

**AUSTRALIA'S**  
*Golden Outback*  
Road Trip Country

**AGRITOURISM  
DEVELOPMENT STRATEGY  
2023 – 2030**





# Acknowledgement of Country

We acknowledge the Traditional Owners of the waterways, land and skies that collectively we now call Australia's Golden Outback and pay our respects to elders past and present. We acknowledge the traditional land practices and shared wisdom that have cared for Country over tens of thousands of years and seek to work together with First Nations peoples for better outcomes.





# Tourism Direction & the Team



Lauren  
Douglass



Dana  
Ronan



Sarah  
Myers

Tourism Direction's passion lies in Regional Australia. Lead Lauren Douglass works with a team of highly skilled professionals whose experience spans the country across regions emerging and mature. Our skills include destination planning, industry development and capability building, particularly in niche sectors. They are leaders in the development of agritourism, and authors of *Australia's National Agritourism Strategy Framework (2022)*. Tourism Direction is dedicated to tourism supporting regional economies through helping communities with tailored solutions that are pragmatic and creative.

## **Lauren Douglass**

Lauren is a regional tourism leader with 20 years industry experience. Executive Officer at Australian Regional Tourism and former tour operator, Lauren has extensive experience across destination management, advocacy and industry development. Her key strength is in providing innovative leadership and building strong partnerships across private, government and environmental sectors to improve the social and economic outcomes within regional communities.

## **Dana Ronan**

Dana's experience in tourism spans both supply and demand. From a Chief Marketing Officer generating demand for a national accommodation group with 30% online sales to founding her own walking company, building a walking lodge and founding the Great Walks of Australia marketing collective. Dana now partners, contracts and consults to achieve a project's best outcome and is a board member of Voyages Indigenous Tourism Australia and the Anangu Communities Foundation.

## **Sarah Myers**

Sarah's rich experience covers food & wine, tourism, not-for-profit and FMCG sectors. Commercially minded and results driven, Sarah is a problem solver who thrives on cultivating innovative and effective solutions.

Her passion for supporting & growing local economies has seen her recently step in as interim CEO of Ballarat Regional Tourism and Marketing Manager of Grampians Tourism in Victoria.



# Methodology

Tourism Direction engaged with the team at Australia's Golden Outback (AGO), stakeholders across the Tourism and Agriculture Industries, posing the challenge: Can the region harness its existing strength in Agriculture for the future benefit of communities through Agritourism?

The plan is informed by more than 100 Stakeholders who participated in interviews, workshops, and provided insights via surveys and conversations, using a human centred design approach.

They were generous with their time, opinions and in sharing their future aspirations for a thriving region where Agritourism becomes an attractor of people to live, work and visit the 51 local Government areas that make up AGO. Thank you to all for your time and interest, opinions and insights.

In addition, the project leans into previous bodies of work by Tourism Australia (Future of Demand, 2022) and Tourism Western Australia (Agritourism Market Segmentation 2021) aligning AGO with the domestic and international audiences travelling to WA.





# Table of Contents

- Acknowledgement of Country
- About Tourism Direction & The Team
- Methodology
- 1.Executive Summary
- 2.Context for the Plan
- 3.Plan on a Page
  - a.Figure 1: AGO's Current Agritourism Footprint
- 4.Learnings from our Stakeholders
- 5.The Strategy
  - a.Vision & Shared Goals
- 6.A Roadmap for Agritourism Growth: Our Strengths
  - a.Golden Outback Life
  - b.Ocean/Paddock to PLate
  - c.In-Grained Excellence
- 7.Strategies to Achieve our Vision
  - a.Action plans for each strategy
- 8.Evaluating Progress
- 9.Phases of Implementation
- 10.Appendices





# 1. Executive Summary



Australia's Golden Outback (AGO) is an emerging visitor destination keen to leverage its agricultural strengths for the benefits of tourism and support broader regional prosperity. Currently only 56 operators, or 6% of AGO industry, are considered aligned to agritourism, mostly concentrated in farm and station stays. This strategy provides a framework for long term growth that will require leadership, stakeholder collaboration and consistent resourcing to realise the vision.

Agritourism is a type of experiential travel which connects people to product or produce, delivered on farming land through a direct "on farm" experience.\* In this context AGO's aspiration for their agritourism is that *our authentic and diverse experiences leverage our unique agricultural excellence and contribute to a thriving region wide visitor economy.*

It's a vision that sees AGO remaining true to itself and one that can be delivered consistently over three time horizons to 2030.

Across AGO, it's evident that agritourism suits some sub-regions better than others. Opportunities exist for Gascoyne Murchison to leverage its strength in working farm and station accommodation under the theme "Golden Outback Life". For the Wheatbelt, there is opportunity to amplify its strength in grain production excellence and innovation in scale production under the theme "In Grained Excellence". Finally, for Esperance & the Fitzgerald Coast it's natural to build out its agritourism ecosystem and develop a reputation in local food and drink experiences and smaller scale production, aligned to the theme "Ocean/Paddock to Plate".

These align well with the interests of the type of visitor AGO is planning to target in the future, visitors Tourism Western Australia's *Agritourism Market Segmentation Key Findings 2021* (2021, Faster Horses) as well as the opportunities identified in the new AGO Destination Management plan due for release in 2023.

Kalgoorlie & the Goldfields have other strengths, but offers little in the way of existing agritourism.

More than 100 participants representing most key stakeholders informed this strategy. Their input and insights have been distilled into five key strategies outlined below, and further enabled by strong stakeholder engagement, a growing broader visitor economy and reduced red tape to speed up development. The strategies are:

**1.Strong Partnerships:** With tourism taking the lead, develop inter and intra industry collaborations to build capabilities, encourage sector awareness and leverage networks for agritourism growth,

**2.Agritourism Diversification Development:** Collaborate with the agriculture sector to support farmers and station owners to leverage their strength in agriculture to diversify into tourism, realizing the many social and economic benefit,

**3.Product & Experience Development:** Support our existing operators and the broader food, drink & agritourism sectors to improve, develop and promote high quality products and experiences, aligned to consumer expectations,

**4.Leveraging & Generating Demand:** Increase awareness of food, drink and agritourism experiences with existing visitors through effective marketing and in time focus on audiences where agritourism is of appeal,

**5.Share Evidence, Insights & Progress:** Align measurement of the broader social value of agritourism. Use primary and secondary research to inform experience development, underpin business cases and demonstrate progress to stakeholders.

## Other key findings:

- AGO's agricultural strength is as an ingredient producer. The region is known for innovative, export quality production at scale,
- Scale farmers will require a business case founded on the social, mental health and employment benefits of agritourism as the economic contribution of agritourism is likely to be small in comparison to their commodity production,
- According to ABARES, AGO equivalent agriculture regions produce 38% of Australia's wheat, is the largest barley producing region in Australia and exports nearly 70% of its produce,
- The region is diverse in scale and opportunity and will need flexibility to realise its potential,
- The region's Agritourism & food and drink ecosystems are immature by comparison with other Australian regions and not in line with consumer expectations. AGO's closest neighbors, Australia's South West is one of the top regions in Australia for food & drink and agritourism,
- There is alignment between AGO's target audience and the suggested consumer segments for Western Australia likely to include agritourism in their itineraries and holidays.

What AGO lacks in current depth of experiences, it makes up for in enthusiasm across all key stakeholders to see agritourism grow to a significant sector contributing to the visitor economy. In fact expectations are for closely aligned agriculture and tourism sectors that support thriving regional communities and showcase the rich, diverse and continuous association with the land over thousands of years.



