



MOUNT BARKER
DISTRICT COUNCIL

MOUNT BARKER AGRITOURISM WORKSHOP

14th September 2022

Connectmountbarker.com.au



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Australian Regional Tourism

Tanya Jarman

Executive Officer, Adelaide Hills Tourism

Andrew Houlihan

Team Leader Planning, Mount Barker District Council

Toby Kline

Lot 100



AGENDA

- **WELCOME**
- **AUSTRALIAN REGIONAL TOURISM** – Boosting regional Australia through Agritourism
- **ADELAIDE HILLS TOURISM** – How to market your tourism experience accommodation offering & utilize available resources
- **MOUNT BARKER DISTRICT COUNCIL**- Dissect the development code and explain how developments are assessed
- **AGRITOURISM- LOT 100**



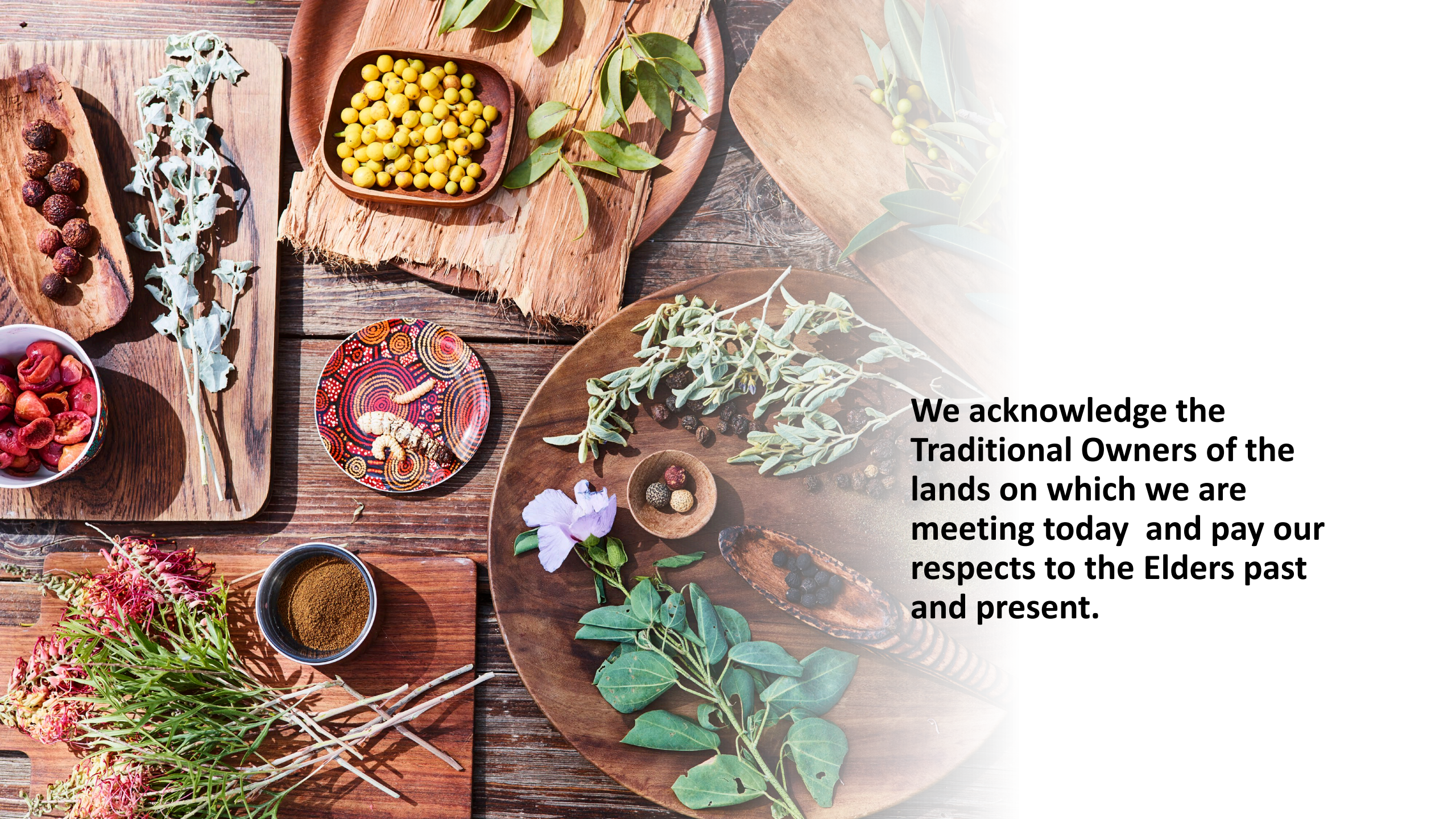
AGRIBUSINESS SUPPORT PROGRAM

- 24-month program
- Quarterly Events
- Support to attend relevant conferences or workshops
- Grant Program in November 2022
- Feedback mechanism to council and RDA
- Supported by the Australian Government



Introducing Agritourism

Dana Ronan



**We acknowledge the
Traditional Owners of the
lands on which we are
meeting today and pay our
respects to the Elders past
and present.**

