

SOUTH AUSTRALIAN  
**AGRITOURISM**  
FRAMEWORK



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## ACKNOWLEDGEMENT OF COUNTRY

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This Framework acknowledges and respects that all tourism activity and development takes place on lands traditionally owned by South Australia's Aboriginal peoples and encourages Aboriginal communities to be a part of the current and future success of the South Australian Visitor Economy.



Above Iga Warta Tours, Flinders Ranges & Outback

Cover Softfoot Alpaca Farm, Fleurieu Peninsula

2 South Australian Agritourism Framework

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## WELCOME MESSAGE FROM SOUTH AUSTRALIA'S MINISTER FOR TOURISM

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Agritourism is a priority for Australia and our state. The sector is worth \$17.4 billion to the nation's economy, with \$10 billion from wine tourism and \$7.4 billion from farm visits.

With projections indicating farm visit expenditure alone will grow to \$18.6 billion nationally by 2030, agritourism provides an exciting prospect for farmers looking to diversify and incorporate tourism into their business model.

The benefits of agritourism go beyond the financial. On offer is a unique opportunity for producers to share their passion for their product and invite people to connect with the land and the produce in a new, meaningful way.

To support farmers and primary producers to unlock their agritourism potential, the South Australian Tourism Commission has developed the South Australian Agritourism Framework.

The framework breaks down the journey towards setting up an agritourism venture into six main steps, providing practical advice, resources, checklists and key contacts to help you along the way.

South Australia, with its globally renowned premium produce, is well-positioned to target the growing agritourism visitor market. Premium produce is central

to South Australia's story. It is part of our culture, a source of immense local pride and a story we are delighted to share with the world.

In 2023 we launched the South Australian Agritourism Sector Plan 2025 to help realise our vision for South Australia to become a world-leading agritourism destination.

The sector plan aims to grow agritourism in the state, by leveraging our global reputation for wine tourism and establishing new, demand driving, on-farm tourism products and experiences.

I encourage our state's farmers and primary producers to further understand the opportunity on offer, using this framework as a guide.

A handwritten signature in black ink that reads "Zoe Bettison". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

**THE HON ZOE BETTISON MP**  
Minister for Tourism

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## AGRITOURISM ROADMAP

The South Australian Tourism Commission has developed the South Australian Agritourism Framework to offer a structured pathway for the state's producers to diversify their income through Agritourism. This pathway aims to provide clear, practical steps to understand, develop, and sustain Agritourism ventures, ensuring compliance with local regulations and adopting effective market strategies.

By following this roadmap, producers can develop, launch, and refine Agritourism ventures that benefit themselves, their communities, and the broader economy. We have identified six main steps in establishing an Agritourism venture. Please refer to the full framework document within to access essential tools, resources, checklists, and key contacts to support you on your Agritourism journey.



## STEP 1: UNDERSTAND YOUR AGRITOURISM OPPORTUNITY

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Agritourism combines agriculture and tourism, offering visitors unique on-farm experiences. To understand your Agritourism opportunity, you will need to have a clear picture of your existing farm assets and conduct research to determine what visitors want and expect from an Agritourism experience like one you could create on your type of farm.

## STEP 2: DEVELOP AN AGRITOURISM PRODUCT

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A tourism product could include an attraction (like a farm shop or restaurant), accommodation, or an experience (such as a farm tour). On-farm events that attract visitors can also be considered Agritourism. Creating unique and engaging Agritourism experiences tailored to your farm's strengths is the focus of this step. The development process should include designing an authentic visitor experience that reflects your farm's uniqueness, and provides an immersive (or 'hands-on') element that appeals to South Australia's tourists (or 'visitors'). You will need to understand what type of visitors you would like to experience your Agritourism product, determine any gaps in the market, and have a basic understanding of key success factors for experience development. A concept test and/or feasibility study is recommended to evaluate the viability of the Agritourism opportunity based on your farm's unique attributes.

## STEP 3: MEET AGRITOURISM REGULATORY REQUIREMENTS

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Navigating the necessary regulatory requirements to operate your Agritourism business legally is a critical step. Identifying and obtaining all required local, state, and federal licenses and permits is fundamental. Ensuring adherence to food safety, health, environmental, and zoning regulations is also essential. Engaging with local councils and regulatory bodies early on in your planning can streamline the approval process, making it smoother and more efficient.

## STEP 4: ESTABLISH A BUSINESS AND MARKETING PLAN

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Developing a comprehensive business and marketing plan to guide the operational, sales and promotional aspects of your Agritourism venture is recommended. Your business plan should outline your objectives, financial projections, operational strategies, and risk management plans. A well-thought-out and detailed marketing plan is equally necessary to highlight key target markets (your ideal visitors) and effective strategies to reach them, for example, through digital marketing, social media, and partnerships.

## STEP 5: LAUNCH YOUR AGRITOURISM PRODUCT

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Preparing for a successful launch involves focusing on quality and customer service. Pre-launch preparations should include finalising all operational details, training staff, and conducting trial runs to ensure smooth operations. Implementing your marketing plan effectively and leveraging various channels to attract visitors, is key to a successful launch. Delivering exceptional customer service is essential to create memorable experiences that encourage repeat visits and positive word-of-mouth referrals.

## STEP 6: REFINE AND EVOLVE YOUR OFFERING

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Continuous improvement of your Agritourism offerings based on customer feedback and market trends is necessary for sustained success. Collecting and analysing visitor feedback helps identify areas for improvement. Staying informed about industry trends allows you to adapt your offerings to meet changing customer preferences.



The following document will provide detailed insights and practical resources to help you understand your customers, navigate the regulatory landscape, develop compelling Agritourism experiences, and effectively market your venture. Each section is designed to support you on your Agritourism journey, ensuring you have the knowledge, resources, and tools to succeed.







# UNDERSTAND YOUR AGRITOURISM OPPORTUNITY

Agritourism connects two leading South Australian economic drivers, agriculture and tourism, and is emerging as a vital diversification strategy for farmers in the state. This synergy creates unique growth opportunities, contributing to regional economies by attracting visitors to rural areas and boosting local spending. This Framework aims to guide producers through the process of incorporating Agritourism products into their operations, offering a pathway to diversified growth, enhanced economic resilience, as well as visitor and community engagement.

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## WHAT IS AGRITOURISM?

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Australian Regional Tourism (ART) defines Agritourism as **a form of experiential travel that connects people with agricultural activities and products, delivered directly on the farm**. It combines the agriculture and tourism industries, inviting tourists to visit farms and learn about rural life and the origins of produce, while enjoying unique and immersive (or 'hands on') farming experiences.

A farm can be defined as an area of land or water where agricultural processes take place in order to harvest or create food, crafts or related products. This might include what many would consider a typical farm (i.e. monoculture plantings, animal husbandry), but also includes areas of native vegetation (e.g. foraging), aquamarine environments (e.g. oyster leases) and other dedicated agriculture facilities (e.g. processing factories).

Incorporating tourism into your farming operation involves more than opening your gates to the public, it is about creating something manageable that meets your diversification needs while also providing new visitors with a memorable experience that highlights the uniqueness of your farm and its produce. Whether considering small-scale initiatives or extensive projects, Agritourism offers a versatile and rewarding pathway for South Australian farmers.

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## THE VALUE OF AGRITOURISM - YOUR OPPORTUNITY

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Nationally, the Agritourism sector is valued at \$17.4 billion, with \$10 billion from wine tourism and \$7.4 billion from farm visits. With projections indicating farm visit expenditure alone will grow to \$18.6 billion nationally by 2030. South Australia, with its globally renowned premium produce, is well-positioned to target the growing Agritourism visitor market.

As of year-end June 2024, South Australia attracted 2.2 million Agritourism visitors contributing \$1.4 billion to the state's economy.

The majority of expenditure was spent on wine tourism, with \$221 million spent on other farm tourism activities. The South Australian Tourism Commission (SATC) has set a target to grow our national Agritourism market share from 10% to 12%, and increase visitor expenditure to \$295 million by December 2025. In order to achieve this goal, we collectively need to raise the profile of existing Agritourism experiences, as well as create new Agritourism products for the state's visitors.

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## WHAT CAN AGRITOURISM DO FOR YOU?

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Unlock the full potential of your farm through Agritourism. Bring your farm's story to life and create a brand for your produce.

Agritourism presents a significant opportunity for South Australian farmers to diversify income streams, enhance a farm's profitability, improve the sustainability of traditional farming operations, create new jobs and support succession planning. The benefits of Agritourism extend beyond financial gains, fostering family and community connections, promoting environmental stewardship, and preserving agricultural heritage. Agritourism offers a unique opportunity for producers to share their passion for their product and invite people to connect with the land and the produce in a new, meaningful way.

Agritourism should support a long-term vision and needs to be well-planned to ensure its success and sustainability.

### IDEA GENERATION AND OPPORTUNITY ASSESSMENT

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At its heart, Agritourism focuses on the farm, the people, and produce. This core is bolstered by various regional supporting services and local infrastructure such as touring routes/trails, hospitality establishments, other types of tourism attractions, tours and experiences, regional events and markets, and a range of accommodation options that enrich the ecosystem – offering visitors authentic local flavours and experiences. The ecosystem is completed with specific Agritourism experiences as outlined under [Types of Agritourism on pages 14 and 15](#). (refer also to ART's [Enabling Agritourism, A Guide for Farmers Planning to Diversify \(page 5\)](#)).



#### TOP TIP

Keep the farm experience true to who you are and what your farm represents, including embracing the real and unpolished aspects. Customers want to enjoy the unique character of your farm, whether it's an old tractor, a new farm machine or rustic packaging shed. These elements add charm and authenticity and can help visitors to create a genuine connection to the farm and its people.

Dial up what you have rather than worrying about creating a perfect, polished image from the start.



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## ASSESS YOUR EXISTING ASSETS

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Embarking on an Agritourism venture is an exciting opportunity to diversify your farming operations and engage with customers in unique and meaningful ways. However, before diving into this new endeavour, it is essential to conduct a thorough self-assessment. This involves evaluating your existing assets, resources, skills and capabilities, as well as the environment and supporting tourism infrastructure. It's essential to realistically assess how many additional hours can be dedicated to this new Agritourism venture without compromising the core farming activities. This critical step ensures that you are well-prepared to offer a successful and sustainable Agritourism product.



### TOP TIP

Remember to focus your core activities on the foundation of your Agritourism product: **your farm**. Without the farm, there is no Agritourism business.

Evaluating your current situation helps uncover strengths to leverage and areas needing improvement or additional resources. You can better plan and implement an Agritourism business that meets the needs and expectations of your visitors while enhancing your farm's profitability and sustainability by:

- Understanding your property's suitability for hosting visitors,
- Gauging your own and your team's readiness to engage with guests, and
- Ensuring that you have the necessary skills and support systems in place.

This proactive approach will help you create memorable and safe experiences for your guests, fostering positive relationships and achieving long-term success in the Agritourism sector.

Get started with the [South Australian Producers - Agritourism Self-Assessment Checklist](#).

To determine the initial suitability of your farm for Agritourism in terms of location, natural position, land use and permits, and existing infrastructure, refer to ART's [Enabling Agritourism, A Guide for Farmers Planning to Diversify \(page 8\)](#). If you don't answer yes to some of these questions, there may still be an Agritourism opportunity suitable for your circumstances. It may be worthwhile reaching out to your local Regional Development Australia (RDA) office, local council, and/or Regional Tourism Organisation (RTO) for advice on how to navigate some of the areas that are more challenging based on your current location and availability of infrastructure.

Regional areas that are successful in Agritourism and food tourism tend to display a common set of features. A critical mass of accommodation, transport, infrastructure, attractions, activities/experiences, and amenities can support a thriving tourism industry. If there are existing tourism and/or Agritourism attractions in your area, it may be more straightforward to establish one of your own, rather than being the 'pioneer' or 'pilot project' for the area.



### TOP TIP

Familiarise yourself with the local tourism industry and become a tourist in your own region. Check out other tourism products (e.g. accommodation providers, tour operators, museums, art galleries, trails, touring routes, hire services, cafés, restaurants, cellar doors, other farm gates and retail outlets) to identify gaps in the area, and opportunities for collaboration.

COMMON COMPONENTS OF A SUCCESSFUL AGRITOURISM REGION



Identifying the opportunities, strengths and weaknesses for your agricultural business/property, alongside any potential threats to establishing a new Agritourism venture, may be a useful exercise to get started. This is often referred to as a SWOT analysis. Have a go at completing the table below:

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#### STRENGTHS

i.e. unique landscape, friendly farm animals, rich family history, traditional farming methods, diverse range of crops and products, proximity to natural attractions or tourism attractions, sustainable farming practices, scenic views, natural beauty, organic produce, wildlife, etc.

#### WEAKNESSES

i.e. remote location, limited infrastructure, limited financial resources, limited hospitality and tourism experience, potential zoning restrictions, high investment costs, etc.

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#### OPPORTUNITIES

i.e. expansion into Agritourism activities for income diversification, grow demand for farm produce, build a consumer brand, potential for educational tours or workshops, collaboration with key stakeholders and partners, ensure farm succession, supportive council and regional tourism organisation, availability of grants, environmental conservation, catering for people with accessibility needs, etc.

#### THREATS

i.e. competition from other farms, seasonal weather challenges, economic downturn, rising operational costs, limited availability of skilled labour, etc.





## TYPES OF AGRITOURISM

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The main types of Agritourism experiences can be classified into the following categories:



### EXPERIENTIAL FARM STAYS

Overnight accommodation on a farm, allowing visitors to engage deeply with farm life through staying at the homestead or farmhouse, cottages, renovated stables or old barns, cabins or huts, camping and caravanning sites, treehouses, bed and breakfast rooms, or glamping tents. A truly experiential accommodation option will include an opportunity for the visitor to engage with the farm, its produce and/or its people. Think: collecting fresh eggs for your in-house breakfast, visiting the animals, or opportunities to chat directly with the producer.



### COOKING CLASSES

Culinary classes that allow guests to use farm-grown ingredients to prepare meals, offer visitors a learning opportunity about the journey from farm-to-fork. Baking classes, dairy and cheese making, preserving workshops, beverage blending, and butchery sessions offer hands-on instruction in these artisanal skills. Offering the visitor the chance to engage with the produce fresh from its source, such as picking herbs from the garden, will deepen their appreciation for the produce and elevate their experience.