## 2. Context for this Plan

### WHY AGRITOURISM?

*"Connecting people with farmers, product and produce delivered on farming land."*

*- Australian Regional Tourism, 2022*

AGO is Australia's largest geographic tourism region, making a name for itself with distinct drive touring routes, unique characters and wide open spaces and skies. With nearly half the region's land mass under agriculture production it's a natural extension to share the stories of farming, farm families, production and produce with visitors. The region's agriculture sector is innovative and high performing, supplying global brands with grain, wool and other products.

### MARKET TRENDS MAKING NOW A GREAT TIME

Agritourism is growing around the world as more people seek out ways to connect with nature and learn about food origins and food production. Agritourism is being embraced by rural communities as a way to diversify their income and social connections. It provides a way of attracting tourists into the area to learn more about the local culture, traditions, and environment. Agritourism is being sought by more conscious travellers who are looking for ways to visit and explore rural areas while also learning more about sustainable farming practices and food provenance.

Globally, countries such as Italy, New Zealand, Scotland, England, France, Japan, Canada and the United States are all embracing Agritourism as a means to diversify farms, connect visitors with authentic local producers and preserve culture and food traditions.

# 336,000\*

2018-2022 AGO Visitors who include a visit to on farm, farm gate or farm stay, winery, brewery or distillery experience in region. 80,000 visitors in year-end December 2019

\*Tourism Research Australia  
International & National Visitor Survey

### KEY FIGURES

#### AGRICULTURE 2021

Farms: 3,500  
Employed: 14,000  
Value: \$4.1B  
Export: 69%

38% of Australia's wheat produced in the region.

#### TOURISM 2019

Operators: 931  
Employed: 6,300  
Value: \$0.85B  
Export: 4%  
Visitors: 1.495m  
Agritourism:  
Operators: 6%  
Visitors: 5.6%



Aligning to the National Strategy Framework

### Australia's Golden Outback Top Agriculture Industries:\*

- Wheat
- Barley
- Other grains
- Livestock for meat & export
- Eggs
- Wool

\*Department of Primary Industries and Regional Development Industry Snapshot 2021 for Goldfields-Esperance & Wheatbelt



Agritourism Is Global



Agritourism consists of visitors experiencing people &/or produce on-farm Source: Australian Regional Tourism



# Summary of the regional context



## 6% AGRITOURISM OPERATORS

Of the region's 931 tourism businesses.



## 5.6% OF VISITORS VISIT A FARM

Of the 1.95m visitors per annum to AGO.



## 80% FARM STAYS

Of the visits to a farm 80% include a farm stay.



## FOOD & DRINK NOT A PRIORITY

Across the region, food & drink is not a connected community.



## RED TAPE & RISK

Development & planning red tape & perceived risks make it hard to make a business case for tourism.



## IMMATURE AGRITOURISM ECO-SYSTEM

The culture of paddock to plate, buy/celebrate local & food innovation is in its infancy.



## PRODUCER OF INGREDIENTS AT SCALE

AGO'S core produce is grains & pulses for export by farmers at scale.



## CUSTOMER ALIGNMENT

AGO'S core audiences & TWA Agritourism customer segments align.



# 3. AGO Agritourism Plan on a Page





### Figure 1: AGO current agritourism operators

## CORE PRODUCT

## FARM & STATION STAYS

Mellenbye Station Stay  
Melangata Station Stay  
Gabyon Station  
The Mains Guest House  
Downderry Vineyard  
Mary's Farm Cottages  
Ironbark Farm Stay  
Barking Salmon Farm Stay  
Nallan Station  
Wooleen Station  
Nulla Nulla Farm Retreat  
Nalbarra Station

## EXPERIENCES

Esperance Farm Experience  
Toapin Rise Farm  
Cambinata Yabbies

## WINERY

## Downderry Wines

## POTENTIAL & SUPPORTING PRODUCT

## POTENTIAL FARM & STATION STAYS

Telegraph Eco Farm

Heyscape Tiny Cabins

Wildflower Haven at Lindum

Winter Creek Camp

Jindarring Nature Base Camping

Rosevale Homestead

Fraser Range Station

## SUPPORTING FOOD & DRINK

Lucky Bay Brewing  
Esperance Distillery Co  
Beaten Track Brewery

## POTENTIAL SUPPORTING MARKETS

Merredin Markets  
Nungarin Markets  
Tammin Markets

## POTENTIAL EXPERIENCES

CBH Wheat Storage and Transfer Depot  
Grain Discovery Centre



Source: Australia's Golden Outback Visitor Guide





# LEARNINGS FROM OUR STAKEHOLDERS



# 4. Learnings from our Stakeholders



**The insights from stakeholders throughout the consultation process have highlighted the enthusiasm for agritourism. It has also unearthed weighty expectations that the sector can contribute to greater outcomes than just more visitors to a regional area.**

A key learning is that a one size fits all approach to agritourism will not be appropriate for the 4 sub regions and 51 local government areas across Australia's Golden Outback. The diversity of agriculture, scale of farms and maturity of tourism vary greatly. Flexibility, support and strong agriculture stakeholder engagement that is appropriate for the local circumstances will be needed over time for agritourism success across the region. The insights from stakeholders can be distilled into three enablers and five strategies that will help AGO grow agritourism to 2030:

## **ENABLERS:**

### **1. STAKEHOLDER COLLABORATION**

Collaboration and engagement within, between and across levels of Government, Tourism, Agriculture and Traditional Owners was identified as one of the most important priorities, particularly given the goal is to leverage our existing strength in agriculture for agritourism success. Agriculture across the region is on a scale unlike many others in Australia and there are common themes across industry development, export market development, diversification and marketing capability building that could be leveraged to reduce duplication. With agriculture being all about connection to land, sea and sky agritourism provides a unique opportunity for truth telling, reconciliation and storytelling. There was universal support for the region having a strength in agritourism and the development of this strategy.

### **2. THRIVING VISITOR ECONOMY, SUPPORTED BY COMMUNITY**

AGO's geographic location and distance from large population bases means Agritourism will leverage existing visitors to the region and grow in prominence over time as a reason to visit. Stakeholders expressed a wish for the lifestyle of country people to form part of tourism messaging and for the contribution tourism and agritourism makes to gross regional product to be communicated to foster a supportive business and resident community.

Stakeholders expressed a desire for Agritourism to align and contribute to the broader food and drink vision identified in the AGO Destination Management Plan (2023), the need for an events plan across the region and possible signature food and drink events to drive demand.

## **3. RED TAPE**

With 51 Local Governments, State and Federal overlays the opportunity for variation in interpretation is immense. Regulations relating to permitted land use and zoning in relation to having visitors on farms and developing tourism enterprises, biosecurity risks and licencing of commercial kitchens were the most common areas mentioned by stakeholders. For local Government, there was a general reported lack of clarity of process, clear definition of what is possible, as well as a disconnected between the Strategic Planning departments and the Legislative Planning departments that meant tourism appeared to be encouraged, but enabling it was another matter. All added time, cost and frustration for farmers.

## **STRATEGIES:**

### **1.STRONG PARTNERSHIPS**

Beyond collaborations across layers of government and industry, stakeholders acknowledged that success in agritourism will require in-kind, knowledge and commercial partnerships with education and training providers, grant funders, research and innovation specialists, investors, Indigenous communities, and marketing specialists or collectives in agriculture and tourism.

### **2.AGRITOURISM DIVERSIFICATION DEVELOPMENT**

Stakeholders expressed a desire for support identifying the right farmers to diversify, better communication of the business case for diversification and go to market support. Stakeholders recognised the benefits to farmers beyond the economic, including increased social connection with a broader audience, the opportunity to share their story and a reinforcement of the validity of their enterprise. Upskilling in the areas of tourism operations, understanding customers, digital marketing, event development, grant funding applications, planning permits, customer service and tourism distribution were also supported.