Background



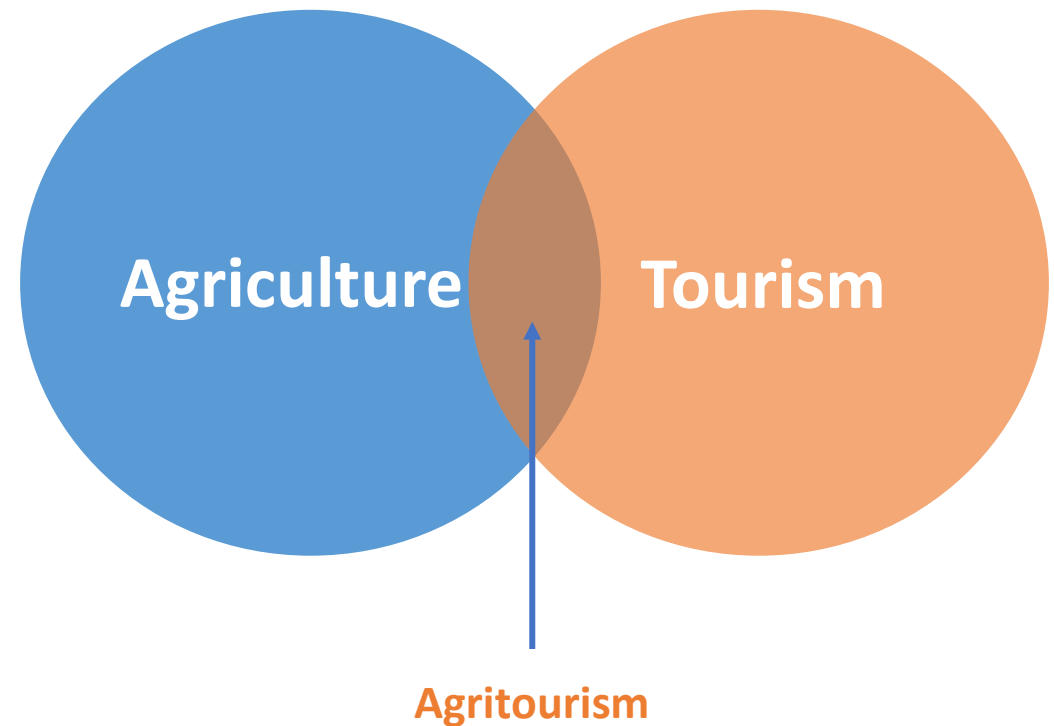
Agritourism Project

- Made possible through Building Better Regions & Airbnb
- Consists of:
 - National Agritourism Strategy Framework
 - Toolkits for Industry and LGAs
 - A Stakeholder Engagement Framework & Approach
 - National Policy Position
- Goals: national alignment and a roadmap for growth



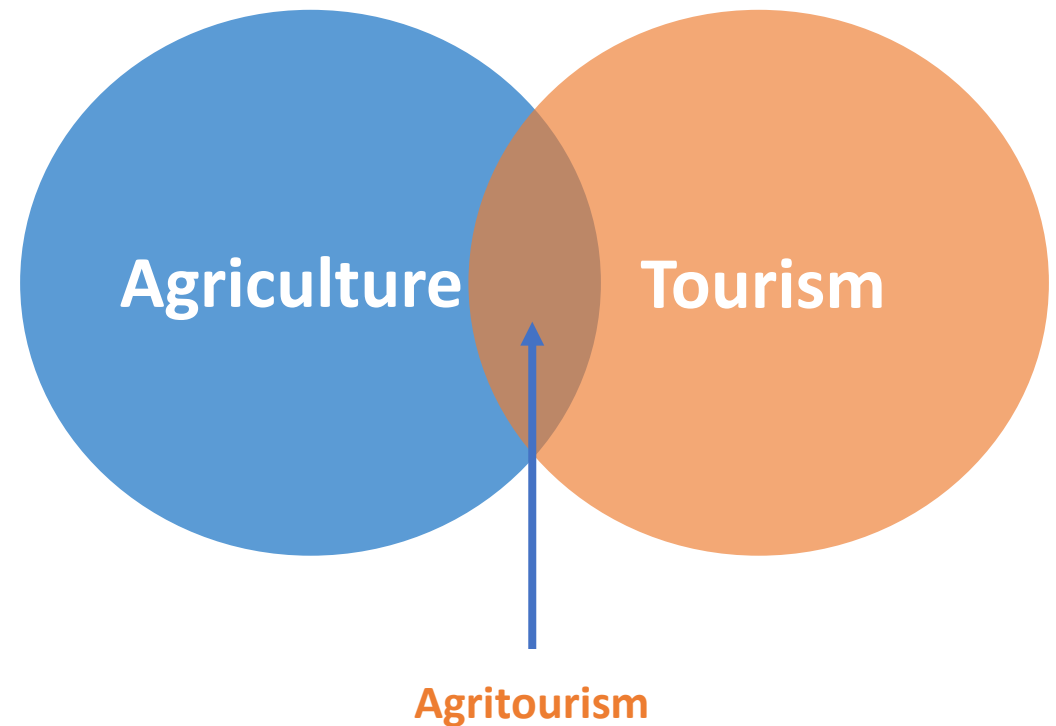
What is Agritourism?

