

A group of people are gathered in a rural setting, likely a farm. In the foreground, a woman in a blue shirt and denim apron is serving a tray of food to a group of people sitting on a large log. The group includes a man in a blue shirt and a woman in a blue sweater and white pants. In the background, there are more people, some wearing hats, and a large hill or mountain in the distance under a cloudy sky.

The peak body by farmers, for farmers.

AGRITOURISM  
QUEENSLAND

MEMBERSHIP PROSPECTUS

# About Agritourism Queensland

Agritourism Queensland is 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.

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

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.

## Membership Categories

Primary Producer ♦ Rural Tourism Business ♦ Agritourism Supporter ♦ Local Government, RTO and LTO

*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 and vibrant food that is unmatched anywhere in the world. This can only be experienced on our farms.*



# Our foundational year

## Agritourism Queensland in 2024-2025

As we grow over the first year of our operations, further benefits will be developed and refined for our members, and a tiered membership will likely be implemented for 1 July 2025 onward.

To celebrate our very first cohort of members, we welcomed primary producers who joined in the first 3 months as our Foundation Members.



## Our values

**Primacy of Agriculture and Authenticity** | We protect the **primacy of agriculture**, ensuring **authentic agritourism** which cannot exist without real farmers and the protection of farmland for food, fibre and foliage production for future generations.

**Advocacy for Innovation and Farm Resilience** | We advocate for innovation that fosters **farm resilience** as a mechanism for creating opportunities on farm and in regions.

**Trust and Integrity** | We are trusted by members, partners, government and the wider community because of transparent integrity, honesty and accountability.

**Passion for Agriculture and Regional Development** | We are passionate about the opportunity that authentic agritourism brings to farmers and regions.

**Collaboration and People-centred Approach** | We are collaborative through a people-centred approach across the state, across sectors and the producer-to-consumer value chain.

**Positive Reputation Building** | Our work builds a positive reputation for agriculture through consumer-facing farm experiences.



# Membership benefits **primary producers**

## Advocacy

Benefit from the following core AQ goals:

- AQ will provide strategic leadership in agritourism growth and diversity, driving innovation to contribute to thriving prosperous rural communities.
- AQ will advocate on member's behalf to government, industry and the public to reform regulation and inform policy that impacts farmers, such as (but not limited to):
  - Planning/land use reform
  - Opportunities for 2032 Olympics
  - ATO and QRIDA acknowledge agritourism as primary production ancillary income
  - Food safety accreditation reform for artisan production on-farm
  - Removal of stigma that a move into agritourism means you're no longer a real farmer, which unnecessarily prevents many farmers from diversifying their farm business
- AQ will advocate to tourism policymakers and industry leaders to recognise the different operating contexts of farmers and to adapt "tourism requirements" for key issues such as signage and operational hours to suit farming businesses
- AQ will source and manage agritourism-related projects for the benefit of the sector.

## Promotion and Industry Advancement

- AQ will promote and raise awareness on member's behalf of genuine agritourism; to achieve a greater level of understanding of the contribution it makes to the Queensland economy, rural communities, and the excellence of the state's agricultural production.
- AQ will actively promote the sector and agritourism opportunities through its website, social media, events and advocacy.

## Community and Connection

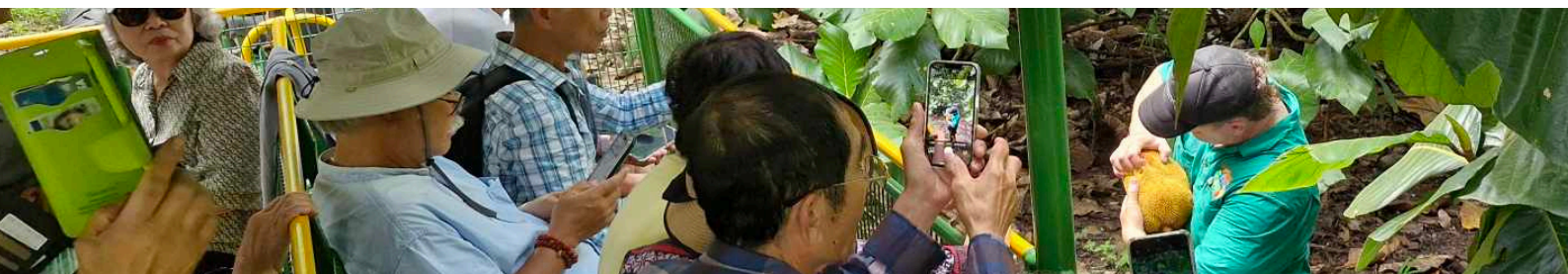
- Be part of a sustained Agritourism Community that supports other farmers and encourages a collaborative culture amongst the industry.
- AQ will facilitate social opportunities with farmer to farmer engagement, regional shed meetings, authentic sharing of experiences and expertise.
- AQ will build community and facilitate networking opportunities for artisan on-farm producers who wish to engage with food service providers and promote their farm produce direct to customer.
- AQ will bring together Queensland's agritourism sector to work collaboratively on issues of strategic importance and solving common challenges.
- AQ will enable gatherings online and face to face in the regions. February to November.
- Monthly e-newsletter.

