

AGRITOURISM QUEENSLAND

Consultation on **Destination 2045:** **Queensland's Tourism Future** (discussion paper)

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**The peak body by
farmers, for farmers.**

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This submission is provided to:

Department of Environment, Tourism, Science and Innovation
Queensland Government

Via email: destination2045@dtis.qld.gov.au

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.

Submission

Agritourism Queensland commends the Queensland Government for initiating this important discussion on the future of tourism in our state. We submit this response in the interests of strengthening regional tourism, supporting primary producers, and ensuring the continued growth of authentic farm-based experiences. We provide this submission without prejudice to any additional submission from our members.

Our recommendations focus on maximising agritourism's contribution to Queensland's visitor economy and rural communities.

Agritourism is a vital and growing sector within Queensland's visitor economy, offering authentic on-farm experiences that celebrate rural communities, support the primacy of agriculture, and promote economic, environmental, and social resilience. As a unique form of tourism, agritourism connects visitors to Queensland's rich agricultural heritage while reinforcing the importance of sustainable farming practices and natural resource management.

Agritourism provides an opportunity for farmers to diversify their income, build business resilience, and share their stories, landscapes, and produce with both domestic and international visitors.

With the Brisbane 2032 Olympic and Paralympic Games on the horizon, Queensland has a once-in-a-generation opportunity to showcase agritourism on a global stage. For this potential to be fully realised, regulatory reform is needed to ensure that farmers can transition into agritourism without undue complexity or excessive costs. Existing planning frameworks, particularly local government planning schemes, are not fit for purpose, creating unnecessary barriers that limit the expansion of agritourism enterprises. Simplifying regulations, providing targeted investment, and improving infrastructure will allow agritourism to thrive, ensuring rural and regional areas benefit from increased visitation and economic activity.

Agritourism Queensland is committed to working alongside government, industry, and regional communities to craft a vision that positions agritourism as a key driver of sustainable tourism. By supporting the growth of this sector, Queensland can strengthen its regional economies, enhance its eco and nature-based tourism offerings, and ensure that farming communities remain at the heart of the state's tourism future.

Investment Attraction

Agritourism is a cornerstone of Queensland’s regional tourism landscape, offering visitors immersive experiences that celebrate local food production, rural lifestyles, and environmental sustainability.

Key Priorities:

- Increased government support for agritourism ventures, ensuring farms can diversify their income while maintaining primary production activities.
- Incentives for infrastructure investment that facilitate on-farm experiences, farm stays, and farm gate sales.
- Regulatory streamlining to encourage agritourism development, including practical zoning and planning frameworks tailored to agricultural businesses. Agritourism Queensland has consulted on the Queensland Farmers’ Federation’s (QFF) development of a Best Practice Agritourism Planning Guide for Local Governments which they have included as part of their submission to this consultation.

Requests of Government:

- Financial assistance for Agritourism Queensland to deliver training and accreditation programs specific to primary producers. A fit-for-purpose accreditation framework already exists and Agritourism Queensland would welcome support to implement it. This framework is Best Management Practice for agritourism businesses co-designed by farmers and industry experts to build consistent quality standards across industry.
- Establishment of grants and tax incentives for agritourism operators to develop visitor-friendly infrastructure.
- Implementation of clear and consistent planning policies (QFF’s Best Practice Agritourism Planning Guide for Local Governments) that remove unnecessary barriers for primary producers engaging in tourism.

Tourism Experience Development

Queensland’s agritourism sector is uniquely positioned to deliver world-class, hands-on experiences that connect visitors with local food systems, sustainable farming, and regional communities.

Opportunities for Growth:

- A state-wide agritourism trail showcasing farm-to-table dining, seasonal produce, and immersive farm experiences.
- Enhanced promotion of farm-based tourism offerings through digital storytelling and regional marketing initiatives.
- Increased collaboration between agritourism operators and mainstream tourism businesses to strengthen visitor appeal.