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



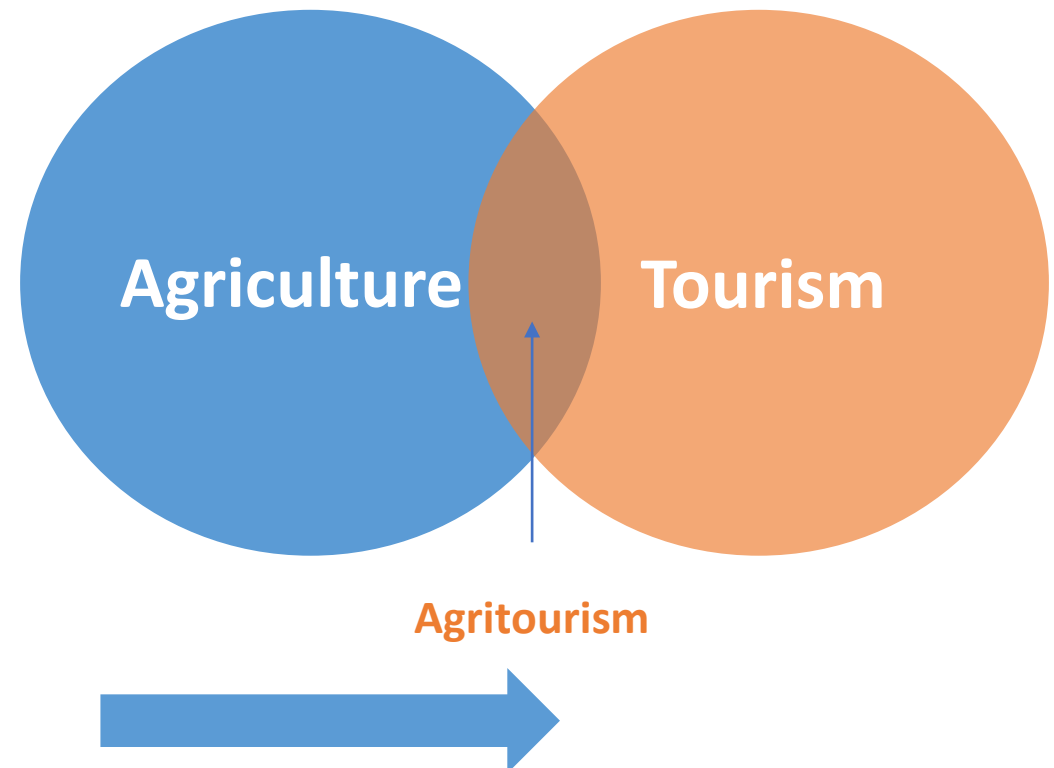
What is Agritourism?

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



What is Agritourism?

Agriculture (Farmers) diversify into tourism, not the other way round.



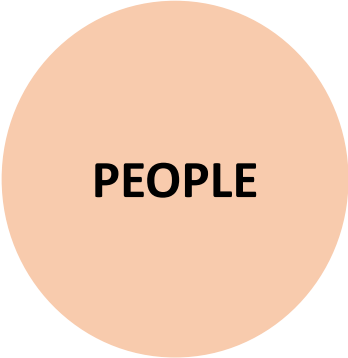
Focus on Food & Drink

- Strong alignment with Food & Drink
- Non food includes wool, horticulture, skin & beauty products, wood, metal, bees
- Extension into provenance & storytelling (product, process, people)
- Itineraries including farm visits (Food/Product) valued at \$6B in 2019
- Winery tourism \$10B in 2019
- Farm visits forecast to grow to \$18B by 2030 (CSIRO)
- Growing Indigenous Bushfoods Bush Medicine agritourism