Cont...

### **3. PRODUCT & EXPERIENCE DEVELOPMENT**

Ongoing support and guidance for existing operators by showcasing success through workshops, experience development grants, visits to other farms (across Australia/world) and mentoring were suggested as ways of improving the quality of existing experiences. In addition, guidance of key themes or areas of strength for AGO to bring the region together and help align new ideas. Opening up distribution through restaurants and markets highlighted the need for a robust food and drink sector more broadly. Overwhelmingly stakeholders wanted agritourism to be sustainable.

### **4. LEVERAGING & GENERATING DEMAND**

Attracting the right visitor and a focus on quality over quantity was a consistent area of feedback. Many saw agritourism as something visitors could have a 'taste' of by incorporating farm visits or food and drink experiences into existing itineraries. It was seen as an opportunity to give visitors more reasons to come to their region, to experience more of their region, to stay longer, and to spend more. For visitors, agritourism is seen as an opportunity to experience rural lifestyle, connect with farmers, hear their story and understand food provenance.

Ideas discussed included a region wide food trail and supporting technology to make it easier for visitors to explore and engage; and an agritourism recognition logo or sign that was either state aligned or just for this region. Partnerships with neighbouring regions were seen as beneficial in drawing visitors out from higher visitation regions. There was a common desire for the development of fresh content in the form of quality images and video to help showcase food, drink and farm offerings. Also events that celebrated the region's agriculture strengths were thought to be a gap and many referenced how agricultural shows could better showcase agritourism or be made more appealing to a higher yield visitors. Stakeholders overwhelmingly supported agritourism evolving to a quality and scale that appealed to international visitors.

### **5. SHARE EVIDENCE, INSIGHTS & PROGRESS**

Having access to more robust regional level visitor data was a shared goal, as was continued access to consumer insights through Tourism Western Australia and benchmarking to the other regions to ensure AGO was performing in align with goals and overall state growth.

Best practice data for farmers and indications from suppliers around how AGO operators were performing relative to the rest of the state was seen as important to understand opportunities for improving existing experiences.







# The Strategy



# 5. AGO Agritourism Vision & Goals

## Vision

**That our authentic and diverse experiences leverage our unique agricultural excellence and contribute to a thriving region wide visitor economy.**

## Shared Goals

- Agriculture and tourism industries that are connected and aligned,
- A sustainable agritourism sector that contributes to thriving regional communities,
- Thriving local communities that embrace tourism as supporting agriculture,
- Rich, immersive and unique visitor experiences that reflect our region, its people & land,
- Clear measurable outcomes that are shared regularly.





# 6. A Roadmap for Agritourism Growth:

## The Strengths that Connect Us

The insights from our consultation and research can be distilled into three compelling agritourism strengths which provide alignment for all stakeholders for positioning, marketing, investment, product and experience development. They are region wide opportunities but each more closely aligns to one of the sub regions of AGO.

### GOLDEN OUTBACK LIFE

LEAD BY: GASCOYNE MURCHISON

Beyond the outer city limits, Farm & Station Stays in Australia's Golden Outback represents a compelling holiday option for key target audiences visiting the region, and they're already gathering momentum. Opportunities for AGO include:

- Grow the number and quality of the offering across the region, ensuring they include farm engagement with people and/or product
- Support collective marketing of the experiences to grow the region's reputation and the operators
- Grow demand by aligning marketing with the emotional benefits of space, freedom and a taste of farm life
- Compare and contrast farm and city life using authentic, compelling storytelling
- Elevate station and farm stays as a key unique AGO experience offering

### PADDOCK & OCEAN TO PLATE

LEAD BY: ESPERANCE & FITZGERALD COAST

Patience is the key ingredient in growing AGO's Agritourism Eco-System. With around 50 existing on-farm operators and a fledging food and drink scene largely centred around Esperance, opportunities include:

- Identify and celebrate the existing operators, growing the awareness and use of their products across the region
- Nurture & Grow the Eco System: Develop a supporter network of stakeholders across, hospitality, events, catering, LGAs who are procuring and promoting local
- Identify new opportunities in regional hubs that leverage regional grain growing excellence
- Extend to Esperance: Leverage the South West Edge and the neighbouring Agritourism strength to draw visitors further along the Coast.

### IN-GRAINED EXCELLENCE

LEAD BY: THE WHEATBELT

The region's true excellence lays in farming at scale of grains and pulses. 38% of Australia's wheat is produced across the region, mostly for export and the region grows more barley than wheat! Both B2B and B2C consumers are increasingly curious of the provenance and origins of their ingredients and the region already has farmers experimenting with technology and supplying to global consumer brands.

Australia's strength in Agriculture innovation is world renowned. Agribusiness forms one of five strategic pillars of Business Event's Australia's areas of focus for attracting long range events. Incentives, pre/post conference travel, education and study tours are often focused on Australia's ingenuity of farming at scale.

Visitor experiences on farms of the scale found in AGOs are not common globally but could be leveraged for unique regional advantage.



# Golden Outback Life

**Experience a taste of rural life through a network of station & farm stays. Develop an industry collective for marketing that also nurtures product & experience development. Align with other regions experiences to enhance the AGO reputation for unique agritourism.**

Appeals to customers seeking a simpler experience and connection with nature and producers.

Currently: 14 within AGO region (approx 42 rooms across the properties)

Goal: 70 region wide (approx 210 rooms across the properties) by 2030

- Evolve the existing operators to improve quality of accommodation & grow the quality and variety of experiences for guests, aligned with definition of agritourism
- Increase 5 X available room nights from 15,330 to 76,650 per year through new properties and enhanced offering on existing ones
- Support with new collective with seed funding and resources
- Include Farm Stays as well as Station Stays
- Include Station Stays in consumer marketing aligning marketing with the emotional benefits of space, freedom and a taste of farm life; compare and contrast farm and city life using authentic, compelling storytelling
- Elevate station and farm stays as a key unique AGO experience offering
- Support camping at all levels that aligns with core customers
- Support reduced red tape and cost/time savings by developing a unique camping concept. Democratise access to the templates and plans to encourage a network of similar camping offerings across the region. (see swag decks at right)
- Connect Station & Farm Stays with other region highlights including:
  - Wildflower Season
  - Dark Sky/Star gazing
  - Big Art in Wide Open Spaces
- Upskill farmers and staff to deliver star talks
- Support with farm tours and farm talks, night sky star gazing apps & Indigenous experiences
- Leverage AGO Marketing where possible.



Swag Decks, Arkaba Station, South Australia





# Paddock & Ocean to Plate

The origins of food gives food stories a new meaning. Build out, nurture and share the stories of the AGO eco system. Find new growers, connect them with chefs and restaurants, call out local produce on menus and use them in local catering at the council...and it's not just food. Candles, woolen products, soaps from farm grown ingredients, craft...it's all part of the story.

Patience is the key ingredient in growing AGO's Agritourism Eco-System. With around 50 existing on-farm operators and a fledging food and drink scene largely centred around Esperance, opportunities include:

- Look to other regions such as Daylesford (VIC) and the Barossa (SA) for roadmaps of a successful ecosystem
- Identify and celebrate the existing operators, growing the awareness and use of their products across the region (food and non-food)
- Nurture & Grow the Eco System: Develop a supporter network of stakeholders across, hospitality, events, catering, LGAs who are procuring and promoting local
- Identify new opportunities in regional hubs that leverage regional grain growing excellence
- Is there a category you could own aligned to your strength?
  - Pie shops
  - Bakeries
  - Artisan bakeries?
- Food trail & Food events
- Extend to Esperance: Leverage the South West Edge and the neighboring Agritourism strength to draw visitors further along the Coast.