### PICK-YOUR-OWN PRODUCE EXPERIENCES

Pick-Your-Own (or 'PYO') experiences offer visitors a hands-on agricultural adventure by allowing them to harvest produce themselves directly on the farm. Berry, cherry, citrus, apple or almond picking, pumpkin patches, and mushroom/truffle foraging are popular experiences, often accompanied by educational insights into farming practices. Herb and flower picking provide aromatic and colourful experiences, with an opportunity to add on workshops such as cooking classes or flower arranging.



### BEHIND-THE-SCENES TOURS

Behind-the-scenes on-farm tours offer a diverse range of educational experiences for visitors. Animal tours showcase daily routines for caring for farm animals, while crop cultivation tours provide insights into planting and harvesting crops. Sustainable farming and organic farming tours highlight eco-friendly practices and soil health. Greenhouse tours, harvesting, processing or production tours offer a closer look at specialised farming operations. Visitors can also explore farm equipment, factory and storage areas, through tours and demonstrations. Other unique experiences include nursery and plant tours, fish farming tours, flower farming tours, or interactive farm science tours. Historical tours delve into the farm's heritage, providing a glimpse into traditional farming methods and stories from the past (the key to linking this to Agritourism is to ensure that the visitor can engage with the product from that particular place).



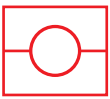
### ON-FARM DINING

On-farm dining experiences offer guests the opportunity to enjoy meals prepared with fresh, locally sourced ingredients directly from the farm. This might look like a small café, onsite dairy, or restaurant with a commercial kitchen. This could also include special dining options ranging from casual farm-to-table meals to gourmet dinners hosted in repurposed farm buildings, or picturesque settings (i.e. amidst orchards, gardens or riverbeds). Often featuring seasonal produce, meats, and dairy products, these meals highlight the flavours of the farm, supported by other local produce, and provide an immersive culinary experience for visitors.



## CULTURAL AND EDUCATIONAL EXPERIENCES

These experiences might include guided tours or demonstrations that explain the farm's operations, prescriptive organic, sustainable, biodynamic, permaculture, or regenerative farming methods. There is usually a hands-on component, which might incorporate a purpose-built visitor area which sections off display items and limits the risk of contamination in the final saleable product. Examples might include beekeeping, cheese making, flour milling, organic gardening, or heritage crafts such as wool spinning or blacksmithing.



## ABORIGINAL CULTURAL EXPERIENCES

Agritourism ventures may open up opportunities for producers to work closely with Aboriginal Traditional Owners. Aboriginal people may be able to support producers with delivering experiences focusing on 'Caring for Country' principles, including sustainable land management practices, storytelling around traditional methods of harvesting native flora and fauna, as well as the cultural or wellness properties of various bush foods and medicines. These elements could be incorporated into a standalone on-farm experience or might play into a broader visitor experience. It is important to seek buy-in from the Traditional Owners in your area and ensure that they are comfortable to contribute their rich cultural knowledge to your Agritourism product. Ideally, an Aboriginal person will deliver any cultural components of these experiences, providing broader benefits to your community and strengthening partnerships.



## ON-FARM EVENTS, WEDDINGS AND CONFERENCES

Farms can offer picturesque backdrops for weddings, from rustic barns to scenic vistas, creating a charming and intimate atmosphere. For corporate events and conferences, farms can provide a refreshing change from conventional venues, with facilities adapted for meetings, workshops, and team-building activities. Hosting an on-farm event as part of a broader regional festival might also help to drive awareness of your farm and Agritourism product at a particular time of year. Consideration should be given to varying needs, including the capacity of buildings and their facilities, audio visual set-ups, catering and liquor licensing.



## ON-FARM RETAIL OUTLETS

Retail outlets vary from roadside stalls through to large-scale providores. These outlets often feature a variety of products with the farm produce at the centre, potentially supported by other local products. Items for sale could include fresh fruits, vegetables, nuts, dairy products, meats, eggs, oils and honey. Some farms also sell value-added products such as jams, pickles, cheeses, and baked goods made from their own ingredients. There may also be potential to sell handmade crafts and homewares such as woollen scarves, wooden platters, and candles. These retail outlets provide an authentic shopping experience, where customers can engage with the products from that farm, learn about the production process and meet the producer. Retail opportunities provide a great opportunity to 'upsell' a visitor who has had a great experience on-farm and wants to take a souvenir home with them. Refer also to the [South Australian Agritourism Sector Plan \(pages 24-26\)](#) and ART's [Enabling Agritourism. A Guide for Farmers Planning to Diversify \(page 5\)](#).

## IDEAS FOR SEASONAL VARIATIONS

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Incorporating seasonal elements into your Agritourism offerings can keep the experience fresh and exciting for visitors year-round. Have a think about interesting or visual changes that take place on your property during each season. Some ideas are listed below:



### SPRING

- Blossom/flower festivals
- Planting workshops
- Feeding baby farm animals



### AUTUMN

- Harvest festivals
- Music and bonfires
- Scarecrow building



### SUMMER

- Outdoor farm-to-table dinners
- Hayrides
- Stargazing nights



### WINTER

- Christmas in July markets
- After dark illumination tour
- Pruning workshops followed by hot drinks

By incorporating seasonal elements, you can provide visitors with new and engaging experiences throughout the year, encouraging repeat visits and enhancing the overall appeal of your Agritourism venture.

## CASE STUDY EXAMPLES

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There are many diverse Agritourism operations around the world to turn to for inspiration. Two local success stories from Beerenberg Family Farm and SA Premium Oysters are detailed in [Appendix A - Agritourism Case Studies](#), showcasing some key learnings and considerations for horticultural and aquacultural tourism. The Appendix also links to a diverse collection of successful Agritourism ventures from South Australia, across Australia, and internationally. These examples highlight a variety of successful experiences that farms have developed to

engage visitors and diversify their income streams. Each business showcases unique approaches to integrating tourism with agriculture, offering inspiration and practical insights for farmers looking to create or enhance their own Agritourism offerings. From hands-on harvesting and culinary cooking classes to immersive farm stays and educational behind-the-scenes tours, these examples illustrate the potential of Agritourism to create memorable visitor experiences and support sustainable farm operations.





# DEVELOP AN AGRITOURISM PRODUCT

When we travel, the most memorable moments often come from the people we meet and the experiences we share, rather than the things we buy or consume.

Creating memorable tourism experiences involves more than just offering a product or service. It's about crafting magical moments that visitors will cherish and talk about long after they return home.

To create this magic, consider these four key factors:

1

## EXPERIENTIAL FACTOR

Engage your visitors through activities that involve learning, doing, and stimulating all five of their senses.

2

## EMOTIONAL FACTOR

Facilitate meaningful connections to the people, place and product, and elicit emotional responses through storytelling.

3

## PHYSICAL FACTOR

Enhance the unique and awe-inspiring features of your location.

4

## SERVICE FACTOR

Deliver exceptional and personalised service.

Experiential tourism involves drawing in tourists as active participants in agriculture, nature, art, food, wine, heritage, and/or community. Extraordinary experiences are created through interpretation and storytelling, which connect visitors to the place, its people, and their way of life. By focusing on these elements, and by offering something unique, surprising, and valuable (including a unique experience that customers can only do at your farm), you can transform a good product into an unforgettable tourism experience. In-turn, these experiences develop an emotional connection for the visitor that drives positive word-of-mouth recommendations.

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## PRODUCT DEVELOPMENT AND QUALITY ASSURANCE

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We have emphasised the importance of creating emotional connections with your visitors. A helpful way to design a new tourism experience is to start with the end in mind.

Imagine an amazing customer review online. How does your customer describe your experience to their friends? What are their emotions and memories? Consider how you want to make your guests feel when they first arrive at your doorstep. How will you greet them? What will be their first impression? How will you make each guest feel special and welcome?

You could also think about your experience as a storybook - it will have a start, a middle, and an end. How will it all weave together? Plan every step of the visitor experience in as much detail as possible, allowing time for visitor observation, interaction, engagement, conversation, and reflection. Attention to detail and personalisation at every step will give you a competitive edge and add significant value for your customers. Remember, your experience is only as good as its weakest part.

To ensure every visitor feels like a welcome guest:

- Ensure all staff are well-presented, and maintain high cleanliness standards throughout the property.
- Pay attention to small details - offer a warm smile and personal welcome, and engage your customers through storytelling and personalisation.
- Make the property easy to navigate and provide comfortable facilities.
- Prioritise excellent customer service by assisting visitors promptly and striving to exceed their expectations.
- Lastly, encourage feedback to continuously improve the customer experience.

Quality assurance ensures that experiences offered meet your business's established standards and your customers' expectations. Key aspects to consider include establishing quality standards and operating procedures, as well as staff training focused on customer service, product knowledge and operational excellence.

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Quality standards are benchmarks or criteria that define the desired level of quality for products, services, and processes. They represent the expectations your business sets to ensure customer satisfaction and operational consistency.

Standard Operating Procedures are specific, detailed steps that employees follow to meet those quality standards. They provide clear instructions on how to perform tasks to ensure consistent outcomes.

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The Tourism Industry Council South Australia (TiCSA) is the state's tourism industry membership body, which provides a robust framework for quality assurance through its Quality Tourism Framework (QTF). This Framework supports tourism businesses in delivering high-quality business operations and achieving accreditation.

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## OPERATING A HOSPITALITY BUSINESS

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Farmers thinking about operating a hospitality business may want to consider the following:

- Ensure that the farm produce on your menu is of the highest quality.
- Highlight the journey of the produce from the farm to the customer's plate.
- Choose to limit non-farm produce items to seasonal and locally made produce.
- Provide personalised customer service by training staff to be service orientated, authentic, knowledgeable, friendly, and attentive.
- Create a welcoming and comfortable environment that reflects the farm's character.
- Develop a brand identity that emphasises your farm-to-table concept.
- Use storytelling to communicate your farm/brand's values and the unique qualities of your produce.
- Use technology to streamline operations. Implement a point of sales system for efficient transactions, inventory management software for tracking produce, and cloud-based accounting software for bookkeeping and financial management.
- Obtain all necessary licences and permits for operating a hospitality business (Refer to [Appendix B - Agritourism Regulatory Processes](#)).
- Hospitality venues often rely on casual workers and staff retainment can be challenging. Building a supportive and inclusive workplace culture and providing ongoing training is important to attract and retain good workers.
- Adhere to food safety and health regulations to ensure the safety and wellbeing of your team and customers. Regularly train staff on hygiene practices and conduct routine inspections.
- Implement effective cost control measures to manage expenses and maximise profitability. This includes monitoring labour costs, costs of consumables, and overhead expenses.

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## STORYTELLING AND CREATING MEMORABLE AGRITOURISM EXPERIENCES

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Storytelling is a crucial element in developing Agritourism experiences as it creates a deeper connection between visitors and the farm. Stories about the land, farming practices, and the lives of the farmers provide customers with insights into the agricultural heritage and lifestyle, fostering a sense of authenticity and appreciation. A good narrative can transform a simple farm tour into an engaging and memorable journey. Refer to the [Agritourism Experience Development - Storytelling Template](#) that can guide you to craft your own story.



### TOP TIP

Be inspirational and personal, share your story and how you make a difference in this world.

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## KEY SUCCESS FACTORS FOR AGRITOURISM EXPERIENCES

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To deliver a successful Agritourism experience, there are several key success factors that you may want to consider for your Agritourism venture:



### UNIQUE AND AUTHENTIC EXPERIENCES

Offer experiences that are unique to your farm and region. Through being true to your farm values and not pretending to be anything you're not, you can create an authentic environment for your visitors. Authenticity attracts customers who seek genuine interactions with local agriculture and traditions.



### ENGAGING STORYTELLING

Use storytelling to connect visitors to your farm's history, culture, people, and daily operations. Engaging narratives enhance the customer experience, providing unique insights and leaving a lasting memory.



### HIGH-QUALITY CUSTOMER SERVICE

This is crucial. Friendly, knowledgeable, and attentive staff can significantly enhance the guest experience. There may be a 'people person' in your team who is best suited to customer-facing roles, however training in hospitality and customer relations is essential to meet and exceed visitor expectations.



### BALANCED INTERACTION

Create a balanced experience where visitors can both interact with farm activities and observe the farm environment. This balance ensures that all visitors, regardless of their level of participation, have an enjoyable visit.



### EDUCATIONAL COMPONENTS

Incorporate educational elements into your Agritourism offerings. You will likely find that many of your visitors are surprised by the detailed processes involved in your production. Visitors often seek to learn about farming practices, sustainability, science, and the origins of their food. Helping your customers gain knowledge might inspire them to take up a greater interest in agriculture when they return home.



### FUN COMPONENTS

Include fun activities and games suitable for various ages by providing entertainment and engagement for all family members. This could be a treasure hunt, interactive display or a hands-on group activity.



### MEMORABLE TAKEAWAYS AND MEMENTOS

Provide visitors with a physical item as a keepsake that represents your Agritourism business. This could be in the form of souvenirs, farm products, branded merchandise, or photographs. These items serve as reminders, helping your customers to recall what they experienced at your farm, and provide a talking point when they return home, which encourages valuable word-of-mouth promotion.





## ENGAGING ALL FIVE SENSES

Create an immersive experience that engages all five senses – sight, sound, smell, taste, and touch.

Multi-sensory experiences can lead to higher levels of customer satisfaction, encouraging repeat visits and positive word-of-mouth. For example, you could:

- Enhance the visual appeal of your farm with beautiful gardens, and well-maintained facilities using signs to provide information and tell stories.
- Invite your guests to stop and listen to the natural environment of your farm.
- Plant fragrant herbs and flowers around visitor areas and use natural air fresheners indoors.
- Provide tasting samples of fresh fruit, homemade jams, or locally produced cheeses.
- Allow visitors to engage physically with their surroundings, for example feeding animals, picking fruits, or participating in hands-on workshops.

Providing opportunities for sensory engagement will help visitors to feel more connected to your farm and its offerings, creating a lasting impression.



## SEASONAL ELEMENTS

Incorporating seasonal elements into your Agritourism offerings can keep the experience fresh and exciting year-round. Activate areas of your property that showcase the beauty of changing seasons, such as autumn leaves, baby animals, shady trees and cosy fireplaces. Remember that some of your visitors may come from cities or places where seasons aren't as defined, so as long as guests can keep comfortable in the weather, they will appreciate a unique experience that only happens at certain times of the year.



## SAFETY AND ACCESSIBILITY

Ensure that your farm is safe and accessible for visitors. This includes providing clear signage and clean facilities. When establishing your business, aim to be as accessible as possible and include 'universal design' principles, meaning infrastructure that everyone can use – such as choosing a ramp over stairs. This will help to attract visitors with a disability, ageing visitors, families with prams, and more. Safety protocols should be in place to protect both visitors and farm operations.