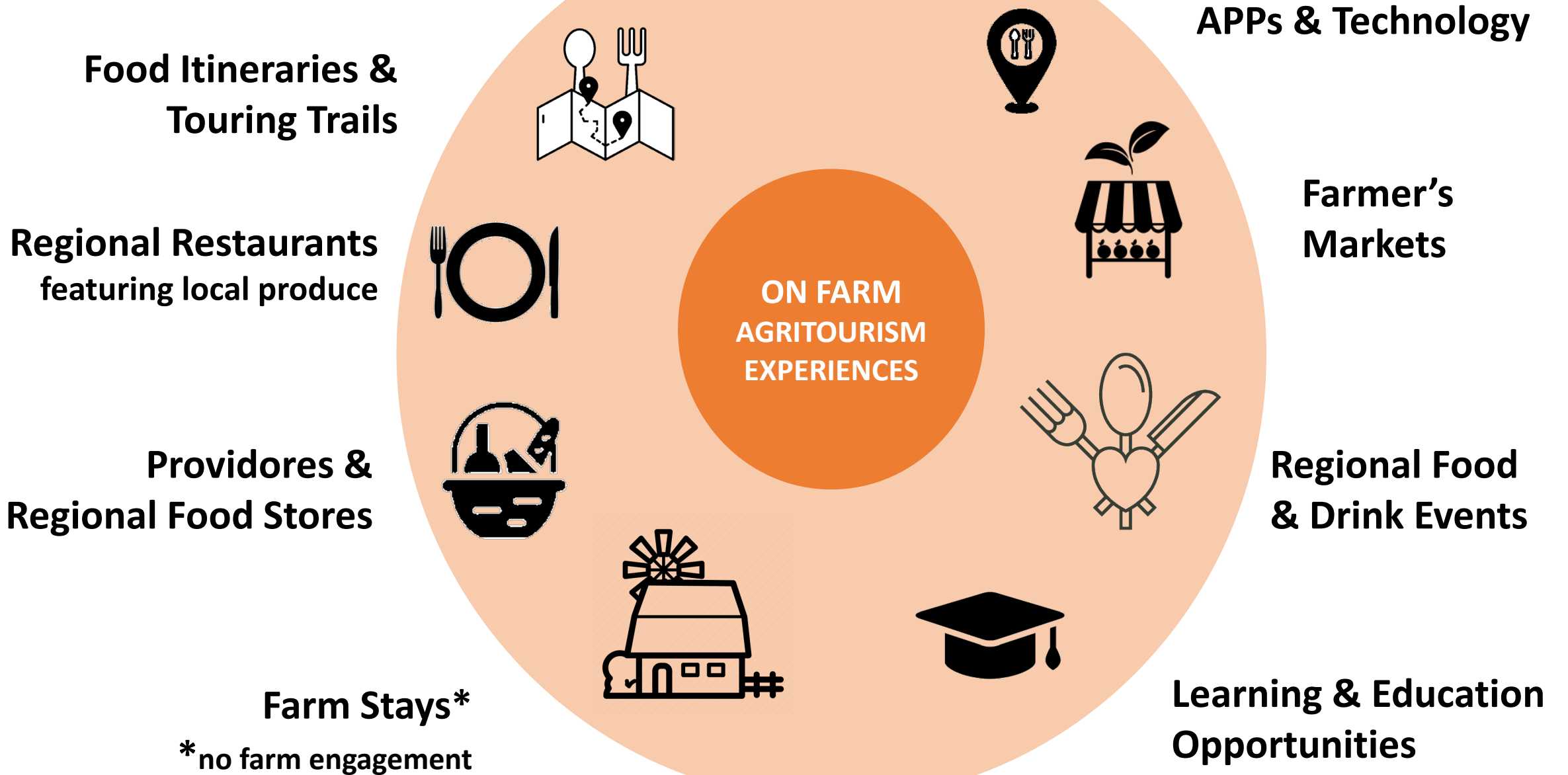


Farmer's
Markets

CORE AGRITOURISM



**SUCCESS INCLUDES BROADER
FOOD TOURISM SUPPORTERS**



Agritourism – it's global



**Alignment between Australia's
Agriculture Export Markets & our
Tourism Inbound Markets**

Examples

What does it look like in practice?



Grandvewe



Grandvewe



HARTSHORN

SHEEP WHEY
DISTILLERY



VAPOUR
INFUSED
NATIVE
AUSTRALIAN
BOTANICALS



WORLD'S
BEST
VODKA
2018



Grandvewe





Grandvewe

EXPERIENCE 1 Tasting Teaser

Price is \$15 per person, children under 12 complimentary

Allocate 20 minutes

Enjoy a sheep cheese and sheep whey spirit tasting at our tasting bench, guided by a Tasting House team member. You will have the time to taste, chat and learn anything you would like about the sheep, production, and simply the essence of this family owned and run business.



EXPERIENCE 2 The Spirited Alchemist

Price is \$150 per person (includes your own 500ml bottle of gin)

Suitable for groups 2-12. Allocate 1 hour

This is a sensory heavenly experience for gin enthusiasts. You will be looked after by a Tasting House team member who will guide you through the mixology process of creating a balanced gin in the style of your choice. Whether your favourite profile is a classic London Dry, Old Tom or an aromatic Botanical gin, you will delight in smelling, tasting, then mixing our botanical spirits to create your own unique gin to bottle, wax and then personalise in the Hartshorn style.



EXPERIENCE 3 The Old World Butter Experience

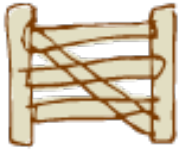
Price is \$80 per person (includes your own butter to take away)

Suitable for groups 2-12. Allocate 1 hour

Try your hand at milking our very own metal "Shirl the sheep". Then a Tasting house team member will guide you through the process of making your own butter from cream the old fashioned way before electricity was invented, transporting you back in time to when dairy was real and you worked hard for every gram. Churn your very own butter, wash and process it and wrap it ready to take home with you and share with friends.



Daylesford Macedon Ranges



Daylesford Macedon
produce



DAYLESFORD
life
MACEDON

Hepburn
SHIRE COUNCIL

Artisan
Agriculture
Project

- Food trails
- Farmers Markets
- Cooking events
- Harvest festivals
- Tour Operators

LAKE HOUSE
DAYLESFORD
HOTEL . RESTAURANT . SPA

Savandula
SWISS ITALIAN FARM



What can you expect
on the Agritourism journey?



The Journey

- Is what you're diversifying into tourism?
- Consider if tourism is for you
- Engage often and early with your stakeholders
- Engage with Traditional Owners
- The journey could take a while
- Befriend your local council – planning is the most significant step of tourism diversification
- Talk to others who have been through it
- Spend time upfront considering not just what, but how and **why** you do what you do



The Rewards?

- Economic – income & employment, but it does take time
- Philosophical – rethink your craft, methods, values
- Social – new and varied people visiting your farm, plus new community collaborations and mixing with a new circle
- Cultural – Old and New – reconnecting with your stories with the land and with Traditional Owners

National Agritourism Conference

Ballarat, 13th October, 2022



**Adelaide
Hills**

WELCOME

Adelaide Hills Tourism

- Marketing
- Experience & supply development
- Industry support & collaboration
- Supporting leisure & business events



Our team

Our board



Tanya Jarman
Executive Officer



Martin Radcliffe
Chair



David Waters
(Funding Partner)



Damian McArdle



Sarah Carlson



Lachlan Swan
Social Media & Content



James Sellers
Deputy Chair



Marc Voortman
(Funding Partner)



Kylie Roberts



Damien Cooke



Trudy Dickson
Treasurer



Piers Brissenden



\$245M by 2025

Bridgewater Mill, Bridgewater



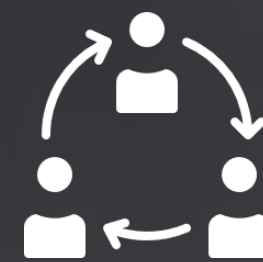
Ukaria Concert Hall, Mt Barker



Cladich Pavilions, Aldgate



184K overnight visitors
2 nights average stay



800 tourism businesses
1400 direct jobs



50 annual events

Our areas of focus

- Wellness tourism, Sustainable tourism, **Agri-tourism**
- Digital engagement
- Adelaide Hills Brand
- Skills development

What we are seeing across the sector

- Booking lead time has got shorter
- Consumers are hungry for “real” experiences...celebrating provenance
- Covid has impacted many areas in terms of consumer demand and booking channels.



Where do I start?

- Like the agriculture sector, there is a travel distribution chain which is a well-oiled machine!
- AND consumer booking patterns change, just like purchase habits for primary industry products
- Pivoting to tourism means being smart with your time and realistic with income expectations.....



Where do I start?

- Who will I be targeting? Locals, Interstate, International
- What is the price point?
- How much time am I willing to dedicate to a tourism business?
- What skill set do I have or do I need?
- How will customers book? Do I need to pay commission?

