

THE PEAK BODY BY FARMERS, FOR FARMERS

Agritourism Queensland is a not-for-profit peak agricultural body. Our purpose is to advocate, represent and protect the interests of farmers who diversify with agritourism or artisan production.

We lead the sector's innovation and growth while ensuring the primacy of agriculture and the authenticity of agritourism in Queensland as a true reflection of our farmers, our farms, our produce and our passion for why and how we farm.

As a farmer focused organisation, Agritourism Queensland is here to support farmers who have or are considering diversification into agritourism. We will do this by:

1. Providing strategic leadership for the sector
2. Reforming regulation and informing policy that impacts farmers; and
3. Growing the sector to ensure sustainability.

Our Management Committee of farmers with successful agritourism businesses set the strategic priorities for policy development and advocacy, and ensure our corporate governance.



“Agritourism is a tourism-related experience or product that connects agricultural products, people or places with visitors on a farm or rural land.”

Queensland Election Priorities 2024

OPPORTUNITIES FOR THE 2032 OLYMPICS

The 2032 Olympics presents an opportunity for visitors to immerse themselves in farm life, discover the true taste of farm fresh produce, and showcase the unique beauty, character & stories of our diverse regions. In the history of the Olympics, we've never seen such opportunity to connect visitors from around the world with farmers, food, and rural storytelling. Building the capacity of farmers and rural communities to develop and deliver exceptional and unforgettable experiences is key to success.

Election Commitment: Funding for AQ to partner with training organisations to facilitate and deliver business development, business planning, resilience planning and development.

Queensland leads Australia in agritourism growth and diversity, driving innovation to contribute to thriving, prosperous rural communities.

PLANNING AND LAND USE REFORM

The challenges faced by farmers seeking to diversify with agritourism are complex and significant, the greatest of these being Planning and Land Use constraints. The current planning system is not agile when it comes to the consideration of alternative uses such as agritourism and farm value adding in a contemporary and practical way to create pathways for resilient farm businesses.

Election Commitment: Interdepartmental support and implementation of planning and land use reform in line with the Planning for Agritourism Guide as a priority. Legislative change to recognise agritourism as a defined land use.

Speak with Agritourism Queensland President Kay Tommerup at 0400 076 556

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FOOD SAFETY ACCREDITATION REFORM

Value-adding on-farm creates opportunities for farmers to better manage fluctuating market prices and build resilience to withstand challenging times. Developing connections directly with customers and sharing the story of food production increases the perceived value of farm produce. This model creates an awareness around the importance of agriculture and helps maintain social licence. On-farm production is currently a challenging space within which to operate, lacking the support, training, and resources to allow the sector to thrive. The regulatory process is designed for large processors and is inconsistent with the type of value-adding production that occurs on-farm.

Election Commitment: Departmental support to begin a process of reform to reduce regulatory burden and increase training and support programs available for on-farm processing and value-adding.

AGRITOURISM IS PRIMARY PRODUCTION ANCILLARY INCOME

Agritourism creates opportunities for farmers and regions to thrive, by connecting the agri-food economy with the tourism economy. It enables farmers to convert ordinary farm activities into extraordinary agritourism experiences by creating meaning and value through story. Agritourism is an opportunity for farmers to value-add, diversify, use spare capacity and underutilised assets whilst keeping farming as their core business.

Election Commitment: Recognition that agritourism, as defined on the first page of this document, is primary production ancillary income and will be viewed as such for the purposes of financial reporting to Qld government for grant applications, disaster relief funding, farm business resilience funding and the like.

Queensland agritourism's advantage is the diversity and vastness of our stunning landscapes and waterways, the rich stories and characters that farm and care for the land and the high quality fibre, foliage and vibrant food that is unmatched anywhere in the world. This can only be experienced on our farms.



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