## COMPREHENSIVE RISK MANAGEMENT

Develop a thorough risk management plan to address anything that could disrupt your Agritourism operation. This includes planning for natural disasters, health emergencies, and operational disruptions. Identify the risks, how severely they would impact the business, what action you would take in the event of the risk, and importantly, any plans you can put in place now to prevent or mitigate the severity of the potential impact. A well-prepared risk management strategy ensures business continuity and visitor safety. Refer to the [Risk and Insurance](#) section of this document for more information.



## SUSTAINABLE PRACTICES

Implement sustainable practices into both your tourism and agricultural offerings to ensure appeal to the ever-growing environmentally conscious market. Not only will this help to build appeal for your Agritourism product, but it will also likely support the long-term health of your farm. Sustainable practices can include waste reduction, energy-efficient systems, water conservation, organic farming, regenerative agriculture, sustainable building practices, biodiversity conservation, eco-friendly transportation, environmental education, and biosecurity measures. Refer to AUSTRADE's [Sustainable Tourism Toolkit](#) for more detailed guidance on sustainability practices.

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## TESTING YOUR CONCEPT

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Before finalising plans for your Agritourism product, it is important to gain outside perspective. Familiarise yourself with other Agritourism operators, tourism professionals and likely customers, and use their feedback to further shape your ideas.



Prior to setting up an Agritourism experience, it would be helpful for you to research similar experiences and operations within your region and South Australia (or beyond). Use this intel to determine a benchmark for your own business.

**Familiarising yourself with other on-farm visitor experiences can provide valuable opportunities to determine the scope of your own Agritourism operations.**

Visiting other Agritourism businesses will allow you to see their operations firsthand, learn about their practices (i.e. customer service, operations, sales, marketing, distribution) and gain insights into what might work for your own farm.

During your research, observe the customers and consider if they match the profile of your potential customers. Take note of what these operations do well and what aspects you might do differently. If time or budget constraints prevent physical visits, conduct extensive online research.

Read reviews, understand how businesses respond to feedback, and gather as much information as possible. This secondary research is invaluable for validating your concepts and planning effectively.



**Engage with your Regional Tourism Organisation (RTO), local Visitor Information Centres (VICs), the economic development or tourism team at your local council, Regional Development Australia (RDA), and the South Australian Tourism Commission (SATC) for additional feedback on ideas and concepts.**

These organisations will be able to share their knowledge of the broader tourism industry and a big picture view of what types of people are already visiting your area and the types of experiences they are booking. Use this intel to tweak your concept.



**Where possible it is a good idea to deliver a trial-run/prototype of your Agritourism product, which will allow you to get feedback from some trusted advisors (i.e. local tourism/council representatives, family, friends and community members), and refine your ideas before fully launching them to the public.**

It may be possible to start by creating small, manageable trial versions before committing to a high-investment set-up.

During these prototype sessions, pay close attention to the logistics, customer engagement, and overall flow of the activities.

For example, in cooking classes, evaluate the clarity of instructions, the functionality of the workspace, and the enjoyment of the participants. In on-farm dining experiences, test the menu, the ambiance, and the service quality. For pick-your-own activities, assess the ease of access to crops, the picking process, and the overall visitor experience. Check that your cultural and educational experiences are informative and engaging, leaving participants with a deeper understanding of the topic. Retail offerings can be prototyped by setting up a small pop-up shop to gauge interest in your products. Be sure to ask for direct feedback on pricing, duration, product variety, and customer satisfaction.

By prototyping these experiences, you can identify any issues, make necessary adjustments, and ensure that your offerings meet the expectations of your visitors. This process helps to create a polished, enjoyable, and successful Agritourism venture.

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## REFINING YOUR PRODUCT BASED ON CUSTOMER REQUIREMENTS

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Now you have an idea of what type of Agritourism you would like to develop based on your product, place and people. Before finalising and launching your product, it is important to understand who your customers will be. Their needs and desires might dictate some small changes in your proposed concept.

Customers for your Agritourism experience could be a combination of those who are already consuming your product, tourists already visiting the region/local area, and new markets you want to invite to experience your produce and/or property. Agritourism appeals to a diverse audience from Australia and overseas (or, in tourism terms 'domestic' and 'international'). At a national level, Australia is an appealing destination for people who will spend a large proportion of their disposable income on high-quality, immersive experiences when on holiday. Typically, Agritourism customers value quality food and drink and are eager to learn about the origin stories behind the farm/producers and the farmers. They are seeking unique, authentic, and hands-on experiences that allow them to connect with the land, people, animals, and produce. When visiting a region, these visitors often build an itinerary featuring Agritourism experiences in conjunction with other tourism experiences. (refer also to Australian Regional Tourism (ART)'s [Enabling Agritourism, A Guide for Farmers Planning to Diversify](#) (page 14).

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## CUSTOMER NEEDS, MOTIVATIONS AND EXPECTATIONS

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Overall, when booking an Agritourism experience, customers are looking for a destination that can offer a blend of natural landscapes, farm and cultural heritage, and culinary delights (from the farm or nearby). Think of your own holiday experiences. At minimum, customers generally expect a well-organised and professionally managed tourism experience, within a safe environment and access to clean amenities. Experiences that provide opportunities for hands-on learning, entertainment and direct interaction with the producer are particularly appealing. In a modern world, customers are prioritising businesses that can demonstrate sustainable or regenerative practices that reduce carbon emissions and help address climate change. Ideally Agritourism

experiences can offer insights into sustainable farming practices and respect for the land. Your customers will value easy booking processes, access to customer reviews and digital communication methods (i.e. email, social media).

Your ideal customer is the person who highly values your product and tourism experience (it shouldn't be a tough sell) and is willing to pay the right price for your time and a high-quality experience.

Rather than aiming to be all things to all people, it will be useful for you to identify up to three key customer groups (also referred to as 'target markets') that you would like to attract. Focus on quality over quantity to achieve the best yield and create positive word-of-mouth recommendations. When you have a deeper understanding of where these people are from and what they are hoping to achieve from their holiday experiences, you can tailor your Agritourism concept to make it more appealing to these groups.

Discover some potential groups of customers you could target and the different tools and resources you could use to conduct market research in the [Agritourism Customer Target Markets](#) resource.

Selecting the right pricing strategy is crucial for the success of your new Agritourism business. Different strategies can be used depending on your purpose, business objectives, market conditions, and customer preferences. Below is an outline of the most successful pricing approaches:

### COST-BASED PRICING

Cost-based pricing involves setting prices based on the costs of producing your product, services, or experiences, plus a markup for profit. This approach ensures that all costs are covered, and a profit margin is achieved.

### VALUE-BASED PRICING

Value-based pricing involves setting prices based on the perceived value of your services or products to customers. This approach focuses on what customers are willing to pay based on the benefits and the unique valuable experiences you offer. Acceptable prices may fluctuate depending on supply and demand for your product. This information can be gathered through customer surveys, observation, interviews, or competitor analysis.

### COMPETITIVE PRICING

Competitive pricing involves setting prices based on what competitors are charging for similar services, products, or experiences. This approach ensures your prices are in line with the market.

## IMPLEMENTING YOUR PRICING STRATEGY

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By carefully selecting and implementing the right pricing strategy, you can position your Agritourism business for success, attract the right customers, and achieve your financial goals. Follow the steps below:

### 1 MARKET RESEARCH

Understand your costs and competitor pricing and anticipate customer demand patterns (i.e. perhaps visitation to your region peaks and troughs across the seasons).

### 2 TEST AND ADJUST

Start with an initial pricing strategy and adjust based on initial customer feedback and sales performance.

### 3 COMMUNICATE VALUE

Ensure your marketing and promotional materials clearly communicate the value and benefits of your Agritourism experiences.

### 4 MONITOR AND EVALUATE

Continuously monitor your pricing strategy's effectiveness and adjust as needed to optimise revenue and customer satisfaction.



#### TOP TIP

Just as you may work in the export market, by distributing your produce to other markets, the tourism industry also has a specialised distribution network. Working with travel agents, online holiday/activity booking platforms, tourism wholesalers, inbound tour operators, and VICs is critical for enhancing the visibility and sale of your Agritourism products. These partners act as an extended sales and marketing force, promoting your offerings to a broader audience.

Commission rates vary, typically ranging from 10-30%, incurred only when the partner successfully books your Agritourism product on your behalf. When setting up your pricing strategy, it is advisable to incorporate an average annual commission rate of 10-15% which will help to cover the cost of working with distribution partners. For more information refer to the SATC's guides for [Working with Distribution Partners](#) and [What is Commission?](#) Businesses employing a cost-based pricing strategy can also use the SATC's interactive [Pricing Calculator](#), which will help you to calculate fixed and variable costs, as well as incorporate commission costs.





# MEET AGRITOURISM REGULATORY REQUIREMENTS

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## NAVIGATING THE PLANNING SYSTEM AND REGULATORY PROCESS

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Navigating the planning system and regulatory process for Agritourism in South Australia involves understanding land use requirements and obtaining the necessary approvals. Agritourism activities often require changes in land use approvals, which are subject to specific zoning and planning regulations outlined in the [Planning, Development, and Infrastructure Act 2016 \(SA\)](#).

Lands zoned as Rural, Productive Rural Landscape, Remote Areas, and similar classifications under the Planning and Design Code, are typically suitable for Agritourism ventures. However, hopeful operators should be mindful of possible development restrictions imposed within such zones, such as allotment size, heritage hazard risk, or environmental overlays (i.e. Native Vegetation, Significant Landscape Protection and Bushfire High Risk). New or altered waste control systems must also be approved under public environmental health acts administered by the relevant local council.

Engaging an accredited planning professional for initial advice, in addition to consulting your local council, is recommended to ensure you receive timely guidance on zoning requirements, development standards, and necessary documentation. In certain circumstances, a development proposal may need to be reconsidered, based on siting, scale, design and amenity factors. These factors have greater weight in the approval criteria process. Further careful consideration may be involved for areas where the maintenance of landscape character is deemed as a critical issue.

Pre-application meetings with planning authorities can help clarify the scope of the project and ensure compliance with code and land use assessment requirements. For example, projects that involve constructing new buildings or altering existing ones may need both planning and building approval, which can generally be considered at the same time, but may take several months.





## TOP TIP

Refer to Table 1 in [Appendix B – Agritourism Regulatory Process](#) for an overview of regulatory processes, relevant codes of practice, responsible governing bodies and agencies, including weblinks. The [Australian Business Licence and Information Service \(ABLIS\) website](#)

allows businesses to research specific licences, approval processes, and compliance requirements tailored to specific business needs. Meanwhile, the Plan SA website allows you to research the [planning and design code](#), see [lodgements](#) of other businesses and see what [information you will need for your application](#).

Be realistic about the costs (up to \$10,000) [and time](#) associated with preparing the documentation required for the planning process, and factor it into your application.

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## APPROVALS, PERMITS AND LICENCES

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Obtaining approvals, permits, and licences is a critical step in establishing an Agritourism business in South Australia. The process involves multiple regulatory agencies and adherence to various legislative requirements. Key agencies include local councils, which handle planning and development approvals, and the Department of Primary Industries and Regions (PIRSA), which oversees agricultural compliance. Refer to PIRSA's [Information for Emerging Agritourism Businesses](#) resource, that aims to balance tourism growth with biosecurity, environmental sustainability, and regulatory compliance.

For specific activities such as food services or accommodation, additional permits might be required from your local council for food business notification under the [Food Act 2001](#). You will also need to understand your obligations through SafeWork SA for occupational health and safety standards under the [Work Health and Safety Act 2012](#). The South Australian Government has streamlined some processes to support Agritourism, such as pathways for minor and low-impact developments that can expedite approval times and reduce costs. However, for more complex projects, a development application will likely be necessary, involving detailed assessments and potentially longer approval times.



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## ENGAGING WITH THE REGULATORS, KEY STAKEHOLDERS AND SUPPORT SERVICES

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Early and ongoing communication with key stakeholders including local and state government, peak bodies, industry associations and support services will allow you to better navigate the regulatory landscape, ensuring compliance with planning, building, environmental, and health standards. Where appropriate, seek pre-application advice to clarify requirements and streamline the approval process.

Access support from your local council, PIRSA, Regional Development Australia (RDA) and the Office for Small and Family Business (OSFB) who can provide valuable guidance and offer excellent [online business resources](#). Collaboration with these stakeholders not only enhances compliance but also fosters a supportive environment for future business growth. While your local tourism contacts (i.e. Regional Tourism Organisations (RTOs) and the South Australian Tourism Commission (SATC)) are not regulatory bodies, they may be able to provide additional support and direction.

For guidance and contact details of relevant support services, refer to the SATC's [Tourism Business Support Framework](#) and [Appendix C - Approvals, Permits and Licences](#).

### RISK AND INSURANCE

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Effective risk management is crucial for Agritourism businesses to ensure the safety of visitors and workers and supporting business sustainability. Beyond complying with legislation, Agritourism operators should identify, assess, and prioritise potential risks associated with their Agritourism activities, including physical hazards and biosecurity threats. A risk matrix template can help in systematically evaluating the likelihood and impact of various risks, thereby facilitating informed decision-making and mitigation strategies. Agritourism businesses can access comprehensive risk management templates suitable for their needs through [business.gov.au](#).

Navigating insurances is an essential aspect of operating an Agritourism business and is often different to the agricultural part of your business. Ensuring you have adequate coverage protects you against unforeseen events and liabilities that could jeopardise the business. Key types of insurance for Agritourism include public liability insurance, which covers injuries to visitors; property insurance, which protects against damage to buildings and equipment; and product liability insurance, which is crucial if food products are sold. It's also advisable to consider business interruption insurance to cover lost income due to unexpected closures. Engaging with reputable insurance brokers or insurance consulting services will allow for tailored advice and help in selecting the appropriate coverage.

### GRANT AND FUNDING OPPORTUNITIES

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Grant and funding opportunities for Agritourism businesses in South Australia encompass various programs aimed at supporting regional development, tourism product enhancement, and experience development. One significant resource is the [Grant Finder](#) on [business.gov.au](#), which helps identify suitable grants for different business needs. The SATC publishes relevant state and federal grants on its [website](#).



#### TOP TIP

Many grant funding programs require matched funding, which needs to be factored into the financials.

## ACTIVATING TOURISM NETWORKS

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Once you have committed to your idea of diversifying your farming property into a tourism venture, it is important to build connections within the tourism ecosystem.