Resources are available through

- - Adelaide Hills Tourism (AHT), South Australian Tourism Commission (SATC), TICSA (Tourism Industry council of South Australia), Adelaide Hills Wine Region (AHWR).
- Please engage with us early with your ideas. We can then facilitate introductions and expertise connections to get you going!



Australian Tourism Data Warehouse



AUSTRALIA'S SMARTEST TOURISM DESTINATION



Get Social!

- 55,000 Instagram followers
- 27,000 Facebook followers
- Tag us #visitadelaidehills.com.au and #southaustralia
- Send us your content in Portrait
- Keep video reels under 20 seconds





FEATURED

The Five Icons of Winter in the Adelaide Hills

Settle in by the fire with a glass of red, tuck into a plate of hearty German fare in Hahndorf or soak in an outdoor tub overlooking the misty hills. The magic of winter has arrived in the Adelaide Hills, so embrace the best of the season with these local tips.



Get back to the land in the Adelaide Hills
MARCH 2022



Wine Without the Wheels!
FEBRUARY 2022



Discover a day of 'wine and bridles' – the new must-do experience in the Adelaide Hills
JANUARY 2022



Group Accommodation in the Adelaide Hills
JANUARY 2022



Sustainable, Eco, Organic, Biodynamic and Natural Winemakers in the Adelaide Hills
DECEMBER 2021



Wellness in the Adelaide Hills
NOVEMBER 2021



Piccadilly Wine Trail
JULY 2021



Garden Nurseries of the Adelaide Hills
MAY 2021

We are already sharing stories about the land

Get Back to the Land

Published
31 January 2022

FOOD AND WINE SUSTAINABILITY AGRITOURISM

It's all about food, farms and fun in the Adelaide Hills, one of Australia's premium growing regions!



Green Hills, South Para

The region is a gourmet producer through and through. Many of its most fertile blocks have been in the same families for generations, some dating back to when the women of [Onkaparinga Valley](#) carried their baskets of fresh produce 35km from the villages to the markets of the young capital. They've resisted 'factory farming' methods and there's been precious little consolidation of holdings. Even in the modern world of wine, the great majority of Hills wineries are family-run businesses raising premium fruit on tiny parcels.

Upshot? This is an intimate region that retains its beauty, its traditions and its standards. So if you want to meet the grower, see the farming process or shrink the miles from paddock to plate, it might be time to reach into Adelaide's gourmet hamper and indulge a little...

Take your pick...

Strawberries

[Beerenberg](#) means 'Berry Hill' in German – a nod by the Paech family to their Prussian forebears who settled in Hahndorf to farm in 1839. Plump red straws are ripe for the picking November to April. [Green Valley Strawberries](#) in Nairne serves up its fruit in blitzes, bowls and a proper 'thick shake' in their charming onsite cafe.

Cherries

Warm days and cool nights help make the Adelaide Hills one of Australia's prime cherry growing regions. Download the map from [Cherries SA](#) and discover two dozen growers: most offer shed door sales, and half of them invite you to get among the cherry trees with a punnet or two (or three). Cherries are in season from December to mid-January.

Pears

Pick your own pears at [Paracombe](#) – and be sure to try a glass of perry. Never heard of perry? See below...

Figs

Beautiful Glen Ewin Estate in Houghton (established 1843) invites visitors to get jiggy with their figs[[freshfigs.com.au/](#)] in late autumn. As well as five varieties of figs, they have a pop-up bar among the canopies serving wine for thirsty pickers.

Apples

Lenswood has been Adelaide's apple capital since the 1800s. [Harrisville Orchards](#) hosts a Grab a Gala weekend in February and Pick a Pink Lady weekend in May – your chance to taste an apple straight off the tree!