# In-Grained Excellence



Seattle  
Wooden  
Boat Centre



THE CENTER FOR  
WOODEN  
BOATS

# Wine Australia

## Wine Australia

Wine Australia supports a prosperous Australian grape and wine community by investing in research and development (R&D), building the...



[www.stockmanshalloffame.com.au](http://www.stockmanshalloffame.com.au)

## Citrus Centre of Excellence announced in Griffith

By Billy Jupp  
Updated July 4 2022 - 11:16pm, first published April 7 2022 - 5:00am



Turkish Wheat Museum



## 'Federation' wheat

1903: William Farrer begins distribution of 'Federation' wheat

nma.gov.au / Apr 13, 2018



Sourdough Workshop  
Mon, Apr 17, 3:00 PM  
Burnt Honey Bakery • Copacabana, NSW



KANSAS  
WHEAT

Kansas Wheat Innovation Centre, USA  
[www.kswheat.com](http://www.kswheat.com)



# In-Grained Excellence



**The farmers of Australia's Golden Outback feed Australia and the world. Synonymous with Agriculture excellence, the region produces grains, legumes, meats and wool on a scale that matches the landscapes and the skies. The region is innovative, starting to reconnect with its Indigenous land management heritage and facing climate change head on as Australia's centre of excellence for wheat and grain production.**

AGO's goal is to leverage the region's strengths in agriculture to benefit tourism. But what are our strengths?

AGO's excellence in agriculture lies in its efficient production on a mass scale – some of the largest farms in the world are in AGO region, and with more than 45% of the region's land mass dedicated to cropping, there is excellence, scale and farmers who know what they're doing.

Agritourism is not typically applied to scale agriculture, instead applied to the more artisan and experiential end of the spectrum.

Interviews with stakeholders identified that many of the stories and consumer trends fuelling the growth in artisan agritourism are also impacting scale farming:

- Customer (B2B) interest in food provenance, traceability and the origin story of supply and suppliers
- Technology impacting production particularly at scale including GPS use of machinery, driverless tractors
- Life on the land, particularly in remote large scale farms
- Nutrition content
- Farming methods and their sustainability
- Regenerative farming, particularly its feasibility at scale

Many stakeholders indicated they are already welcoming small groups of farmers to show and share their farming practices. Some supplier venues are being used for group meetings. Larger scale restaurants are doubling as meeting venues where there aren't local facilities.

In-Grained excellence is named for the opportunities in the region for:

- Leaning into the region's farming strength in grain, cereal and pulse crops at scale for some significant consumer brands
- Harness the existing agriculture expertise of the grain and cereal marketing cooperatives to connect with global brands who source the cereal products from AGO
- Is there opportunity to use the AGO regional brand for agriculture recognition? Or perhaps a WA one.
- Amplify the grain discovery centre into a National Centre of Excellence for Grain which incorporates the story of scale farming, but also shares the stories of First Nations farmers of seeds and grains.



# In-Grained Excellence



**AGO can explore with stakeholders the theme of excellence in grain and wheat production. The agriculture sector already has a reputation for innovation, excellence and scale production that is of interest and attractive to:**

- Farming communities globally
- Food and Drink producers for themed events targeted at tourism visitors (food festivals) or agriculture visitors (farm shows and field days)
- A National Centre of Excellence in Wheat & Grain production – taking the grain discovery centre concept to a new level
- School and education groups seeking to learn either through interpretation content or practical workshops
- B2B producers seeking the original stories of the ingredients they source
- People seeking greater understanding of Indigenous cultivation and learning of land management practices
- Road trip touring audiences such as caravan and camping visitors keen to learn more about what they see in the landscapes they visit.





# 7. Strategies to Achieve our Vision





# STRATEGY 1: STRONG PARTNERSHIPS

Tourism can play a leadership role in intra and inter industry collaboration to build capabilities, encourage sector awareness and leverage networks for growth.

Achieving our goals will require AGO to partner with a range of stakeholders across existing and new networks. AGO will need to collaborate with representatives and collectives of food, wine, distilling, brewing, agriculture, Government, Indigenous Traditional Owners and the broader community. Most importantly with lean resources and large areas, partnerships will need to be formalised and resourced to ensure commitments are achieved. AGO will provide leadership with the Agriculture sector to nurture agritourism's growing contribution to our regional visitor economies.

1	ACTION
1.1	Align State level Tourism and Agriculture departments on opportunities for agritourism
1.2	Appoint a dedicated sector development resources to AGO to drive Agritourism leadership across stakeholders
1.2	Develop and maintain a stakeholder list and communication/engagement plan of interested parties
1.3	Leverage stakeholders commitment to Agritourism to form a formal intra and inter industry working group lead by AGO
1.4	Convene agritourism forums to share and leverage existing programs across Austrade, State Departments, agriculture, wine, brewing, distilling, education and tourism industries with stakeholder networks, providing the opportunity for further networking and growth
1.5	Convene agriculture, LGA and State agritourism forums to leverage existing understanding of red tape across State Departments, agriculture, wine, brewing, distilling, education and tourism industries.
1.6	Integrate AGO products into local networks such as local restaurants, LGA catering, procurement, Indigenous procurement, ensuring a "buy and use local" approach is incorporated into stakeholder policies.
1.7	Partner with other regions to extend touring routes and grow marketing collectives and leverage their expertise in food, drink and agritourism. Of particular note is Esperance's alignment with Australia's South West
1.8	Incorporate food, drink as a key element in the Destination Management and Development Plans for the region and sub regions. Refence Agritourism and this plan as a key way to support destination and reputation development.
1.9	Partner with education providers such as TAFE to deliver capacity and capability building programs including but not limited to tourism upskilling, digital marketing, understanding agritourism and customer service.
1.10	Partner with Agriculture Marketing Collectives to identify: marketing storytellers with existing farmers, who the region grows and supplies ingredients to, whether there are brand alignments in Agriculture, Innovation occurring in Agriculture that can become tourism stories.
1.11	Formalise an AGO led Agritourism Marketing collective with a foundation membership of Station Stays. Resource from AGO with a view of this becoming a key marketing platform for Agritourism across the region and the State



# STRATEGY 2: AGRITOURISM DIVERSIFICATION DEVELOPMENT

**Collaborate with the Agriculture sector to support farmers and station owners to leverage their strength in agriculture and diversify into tourism, realising the many social and economic benefits**

AGO's farmers come in varying scales. The region is largely a commodity producer of ingredients. For those farmers already diversified, tourism related activities are often non core often delivered with lean resourcing and not always 7 days a week. Tourism provide vital social contact, self esteem growth/validation of self worth, employment for families and spreading the risk of the farm business with other revenue. In addition, the scale and innovation of agriculture in AGO is world class, comparable with only a few other locations across the world. Integrating the agriculture innovation and scale into the tourism story provides a unique point of difference so it's crtiical to support these business to understand the business case for tourism. Tourism is not for everyone either, so finding the right people to diversify is also key.