## Training and Business Capacity Building

- Access to AQ organised business development and training.
- Access to information for agritourism start up business.

## Member Directory

- Listing on AQ's Directory of Agritourism Operators and Artisan Producers. Attract:
  - visitors and consumers
  - restaurateurs, retailers, tour operators etc
  - service providers such as printeries, graphic designers etc



## Farmer to Farmer Mentoring

- Access to a member's only online Hub with chat space. Have a question or problem you're struggling to solve? Ask the experts - other farmers!

## Accreditation - Coming in 2025

- Agritourism Accreditation
  - AQ's official endorsement of working farms offering agritourism. Showcase that you're the real thing.
  - 'Agritourism Queensland Accredited' logo use
- Provenance Accreditation
  - AQ's official endorsement of farmers producing artisan product on-farm.
  - 'Agritourism Queensland Accredited' logo use

## Resources

- Access to an exclusive members only monthly webinar with experts on different, pertinent topics.
- Direction and access to FAQ and resources for business sustainability, resilience and capacity building.

## Access to AQ Partners and Member-Only Benefits

- During our foundational year, AQ will build partnerships for the benefit of members.
- Access to AQ partners for business development in the form of resources and assistance to address these demands.

## Local and Global Representation

- AQ will represent the interests of farmers and members to relevant partner organisations across tourism, agriculture and other sectors.

## Inaugural 'Huddle' 2025. (Annually thereafter)

- Foundation member (first 3 months of AQ operation) discount and recognition at the conference.
- Discounted tickets to annual conference which will showcase Queensland agritourism and the people that make it possible – the farmers.

## Vote at AGM

Please visit the website to **download the application form**, or for more information email [admin@agritourismqueensland.au](mailto:admin@agritourismqueensland.au)

Primary Producer  
Membership Fee  
1 July - 30 June  
\$400 + GST



# Membership benefits tourism and supporters

## Rural Tourism Business

Agritourism Queensland welcomes membership from those who support agritourism through rural tourism. We recognise the contribution that rural tourism businesses make to the local rural economy and community and AQ commits to supporting and engaging with these businesses. This membership is suited to those businesses who are not located on a working farm but are part of rural and regional tourism, who showcase local farm produce or contribute to the rural economy and community through rural accommodation, cafes, breweries, attractions etc.

- Be associated with real working farms and promotion of rural and regional tourism
- Benefit from advocacy and promotion of the sector that contributes to the growth of agritourism and thriving rural communities
- Enjoy our monthly e-newsletter
- Build networks with other AQ members
- Access to AQ facilitated training
- Enjoy discounted tickets to annual conference
- Take the opportunity to attend face-to-face and virtual social gatherings
- Be listed in the AQ Member Directory
- Enjoy access to AQ partners

Visit the website  
to download the  
application form

## Agritourism Supporter

Agritourism Queensland welcomes membership from individuals, businesses and organisations that are suppliers to or supporters of agritourism and wish to be part of a network of agritourism, artisan on-farm producers and rural tourism operators.

- Enjoy the opportunity to introduce yourself or your business to our members through newsletters, member events and networking
- Be listed in the AQ Supporter's Directory
- Be associated with real working farms and promotion of rural and regional tourism
- Benefit from advocacy and promotion of the sector that contributes to the growth of agritourism and thriving rural communities
- Enjoy our monthly e-newsletter
- Build networks with other AQ members
- Enjoy discounted tickets to annual conference

Rural Tourism Business  
and Agritourism Supporter  
Membership Fee  
1 July - 30 June  
\$500 + GST

## Corporate Partnerships

Agritourism Queensland looks forward to working with companies and organisations whose values align with our commitment to authentically contributing to the social and economic fabric of Queensland and see a strategic benefit of partnering with AQ. We will tailor-make a corporate package to suit our mutual need that's focussed to deliver long term benefits for your organisation and the agritourism community in Queensland.

Contact us  
for more  
information

# Membership benefits Local Govt, RTO and LTO


## Local Governments, Regional Tourism Organisations and Local Tourism Organisations

Agritourism Queensland welcomes membership from local governments, regional tourism organisations and local tourism organisations to build strong, clear and informed capacity to capitalise on the many opportunities that agritourism provides to grow both the agricultural and tourism economies in communities throughout Queensland. This category has no voting rights. To be eligible for this category of membership, Local Governments, RTOs and LTOs must be committed to the following:

- Alignment with AQ's purpose to advocate, represent and protect the interests of farmers who diversify with agritourism or artisan production.
- Alignment with AQ's value of the primacy of agriculture, ensuring authentic agritourism which cannot exist without real farmers and the protection of farmland for food, fibre and foliage production for future generations.
- Commitment to agritourism development by demonstrating an existing or planned commitment to supporting agritourism, such as:
  - Regional agritourism strategies or initiatives.
  - Events, marketing, or programs that promote farm experiences or local produce.
  - Collaboration with local farmers/agritourism operators.
- Active participation in AQ activities relevant to this membership category, such as roundtable discussions and advocacy initiatives.
- Commitment to fostering collaboration between farmers, tourism operators, and the broader community.