Requests of Government:

- A coordinated, cross-departmental approach to classifying agritourism in planning regulations to provide clarity and certainty for operators.
- Inclusion of agritourism in Queensland’s major tourism campaigns, ensuring it is positioned as a must-do experience for visitors.

Events Delivery

Agritourism-based events, from regional food festivals to on-farm experiences, play a crucial role in drawing visitors to rural Queensland and driving local economic benefits.

Key Considerations:

- Investment in event infrastructure, such as upgraded facilities and improved visitor amenities, to support the growth of agritourism events.
- Simplified regulatory processes for on-farm events, enabling primary producers to host small-scale gatherings without excessive red tape.

Requests of Government:

- Consultation with Agritourism Queensland to ensure regulations are proportionate and practical for small-scale farm-based events.
- Promotional support for agritourism events as part of Queensland's broader tourism strategy.

Access and Connectivity

To fully unlock Queensland's agritourism potential, improved access to regional and rural areas is essential.

Priority Areas:

- Integration of agritourism destinations into broader tourism transport networks, such as guided self-drive routes and regional tourism circuits.
- Expansion of digital infrastructure to ensure strong internet and mobile connectivity in rural tourism regions.
- Enhanced transport links, including signage, wayfinding, and road upgrades to improve visitor access to farm-based attractions.

Requests of Government:

- Support for the development of a best-practice accessibility guide tailored to agritourism to be developed by Agritourism Queensland and QFF.
- Consideration of agritourism in all future tourism infrastructure planning.

Ecotourism and Sustainability

Agritourism aligns naturally with Queensland's ecotourism objectives, offering sustainable travel experiences that highlight local food systems, biodiversity, and land stewardship.

Farmers are the prime stewards of the land, with their livelihoods dependant on the sustainable management of their natural landscapes, often guided by generations of knowledge.

Sustainability Priorities:

- Recognition of farmers as environmental custodians, ensuring their role in sustainability efforts is acknowledged and supported.
- Expansion of nature-based farm stays, eco-workshops, and conservation-focused visitor experiences.
- Promotion of regenerative agriculture and conservation-based tourism as key pillars of Queensland's nature-based tourism offerings.

Request of Government:

- Clear access for agritourism operators to sustainability grants and training to support ongoing environmental best practices and economic resilience.
- Simplified approval processes for eco-agritourism initiatives that contribute to conservation and land rehabilitation.

Maximising the Brisbane 2032 Olympic and Paralympic Games Legacy

Queensland’s agritourism sector has a major opportunity to showcase its unique offerings to the world in the lead-up to and beyond the Games.

Key Opportunities:

- Utilising the Games to promote Queensland’s premium food, wine, and agritourism experiences to a global audience.
- Developing investment incentives for agritourism growth ahead of 2032 to ensure regional areas are well-prepared to host international visitors.
- Strengthening collaborations between agritourism operators, tourism agencies, and international investors to maximise economic benefits.

Request of Government:

- Integration of agritourism within the Games’ official tourism strategy to attract both domestic and international visitors.
- Direct consultation with Agritourism Queensland to align promotional campaigns with the Games’ legacy planning.
- Establishment of dedicated funding for long-term agritourism awareness campaigns linked to the Olympics.

Conclusion

Agritourism Queensland strongly supports Destination 2045 as a framework for driving tourism development, especially in the regions. By enabling investment, reducing regulatory barriers, and **embedding industry-led agritourism within Queensland’s wider tourism strategies**, we can create a resilient and thriving agritourism sector. We welcome the opportunity to work collaboratively with the Queensland Government to ensure agritourism remains a central pillar of the state’s tourism future.

If you have any queries about this submission, please contact Rebecca Donohoe at admin@agritourismqueensland.au

Yours sincerely

Kay Tommerup
President and Farmer



~ rhubarb &
strawberry
darius
~ white chocolate
& strawberry gum,
& macadamia
biscuit
~

This submission is provided by Agritourism Queensland

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