Tourism is now commonly referred to as the 'visitor economy,' encompassing any business that provides or promotes services to domestic and international visitors. These visitors could be travelling for a variety of reasons including leisure and business, visiting friends and relatives (VFR), students, event or conference attendees, and young people on Working Holiday Visas (WHV). The visitor economy encompasses both the direct and indirect impacts of visitor spending across South Australia and includes a wide range of industries such as food services, retail, accommodation, aviation, education

and training, transport, culture, arts, and recreation. To learn more about the state's visitor economy refer to the [South Australian Visitor Economy Sector Plan 2030](#).

Agritourism is a subset of tourism that specifically combines agricultural and tourism activities on farms, allowing visitors to experience farm life and learn about agricultural practices. Refer to the SATC's [Getting Started in Tourism Checklist](#) for more ideas on how to get established in the tourism industry and the [Tourism Business Support Framework](#) which outlines key support networks within the tourism industry. Understanding the roles of various organisations in the South Australian tourism ecosystem can significantly aid you in navigating the support and resources available to you. There are many entities that play a crucial part in promoting and supporting tourism in South Australia.







# ESTABLISH A BUSINESS AND MARKETING PLAN

This section provides a comprehensive guide to help you understand the importance of developing a solid business model, and design and implement effective marketing strategies to attract the right customers. For a toolkit of downloadable content and templates, refer to [business.sa.gov.au/resources/tools](https://business.sa.gov.au/resources/tools).

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## YOUR PURPOSE

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Before establishing any new business venture, it is vital to understand and articulate the purpose, or your 'WHY'. Your 'WHY' is the core reason behind your Agritourism venture. It is what drives you to get up in the morning and work towards your goals, and allows you to overcome challenges and persist in the face of adversity. For many Agritourism operators, this could be a passion

for sustainable farming, a desire to educate the public about agriculture, or a commitment to preserving rural heritage. By articulating your purpose, you will attract staff and customers who share your passion, and you will be able to clearly differentiate your Agritourism business from competitors.

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## BUSINESS PLAN

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A well-structured business plan not only provides a roadmap for your business, but also serves as a tool for securing funding from banks and other financial institutions. Below is an outline of what to include in your business plan, along with considerations for obtaining funds:

### 1 EXECUTIVE SUMMARY

A summary of your Agritourism business, including the WHY, your mission statement, key points about your business plan, including financial highlights, the products, services and experiences offered, market opportunities and the business's objectives.

### 2 BUSINESS DESCRIPTION

Define the legal structure of your business (e.g. sole proprietorship, proprietary limited company (Pty Ltd), partnership, corporation).

Describe the location of your farm and the facilities you will use for Agritourism activities including background information on your farm and any existing operations or experience in agriculture.

### 3 MARKET ANALYSIS

Overview of the Agritourism industry, including trends, growth potential, and market size.

Identify your key potential customers, their demographics, geographics, needs, preferences, and behaviours.

Evaluate your competitors, their strengths, weaknesses, and market positioning. The Australian Trade and Investment Commission (AUSTRADE) offers a useful [Competitor Analysis Template](#) you may like to refer to.



#### TOP TIP

Many stakeholders in the tourism ecosystem may be able to help you with defining your Agritourism market.

### 4 PRODUCTS, SERVICES AND EXPERIENCES

Detail the Agritourism products, services, and experiences you will offer, such as farm tours, educational workshops, pick-your-own (PYO) produce, farm-to-table dining, and special events.

Outline your unique selling proposition (USP), as in what details about your product, experience, or business sets your offerings apart from competitors.

Creating a strong USP and aligning your brand with your regional and state tourism brand are essential steps for distinguishing your Agritourism business and building a cohesive brand identity. Your USP highlights the unique experiences and benefits your Agritourism experiences offer, setting you apart from competitors.

Effective branding and brand imagery should reflect the core values and essence of your business. Your brand position is the promise you make to your customers. It encompasses what your business stands for and the unique experiences it provides.

Visual elements play a crucial role in communicating your brand message, and high quality imagery should capture the unique moments and experiences that visitors can expect. The South Australian Tourism Commission (SATC) provides resources such as the [Brand Style Guide](#), [SATC Media Gallery](#), and [Photography Checklist](#) to ensure your visuals align with regional branding standards.



## 5

## MARKETING STRATEGY

Develop your brand identity, including logo, tagline, and core messaging.

Outline your marketing and promotional strategies, including digital marketing, social media, paid search advertising, printed media, traditional marketing, and packaging partnerships.

Set your initial pricing for the products, services, and experiences that you offer to be both competitive and profitable. Refer to the SATC's interactive [Pricing Calculator](#) to get started.



## TOP TIP

There are usually local businesses who specialise in marketing services that may be able to help you.

## 6

## OPERATIONAL PLAN

Describe the day-to-day operations of your Agritourism business including your staffing needs, roles, and responsibilities.

Plan for the logistics of hosting visitors, including safety protocols, visitor flow, and customer service.

Identify the touch points that visitors will have with your product and/or production areas, as well as areas that are dedicated to agriculture to be kept free from visitors.

Refer to the [Agritourism Operational Plan Checklist](#) to ensure you are covering all areas of operation.

Operating a successful Agritourism business involves careful planning and management across various aspects to ensure a seamless and enriching experience for customers while maintaining efficient operations.

Key elements to consider include:

#### Regulatory Compliance

Ensure all necessary permits and licences are obtained, including zoning approvals, health and safety regulations, and environmental compliance. Familiarise yourself with local Agritourism policies and requirements to avoid legal issues.

#### Infrastructure and Facilities

Invest in essential infrastructure such as visitor welcome areas, restrooms, parking, and signage. Ensure that facilities are accessible and well-maintained to provide a comfortable experience for guests.

#### Staffing and Training

Engage knowledgeable and friendly staff who can deliver exceptional customer service. Provide comprehensive training on Agritourism operations, safety protocols, and customer engagement to ensure a consistent and high-quality visitor experience.

#### Safety and Risk Management

Establish comprehensive safety protocols to protect visitors and staff. Conduct regular risk assessments and ensure that emergency procedures are in place. Provide clear safety guidelines to visitors upon arrival.

#### Sustainability Practices

Incorporate environmentally sustainable practices into your operations to minimise environmental impact. This can include waste reduction, energy-efficient facilities, and promoting eco-friendly activities. You may also be able to include notes on how your business gives back to the community and other positive social impacts. Highlight these efforts in your marketing to appeal to environmentally conscious visitors. For more detailed guidance on sustainability practices, refer to AUSTRADE's [Sustainable Tourism Toolkit](#).

Detail the initial costs required to start your Agritourism business, such as land and building improvements, assets and equipment, marketing, and staffing.

Estimate your revenue based on pricing and expected visitor numbers.

Outline your ongoing expenses, including operational costs, salaries, maintenance, and marketing.

Conduct a break-even analysis and determine a break-even point and timeframe.

Provide projected income statements for the first few years of operation.

Show your expected cash flow, indicating how you will manage cash inflows and outflows.



#### TOP TIP

Effective financial planning involves detailed forecasting of revenues, costs, and profits. A critical component of financial planning is conducting a break-even analysis, which helps you determine the point at which your total revenues equal your total costs. This analysis is pivotal in understanding the minimum performance required to avoid losses and provides a clear financial target for your business.

The [business.gov.au](http://business.gov.au) website has a full suite of financial planning tools and templates you can access for free.

## FINANCE REQUESTS

Specify the amount of funding you are seeking from banks or other financial institutions.

Detail how the funds will be used, such as building costs, facility improvements, farm visitor infrastructure, purchasing vehicles, marketing, or working capital.

Provide a clear plan for how you will repay the loan, including timelines and sources of repayment.

## CONSIDERATIONS FOR GETTING FUNDS FROM BANKS

Banks require a detailed and well-prepared business plan that demonstrates the viability and profitability of your Agritourism business.

Be prepared to offer collateral, which could include property, equipment, or other assets, to secure the loan.

Provide realistic and detailed financial projections, including revenue, expenses, and profit margins. Banks want to see that you have a solid understanding of your financial outlook.

Highlight your experience in agriculture and business management, and note down any relevant qualifications or training.

Show that you have conducted thorough market research, with a clear understanding of your customers and the competitive landscape.

Outline the risks associated with your Agritourism business and how you plan to mitigate them.

Ensure your business complies with all relevant regulations and has the necessary licences and permits.

The [business.gov.au](http://business.gov.au) website offers a free [Business Planning Tool and Template](#).

## BUSINESS MODEL CANVAS

If you are not seeking funding from a financial institution or investors, the Business Model Canvas (BMC) can serve as a practical and efficient alternative to a traditional business plan.

It is a strategic management tool that allows you to visualise and describe your business model on a single page, making it easy to understand and communicate. The canvas can be easily updated which is particularly useful for Agritourism businesses that may need to adapt to seasonal changes, market trends, or customer feedback. The BMC includes key components such as customer segments, value propositions, distribution channels, customer relationships, revenue streams, cost structure, as well as key resources, activities and partnerships. By emphasising the value propositions and customer segments, the BMC helps you stay focused on creating and delivering value to your customers. A sample template can be found via [Strategyzer's website](#).

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## MARKETING AND DISTRIBUTION PLAN

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Tourism marketing helps in creating awareness, attracting customers, and establishing a unique brand identity. Develop and implement a comprehensive marketing plan considering the below strategies.

1

### AUSTRALIAN TOURISM DATA WAREHOUSE

The Australian Tourism Data Warehouse (ATDW) is a central platform for digital tourism information in Australia. It provides a comprehensive database of tourism listings, including attractions, events, and accommodation. For Agritourism businesses, listing on ATDW offers significant benefits, such as increased online visibility and accessibility to a broader audience. The platform ensures that Agritourism operators can efficiently distribute their information for free across multiple channels, including state and regional tourism websites, travel apps, and third-party distributors. This maximises reach and enhances your overall marketing strategy. To list your Agritourism business on ATDW, visit the SATC's [ATDW Support Hub](#) for detailed guidelines and resources.

2

### WEBSITE AND SEARCH ENGINE OPTIMISATION

A well-designed, mobile-friendly website optimised for search engines is crucial. It serves as the primary information hub and booking platform. Incorporating search engine optimisation (SEO) strategies ensures higher visibility when visitors are searching online for Agritourism experiences or things to do in your area.

3

### CONTENT MARKETING

Blogging and creating valuable content related to Agritourism, sustainability, and local culture helps in educating and engaging a wide audience. High-quality content improves search engine rankings and positions the business as a leader in Agritourism.

4

### SOCIAL MEDIA

Platforms like Facebook, Instagram, and YouTube are essential for engaging with audiences through visual and interactive content. Regular posts, stories, ads, and videos showcasing the unique aspects of the Agritourism experience help in building a strong online presence and community. The SATC has developed resources for social media best practice: [The Golden Rules of Social Media](#) and [The Social Media Bible](#).

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5

#### EMAIL MARKETING

Capturing customer data, sending newsletters and promotional emails to a new or existing database helps in maintaining direct communication with potential and past visitors.

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6

#### PARTNERSHIPS AND COLLABORATIONS

Enhance your marketing efforts by collaborating with local tourism businesses, your Regional Tourism Organisation (RTO), other Agritourism operators, and complementary businesses. Joint promotions and cross-marketing initiatives can attract more visitors and provide a richer experience.

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7

#### INFLUENCER MARKETING

Partnering with influencers (content creators) who love Agritourism experiences and align with your brand can amplify reach and credibility. Influencers can share their experiences with a wider audience, driving interest and bookings.

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By utilising these marketing channels, Agritourism businesses can effectively reach their target audience, convey their unique offerings, and drive sustainable growth.

Refer to the [Agritourism Marketing Checklist](#) and [Leveraging SATC's Marketing Checklist](#) for more ideas on how to market your Agritourism product.



## TOURISM DISTRIBUTION

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Tourism distribution is crucial for maximising the reach and accessibility of tourism products and services. It involves the use of various channels such as retail travel agents, online travel agencies, Visitor Information Centres (VICs), wholesalers, tour operators, and direct booking platforms, to connect tourism providers with potential customers.

Effective distribution strategies ensure that tourism offerings are visible to a wide audience, making it easier for travellers to discover and book unique Agritourism experiences. By leveraging multiple distribution channels, Agritourism businesses can enhance their market presence, increase bookings, and drive revenue growth.

Additionally, tourism distribution allows for the diversification of marketing efforts, reaching different market segments through targeted approaches. Furthermore, partnerships with established distribution channels can lend credibility to new Agritourism businesses, especially small or new operators.

Collaborating with reputable travel agents or tour operators can build trust with their existing customers and provide valuable exposure. Overall, a robust tourism distribution strategy is essential for enhancing visibility, optimising sales, and ensuring sustainable growth in the competitive tourism industry.

For more insights on effective tourism distribution strategies, review SATC's [Industry Resources and Tools](#).

For an overview of tourism distribution refer also to Australian Regional Tourism (ART)'s [Enabling Agritourism, A Guide for Farmers Planning to Diversify \(page 18\)](#).

## PACKAGING

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Packaging your Agritourism offerings with complementary tourism and hospitality businesses in your region presents a valuable opportunity to enhance visitor experiences and drive mutual growth. By collaborating with local accommodations, tour operators, cafés, restaurants, wineries, distilleries, and other attractions (e.g. museums, art galleries, etc.), you can create comprehensive and appealing packages that cater to diverse visitor needs.

For instance, a package that includes your farm tour and farm stay, wine tastings at a nearby vineyard, a guided nature walk, a local farmers market, entrance to a maze and breakfast at a local café can provide a well-rounded and convenient experience for guests. These collaborative packages can also streamline marketing efforts, as partnering businesses can leverage their combined customer bases and promotional channels.

This synergy not only increases the visibility of your Agritourism venture but also enhances the appeal of the region as a travel destination. Moreover, such partnerships can lead to cost-sharing in marketing and operational efforts, making it more economical for all parties involved. For more insights on forming effective partnerships and packaging strategies refer to SATC's [Create an Effective Tourism Package](#) fact sheet and template.

## WEBSITE AND ONLINE BOOKING SYSTEMS

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In the digital age, a visually appealing, easy-to-navigate, mobile-friendly website with an intuitive booking system is essential for the success of any tourism business. The first impression of your website can significantly influence potential visitors' decisions to book or look elsewhere.