Piccadilly Wine Trail

Details

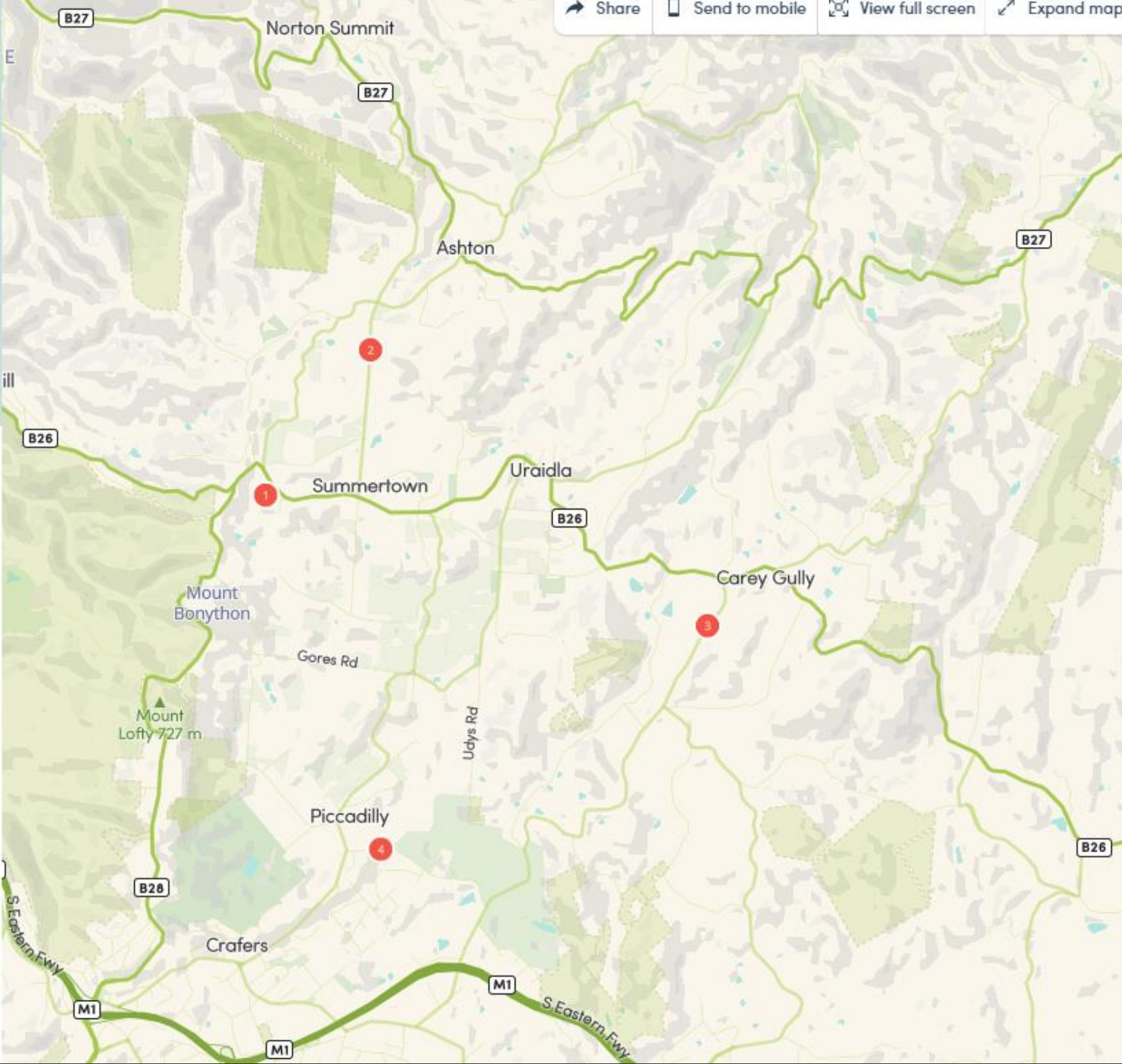
Curated selection of points

Discover the Piccadilly wine sub-region of the Adelaide Hills

Visit these four iconic Piccadilly Valley wineries, purchase a bottle from each and collect a stamp to receive a complimentary set of two Riedel Pinot glasses.

Take this trip

- Email
- Send to mobile
- Download / Print



New Visitor Guide

ADELAIDE HILLS



A WORLD AWAY

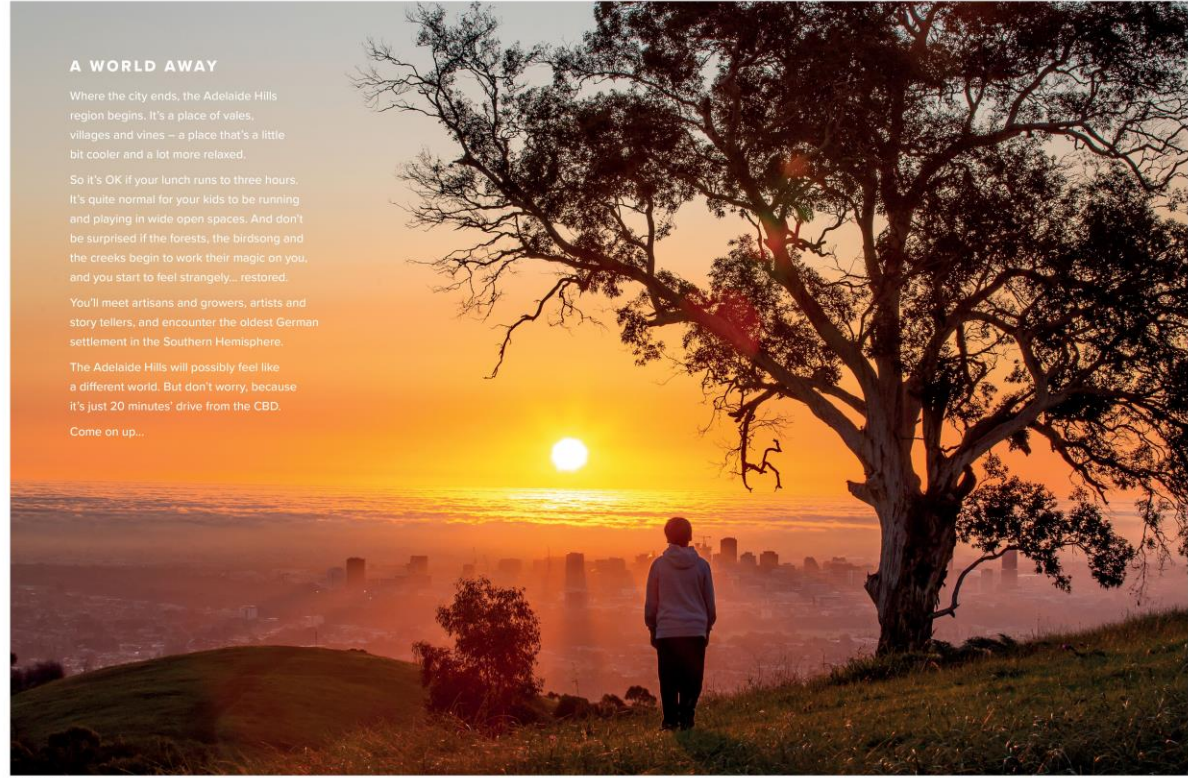
Where the city ends, the Adelaide Hills region begins. It's a place of vales, villages and vines – a place that's a little bit cooler and a lot more relaxed.

So it's OK if your lunch runs to three hours. It's quite normal for your kids to be running and playing in wide open spaces. And don't be surprised if the forests, the brooding and the creeks begin to work their magic on you, and you start to feel strangely...restored.

You'll meet artisans and growers, artists and story tellers, and encounter the oldest German settlement in the Southern Hemisphere.