2	ACTION
2.1	Form a Farmer Diversification Working Group with the Agriculture sector and LGA representatives to grow the number and quality of experiences in the region aligned to the three themes, and address red tape challenges inhibiting growth
2.2	Encourage the development of grant programs to include agritourism to stimulate diversification. Make grants available to support the development of business plans.
2.3	Encourage the development of station stay glamping and camping & associated grant programs to encourage to stimulate diversification
2.4	Work collaboratively with the working group and Traditional Owner representatives to identify and grow Indigenous agriculture, agritourism and tour operators showcasing traditional land uses, practices and bush foods.
2.5	Formalise the business case for Agritourism, specific to AGO farming types and scenarios (eg: scale farming, station stays)
2.6	Work with LGAs to extend existing information sessions for the Agriculture sector. Invite existing operators from AGO and neighbouring regions to share success stories
2.7	Fund mentoring and business development support
2.8	Develop agritourism development program - use existing resources where available. Nurture farmers through opportunity identification, feasibility, suitability to tourism, what's allowable, experience development, business planning, development, launch. Leverage other existing programs
2.9	Work with TWA, Eco Tourism Australia to provide education and training on sustainable business practices and net zero targets
2.10	Partner with education providers such as TAFE to deliver capacity and capability building programs including but not limited to tourism upskilling, digital marketing, understanding agritourism and customer service.
2.11	Identify agriculture and Indigenous grant programs that are relevant to diversification into tourism.



# STRATEGY 3: PRODUCT & EXPERIENCE DEVELOPMENT

**Support our existing operators and the broader food, drink and agritourism sectors to improve, develop and promote high quality products and experiences that are aligned to consumer expectations**

Agritourism is a subset of a thriving food, drink and craft sector and the quality and reputation of a destination's food and drink is becoming an increasingly important factor in destination choice. Growing the depth and breath of AGO's existing operators is an immediate opportunity that has a knock on effect for the entire region. In addition, embracing the broader food and drink sector and bringing them on the journey of building the region's reputation for quality in food and drink as part of its tourism brand is vital to long term agritourism success. Exploring the feasibility of new and exciting hero experiences will take time, and provide for the foundations of existing experiences to be nurtured in parallel.

3	ACTION
3.1	Develop and maintain a stakeholder list of food, drink, hospitality and agritourism operators as well as producers to identify product and experience development opportunities and benchmark the current state ready for growth. Support a membership category & work with local Chambers of Commerce to find key operators who are not aligning with tourism currently.
3.2	Provide guidance to existing and emerging food, drink & agritourism operators on existing services provided by AGO, TWA and other agencies.
3.3	Support access to grants through RDA and Agriculture streams for experience and product development. Support grants for mentoring of existing operators to improve the and extend the quality of existing operators.
3.4	Work with ART/TWA to develop a suite of product and experience development toolkits for agritourism that can be shared across the state
3.5	Identify existing Indigenous Food & Drink operators to extend into food, drink experiences, supply through local operators.
3.6	Identify opportunities for the inclusion of existing agritourism, food and drink operators into existing touring routes
3.7	Nurture industry to align Coastal and Esperence operators with the extension of the Great South West Edge Trail
3.8	Work with sub-regions and operators to build content for existing and new trails
3.9	Work with Stakeholders to identify opportunities for new experiences including: <ul style="list-style-type: none"><li>- feasibility &amp; business case for Swag Deck shared design across station stays in the region</li><li>- feasibility &amp; business case for National Centre of Excellence in ancient and modern grains.</li><li>- feasibility &amp; business case for signature food and drink events in the region centred on the theme of "Ingrained Excellence" , leveraging our agricultural strength in ingredients</li></ul>



# STRATEGY 4: LEVERAGING & GENERATING DEMAND

Increase the awareness of food, drink and agritourism experiences with existing visitors through effective marketing and a focus on the audiences where agritourism is of appeal.

Food and wine is a key motivator for visitors to Australia and with aspirations to grow to an international agritourism destination AGO will elevate its reputation through marketing of its food and drink appeal. Initially, Agritourism will grow through leveraging our key existing audiences to the region. Growing tourism more broadly will have a flow on effect of growing agritourism and the food and drink sectors. Improving the quality and quantity of our marketing assets for agritourism and embedding them in our resources for media, trade and consumers will grow the visibility and desirability of our region and our experiences.

4	ACTION
4.1	Investigate the feasibility of a shared use of the AGO name across Agriculture & Tourism to support a pathway to International marketing that leverages the Agriculture strength
4.2	Work across the region to identify existing hero experiences, producers and storytellers. Develop marketing assets using the resources of the Agritourism collective. Leverage existing marketing programs
4.3	Conduct an audit of existing food, drink and agritourism marketing assets and content, develop new media kits, key messaging, content and share food and drink assets as part of PR, media and influencer programs. Share commissionable experiences with trade and industry in Australia and overseas.
4.4	Integrate food, drink, produce and agritourism into existing marketing programs targeted at the shared consumer. Use Future of Demand work to identify the correlated experiences and create suggested regional itineraries for consumers.
4.5	Develop an existing AGO key events plan across Tourism and Agricutlure. Identifying inclusion of/themed as food and drink. Identify opportunities to include or elevate to include agritourism
4.6	Identify if there are culinary ambassadors who originate (Indigenous and non-Indigenous) to become AGO or TWA ambassadors
4,7	Promote unique Indigenous ingredients, enterprises, agriculture and food producers
4.8	Use influencers to share the stories of the region's produce & ingredients
4.9	Work with TWA to look for opportunities to hero producers, products, experiences and touring routes with media, influencers, domestic and international trade.
4.10	Work with Business Events Perth & Business Events Australia to understand and develop the business case for agribusiness and AGO's agriculture innovation to devleop a business events and incentive market for the region
4.11	Make agritourism experiences more visible and searchable on the AGO & TWA website



# STRATEGY 5: SHARE EVIDENCE & OUTCOMES AS WE PROGRESS

**Align measurement to the broader social value of agritourism. Use primary and secondary research to inform experience development, underpin business cases, and demonstrate progress to stakeholders.**

Regional areas have increasingly higher expectations of tourism and what it can deliver to the fabric of a thriving regional community, and this is especially so for Agritourism. Stakeholders aspire for agritourism to support new employment, circular economy and sustainability aspirations, and social and mental wellbeing of residents, as well as delivering unique and high quality experiences. Agritourism reporting will aggregate existing data from public sources such as the IVS and NVS, consumer demand information Nationally and across the States and Territories on food, drink and Agritourism, as well as finding new ways to track the social and visitor economy contribution it makes to our regions in line with growing ESG responsibilities.

5	ACTION
5.1	Circulate existing and future Tourism Research Australia categories used to define Agritourism along with the data as it comes available. Develop insights to improve usability
5.2	Audit existing research available for agriculture as well as agritourism and make available centrally
5.3	Define the business case for agritourism diversification and share with stakeholders
5.4	Work with stakeholders to define the metrics and protocols around measuring ESG And in particular social value and social impact of agritourism. Start measuring periodically & share with the broader community to demonstrate the sector's impact.
5.5	Benchmark current numbers of operators and conduct a biannual (2 yearly) audit of food, drink and agritourism operators who are members of AGO.
5.6	Conduct an annual audit of member's use of ingredients to support growth in awareness of local producers and products.
5.7	Develop B2B case studies of operators and producers as story teller heros (PDF and video) to showcase existing regional success, designed to help inform product development and mentor new operators



# 8. Evaluating Progress

## OUR VISION

Our authentic and diverse experiences leverage our unique agricultural excellence and contribute to a thriving region wide visitor economy.

## OUR GOALS

CONNECTED & ALIGNED  
AGRICULTURE AND TOURISM  
INDUSTRIES

A SUSTAINABLE AGRITOURISM  
SECTOR THAT CONTRIBUTES TO  
THRIVING REGIONAL  
ECONOMIES

THRIVING LOCAL COMMUNITIES  
THAT EMBRACE TOURISM AS  
SUPPORTING  
AGRICULTURE

RICH, IMMERSIVE AND UNIQUE  
VISITOR EXPERIENCES THAT  
REFLECT OUR REGION,  
ITS PEOPLE AND LAND

CLEAR MEASURABLE OUTCOMES  
THAT ARE SHARED REGULARLY.