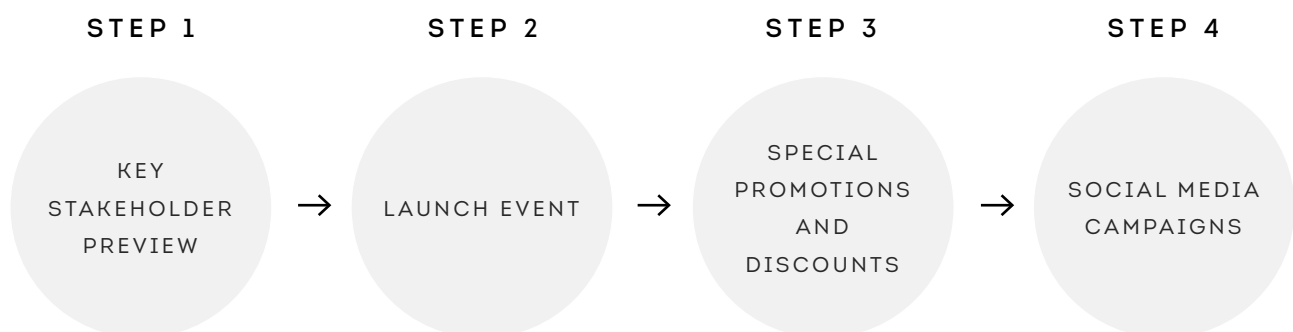
A mobile-friendly design ensures that your site is accessible and functional across all devices, which is critical given the increasing number of users who browse and book travel experiences on their smartphones and tablets. Ease of navigation is equally important. Customers should be able to find information quickly and effortlessly. A well-designed layout, clear navigation, and a strategically placed 'Book Now' button contributes to a user-friendly experience.

Choosing the right booking system is crucial as it directly impacts operational efficiency, customer satisfaction, and overall business growth. A good booking system ensures that customers can easily find, book, and pay for experiences without any hassle. It should also provide robust backend support for managing reservations, handling payments, and generating insightful reports to help make informed business decisions. Features such as real-time availability, secure payment gateways, and automated confirmation emails enhance the booking experience and increase customer satisfaction.

Leading booking systems for tours, attractions, and experiences include Rezdy, FareHarbor, Checkfront, and Trekkssoft, amongst others. Leading booking systems for small accommodation providers include Little Hotelier, Muse, Newbook, Cloudbeds, Frontdesk Anywhere and others. Refer to the SATC's [Online Bookings](#) fact sheet for more information.

# LAUNCH YOUR AGRITOURISM PRODUCT

Launching your Agritourism business is an exciting opportunity to introduce your business to the community and key stakeholders, attract visitors, and generate initial local media buzz. Here are some ideas for a successful launch:



1

## KEY STAKEHOLDER PREVIEW

Host a special preview event for key stakeholders (the South Australian Tourism Commission (SATC), your Regional Tourism Organisation (RTO), Visitor Information Centres (VICs), council, community influencers, local journalists and partners). Provide them with an exclusive walk-through of your new offerings. Encourage participants to share their experiences on social media and in their publications, and request for them to provide you with comprehensive feedback.

2

## LAUNCH EVENT

Create buzz by hosting an open day/celebration. Have all of your staff on board and ensure you have completed a rehearsal so that everyone knows what to do. First impressions matter. Be prepared to open consistently from this day forward and ensure you communicate your future operating hours so that guests know when to come back.

**Theme:** Choose a theme that reflects your farm's unique character and offerings. Organise activities such as guided farm tours, interactive workshops (e.g. cheese making, flower arranging), live music, and children's activities.

**Invitations:** Send out invitations to key stakeholders (as above), local media and influencers, community leaders, local politicians, and potential partners. Use email, social media and traditional mail to reach your audience.

3

## SPECIAL PROMOTIONS AND DISCOUNTS

**Limited-Time Offers:** Introduce special discounts or value adds for the first visitors, such as 'Buy One, Get One Free' deals, discounted tour packages or experiences, or free samples of farm produce as an introductory offer.

4

## SOCIAL MEDIA CAMPAIGNS

**Countdown to Launch:** Create a social media countdown leading up to your opening, sharing behind-the-scenes content, sneak peeks, and exciting announcements.

**Photo Contests:** After you open doors for the first time, encourage visitors to share their photos and experiences on social media using a unique hashtag. Offer value adds or discounts for the best photos to increase engagement.

Refer also to Australian Regional Tourism (ART)'s [Enabling Agritourism, A Guide for Farmers Planning to Diversify \(pages 28-34\)](#).



A photograph of a fisherman with long, curly hair, wearing a dark blue and orange shirt and grey overalls, leaning over the side of a boat. He is handling a large, tangled fishing net. The boat is on a body of water under a blue sky with scattered clouds. The text 'REFINE AND EVOLVE YOUR OFFERING' is overlaid in white, uppercase letters across the middle of the image.

# REFINE AND EVOLVE YOUR OFFERING

Opening your farm to visitors means you have diversified into tourism and will need to manage ongoing compliance and regulatory requirements, engagement with your stakeholders, and evolution of your tourism offering.

Maintaining a strong safety culture and remaining open to new opportunities are essential for sustaining and growing your Agritourism business. The Agritourism market is dynamic, and being able to adapt to trends and visitor feedback can help maintain and grow your business. This might involve introducing new activities, improving facilities, or expanding into new markets. Stay adaptable and open to innovation and collaboration.

Fostering tourism networks and partnerships will help you to gain insights into industry trends, overcome challenges, pool resources, facilitate knowledge sharing, build your capability, and access industry specific training.

By connecting with your Regional Tourism Organisation (RTO), local chamber of commerce/business/progress associations, surrounding tourism and hospitality operators, the South Australian Tourism Commission (SATC), Visitor Information Centres (VICs), Tourism Industry Council South Australia (TiCSA), Regional Development Australia (RDA), and your local council, you will have access to a wide range of development opportunities and networking events. Strong engagement with other local businesses can support new partnerships/package opportunities and collective marketing efforts, increasing potential revenue for all involved, and enhancing the overall appeal and competitiveness of your region as a tourism destination.

Refer also to Australian Regional Tourism (ART)'s [Enabling Agritourism, A Guide for Farmers Planning to Diversify \(page 36\)](#).



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## ACCREDITATION AND AWARDS

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### QUALITY TOURISM FRAMEWORK

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Quality assurance is vital for the success of tourism products, ensuring they meet customer expectations and industry standards. TiCSA's Quality Tourism Framework (QTF) and accreditation programs provide a structured approach for tourism businesses to achieve and maintain high quality, thereby enhancing customer satisfaction and business success. The QTF dovetails into a national program, managed by Australian Tourism Industry Council (ATIC). The program emphasises continuous improvement, encouraging businesses to regularly review and enhance their offerings based on customer feedback and industry trends.



#### QUALITY TOURISM ACCREDITATION PROGRAM

The Quality Tourism Accreditation Program (QTAP) is a key part of the QTF, designed to help tourism/Agritourism businesses meet industry standards and deliver exceptional customer experiences.

Accreditation involves a comprehensive assessment of the business's operations, services, and customer satisfaction processes.

Businesses who go through the accreditation program will be able to align to best practice and ensure ongoing sustainability through creating and updating business policies, plans, and procedures.

Accredited businesses benefit from increased marketing opportunities and recognition. Accreditation signals to customers that the business meets high standards of quality and reliability.



#### BENEFITS OF ACCREDITATION

##### **Increased Credibility**

Accreditation enhances the business's reputation and credibility in the eyes of customers.

##### **Customer Confidence**

Accredited businesses provide assurance to customers that they will receive high-quality services.

##### **Operational Efficiency**

The process of accreditation helps businesses streamline their operations and improve efficiency.

##### **Competitive Advantage**

Accreditation can be a differentiating factor in a competitive market, attracting more customers.

## TOURISM AWARDS

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Agritourism businesses that meet and exceed industry standards can consider applying for various award programs. Depending on your location, there may be local, regional and state award programs available.



### SOUTH AUSTRALIAN TOURISM AWARDS

The South Australian Tourism Awards (SATA) is an annual awards program that culminates in an award ceremony. The awards celebrate business excellence together with outstanding innovation, industry professionalism and collaboration. Entry is open to South Australian businesses and organisations across the tourism industry, with over 26 award categories available. The state's Gold Tourism Award winners are submitted as finalists to the Australian Tourism Awards.

Quality Tourism Accredited operators have an advantage in submitting for the SATA, as a lot of the supporting documentation required for the submission (including accurate and comprehensive operational and visitor records) is recorded through the program.



### BENEFITS OF ENTERING THE SATA

#### Recognition

Be recognised as one of the best tourism businesses in South Australia and raise your reputation as a high-quality, award-winning business.

#### Review Achievements

Use the submission process as an opportunity to review your business goals and achievements over the past 12 months. Celebrate your achievements with your team.

#### Promotion

Finalists, medallists, and winners can use their standing to promote themselves as one of the best in their nominated category. Medallists will receive a trophy and digital badges to promote their win to prospective visitors.

#### DISCLAIMER

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# APPENDIX A

# AGRITOURISM CASE STUDIES

Learn more about two standout Agritourism operations based in South Australia through the in-depth case studies below. Beerenberg Family Farm, which specialises in horticulture and has expanded its tourism offering over the years, explains how the tourism side of the business supports the manufacturing and vice versa. Meanwhile, SA Premium Oysters, a small aquacultural tourism business, shares how it continues to evolve its offering based on consumer demand.

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## **BEERENBERG FAMILY FARM - A SOUTH AUSTRALIAN AGRITOURISM SUCCESS STORY**

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Beerenberg Family Farm, located in Hahndorf in the beautiful Adelaide Hills, is a shining example of how a traditional strawberry farming business can successfully diversify into Agritourism. Beyond the well-known Pick-Your-Own Strawberry Experience, the farm now offers a range of other Agritourism and hospitality experiences (farm shop, onsite cafe and dairy, tastings and classes, corporate meetings and events) that attract thousands of visitors each year, delivering increased revenue while preserving its agricultural heritage.



#### TOP TIP

Start small, scale up and continuously innovate.

Beerenberg began with a simple concept and expanded as demand grew.

## MOTIVATION AND INITIAL STEPS

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Beerenberg Family Farm began its journey into Agritourism in the mid-1970s with a simple pick-your-own strawberry initiative, inspired by the desire to share the farm experience with the public. This decision, rooted in the need to diversify income, has blossomed into a multifaceted Agritourism enterprise.



#### TOP TIP

Diversify your offerings to attract a broader audience. Beerenberg provides activities for families, food enthusiasts, corporate groups and many more.

## KEY OFFERINGS

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### 1 STRAWBERRY PICKING

The flagship activity that started it all. Visitors of all ages enjoy the hands-on experience of picking fresh strawberries.

### 2 CAFÉ AND FARM SHOP

Offering farm-fresh produce, jams and condiments, the café showcases Beerenberg's quality products.

### 3 COOKING CLASSES

From scone making to high tea experiences, these classes provide interaction, education and fun.

### 4 TASTING EXPERIENCES

Visitors can enjoy 'A Taste of Beerenberg,' learning about the farm's history and sampling its products.

### 5 SEASONAL EVENTS AND CORPORATE PACKAGES

High teas, Sunday roasts, and custom corporate packages cater to diverse audiences and occasions.



## MARKET RESEARCH AND VIABILITY

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Beerenberg Family Farm conducted extensive market research to understand visitor preferences and optimise their offerings. They worked closely with the South Australian Tourism Commission (SATC) and their Regional Tourism Organisation (RTO), Adelaide Hills Tourism, to gain insights into visitor profiles and preferences, ensuring that their experiences were tailored to market demand.



### TOP TIP

Gather market research from state and regional tourism bodies, as their insights could be invaluable in tailoring your Agritourism offerings to meet visitor expectations.

## BRANDING AND IDENTITY

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Branding has played a crucial role in Beerenberg Family Farm's success. The Farm's brand is synonymous with quality, authenticity, and tradition. Their iconic products, such as their range of jams and condiments, are not just sold on-farm but are also available in supermarkets nationwide, extending their brand reach far beyond the farm gates.

### 1 CONSISTENT BRANDING

Beerenberg Family Farm maintains a consistent brand image across all touchpoints, from product packaging to marketing materials and the farm experience itself.

### 2 STORYTELLING

The brand leverages its rich history and family heritage in its storytelling, creating a deep connection with customers.

### 3 QUALITY AND AUTHENTICITY

The brand promises and delivers high-quality, authentic products and experiences, fostering trust and loyalty among customers.



### TOP TIP

Develop a strong and consistent brand that reflects your farm's values and story. Quality and authenticity are key to building a loyal customer base.

## MARKETING AND PROMOTION

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Beerenberg Family Farm employs a robust marketing strategy utilising digital advertising, social media, and direct marketing. Storytelling is central to their marketing, engaging visitors with the Farm's rich history and authentic experiences.



### TOP TIP

Invest in digital marketing and storytelling. A relatively small spend on digital marketing can provide targeted results, when compared to costly traditional media, like radio and TV. A well-crafted narrative can significantly enhance brand loyalty and visitor engagement.



#### TOP TIP

Invest in a professional website, optimised for search engines, and implement an efficient online booking system to streamline operations and enhance the visitor experience. There are often small grants and subsidised mentoring programs to assist small businesses in this area.

## USER-FRIENDLY WEBSITE

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A key component of Beerenberg's success is its investment in an effective online presence. Their website is designed to be user-friendly, visually appealing, and mobile-responsive, ensuring visitors can easily navigate and find the information they need.

### 1 WEBSITE DESIGN

The website features high-quality images, engaging content, and easy navigation. It highlights the Farm's offerings and provides a seamless customer experience.

### 2 SEARCH ENGINE OPTIMISATION (SEO)

Beerenberg Family Farm employs SEO strategies to ensure their website ranks high on search engines. This includes using relevant keywords, and continuously creating quality content, including blogs.

### 3 ONLINE BOOKING SYSTEM

An integrated online booking system allows customers to easily book experiences in advance, reducing manual administrative tasks for staff and providing a convenient 24/7 service for customers. This system is also linked to their database allowing for better customer management and targeted marketing. The online store also uses retargeting strategies when customers abandon their shopping carts.



#### TOP TIP

Choose a location on your property that offers easy accessibility for Agritourism visitors. A scenic and convenient location can greatly enhance your Agritourism venture's appeal.

## LOCATION ADVANTAGE

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Beerenberg Family Farm's location in the picturesque township of Hahndorf in the Adelaide Hills has significantly contributed to its success. The region's natural beauty, proximity to Adelaide, and reputation for premium food and wine experiences attracts a steady stream of visitors.

