

Expression of Interest

Somerset Agritourism

Mentoring Program

2025



TILMA

EXPERIENCE
Somerset



Somerset
REGIONAL COUNCIL

Diversification Opportunity for Somerset Farmers

Somerset farmers, are you looking for ways to diversify your on farm income?

Did you know that CSIRO analysis estimates that the annual opportunity for agri-related tourism will reach around \$18.6 billion by 2030?

Have you ever considered agritourism as a diversification opportunity for your farm?

Somerset Regional Council is calling for Expressions of Interest for a **FREE** Agritourism Mentoring Program for farmers interested in developing agritourism on their property.

Somerset Agritourism Mentoring Program

The FREE program will involve working with an agritourism specialist, one on one and includes:

- A familiarisation visit to participants' farm in early June
- Eight weeks of one-hour mentoring sessions by video meeting in June and July (where internet connectivity permits; or via phone)
- Co-development of a business plan, action plan, marketing plan and/or risk management plan using templates to support the ongoing development after the mentoring is completed
- An in-person wrap up networking and 'next steps' event with all participants in August

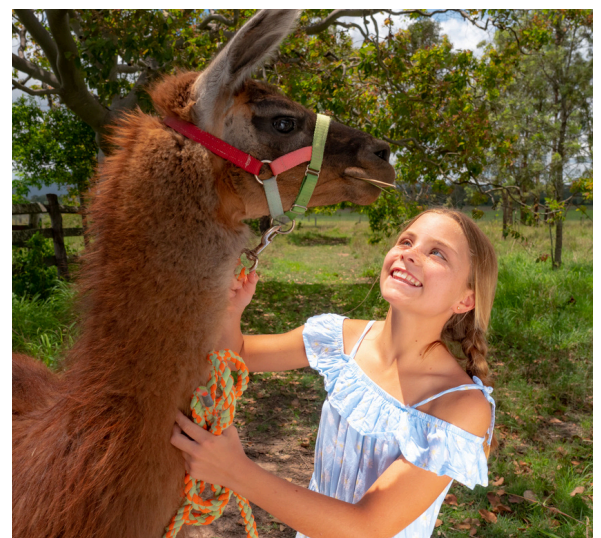
The program will be delivered by agritourism specialists, Linda Tillman and Kushla Gale of Tilma Group.

At the end of the program, you will have designed an agritourism business concept and be ready to progress it to the next stage.

Spaces are limited to six participants in this **FREE** program.

If you are interested in diversifying into Agritourism, keep reading to find out more about the industry and complete the Expression of Interest form by **Thursday, 1 May 2025**.

For more information call Council's tourism team on (07) 5424 4000 or email: tourism@somerset.qld.gov.au



What is Agritourism

Agritourism is a type of travel experience that is delivered on farming land through an on-farm experience that connects the guest to people, places or products on the farm.

There are four essential elements to a farm experience being labelled as agritourism:

- Combines tourism and agriculture into a product (e.g. farm stay accommodation) or service (e.g. farm tour)
- The product or service attracts members of the public to visit the farm
- The farmers have diversified from agriculture into tourism, increasing farm income and/or on-farm employment
- Provides recreation, entertainment and or educational experiences related to the agriculture enterprise (farm business)

Examples of Agritourism include:

- Farm stay.
- Farm tours, experiences or demonstrations.
- Farm gate sales.
- Wineries, breweries and distilleries.
- Local produce tastings and sales.
- Pick your own produce.
- Event space, wedding venue



Why Agritourism is a good diversification opportunity for farmers in Somerset

Economic Benefits

- Increase and diversify revenue streams to reduce risk
- Add cashflow at other times of the year
- Connect with consumers for direct and repeat/regular sales
- Leveraging farm assets for income
- Value adding to agriculture by processing on-farm, improving profit margins
- Improving infrastructure on the farm, adding value to the property
- On-farm job/s for spouse or adult children who want to stay on or return to the farm, or for community members
- Agritourism can support and benefit from farm regeneration such as revegetation, supporting the farm's viability into the future

Social Benefits

- Guests provide social interactions that counter isolation and support
- Wellbeing
- Tourism can attract new and interesting people to live in your community, as visitors experience it on holiday
- Strengthens relationships with different members of your local community e.g. tourism operators, event organisers, Council staff and Traditional Owners - this can lead to new and interesting collaborations and friendships
- Reinforces how valuable your lifestyle is and what you do
- Enables you to share your story with non-farmers to improve their understanding of produce, farming methods and farm life

Is Agritourism the right fit for you?

Whilst agritourism offers great value to farmers, it is important to note that it is not for everyone.

The below challenges and risks are important to consider before deciding to embark on an agritourism development on your farm.

Mentoring can help reduce the risks and challenges and maximise benefits for your family.

Challenges and Risks

- Tourism takes time to establish, particularly if you need development approval to build new infrastructure and build up a clientele
- Customer-facing agritourism (where the farmer interacts with the guests) can be demanding as it requires customer service skills, and marketing skills
- Tourism can place demands on your down time and require you to be available when you'd rather not (though agritourism can, and should be, designed around your time and skills)
- Tourism can result (but not necessarily) in a loss of privacy or an intrusion into family life
- Some types of agritourism require licenses, permits and new insurance to operate
- There is regulatory and liability risk when hosting guests on your farm which are different to normal farming
- Tourists travel seasonally and tourism spend is considered discretionary (and therefore can decrease in tough economic times)
- Trying something new with your business or undertaking a development could create conflict with neighbouring properties if not managed well

Additional Resources on Agritourism

Here are some additional websites that will help decide if Agritourism is right for you:

- Australian Regional Tourism - Agritourism: <https://regionaltourism.com.au/project/agritourism/>
- Agritourism Queensland - <https://agritourismqueensland.au/>
- CSIRO <https://research.csiro.au/foodag/premium-interactions/experiences-and-tourism/>



Somerset Agritourism Mentoring Program

Expression of Interest form

EOI's due: **5pm Thursday, 1 May 2025**

Return via email to: tourism@somerset.qld.gov.au

Call Council for more information on 07 5424 4000

We appreciate your interest in the Somerset Agritourism Mentoring Program, please complete the below expression of interest form for Council's consideration into the program. Please note that this information will be shared with the external consultants. Somerset Regional Council has an Information Privacy Policy which sets out details of how the Council handles personal information and the types of personal information it holds.

Contact information

Name

Email

Phone

Farm/Business
Name

Address

Property Land Use Zone (if
known)

Signature

Please answer the following questions in the space provided or attach a separate document with your answers. Please note only EOIs who answer the questions will be considered for the program.

Describe your agricultural business, product/s and story (50-100 words):

Somerset Agritourism Mentoring Program

Expression of Interest form (Cont)

Please describe your Agritourism idea that you would like to explore (50-100 words):

Why would you like to participate in an agritourism development mentoring program, and how would it be beneficial to you? (50-100 words):

Would you be able to commit to all the program's components as described above? (on-site visit ,weekly mentoring sessions for eight weeks, wrap up networking event, and developing a plan for you rproject): Please Select: **YES **NO****

If not, please describe why not (50-100 words):

Thank you

For expressing your interest in the FREE
Somerset Agritourism Mentoring Program.

Please complete and return the form by
5pm Thursday, 1 May
to **tourism@somerset.qld.gov.au**

For more information visit the Experience
Somerset Tourism Operator portal at
[https://experiencesomerset.com.au/tourism-
operator-portal/access/](https://experiencesomerset.com.au/tourism-operator-portal/access/)
or call Council's Tourism Team on 07 5424 4000

Find out more about tourism in Somerset at
experiencesomerset.com.au



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