The Adelaide Hills will possibly feel like a different world. But don't worry, because it's just 20 minutes' drive from the CBD.

Come on up...



Michael O'Rourke

EAT

WELCOME TO THE LAND OF THE LONG LUNCH



Vine and dine

CELLAR DOORS SERVING UP THE QUINTESSENTIAL LONG LUNCH

Anderson Hill, Lenwood: Relax atop a vineyard and enjoy a wood-fired pizza and platter lunch while sipping Anderson Hill wines.

Barriers Block, Woodside: Graze on wood-fired pizzas and platters while sipping on the sun-drenched lavas of Barriers Block. In winter, the fire pits keep everyone toasty!

Golding Wines, Lobethal: Inspired by its garden setting, Golding's Gippsio Restaurant hosts two set menus bursting with seasonal produce.

Longview Vineyard, Macclintock: Enjoy a set menu of antipasto and house-made pasta after tasting wine in the rustic cellar door overlooking rolling vineyards.

Mc Ben, Gumeracha: Enjoy home-cooked fare, share plates or pizzas on weekends, served in the lush garden or on the verandah.

Sidewood Estate, Hahndorf: Surrounded by gardens and greenery, Sidewood serves modern Australian cuisine in a cafe or as a weekend set menu. The contemporary venue has an outdoor deck, cabana and a petanque court.

German cuisine

PROST!

German Arms Hotel, Hahndorf: This 1839 pub has plenty of pub grub and a menu featuring slow-cooked pork hock, goulash, veal and cabbage rolls.

German Spoon, Hahndorf: Serving authentic German pork sausages, schnitzels, chargrill meats, seafood and fresh salad, the German Spoon is one of Hahndorf's Main Street diners.

Hahndorf Inn, Hahndorf: Known for its Bavarian cuisine and metre-long hotdogs, the Heritage-listed Hahndorf Inn invites you to sip a stein in the traditional Bierhall then dine in the restaurant.

The Haas, Hahndorf: This contemporary space pays proper homage to German heritage, with meals of original Bavarian recipes, a nod to St Hansa Meyer on display and of course a menu featuring all the classics.

Barriers Block, Woodside

FAMILIES

STREAM TRAINS, A GIANT ROCKING HORSE, CUDDLY KOALAS, A CHOCOLATE FACTORY, FERRY GARDEN AND WIDE-OPEN PLAY SPACES. IS THIS KID HEAVEN?



Apple Orchard in Lenwood



Clarend Wildlife Park, Cudlee



Ys Old Rectory & Cafe, Hahndorf



Woodhouse Activity Centre, Pinnacly

For the little 'uns

Hahndorf Farm Barn, Hahndorf: Interact with a variety of farm and exotic animals – cuddle and feed baby animals, see a milking demonstration or reptile show, take a ride on a pony or tractor.

Main Street, Hahndorf: This family favourite has mini golf, sweet shops, ice creameries, The Fairy Garden and shop, Hahndorf Centre & Play Cafe and The Kates of Hahndorf cat cafe.

The Toy Factory and The Big Rocking Horse, Gumeracha: Climb the world's biggest rocking horse, feed the animals in the wildlife park, and discover an incredible range of toys, games and puzzles made on site.

The Toy Factory and The Big Rocking Horse, Gumeracha: Climb the world's biggest rocking horse, feed the animals in the wildlife park, and discover an incredible range of toys, games and puzzles made on site.

Action distractions

Adventure playgrounds: Let them loose in the play spaces of Balfat National Park and Moravia Conservation Park.

Amy Gilbert Pathway, Guldahook to Mount Torrens: This charming, easy-to-ride trail is perfect for families. There's a very cool BMX track en route in Woodside.

Horsing around: The region offers plenty of equine activities depending on age and experience, from pony rides, pony games and trail rides through to riding schools of the highest calibre.

Trails, Nature Forest: Look out for the new adventure course in Kulufo Forest (see advertisement page 59).

PICK A PUNNET

Meadow strawberry patches lined with juicy berries in the warmer months at **Beerenberg Farm**. Year-round, visit the new Farm Cafe and Shop to stock up on preserves and enjoy a spot of afternoon tea. See advertisement page 25.

Animal magic

Clarend Wildlife Park, Cudlee: It's not only big and beautiful, this much-loved wildlife park has plenty of up-close interactions.



Hahndorf Farm Barn, Hahndorf

FAMILY-FRIENDLY

Endless screen-free outdoor fun awaits at **Woodhouse Activity Centre** in Pinnacly with day adventures and overnight stays on a 54-hectare natural wonderland. See advertisement page 17.

NATURE & OUTDOORS

WALK TO THE SUMMITS, CYCLE INTO THE VALLEYS, HORSE RIDE THROUGH THE FORESTS



Haydon Trail, Bridgewater



Mount Lofy Summit, Guldahook, Cudlee



Mc Liffy Mountain Biking



Adelaide Conservation Park, Woodside

Walking

Waterfall Gully to Mount Lofy Summit: It's a steep, 3.8-kilometre hike passing waterfalls, gorges and lush fern gullies. At the 710-metre summit you'll be rewarded with spectacular views and a café. The trail from Cudlee to Mount Lofy Summit is a gentler alternative or follow the recently opened and very accessible **Break Trail** ring route from Clarend to Mt Lofy.

The 22-kilometre Pioneer Women's Trail between Venon and Beaumont follows country roads, laneways and bush tracks through Bridgewater, Stirling and Cudlee. The trail honours the early-hahndorf settlers who regularly walked the trail to sell their produce in Adelaide.

South Australia's 200-kilometre Haydon Trail runs through the Adelaide Hills, taking in Myer, Hahndorf, Mount George, Pinnacly (including Mount Lofy, Blenheim Gardens), Clarend Conservation Park, Norton Summit, Moravia and Moriacca Conservation Parks, Cudlee Creek, Chain of Ponds, and Mount Crawford Forest.