## CHALLENGES AND LESSONS LEARNED

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Transitioning from traditional farming to a tourism and hospitality business posed several challenges for Beerenberg Family Farm. Managing the development of a new purpose-built building, hiring and training new staff, managing visitor expectations, integrating new systems, navigating regulatory requirements, and ongoing management and maintenance were challenges. However, Beerenberg's commitment to authenticity and delivering a quality visitor experience helped them to focus on their objectives and overcome these obstacles.



### TOP TIP

Be prepared for challenges and remain flexible. Continuous improvement and responsiveness to feedback are crucial.

## COLLABORATION

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Collaboration with local businesses, council, tour operators, industry associations and regional bodies has been key to Beerenberg Family Farm's success. They regularly work with tour operators and participate in regional promotions, enhancing their reach and appeal.



### TOP TIP

Build strong partnerships within the local tourism ecosystem. Collaboration can amplify your marketing efforts and drive visitors to your business.

## FUTURE PLANS

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Beerenberg continues to innovate, exploring new Agritourism opportunities and enhancing their existing offerings. Their focus remains on providing authentic, high-quality experiences that connect visitors with the Farm's agricultural roots.



### TOP TIP

Never stop innovating. Regularly update and expand your offerings to keep visitors coming back.

## CONCLUSION

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Beerenberg Family Farm exemplifies how thoughtful diversification into Agritourism can create a sustainable and profitable business model. Their success story is an inspiration for farmers looking to explore Agritourism, proving that with the right approach, it can significantly enhance farm income while preserving agricultural traditions.

For more information about Beerenberg Family Farm and its offerings, visit their [website](#).



### FINAL TIP

Start with a clear vision, leverage your assets and resources, focus on marketing your authentic offering, collaborate, and keep adapting to market needs.

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## SA PREMIUM OYSTERS - NAVIGATING AQUACULTURAL TOURISM

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SA Premium Oysters, located on the pristine Eyre Peninsula, is a shining example of how a boutique premium aquaculture business can successfully navigate the complex regulatory environment to establish a unique Agritourism venture. The story of SA Premium Oysters highlights the importance of vision, collaboration, and persistence in creating a business that is both sustainable and rewarding.



### TOP TIP

Take note of the questions your customers are asking and use this to inform the design of your experience.

### THE VISION AND BEGINNINGS

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The idea for SA Premium Oysters' Agritourism venture was born from the curiosity of passersby who would frequently enquire about the oyster farming activities. This interest planted the seeds for what would later become Australia's only oyster deck experience.

Initially, Colleen and her husband Jeff began offering shed tours, explaining the oyster farming process to visitors. However, the dream to expand into something more significant lingered. This dream began to take shape in 2019 with an idea to repurpose a piece of marine infrastructure into an oyster deck. Despite having no experience in building such a structure, Colleen's vision of creating a unique platform for picnics and tours propelled the project forward.



### TOP TIP

Consider different ways to engage the interest of different types of customers. Consider an entry level experience (low cost or easy to access) as well as a premium experience (higher cost or private/small group experience).

### DIVERSE OFFERINGS AND CUSTOMER EXPERIENCES

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SA Premium Oysters provide a variety of experiences that attract a wide range of visitors, from families and food enthusiasts to corporate groups seeking unique experiences. Visitors can book the following experiences directly through their website:

#### 1 OYSTER DECK TOUR

A unique experience where guests are taken out to the oyster farm on a barge, where they can learn about oyster farming, sample fresh oysters straight from the water, and enjoy stunning views of the Eyre Peninsula.

#### 2 OYSTER SHED TOUR

A behind-the-scenes look at the oyster farming process, where guests can see how oysters are processed and prepared for sale. This tour offers a more intimate look at the daily operations of the farm.

#### 3 PRIVATE TOURS AND PICNICS

For those seeking a more personalised experience, private tours can be arranged, complete with a picnic on the oyster deck. This option is perfect for small groups or special occasions.



## NAVIGATING THE REGULATORY ENVIRONMENT

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One of the most important aspects of turning this vision into reality was navigating the regulatory environment, primarily because there was no clear precedent for this type of operation. The project required multiple approvals, including development and building consents, as well as a civil engineer's report.

One of the key challenges SA Premium Oysters faced was the lack of a clear regulatory framework for tourism on aquaculture leases. Colleen's clear vision and positive relationships enabled this 'black hole' in the legislation to be addressed, with an [amendment](#) to the [Aquaculture Act 2001](#) to allow tourism activities on oyster leases. This legislative change not only benefitted SA Premium Oysters but also opened opportunities for other aquaculture businesses in South Australia.

Colleen found that every step of the way was met with support from the various State Government departments, ministers and council staff involved at the time, including the Department for Infrastructure and Transport (DIT), Department for Primary Industries and Regions SA (PIRSA), SATC, and the District Council of Ceduna.

Although the approval process was lengthy and complex, Colleen's positive attitude, persistence and ability to communicate her vision effectively ensured that the necessary approvals were eventually granted. This experience underscores the importance of building strong relationships with regulatory bodies and being solution orientated.



### TOP TIP

Articulate your vision clearly and bring potential partners along for the ride. Clear, open and consistent communication is the key to maintain momentum.

## MARKETING AND THE IMPORTANCE OF A USER-FRIENDLY WEBSITE WITH AN INTEGRATED BOOKING SYSTEM

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SA Premium Oysters initially relied on word-of-mouth, support from the local council, and collaboration with other tourism and hospitality businesses in the region to attract visitors. However, recognising the need for a more structured approach, Colleen invested in digital marketing, including social media marketing, and a new website with an integrated online booking system. This system allows for better management of customer interactions and has greatly improved the efficiency of the business. The direct booking facility has streamlined operations, reduced administrative tasks, and provided valuable data on customer demographics and preferences.

The importance of this online presence cannot be overstated. It has not only made the booking process more convenient for customers but has also allowed SA Premium Oysters to better manage their tours and respond quickly to changes, such as weather conditions. Additionally, the website's mobile optimisation ensures that potential visitors can book tours anytime, anywhere, further increasing the reach of the business.

Collaborations with regional tourism bodies such as RDA Eyre Peninsula and the SATC, participation in media visits, and appearances on TV shows have further enhanced SA Premium Oysters' visibility and significantly boosted their aquaculture business's profile.



### TOP TIP

Invest in an online booking platform to improve the visitor experience, support operational planning and reduce administrative tasks.



## KEY LESSONS AND ADVICE

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The story of SA Premium Oysters offers several key lessons for other farmers and aquaculture businesses considering a foray into Agritourism:

### 1 PASSION AND VISION

Colleen's success stems from her passion for oyster farming and her vision of sharing this passion with others. This enthusiasm has been a driving force behind overcoming the many challenges faced.

### 2 PERSISTENCE PAYS OFF

Navigating the regulatory landscape can be challenging, but persistence and building strong relationships with key stakeholders can lead to success. Colleen's story illustrates the importance of not taking "No." for an answer and continuing to push forward.

### 3 COLLABORATION IS KEY

Working closely with regional tourism bodies, local councils, and other stakeholders can provide invaluable support and resources.

### 4 ADAPT AND INNOVATE

As the business grew, so did the need for more sophisticated marketing and operational strategies. Colleen's investment in digital marketing and the development of a booking system were crucial in scaling the business.

### 5 EMBRACE TECHNOLOGY

Investing in a user-friendly website and an online booking system can significantly enhance the visitor experience and operational efficiency. This digital presence is crucial for attracting modern, tech-savvy customers.



#### FINAL TIP

Don't be afraid to think big picture and to create something truly innovative – your passion will shine through in the final product.

## CONCLUSION

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SA Premium Oysters exemplifies how a small business can successfully transition into Agritourism by combining vision, passion, planning, persistence, and collaboration. The venture's success is a testament to the power of resilience and the importance of engaging with the right stakeholders at the right time. For those looking to explore Agritourism and more specifically, aquacultural tourism, the story of SA Premium Oysters serves as an inspiring blueprint for success.

For more information about SA Premium Oysters, visit their [website](#).

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## AGRITOURISM AROUND THE WORLD

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There are many diverse Agritourism operations around the world to turn to for inspiration. Click on the links in the following table to learn more about a diverse collection of successful Agritourism ventures from South Australia, across Australia, and internationally. These examples highlight a variety of successful experiences that farms have developed to engage visitors and diversify their income streams.

Each business showcases unique approaches to integrating tourism with agriculture, offering inspiration and practical insights for farmers looking to create or enhance their own Agritourism offerings. From hands-on harvesting and culinary cooking classes to immersive farm stays and educational behind-the-scenes tours, these examples illustrate the potential of Agritourism to create memorable visitor experiences and support sustainable farm operations.





CATEGORY	SOUTH AUSTRALIAN EXAMPLES	AUSTRALIAN EXAMPLES	INTERNATIONAL EXAMPLES
Farm Tours and Demonstrations	<a href="#">Jurlique Farm</a> , <a href="#">Smoky Bay Oyster Farm Tours</a> , <a href="#">Softfoot Alpaca Farm</a> , <a href="#">Tarnasey Farm</a> , <a href="#">Warrawindi Echo Farm</a> , <a href="#">Humpalicious Camel Farm</a> , <a href="#">Waitpinga Farm</a> , <a href="#">Hahndorf Lavender Estate</a>	<a href="#">Bridestowe Lavender</a> , <a href="#">Tropical Fruit World</a> , <a href="#">Coaldale Walnuts</a> , <a href="#">Maleny Dairies</a> , <a href="#">Freeman's Organic Farm</a> , <a href="#">Mungalla Aboriginal Tours</a>	<a href="#">Can Am Cape Kidnappers</a> , <a href="#">Hukins Hops</a> , <a href="#">Sorrento Lemon Farm</a> , <a href="#">Jacksons at Jedburgh</a> , <a href="#">Ku'ia Estate Chocolate Farm</a> , <a href="#">Fridheimar</a>
Farm-to-Fork Cooking Classes	<a href="#">Penobscot Farm Watervale</a> , <a href="#">The Farm Eatery</a> , <a href="#">Paracombe Premium Perry</a> , <a href="#">The Post and Rail</a> , <a href="#">Beerenberg Family Farm</a> , <a href="#">Korinya Farm Gate</a>	<a href="#">The Agrarian Kitchen</a> , <a href="#">Daylesford Longhouse</a> , <a href="#">Moonacres</a> , <a href="#">Buena Vista</a> , <a href="#">The Farm Byron Bay</a> , <a href="#">ORTO Permaculture Farm</a>	<a href="#">River Cottage</a> , <a href="#">Cook in Umbria</a> , <a href="#">Emilia Storytellers</a> , <a href="#">Ballymore Cooker School</a> , <a href="#">Perrys Field to Fork</a> , <a href="#">Agriturismo La Selvella</a> , <a href="#">Monteillet Fromagerie</a> , <a href="#">Naledi Farm</a>
Pick-Your-Own Produce Experiences	<a href="#">@Lenswood</a> , <a href="#">Harvest the Fleurieu</a> , <a href="#">Atkins Farm</a> , <a href="#">Port MacDonnell Lobster Fishing</a> , <a href="#">Shimmering Pines</a> , <a href="#">Harben Vale Cherries</a> , <a href="#">Catch N Cook World Tour</a> , <a href="#">Glen Ewin Estate</a> , <a href="#">Experience Coffin Bay</a>	<a href="#">Surf Coast Strawberry Fields</a> , <a href="#">Ford's Farm</a> , <a href="#">Hillwood Berries</a> , <a href="#">Coaldale Walnuts</a> , <a href="#">Pennicott Wilderness Journeys</a> , <a href="#">Anderson Farm</a> , <a href="#">Kookootonga</a>	<a href="#">Terhune Orchards</a> , <a href="#">Le Verger Labonté</a> , <a href="#">Villa La Rogaiia</a> , <a href="#">Matakana Berry Farm</a> , <a href="#">Pick Your Own Pumpkins Canterbury</a> , <a href="#">Chart Farm</a> , <a href="#">Canada Linc Farms</a>
Behind-the-Scenes Tours	<a href="#">Emu Ridge Distilling</a> , <a href="#">KI Living Honey</a> , <a href="#">Pindarie</a> , <a href="#">Lessismore Farm</a> , <a href="#">Clifford's Honey Farm</a> , <a href="#">Coorong Wild Seafood</a> , <a href="#">Sunny Hill Distillery</a>	<a href="#">The Lobster Shack</a> , <a href="#">Edendale Farm</a> , <a href="#">The House of Honey</a> , <a href="#">The Truffle Farm</a> , <a href="#">Gleneden Farm</a> , <a href="#">Goondiwindi Cotton</a>	<a href="#">Lake Tekapo Farm Tours</a> , <a href="#">Schuster's Farm</a> , <a href="#">Sugar Moon Farm</a> , <a href="#">Aberdeenshire Sheepdogs</a> , <a href="#">Copal Tree Lodge</a>
Experiential Farm Stays	<a href="#">Rawnsley Park Station</a> , <a href="#">Hummocks Station</a> , <a href="#">Hutton Vale Farm</a> , <a href="#">Flinders Bush Retreats</a> , <a href="#">Chowilla Station</a> , <a href="#">Flinders Island Eco Escape</a> , <a href="#">Alpana Station</a> , <a href="#">The Dairyman Barossa</a> , <a href="#">Redwing Farm</a> , <a href="#">Brayfield Lavender</a> , <a href="#">Mount Eba Station</a>	<a href="#">Hosanna Farmstay</a> , <a href="#">Tuki Retreat</a> , <a href="#">Lavendale Farm</a> , <a href="#">Curringa Farm</a> , <a href="#">Tommerup's Dairy Farm</a> , <a href="#">Cherry Top Farmstay</a> , <a href="#">Dairy Flat Farm</a> , <a href="#">Mt Bundy Station</a>	<a href="#">Bosinver Farm Cottages</a> , <a href="#">The Inn at Serenbe</a> , <a href="#">Finca Rosa Blanca Coffee Farm</a> , <a href="#">Three Tree Hill</a> , <a href="#">Down on the Farm</a> , <a href="#">Funatscher Hof</a> , <a href="#">Newton Farm Holidays</a> , <a href="#">Podere Cacciamici</a>
On-Farm Dining, Cultural, Educational Experiences	<a href="#">Mayura Station</a> , <a href="#">Bungaree Station</a> , <a href="#">Yarnbala</a> , <a href="#">Kangaroo Island Wool</a> , <a href="#">Oyster HQ</a> , <a href="#">Emu Bay Lavender Farm</a>	<a href="#">Green Olive at Red Hill</a> , <a href="#">Yarra Valley Dairy</a> , <a href="#">Sydney Oyster Farm Tours</a> , <a href="#">The Marron Tale</a> , <a href="#">Highfield Farm and Woodland</a>	<a href="#">Babylonstoren</a> , <a href="#">Le Manoir aux Quat'Saisons</a> , <a href="#">Indlondlo Cultural Village</a> , <a href="#">Agriturismo La Violla</a> , <a href="#">Real Farm Holidays</a> , <a href="#">Grass Roof</a>
On-Farm Events, Weddings, Conferences	<a href="#">Anlaby Station</a> , <a href="#">Barn1890</a> , <a href="#">The Apple Farm</a> , <a href="#">The Barns of Freeling</a> , <a href="#">Al Ru Farm</a> , <a href="#">Jauma Farm</a> , <a href="#">Little Lyndoch Flower Farm</a>	<a href="#">Ravens Creek Farm</a> , <a href="#">Graciosa</a> , <a href="#">Yandina Station</a> , <a href="#">Waldara</a> , <a href="#">King Parrot Cottages &amp; Event Centre</a> , <a href="#">Mali Brae Farm</a> , <a href="#">Willow Farm Berry</a> , <a href="#">Baxter Barn</a> , <a href="#">Collingwood Children's Farm</a>	<a href="#">Blackberry Farm</a> , <a href="#">The BARN at Liberty Farms</a> , <a href="#">Lavender Fields at Warrington Manor</a> , <a href="#">The Farm Provence</a> , <a href="#">Sinkland Farms</a>
On-Farm Retail Outlets	<a href="#">Papershell Farm</a> , <a href="#">Lyndoch Lavender Farm</a> , <a href="#">The Oyster Farm Shop</a> , <a href="#">Peninsula Providore</a> , <a href="#">Kangaroo Island Liguarian Bee Co.</a> , <a href="#">McCarthy's Orchard</a>	<a href="#">Tamborine Mountain Distillery</a> , <a href="#">Ashgrove Cheese</a> , <a href="#">Macadamias Australia</a> , <a href="#">Bannock Brae Meats</a> , <a href="#">Keller's Farm</a>	<a href="#">Daylesford Organic Farm</a> , <a href="#">Hickory Nut Gap Farm</a> , <a href="#">Mapleton's Organic</a> , <a href="#">New Lanard Spinning Co.</a>





