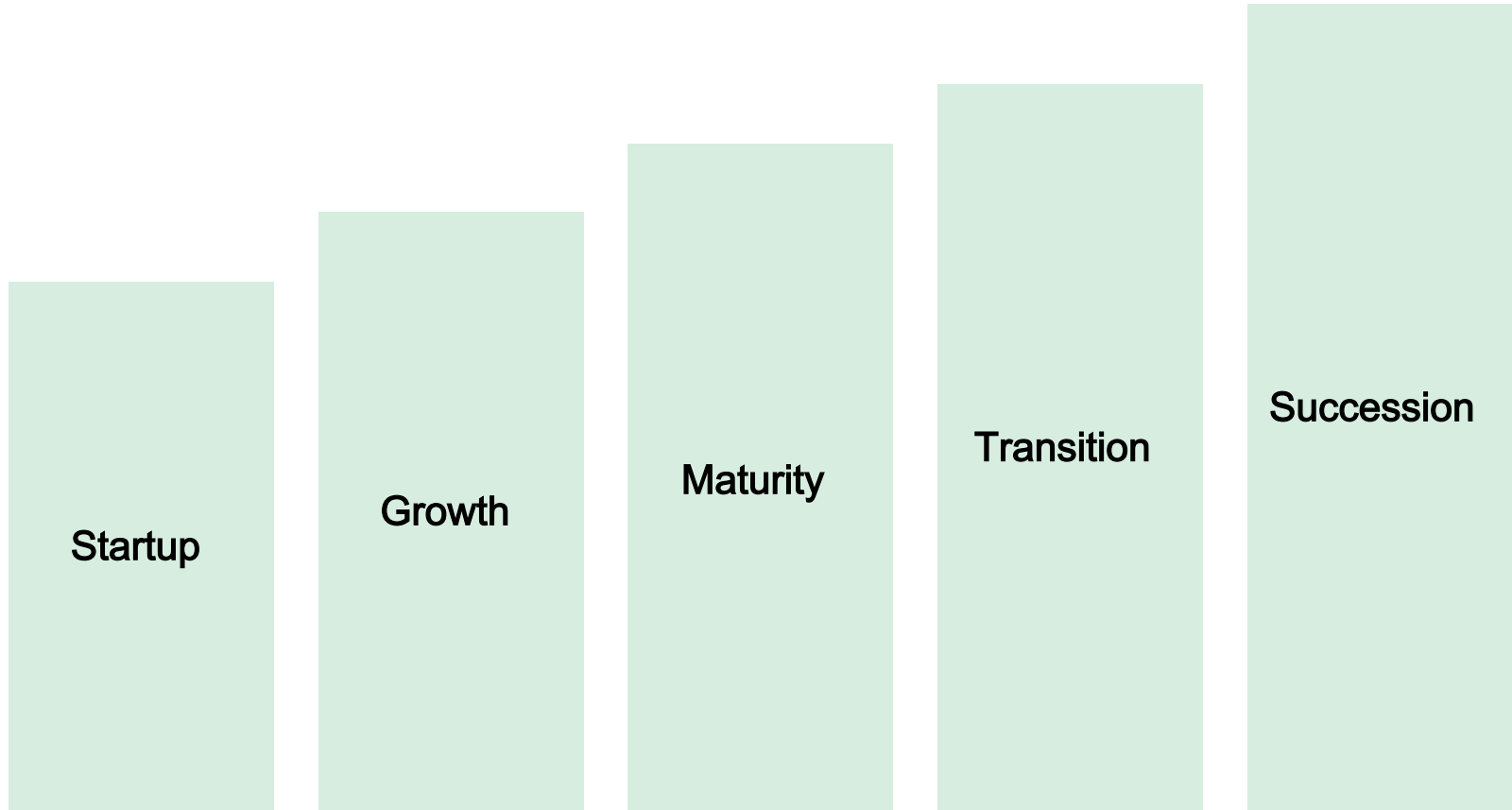
3-5 year journey from inception to launch

▶ What is the reality?

Ask yourself and your family. . .

- ▶ Do I want to diversify my business and create a new revenue stream?
- ▶ Do I want to grow my business beyond its current use?
- ▶ Do I have a space on my land that is easy to access?
- ▶ Do I enjoy talking to people?
- ▶ Am I willing to collaborate?

► Where are you in the agritourism journey?