## AGRITOURISM STRENGTHS THAT CONNECT US:

GOLDEN OUTBACK LIFE

Paddock & Ocean to Plate

IN-GRAINED EXCELLENCE

## STRATEGIES TO ACHIEVE OUR VISION

1.  
STRONG  
PARTNERSHIPS

2.  
AGRITOURISM  
DIVERSIFICATION  
DEVELOPMENT

3.  
PRODUCT &  
EXPERIENCE  
DEVELOPMENT

4.  
LEVERAGING &  
GENERATING  
DEMAND

5.  
SHARE EVIDENCE,  
INSIGHTS &  
PROGRESS

## HOW WE MEASURE OUR PROGRESS

- Formal Partnership agreements
- Value created/exchanged

- Growth in Agritourism operators (from 56)
- Farmers engaged, forums delivered
- 

- Growth in existing businesses
- Quality of operators
- Employment growth
- Broader food & drink eco system

- Increase in visitors to farm gate, on farm experience & farm stays
- Growth in preference for AGO amongst key audiences
- Growth of food & drink as a driver of demand for AGO

- Defined social value
- IVS & NVS visitation
- Customer profiling
- Clear business case for agritourism investment



# 9. Phases of Implementation





# 10. Appendices

- AGO SWOT Analysis
- Situation Analysis
- References & Further Insights





# AGO Agritourism SWOT Analysis

## Strengths

- Existing strength in Agriculture
- Farmers are innovative, high quality and global leaders
- Large scale farming
- Established drive tourism destination, many touring routes to leverage
- Unique Station Stays working together
- Space, freedom, remoteness
- Proximity to Perth/WA population
- Large farming population
- Unique stories to share, different to other regions
- Brings like minded people together

S

## Weaknesses

- Limited current market
- Low understanding of agritourism
- Small but growing food and drink sector
- Business case for agritourism not clear/strong
- Geographically spread out region
- One story doesn't fit all sub-regions
- Growing producers in agritourism also benefits the locals - access to produce
- Community attitude - not appreciative of tourism
- Distances between experiences makes clustering difficult
- AGO Destination awareness is low for leveraging visitors
- Agriculture brand of the region is driven by bulk production

W

## Threats

- Not your typical agritourism producers
- Neighbouring regions are more established, classic agritourism
- Farmers are doing well
- Other diversification opportunities more appealing
- Biosecurity risks
- Insurance risks
- Development red tape makes timelines longer than expected
- Development overlays require many, often expensive reports
- Access to regional experts in remote locations
- Can experiences develop to world class level?
- 

T

## Opportunities

- Growing producers in agritourism also benefits the locals - restaurant and community access to produce
- Aligning to the broader tourism goals
- Bringing together new networks, such as food alliances and farming groups
- Strategic plan provides confidence that it will be supported in the future
- Unique opportunity in B2B farming tourism and education
- Clear markets the experiences appeal to

O



# Situation Analysis:

Where are we now?





# Existing AGO Agritourism

## TYPES OF AGRITOURISM

In developing this strategy, a review was conducted to identify existing agritourism offerings across the AGO region.

Using the definition of agritourism as defined in the National Agritourism Strategy Framework, a range of operators were identified (refer to Figure 1). Existing core agritourism product is predominantly accommodation, with a selection of farm and station stays with varying levels of experiences offered that connect the visitor with the people and/or product.

In addition to the on-farm accommodation, there were three core experiences identified, including an olive farm, a yabby producer and an immersive working farm experience, plus one winery with a cellar door.

Within the broader agritourism ecosystem, a range of products were identified that are considered to be supporting the agritourism sector, such as food and drink operators that use local ingredients, or markets that could be used to connect visitors to the local produce.

There were further on-farm accommodation operators identified that do not currently offer any experience beyond their accommodation, however they have potential to be developed to a core agritourism product.

## AGRITOURISM ACROSS THE REGIONS

In identifying where the existing agritourism product is located, it is evident that it is clustered within certain areas of the AGO region.

The majority of the farm and station stays and other on-farm accommodation is located through the central Wheatbelt region and up into the Gascoyne Murchison region. The supporting food and drink operators are located in the Esperance region.

There are currently no core, supporting or potential agritourism products within the Kalgoorlie and the Goldfields region.

## Definition:

*"Agritourism is a type of experiential travel which connects people to product or produce, delivered on farming land through a direct "on farm" experience."*



### Figure 1: AGO current agritourism operators

## CORE PRODUCT

## FARM & STATION STAYS

## Mellenbye Station Stay

## Melangata Station Stay

## Gabyon Station

## The Mains Guest House

## Downderry Vineyard

## Mary's Farm Cottages

## Ironbark Farm Stay

## Barking Salmon Farm Stay

## Nallan Station

## Wooleen Station

## Nulla Nulla Farm Retreat

## Nalbarra Station

## EXPERIENCES

## Esperance Farm Experience

## Toapin Rise Farm

## Cambinata Yabbies

## WINERY

## Downderry Wines

## POTENTIAL & SUPPORTING PRODUCT

## POTENTIAL FARM & STATION STAYS

# Telegraph Eco Farm

## Heyscape Tiny Cabins

## Wildflower Haven at Lindum

## Winter Creek Camp

## Jindarring Nature Base Camping

# Rosevale Homestead

## Fraser Range Station

## SUPPORTING FOOD & DRINK

## Lucky Bay Brewing

Esperance Distillery Co

## Beaten Track Brewery

## POTENTIAL SUPPORTING MARKETS

## Merredin Markets

## Nungarin Markets

## Tammin Markets

## POTENTIAL EXPERIENCES

## CBH Wheat Storage and Transfer Depot

## Grain Discovery Centre





# AGO Agritourism Sector

## Leveraging the strength in Agriculture for Agritourism

There are 56 businesses currently considered part of the Agritourism eco-system, which represents 6% of the operators in the region. All tourists to the region who visited farms/farm gates/wineries, distilleries or breweries stayed overnight as day trips are made difficult by distance.

The power of food, drink and wineries to influence visitors has encouraged many regions across Australia to develop food and drink sector plans, some include agritourism as a theme. For vibrant food and drink destinations, farmers provide authenticity to storytelling, enable the origin stories of food to be shared and become collaborators for new products, menus, and more.

AGO's food and drink sector is in its early stages of maturity. For this reason, AGO needs to grow and nurture the eco-system around Agritourism at the same time as growing the core products and experiences themselves.

Unique food and drink offerings are an opportunity to develop new content and share compelling and unique local stories, focused on the region's strengths and newness.

A key part of this strategy is to encourage nurturing of the broader food and drink sector. This means developing, promoting and selling more produce and producers that will help grow the overall destination reputation and attract overnight visitors.