# APPENDIX B

# AGRITOURISM REGULATORY PROCESSES

See below for a list of potential approvals and documentation an Agritourism venture might require in South Australia.

## OPERATIONAL CONSENTS/PERMITS

- Lodging House Licence
- Food Business Notification
- Food Safety Management
- Liquor Licence
- Approval of Responsible Person
- Fishing and Boating Licence
- Marine Tour Operations Licence
- Registrations for Tour Operator
- Special Purpose Vehicle Registrations
- Music Licence
- Copyright Access Licence
- Business Registration (ABN, TFN, GST)
- Workers Compensation
- National Employment Standards
- Employment Awards
- WHS Compliance

## DEVELOPMENT APPROVAL

### PLANNING CONSENT

Lodge a Development Application and pay relevant fees via [Plan SA](#)

### WASTEWATER WORKS APPROVAL

Lodge an application and pay relevant fees (concurrently with Development Application) via your local council's Environmental Health Department

### BUILDING CONSENT

Your local council or independent private certifier lodges for assessment via Plan SA on your behalf

#### Documentation that WILL be required for a proposed new building OR change of use to an existing building/area:

- Full scale set of plans (site plan, floor plan, elevations) prepared by building designer or architect
- Access, carparking and emergency arrangements
- Details and location of any signage
- Details of business operations (hours of operation, number of staff, capacity of venue, any service of food/drinks/alcohol, location and method of rubbish management)

#### Documentation that MAY be required, subject to site, location and nature of proposal:

- Bushfire Management Plan
- Acoustic Report
- Traffic Impact Assessment
- Native Vegetation Clearance Report

#### Procedures that MAY need to be undertaken by a Relevant Authority during the assessment process, subject to site, location and nature of proposal:

- Public notification of the development application
- Statutory referrals to agencies such as Country Fire Service (CFS), Environment Protection Authority (EPA), Department for Infrastructure and Transport (DIT), Department for Environment and Water (DEW), etc.

#### Documentation that WILL be required:

- Completed Application Form
- Site layout plan showing all elements of proposed system
- Building layout and underfloor plumbing plan
- Site and soil report prepared by suitably qualified wastewater engineer

#### Documentation that WILL be required (if applicable) for a proposed new building OR change of use to an existing building/area:

- Access and egress to and within the building, including installation of accessible sanitary facilities and appropriate disability parking space/s
- Indicate location of Essential Safety Provisions
- Bushfire construction of buildings to the Australian Standard (AS3959)
- Certificate of Occupancy
- Energy efficiency provisions
- Structural design (possibly including timber/steel framing layouts) to be provided by suitably qualified engineer

# AGRITOURISM REGULATORY PROCESS

Potential Approvals Required for Agritourism Businesses in South Australia

Prior to seeking Development Approval, businesses may need to undergo these approvals in the first instance.

Aboriginal Heritage Assessment

EPA Assessment

Landowner Consent (Crown or Council Land)

Pastoral Board Approval

## DEVELOPMENT APPROVAL PROCESS

1

### PLANNING CONSENT

If Development Approval (DA) is required, the process will likely involve **Planning Consent** and **Wastewater Works Approvals**, which happen concurrently and may involve any of the below.

Full scale set of plans by designer or architect

Details of business operation

Bushfire Management Plan

Site and soil report - wastewater engineer

Details and location of signage

Traffic Impact Assessment

Acoustic Report

Site layout showing all elements of proposed system

Access, car parking and emergency arrangements

Native Vegetation Clearance Report

Building layout and underfloor plumbing plan

Statutory Referrals

Public Notification of DA

*\*The Planning Consent assessors may determine that your project requires further approvals from statutory authorities and/or the public. If this occurs, Planning Consent will not be granted until this process is finalised.*

### WASTEWATER WORKS APPROVAL

2

### BUILDING CONSENT

Are you building something?  
If so, you will likely require **Building Consent** which can involve any of the items below.

Location of essential safety provisions

Energy efficiency provisions

Certificate of occupancy

Bushfire construction of buildings to AS3959

Structural design by engineer

Access and Egress to and within the building

3

### DEVELOPMENT APPROVAL



## OTHER OPERATIONAL CONSENTS / PERMITS

Likely licences, permits, and registrations

Lodging House Licence

Business Registration  
ABN, TFN, GST

Food Business Notification

Liquor Licence

Fishing and Boating Licence

Commercial Tour Operator Licence

Music Licence

Food Safety Management

Approval of Responsible Person

Marine Tour Operations Licence

Special Purpose Vehicle Registrations

Copyright Access Licence

Likely ongoing operational compliance requirements.  
Applies once people are employed in the business.

Workers Compensation

National Employment Standards

Employment Awards

WHS Compliance

### KEY FOR PLANNING CONSENT, WASTEWATER WORKS ITEMS & BUILDING CONSENT

Documentation for new/ changes to building

Likely documentation requirement

## APPENDIX C

# APPROVALS, PERMITS AND LICENCES

The following table aims to show the potential permits, licences or registrations that might be required depending on the type of Agritourism venture. Given every Agritourism venture is different, please keep in mind that this is a general guide only.

POTENTIAL PERMITS, LICENCES OR REGISTRATIONS	COMPLIANCE WITH RELEVANT CODES OF PRACTICE	AGENCIES RESPONSIBLE*	FARM TOURS AND DEMOS	FARM-TO-FORK COOKING CLASSES	PICK-YOUR-OWN PRODUCE	BEHIND-THE-SCENES TOURS	FARM STAYS	ON-FARM DINING, CULTURAL, EDUCATIONAL EXPERIENCES	ON-FARM EVENTS, WEDDINGS, CONFERENCES	ON-FARM RETAIL OUTLETS
Planning Consent	<p>The most likely early approval required (consent to proceed) for an Agritourism business is a planning consent issued by your local council.</p> <p>The <a href="#">Planning and Design Code</a> is a key single source in planning policy to refer to.</p> <p>Note: Required for land use and changing of land use.</p>	<p>Local Council, Plan SA</p> <p>Tip: Speak to your local council before seeking planning consent.</p>	✓	✓	✓	✓	✓	✓	✓	✓
Wastewater Works Approval	<p>Sometimes a Development Approval may not be required but changes to a wastewater system or the installation of a new wastewater system may need to occur to support new amenities. These systems need to be designed by a wastewater engineer and approved by council.</p>	<p>Local Council, Plan SA</p>	✓	✓	✓	✓	✓	✓	✓	✓

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<b>Building Rules Consent</b>	<p>You may require building rules consent if you are intending to undertake any building work or repurpose an existing structure.</p> <p>Tours and experiences that incorporate an indoor element (showcasing processing or packaging, or the point of sale area) may need to consider building rules consent.</p>	Local Council, Plan SA	✓	✓	✓	✓	✓	✓	✓	✓
<b>Development Approval</b>	<p><b>Planning Consent + Wastewater Works Approval + Building Rules Consent = Development Approval.</b></p> <p>A Development Approval will provide you with the required building, planning and land consent.</p> <p>The type of approval required will depend on the location, complexity and potential impact of the proposed development, and will fall within one of four development pathways:</p> <ul style="list-style-type: none"> <li>• Exempt developments</li> <li>• Accepted developments</li> <li>• Code assessed developments</li> <li>• Impact assessed developments</li> </ul>	<p>Local Council, Plan SA</p> <p>Tip: Speak to your local council before seeking planning approval or lodging a development application</p>	✓	✓	✓	✓	✓	✓	✓	✓

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Operating on Crown Land	You will need to obtain a lease if you intend to use Crown Land for Agritourism purposes. Crown Land refers to land owned and managed by the South Australian Government. It includes coastal areas, marine parks, national parks, reserves, and other public lands. In some regions this may be under the care and control of the local council, in which case a sub-lease may be required.	DEW, Local Council	✓	✓		✓		✓		
Environmental Authorisation Licence SA	Agritourism businesses may need to comply with certain licensing requirements set by the Environment Protection Authority South Australia (EPA SA).	EPA SA	✓	✓	✓	✓	✓	✓	✓	✓
Land Division Certificate	If your development involves the division of land, the process of obtaining this certificate will take place as part of the planning consent approval (this is a type of Development Approval).	Local Council, Plan SA	✓	✓	✓	✓	✓	✓	✓	✓
Trade Waste Discharge Permit	You may need to install, upgrade or operate an onsite sewerage management system to dispose of trade waste. This includes any water used for cleaning, preparing food and washing dishes.	Local Council, SA Water	✓	✓	✓	✓	✓	✓	✓	✓

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Environmental Impact Referrals and Assessment	<p>Environmental impact referral assessment and approval is a national requirement through the Department for Climate Change, Energy, Environment and Water (DCCEE) for proposed controlled actions (i.e. projects, developments, activities) that are likely to have a significant impact on a matter of national environmental significance.</p> <p>The <a href="#">legislation</a> identifies several matters of national environmental significance, including:</p> <ul style="list-style-type: none"> <li>• World Heritage properties</li> <li>• National Heritage places</li> <li>• Ramsar wetlands of international significance</li> <li>• Listed threatened species and ecological communities</li> <li>• Listed migratory species</li> <li>• Commonwealth marine areas</li> <li>• Nuclear actions (including uranium mining)</li> <li>• A water resource, in relation to coal seam gas development and large coal mining development</li> </ul> <p>The EPA SA will determine whether proposals will impact on any of these matters.</p>	DCCEE, EPA SA	✓	✓	✓	✓	✓	✓	✓	✓

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<b>Certificate of Occupancy</b>	<p>You will need this certificate to prove that a new building or a renovated existing building is suitable for occupation. It is linked to your Development Approval.</p> <p>You may also need an Essential Safety Provision Compliance Certificate, which is determined through your Development Approval application process.</p>	Local Council, Plan SA		✓	✓		✓	✓	✓	✓
<b>High Risk Manufactured Water System Registration</b>	You will need this registration if you own and operate on a premises where High Risk Manufactured Water Systems (HRMWS) are installed and operating. HRMWS include cooling water systems and warm water systems.	Local Council, SA Health	✓	✓	✓	✓	✓	✓	✓	✓
<b>Permit for Draining or Discharging Water into a Well</b>	You will need this permit from the Department for Environment and Water (DEW) if you intend to drain or discharge water directly or indirectly into a well within South Australia.	DEW	✓	✓	✓	✓	✓	✓	✓	✓
<b>Biosecurity</b>	Farmers diversifying into Agritourism must prioritise biosecurity to protect their farms. Key considerations include implementing strict hygiene practices for customers, enabling visitor education and restricting access to sensitive areas.	PIRSA	✓	✓	✓	✓	✓	✓	✓	✓

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<b>Water Licence</b>	You will need this licence if you intend to take water from a prescribed watercourse, lake, well, underwater or surface-water source. New bores and wells require approval by SA Health and DEW and must be constructed by a registered contractor. In most cases, the contractor will submit the required approval request alongside their plans.	DEW, SA Health	✓	✓	✓	✓	✓	✓	✓	✓
<b>Rainwater (Drinking)</b>	Rainwater must meet the standards set out in the <a href="#">Safe Water Drinking Act 2011</a> . Depending on the intended use, rainwater may need to be filtered and treated to ensure it is safe for drinking and food preparation.	Local Council, SA Health, PIRSA	✓	✓	✓	✓	✓	✓	✓	✓
<b>Bushfire Management</b>	Creating a Bushfire Management Plan (BMP) is crucial for safeguarding properties and ensuring the safety of residents and visitors in bushfire-prone areas. Early contact with the Development Assessment Branch of the Country Fire Service (CFS) can assist in design and understanding minimum infrastructure requirements (access roads, water supply etc.).  Note: CFS referral is required for some types of development as a part of the planning process.	Local Council, CFS	✓	✓	✓	✓	✓	✓	✓	✓