02



The Big Picture

► The big picture

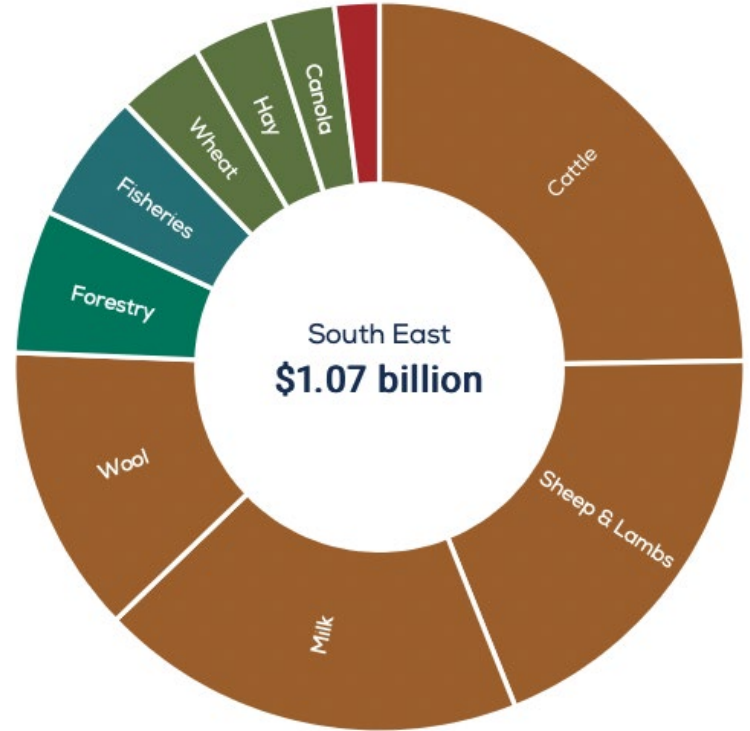
**Agriculture output
across Sydney
Surrounds South**

**National Agritourism
Strategy Framework**

**NSW Planning
Reforms**

► Relevance to Sydney Surrounds South

NSW Top Primary Industries 2020/21



► Relevance to Sydney Surrounds South

\$27.49 billion GRP
(June 2022)

\$846 million
Agricultural output
(June 2022)

\$504 million
Agricultural output
(2015/16)

\$311.55 million
value added by
Agriculture, Forestry
and Fishing (June 2022)

Largest commodity is
Milk, 64% of total
agricultural output in
value (2021/22)

Other commodities
include: beef (30%),
poultry meat, fruit and
nuts, nurseries, cut
flowers and vegetables

► The Agritourism Strategy and Framework



National Agritourism Strategy Framework
Agritourism 2030: Supporting Action Plan
October 2020



Enabling Agritourism
A Guide for Farmers Planning to Diversify



Enabling Agritourism
Paving the Way for Successful Development Applications
Edition 1, October 2022

▶ The Agritourism Strategy and Framework

Strategic Priorities

- ▶ Support sustainable and inclusive farm diversification
- ▶ Support community capability and capacity building with a focus on regional employment
- ▶ Develop high quality, distinctly Australian Agritourism experiences
- ▶ Promote the sector responsibly, with an alignment to food and drink
- ▶ Encourage genuine collaboration and enduring partnerships
- ▶ Provide leadership to support inclusive growth.

► NSW Planning Reforms

Context

- Agritourism was designed for a planning system that was not designed for it
- There were inconsistent and unfit rules
- One size fits all not permitted in rural areas.

Why the reforms?

- Introduce broad terms that allow innovative agritourism activities
- Introduce low cost and faster approval pathways for many activities
- Permit agritourism as widely as possible
- Achieve consistent approaches across the state.

► NSW Planning - Definitions

Agritourism - has to be done on a commercial farm and ancillary to the farm which remains the primary focus

Farm gate premises - showcase the produce and food on the land

Farm experience premise - highlight the rural location, farm and lifestyle

Farm stay location - broadened to include camping and caravanning

► Approval Pathways

Exempt development - minor and low-impact development carried out without the need for planning or approval if meeting specific development standards

Complying development - fast-tracked approval process where planning and building standards can be signed off

Alternative approval pathways

If you don't meet the requirements or development standards for exempt or complying development, you will need to lodge a development application with your Council. They are the best source of advice.

▶ Who is exempt?

- Zoned RU1, RU2, RU4 and any other zone where agriculture is permitted
- Working farms - meaning a registered primary producer or a landowner paying agricultural rates

Changes commenced on **1 December 2022** .

The reforms are for new businesses , existing businesses can continue operating as they were .



03

Diversifying Your Business











► Understanding the agritourism visitor

Visitors are looking for experiences that:



Are safe



Connect with nature



Are authentic



Promote sustainable practices



Connect them with producers



Get them close to the source

15.6 million international and domestic visitors to farm gates and/or wineries spending **\$17.4 billion** (2019)

2.1 million domestic overnight visitors to farms/farm gates spending **\$1.6 billion** (2019)

6.2 million domestic day visitors to farms and wineries spending **\$1.0 billion** (2019)

▶ What do you have to work with?

Draw a mud map of your farm

- ▶ Mark with a **X** that are not able to be utilised for agritourism
- ▶ Mark with a **✓** that could be utilised for agritourism

▶ What do you currently offer?



▶ **What do you see as the opportunity?**



► What is your point of difference?



► What is feasible?

Map out the considerations for the space.

Review your current development approval (local and state) to understand current land use.

What resources will you need to bring this to life?

Who can you connect with to build your network and support you?

▶ What is viable?

Create a simple budget and set cost structures.

Understand what the market is willing to pay for your experience - *research is key.*

Consider base cost structures and ways in which you could build over time and continue to value add to your experience.

04



Next Steps

► What should you do next?

Talk to your local Council - Planning, Economic Development and Tourism

Get familiar with the NSW Planning Reforms

agritourism@dpi.nsw.gov.au

Talk to your local, regional and state tourism bodies

Think about the reality and what you want to do

Map out your costs and idea - *is it worth it?*

Step your plan out

▶ Agritourism Opportunities Survey



Questions



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