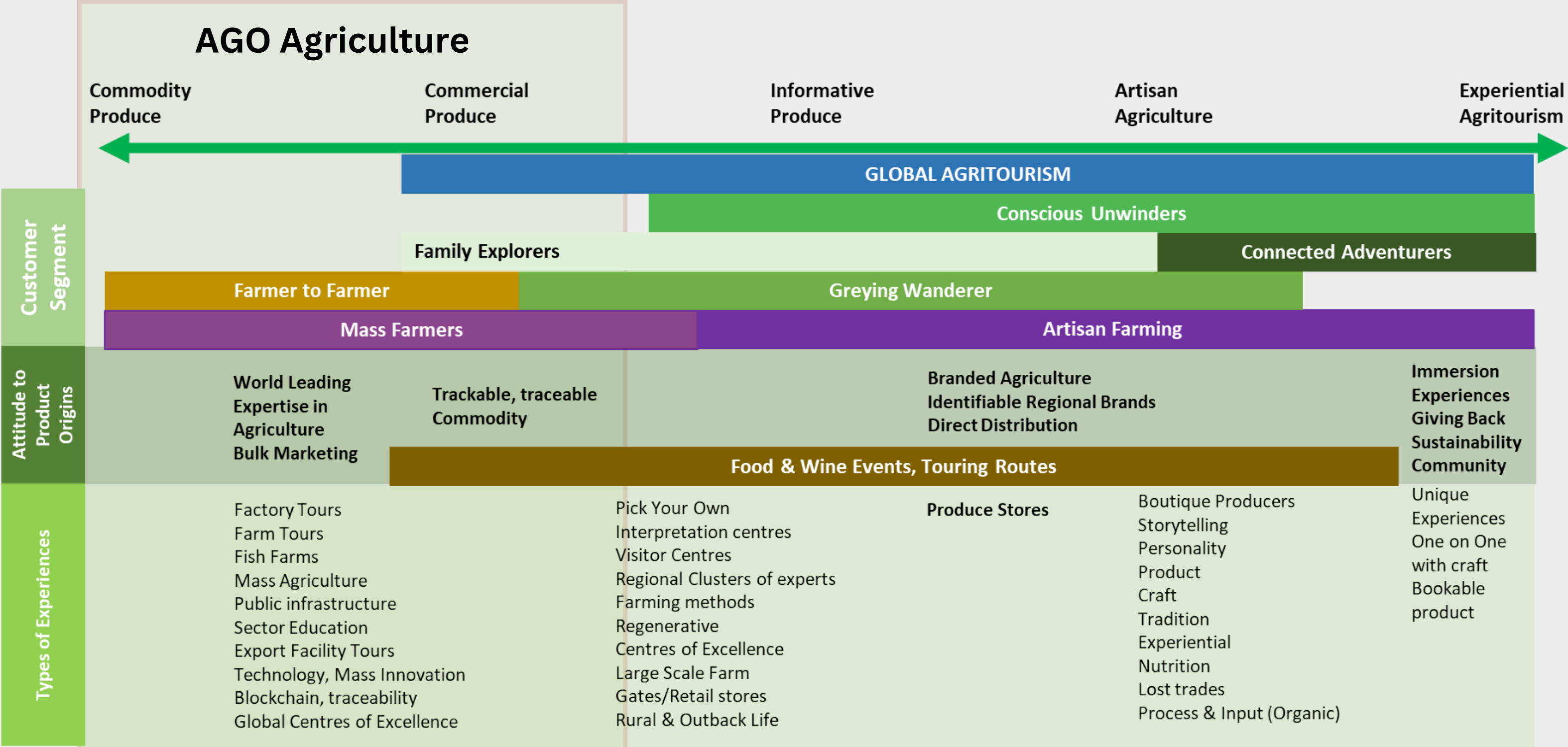


Each sub region will need support to consider its own unique food and wine identity under the master AGO destination brand.



# AGO's Industry is Different to Most

Agritourism is normally made up of many, small artisan producers who preserve craft and culture or food while diversifying their income.