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Non-Fixed Accommodation	You may need council approval to install tents, caravans, manufactured and transportable homes, or other moveable dwellings (on wheels or not).  Note: More often than not this will require Development Approval	Local Council					✓			
Australian Business Number	You may require a separate Australian Business Number (ABN) to register a business name for your Agritourism venture and an Australian website domain name. This can be done through the Australian Securities and Investment Commission (ASIC).	ASIC	✓	✓	✓	✓	✓	✓	✓	✓
Tax File Number	You will need to register for a tax file number (TFN) through the Australian Taxation Office (ATO) if you intend to operate a company in Australia and pay wages to staff. Any company that operates within Australia is required to pay some of their income to the Australian Government in the form of tax.	ATO	✓	✓	✓	✓	✓	✓	✓	✓
Work Health and Safety (WHS) Compliance	Compliance with SafeWork SA codes of practice including first aid, WHS risks, hazardous manual tasks, hazardous chemicals, managing electrical risks, noise prevention, etc. is a requirement of Australian businesses.	SafeWork SA	✓	✓	✓	✓	✓	✓	✓	✓

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Worker's Compensation	If you hire staff, you must register with ReturnToWorkSA within 14 days of employing your first worker.	RTWSA	✓	✓	✓	✓	✓	✓	✓	✓
National Employment Standards	The National Employment Standards outline minimum employment standards that apply to all employees. The Fair Work Commission (FWC) and Fair Work Ombudsman (FWO) regulate and provide advice in this space.	FWC, FWO	✓	✓	✓	✓	✓	✓	✓	✓
Employment Awards	Different parts of your business may fall under different awards, which set out the minimum wages and conditions for various industries and occupations.	FWO	✓	✓	✓	✓	✓	✓	✓	✓
Liquor Licensing	If serving alcohol, appropriate liquor licence(s) must be obtained through Consumer and Business Services (CBS). Licences vary depending on the type of operation.  Note: Licences must align with Planning Consent	CBS	✓	✓	✓	✓	✓	✓	✓	✓
Approval of a Responsible Person	Licensed venues must be supervised and managed by a Responsible Person (employee) at all times when open to the public.	CBS	✓	✓	✓	✓	✓	✓	✓	✓

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Food Business Notification	You will need to notify your council if you intend to operate a food business. A food business is any business or activity that sells food or handles any type of food for sale.	Local Council	✓	✓	✓	✓	✓	✓	✓	✓
Food Safety Management	There are various codes for food standards. You will need to comply with the <a href="#">Australia New Zealand Food Standards Code - South Australia</a> for: food service, caterer, and related retail businesses in Australia, which is managed by your local council, and overseen by SA Health.	Local Council, SA Health, PIRSA  Note: Paddock to Plate experiences involving meat, eggs and seafood have additional food safety requirements through PIRSA.	✓	✓	✓	✓	✓	✓	✓	✓
Outdoor Dining Permit	Permit approval is required for all placement of removable outdoor furniture on footpaths.	Local Council		✓	✓			✓		✓
Registration of Employers	You will need to register for work injury insurance cover if you operate a business that employs workers in South Australia.	RTWSA	✓	✓	✓	✓	✓	✓	✓	✓
Guidelines for the Management of Public Health and Safety at Public Events	If you intend to hold a public event there are a number of things you need to consider to prevent or minimise any harm to public health. This includes food safety, infectious disease control and waste disposal.	Local Council, SA Health							✓	

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<b>Music Licence</b>	<p>You need this licence if you intend to play copyrighted music in a venue that entertains, feeds or accommodates customers.</p> <p>You will need to apply to OneMusic Australia, which is managed by the Australian Performing Right Association (APRA). Once approved, you will be entitled to use the music for background noise, featured music on your website and for your telephone on-hold music.</p> <p>Function centres require a separate licence through OneMusic.</p>	APRA	✓	✓	✓	✓	✓	✓	✓	✓
<b>Fishing &amp; Boating Licence</b>	<p>Marine tour operators require specific licences (recreational/commercial fishing licences) depending on the type of operation. To operate within marine parks, there are stringent certification requirements to ensure minimal impact on these sensitive ecosystems. The Department for Infrastructure and Transport (DIT) manages marine safety operations, whereas DEW manages the conservation marine park permits. The Australian Maritime Safety Authority (AMSA) provides various maritime safety training modules.</p>	AMSA, DEW, DIT	✓			✓		✓		

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Marine Tour Operation	AMSA issues a range of licences and certificates to ensure that individuals and vessels meet the required standards for safe and compliant operations.	AMSA	✓	✓		✓		✓		✓
Driver's Licence	You will need this licence to drive a motor vehicle (car, light rigid, medium rigid, heavy rigid, trike, motorbike, etc.).	DIT	✓		✓	✓		✓		
Registrations for Tour Operator	Vehicles (including horse carriages) that carry tourists must be licenced. Consider driver accreditation if you intend to transport passengers.	DIT	✓		✓	✓		✓		
Operating in Wilderness Protection Areas	You will need written approval from DEW if you intend to undertake specified activities within a wilderness protection area or zone.	DEW	✓			✓		✓		
Special Purpose Vehicle Registration	You will need this registration if you intend to use a special purpose vehicle, for example, a tractor.	DIT	✓			✓		✓		
Commercial Tour Operator Licence	You will need this licence if you intend to conduct commercial tour activities within a national park or reserve. You will also need a licence agreement if you intend to carry out commercial activities on South Australian Forestry Corporation land.	DEW, Forestry SA	✓			✓		✓		

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Dangerous Substance Licence	You will need this licence if you intend to control, handle, store and transport dangerous substances (including fuel) in South Australia.	SafeWork SA	✓			✓				
Registration for Payroll Tax	An employer must register for payroll tax when their Australian-wide taxable wages exceed the South Australian threshold and the employer pays wages in South Australia. The Department for Treasury and Finance (DTF) regulates this space.	DTF, Revenue SA	✓	✓	✓	✓	✓	✓	✓	✓
Employee Requirements – Superannuation Guarantee	Employers have an obligation to pay superannuation contributions on behalf of all eligible employees, in addition to wages and salaries.	ATO	✓	✓	✓	✓	✓	✓	✓	✓
Working Holiday Maker Employment	If you employ, or plan to employ, working holiday makers, you must register as this type of employer.	ATO	✓	✓	✓	✓	✓	✓	✓	✓
Native Seed/Plant Collection Permit	Collection of native plant material requires a permit.	DEW	✓	✓	✓	✓	✓	✓	✓	✓
Commercial Copyright Access Licence	You will require a licence through Copyright Agency Ltd (CAL) if you intend to copy or communicate third-party copyright text and images.	CAL	✓	✓		✓		✓	✓	✓

\*Refer to Appendix D – Glossary of Abbreviations and Acronyms

POTENTIAL PERMITS, LICENCES OR REGISTRATIONS	COMPLIANCE WITH RELEVANT CODES OF PRACTICE	AGENCIES RESPONSIBLE*	FARM TOURS AND DEMOS	FARM-TO-FORK COOKING CLASSES	PICK-YOUR-OWN PRODUCE	BEHIND-THE-SCENES TOURS	FARM STAYS	ON-FARM DINING, CULTURAL, EDUCATIONAL EXPERIENCES	ON-FARM EVENTS, WEDDINGS, CONFERENCES	ON-FARM RETAIL OUTLETS
<b>Native Vegetation Clearing Application</b>	Native vegetation in most parts of South Australia is protected by the Native Vegetation Act 1991 and requires a permit through the Native Vegetation Council (NVC). Clearance may be required for bushfire management or to create locations for camping or glamping.  Note: The need for clearing vegetation will be included in the planning application process.	DEW, Local Council, NVC	✓	✓	✓	✓	✓	✓	✓	✓
<b>GST Registration</b>	You must register for Goods and Services Tax (GST) through the Australian Tax Office (ATO) when you expect your business to reach \$75,000 gross income (minus GST).	ATO	✓	✓	✓	✓	✓	✓	✓	✓
<b>Register a Trademark</b>	You may need this registration from the national Department of Industry Science and Resources (DISR) if you intend to establish an exclusive brand for your business or distinguish your goods or services from those of other businesses.	DISR	✓	✓	✓	✓	✓	✓	✓	✓
<b>Plant Item Registration</b>	You will need this registration if you intend to operate an item of plant (machinery, equipment, appliance, container, etc.).	SafeWork SA	✓	✓	✓	✓	✓	✓	✓	✓

\*Refer to Appendix D – Glossary of Abbreviations and Acronyms



POTENTIAL PERMITS, LICENCES OR REGISTRATIONS	COMPLIANCE WITH RELEVANT CODES OF PRACTICE	AGENCIES RESPONSIBLE*	FARM TOURS AND DEMOS	FARM-TO-FORK COOKING CLASSES	PICK-YOUR-OWN PRODUCE	BEHIND-THE-SCENES TOURS	FARM STAYS	ON-FARM DINING, CULTURAL, EDUCATIONAL EXPERIENCES	ON-FARM EVENTS, WEDDINGS, CONFERENCES	ON-FARM RETAIL OUTLETS
Driveways	You will need council approval to construct a new driveway or upgrade an existing one.	Local Council	✓	✓	✓	✓	✓	✓	✓	✓
Wildlife Habitats	You need to consider the protection of wildlife and their habitats. You may need a threatened species licence.	DEW	✓			✓		✓		
Trees and Vegetation	The removal or pruning of regulated or significant trees, or other vegetation, may require a permit, approval or development consent.	Local Council	✓	✓	✓	✓	✓	✓	✓	✓
Insurances	You may need insurance for your Agritourism activities that is different from the agricultural part of your business.	Insurance Broker	✓	✓	✓	✓	✓	✓	✓	✓

\*Refer to Appendix D – Glossary of Abbreviations and Acronyms

The table in the previous pages has been developed using the [Australian Business Licence and Information Service \(ABLIS\) website](#) and information from the [South Australian Tourism Regulation Review](#). It provides only a guideline for potential permits, licences, approvals, and registrations for Agritourism businesses. It is neither exclusive nor fully comprehensive. Given there are many different types of Agritourism ventures, it is recommended to conduct a dedicated assessment for your business in your respective region. An initial overview of permits and licences can be obtained by visiting the ABLIS website. Furthermore, producers should always consult with key stakeholders, most importantly their local council, and engage accredited planning and/or building professionals where necessary to ensure compliance with all relevant regulations and legislation.

- Applicants can see what development applications have been lodged and/or decisions made in their localities via the [Public Register of Development Applications](#).
- The [Planning and Design Code](#) allows you to generate a report based on a specific code in the proposed address, outlining what policies would apply under typical land uses.
- [Plan SA's website](#) outlines everything else you might need to prepare and lodge a development application online.

## ACCREDITED PROFESSIONALS

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Engaging an accredited professional (either for planning and/or building requirements) can significantly assist in developing, drafting and lodging your development application. A professional should ensure the current information is provided at the start of the assessment process, which can help obtain the necessary planning consent from your local council (via the SA Planning Portal). Building certification, whether undertaken by a private building professional or the local council, ensures compliance with the necessary regulations and standards, such as the National Construction Code, and building fire safety requirements.

## RISK MANAGEMENT PLANS AND AUDITS

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Compliance and governance are not one-off activities, but part of an ongoing process. There is a requirement for maintaining risk management plans and compliance reporting, including internal and external audits for the various regulatory bodies like PIRSA, SA Health, SafeWork SA, and local councils.

These should be scheduled regularly and cover all aspects of your operations, from storage and handling of dangerous substances to staff training and emergency procedures.

## CONSUMER AND PRIVACY LAWS

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If you operate a business that sells, leases or hires goods or services to consumers, you will need to comply with the Australian Consumer Law (ACL).

You must comply with the Australian Privacy Principles (APPs) if you intend to collect and use the personal information of individuals in a business capacity.

You will need a trade promotion lottery licence if you intend to conduct prize promotions.

You may be required to comply with the Australian Government's National Classification Code if you intend to produce a publication, film, video, or computer game that is intended for distribution within Australia.

## EMPLOYMENT LEGISLATION

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You will be required to comply with the National Employment Standards (NES) if you are an employer. The NES are 10 minimum standards of employment entitlements for employees, covered by the national workplace relations system.

If you are an employer, you have an obligation to pay superannuation contributions on behalf of all your eligible employees, in addition to their wages and salaries.

If you are an employer covered by the national workplace relations system, you will need to give each new employee a Fair Work Information Statement before, or as soon as possible after, the new staff member starts employment.

You may need a Police Certificate as part of the employment or screening process for employers or licensing bodies.

You will require PAYG Withholder registration if you have an obligation to collect tax from payments you make to employees and some businesses.

If you employ or plan to employ working holiday makers with either a visa subclass 417 or 462, you must register as an employer of working holiday makers before making the first payment to them.

You will need to comply with the South Australian Skills Standards if you conduct a business which hires apprentices or trainees.

## APPENDIX D

# GLOSSARY OF ABBREVIATIONS AND ACRONYMS



SATC provides an overview of which organisation provides which type of support via its [Tourism Business Support Framework](#) resource, which aims to assist operators in navigating the complexities of the tourism ecosystem.

Refer also to SATC's [Acronym List](#) which covers off many acronyms unique to the tourism industry.

The below acronyms and agencies have been referred to throughout this document.

ABLIS - Australian Business Licence and Information Service

AMSA - Australian Maritime Safety Authority

APRA - Australasian Performing Right Association

ART - Australian Regional Tourism

ASIC - Australian Securities and Investment Commission

ATDW - Australian Tourism Data Warehouse

ATIC - Australian Tourism Industry Council

ATO - Australian Tax Office

AUSTRADE - Australian Trade and Investment Commission

BMC - Business Model Canvas

CAL - Copyright Agency Limited

CBS - Consumer and Business Services

CFS - Country Fire Service

DCCEEW - Department for Climate Change, Energy, Environment and Water

DEW - Department for Environment and Water

DISR - Department of Industry Science and Resources

DIT - Department for Infrastructure and Transport

DTF - Department of Treasury and Finance

EPA SA - Environmental Protection Authority South Australia

Forestry SA - South Australian Forestry Corporation

FWC - Fair Work Commission

FWO - Fair Work Ombudsman

NVC - Native Vegetation Council

OSFB - Office for Small and Family Business

PIRSA - Department of Primary Industries and Regions South Australia

Plan SA - Planning and Land Use Services: Department for House and Urban Development

QTAP - Quality Tourism Accreditation Program

QTF - Quality Tourism Framework

RDA - Regional Development Australia

RTO - Regional Tourism Organisation

RTWSA - ReturnToWorkSA

SATA - South Australian Tourism Awards

SATC - South Australian Tourism Commission

SEO - Search Engine Optimisation

TiCISA - Tourism Industry Council South Australia

USP - Unique Selling Proposition

VFR - Visiting Friends and Relatives

VIC - Visitor Information Centre

WHV - Working Holiday Visa





Above Casa Luna, Adelaide Hills

## CONTACT US

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### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au](http://tourism.sa.gov.au)