## Benefits

- A seat on a dedicated quarterly roundtable discussion group for local governments, RTOs and LTOs facilitated by strategic partner Regionality Pty Ltd.
- Be part of the voice to industry and government as the peak body representing farmers in agritourism.
- Access to AQ expertise for agritourism issues.
- Build trust and prominence in your region through alignment with real working farms, agricultural leaders and agritourism advocates.
- Engagement with farmers in their regions through AQ's ability to speak the 'same language' with direct industry knowledge and real-life experience.
- Opportunity to engage with AQ corporate and strategic partners.
- Discounted delegate tickets to annual exchange/conference.
- Input into conference topics.
- Opportunity to bid for events and conferences in your region.
- Access to potential AQ letter of support for initiatives with aligned values.
- Advocacy at the state level and, as it arises, at the national level.
- Access to approved use of Agritourism Queensland's official logo.
- Access to a member-only hub and resources as they come online.
- Enjoy our regular e-newsletter.
- Be listed in the AQ Supporter's Directory.



LG, RTO & LTO  
Membership Fee  
1 July - 30 June  
\$900 + GST

## Strategic Partnership



### Agritourism Queensland and Regionality Pty Ltd

In 2024, Agritourism Queensland partnered with agritourism thought leaders Regionality Pty Ltd to help farmers explore innovative methods of building resilience and boosting yield by diversifying and adding value to their farm production through agritourism.

Regionality's Founder and Managing Director, Rose Wright, has pioneered innovation in agritourism sector development in Australia over the past twenty years and has helped thousands of farmers along the way. This partnership ensures AQ and Queensland farmers are being supported with the best and latest thinking in agritourism and agri-food innovation from people who understand farming and value the primacy of agriculture above all.

The AQ - Regionality strategic partnership is founded on a shared vision for the future of agritourism in Queensland and common values that respect and uphold the primacy of agriculture.

Our rollout of member programs will include support, mentoring, information and capacity building for farmers wanting to establish or develop their agritourism business on their farm.

[www.regionality.com.au](http://www.regionality.com.au) | [@regionality\\_au](https://www.instagram.com/regionality_au)



Pictured left to right: Rose Wright, Regionality Pty Ltd Founder and Managing Director; and Kay Tommerup, AQ President, Founder and Farmer.

## Founding Partner



Built on a long-standing trusted relationship between the Queensland Farmers' Federation (QFF) and Regionality Pty Ltd, the two organisations joined forces in 2019 to champion the cause for agritourism in Queensland with Regionality producing QFF's Agritourism Roadmap for Queensland. The establishment of Agritourism Queensland, has evolved from this work. AQ President Kay Tommerup is QFF's Vice President.

[www.qff.org.au](http://www.qff.org.au) | [@qldfarmers](https://www.instagram.com/qldfarmers)



# Meet the farmers: our leaders

## Agritourism Queensland Management Committee

**Kay Tommerup | President** Kay together with husband Dave and adult children, Harry & Georgia, run a 6th generation dairy and mixed farming business in the Kerry Valley, Scenic Rim. The effects of deregulation of the dairy industry in 2000 threatened to destroy their family farm; in 2008, the move into agritourism saved it.

**Tina McPherson | Vice President** Tina, with husband Bruce run Tinaberries, a strawberry farm in Woongarra in the Bundaberg region. It started with growing the sweetest strawberries and moved to the sweetness of watching families come together and experience the immense joy of picking strawberries on the farm.

**Bronwyn Neuendorf | Treasurer** Bronwyn with husband Dave and son Brenton run 9Dorf Farms, consisting of fodder, aquaculture, eggs and chickens in Helidon in the Lockyer Valley. After seeing their children married on the property they delved into farm weddings. They now operate a BYO venue 'Lilydale Estate' on the property.

**Peter Salleras | Management Committee Member** Peter with wife Alison run Fruit Forest Farm growing exotic tropical fruit in the Mission Beach hinterland. Requests from a local resort to show visiting celebrity chefs the exotic treats on the trees were instrumental in going commercial with agritourism.

**David Counsell | Management Committee Member.** David with wife Genevieve run a pastoral livestock grazing business Dunblane Pastoral, just west of Barcaldine. In 2018, they commenced offering a private campsite at their wool shed on their property.



Pictured: Agritourism Queensland Management Committee from left to right Peter Salleras, Bronwyn Neuendorf, Kay Tommerup, Tina McPherson, David Counsell.

Speak with President  
Kay Tommerup at  
0400 076 556





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