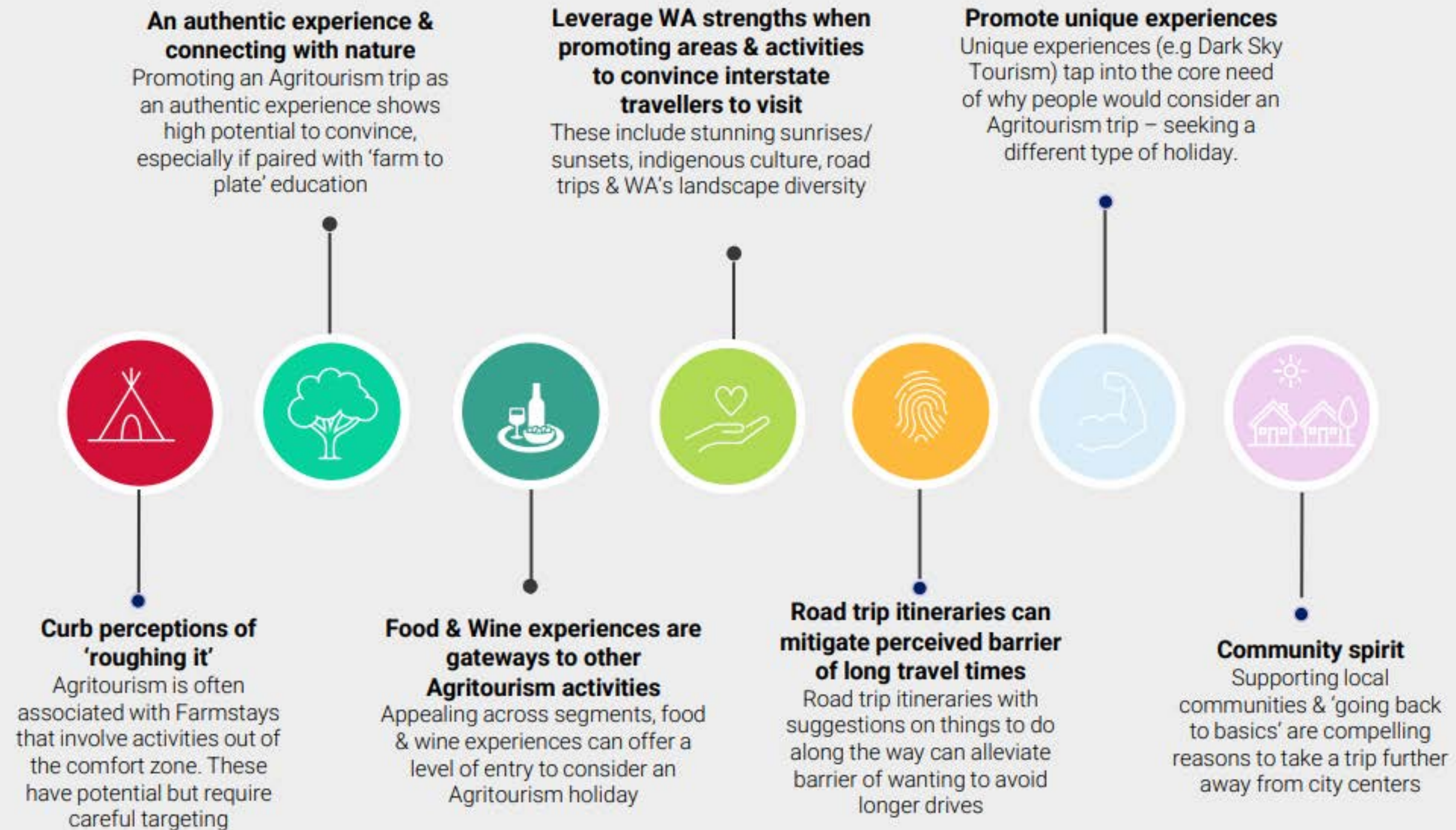


# Audience Alignment: AGO & Agritourism

AGO AUDIENCE SEGMENTS	TOURISM WESTERN AUSTRALIA AGRITOURISM SEGMENTS % of WA's target audience/% Interested in Agritourism	KEY AGRITOURISM PRODUCT OPPORTUNITIES
<p>Premium Nature</p> <p>Premium Adventure holiday in nature exploring untouched wilderness and new experiences. (Average spend per person per night \$332)</p>	<p>Connected Adventurers</p> <p>We are Younger and Working. We are not always a couple but we travel with partners. Seeking unique experiences. age (25-34). They are interested in WA and Agritourism and know a fair bit about it. They are the segment least likely to travel by themselves and enjoy staying in AirBnB's, unique accommodations and experiences, as well as rented houses more so than others (29% / 7.2%) \$288 per day:</p>	<ul style="list-style-type: none"><li>• Really Unique experiences &amp; Glamping</li><li>• Guided farm tours and walks</li><li>• Indigenous experiences</li><li>• Food events, Arts &amp; Culture</li></ul>
<p>Simple Nature</p> <p>A holiday in nature to relax, escape distraction and reconnect to the simple things. Average spend per person per night \$121</p>	<p>Conscious Unwinders</p> <p>Older, semi-retired who enjoy connecting with natural environments, supporting local communities and care about sustainable choices, UPPOINTING LOCAL COMMUNITIES COMPLIMENT A DESIRE FOR INDULGENCE AND RECHARGING IN QUIETER SETTINGS (19% / 6%) (\$257 pper day)</p>	<ul style="list-style-type: none"><li>• Unique experiences</li><li>• Guided farm tours and walks</li><li>• Indigenous experiences</li><li>• Unique Camping, glamping, hosted accommodation, self contained station &amp; farm stays</li><li>• Cooking and learning demonstrations</li><li>• Where food comes from, arts &amp; culture</li><li>• Farmers Markets</li></ul>
<p>Family Time</p> <p>Family holiday on the coast, returning to favourite destinations, relaxing by the beach. (Average spend per person per night \$172)</p>	<p>Family Explorers</p> <p>Agritourism appeals as it is something different, because it inspires them with new ideas and teaches them (and their kids) about where our food is sourced. Seeking NIQUE EXPERIENCES, COMBINED WITH A RANGE OF ACTIVITIES TO REALLY ENJOY THE TRAVEL MOMENT TOGETHER (11% / 8.4%) (\$393 per day)</p>	<ul style="list-style-type: none"><li>• Unique experiences</li><li>• Guided farm tours and walks</li><li>• Indigenous experiences</li><li>• Unique Camping, hosted accommodation, self contained station &amp; farm stays</li><li>• Cooking and learning opportunities</li><li>• Education Experiences</li><li>• Where food comes from</li></ul>
<p>Luxe Culture</p> <p>Luxury escape staying at 4 or 5- star hotels &amp; resorts, focusing on restaurants, shopping and culture. (Average spend per person per night \$230)</p>	<p>Indulgers</p> <p>Younger couples, gravitating to warmer climates, they are easily bored and worry there may not be enough to do to keep them entertained. (24% / 6.2%) (\$249 per person per day)</p>	<p>Not Recommended</p>
	<p>Greying Wanderers</p> <p>They are very interested in Agritourism, although not quite as much as Family Explorers, yet are interested in a wider range of activities than they are, especially local markets, learning about history, hiking indigenous experiences and hands on experiences (cooking, art, dance poetry). Lower SPEND AND BUDGET CONSCIOUS, BUT WANT BOTH SIMPLE AND INTERESTING EXPERIENCES (17% / 7.3%) \$250 per day</p>	<ul style="list-style-type: none"><li>• Unique experiences</li><li>• Guided farm tours and walks</li><li>• Indigenous experiences</li><li>• Unique Camping</li><li>• Cooking and learning opportunities</li><li>• Art, craft, culture, history</li></ul>



# Consumer Insights of Agritourism Experiences





# Alignment with AGO Destination Vision

Australia's Golden Outback **vision** is to be a truly world-class destination where products and experiences connect with the uniqueness and quality of remarkable nature, places and people.

The agritourism strategy has been developed to align with the AGO vision. It seeks to develop quality experiences that unearth and showcase the authentic stories of its people, and the unique outback way of life.

To develop Australia's Golden Outback as a thriving and sustainable tourism industry, strategic goals are defined as:

## A successful tourism destination

Through the development of a thriving visitor economy, workforce and industry.

## Connected to Country

To recognise that the land, the sea, the air, animals, plants and people; are all interconnected through Country, and celebrate and share that.

## Connected to the world

Remoteness and distance from the rest of the world are both deeply appealing to markets and a challenge for them. The region needs to market: physically, digitally, emotionally, and viscerally.

## Connected as an industry

Building connections and collaborating within the industry is essential to our success.



# Agriculture & Tourism Grant Opportunities

Funding Partner	Region	Grant Type	Contact
Mt Burnett Foundation	Esperance Region Regional and Rural WA	Capacity Building \$20,000	<a href="http://www.mtburdettfoundation.org.au">www.mtburdettfoundation.org.au</a>
CBH	Located within a core grain growing community in WA	Community related events \$5,000 Small scale infrastructure projects \$10,000	<a href="http://www.cbh.com.au/community/grass-roots-community-grants">www.cbh.com.au/community/grass-roots-community-grants</a>
Foundation for Rural and Regional Renewal	National. Communities with population under 15,000	Strengthening Rural Communities – small and vital \$10,000	<a href="http://www.frrr.org.au/funding/place/src-small-vital/">www.frrr.org.au/funding/place/src-small-vital/</a>
Foundation for Rural and Regional Renewal	National	Strengthening Rural Communities – rebuilding regional communities’ stream. Up to \$50,000	<a href="http://www.frrr.org.au/funding/place/src-rebuilding-regional-communities/">www.frrr.org.au/funding/place/src-rebuilding-regional-communities/</a>
Department of Infrastructure and Regional Development	National	The Australian Government has committed to establish the new Growing Regions Program to deliver investment in regional infrastructure and community projects. Criteria available mid 2023	<a href="http://www.infrastructure.gov.au/territories-regions-cities/regional-australia/growing-regions-program">www.infrastructure.gov.au/territories-regions-cities/regional-australia/growing-regions-program</a>
Foundation for Rural and Regional Renewal	National. Agricultural Dependent Communities	Drought Resilience. Supporting community leaders, networks and organisations to have stronger capability to undertake strategic drought resilience planning. \$20,000 – \$50,000	<a href="http://www.frrr.org.au/funding/disaster-resilience-and-climate-solutions/impact-program/">www.frrr.org.au/funding/disaster-resilience-and-climate-solutions/impact-program/</a>
Regional Development Australia	WA	May provide support for various projects and proposals	<a href="http://www.rda.gov.au/my-rda/wa">www.rda.gov.au/my-rda/wa</a>
Esperance Ag fund	Esperance Region	Any organization with an initiative that will make a lasting positive difference in the Esperance Shire and meets the guidelines of the Fund is encouraged to apply. \$5,000 – \$50,000	<a href="http://www.esperanceagfund.com/">www.esperanceagfund.com/</a>
Wheatbelt Development Commission	Regional WA	Regional Economic Development Funds. Up to \$250,000	<a href="http://www.wheatbelt.wa.gov.au/working-us/regional-economic-development-scheme/">www.wheatbelt.wa.gov.au/working-us/regional-economic-development-scheme/</a>
Department of Primary Industries and Regional Development	Regional WA	The Department of Primary Industries and Regional Development’s Agribusiness, Food, Trade and Investment team offers a number of funding initiatives to support Western Australian agribusinesses. Funds enable opportunities for upskilling, capacity building, supporting business growth and developing strategies to attract investment, capture export market opportunities, create more jobs and increase capital in Western Australia.	<a href="http://www.agric.wa.gov.au/agribusinessfunds">www.agric.wa.gov.au/agribusinessfunds</a>