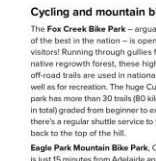
Other popular walking options include the 5.4-kilometre **Yarebilla Trail**, **Moravia Conservation Park's** many trails including those featuring waterfalls, and **Mount Lofy Botanic Garden** with guided walks and a number of trails.

The Amy Gilbert Pathway runs along an old railway corridor between Guldahook and Mount Torrens. The 13-kilometre pathway is illuminated and relatively flat, making it popular with leisure cyclists and families. It's also designed for walkers and horse riders.

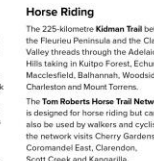
The Mawson Trail runs nearly 900 kilometres from the Adelaide Hills to the Endless Ranges. It traverses the northern Adelaide Hills along back roads, forest tracks and single-track runs. Several trails and boardwalks suitable for walkers and cyclists wind around **Laratinga Wetlands** near Mount Barker.



Woodford Study, Clarend Conservation Park

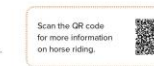


Clarend Conservation Park

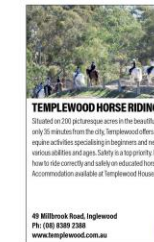


TEMPLEWOOD HORSE RIDING CENTRE

Established in 2007, Templewood Horse Riding Centre is a 100-hectare natural wonderland offering a range of equine activities including trail rides and arena shows of various equestrian disciplines. Family-friendly day boarding is also available on select horses and ponies. Accommodation available at Templewood House.



Scan the QR code for more information on horse riding.



When you get home.....

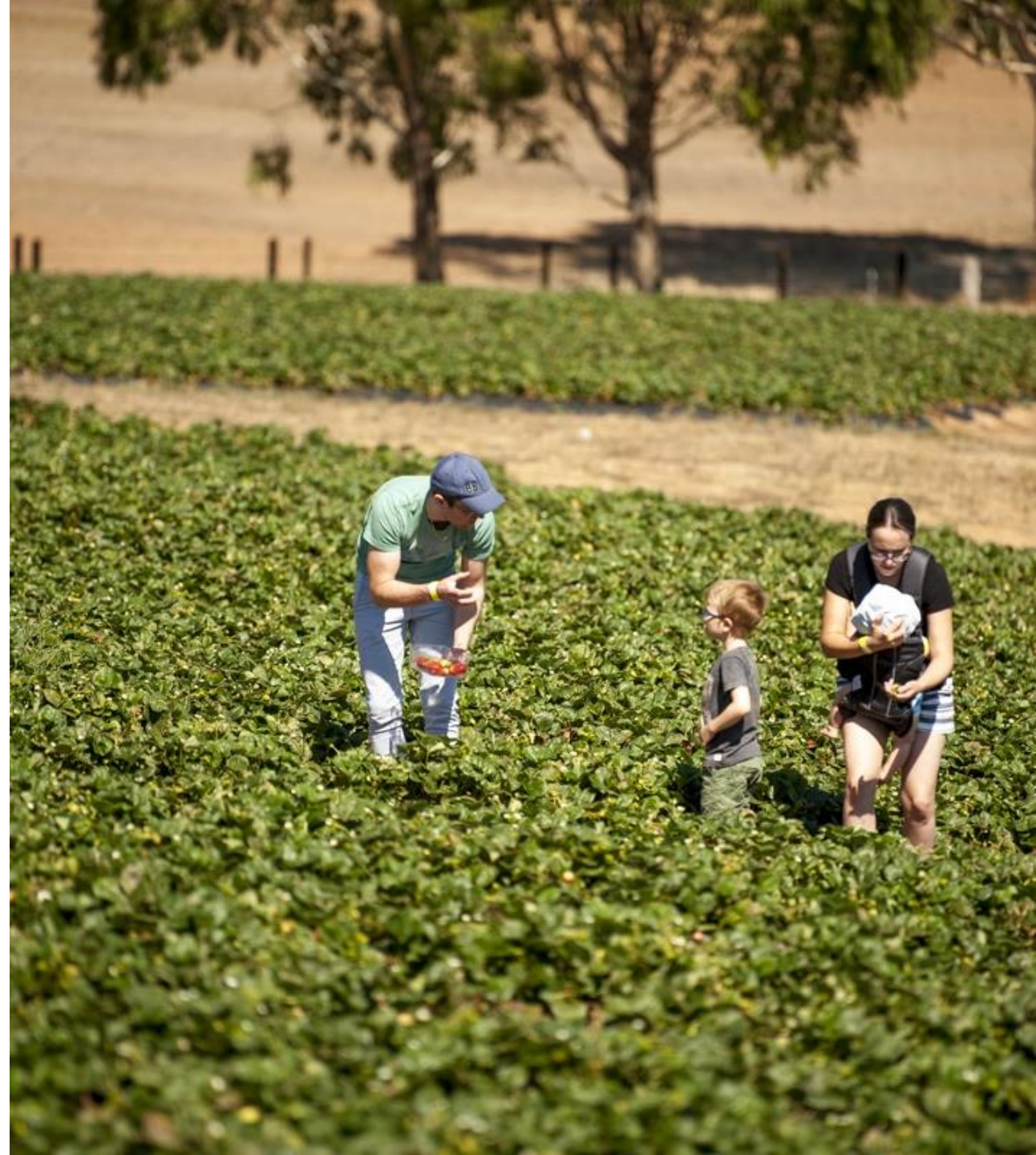
- Join our facebook industry page – “Adelaide Hills Tourism Industry Network”
- Register for our monthly tourism e-newsletter
- Look at www.visitadelaidehills.com.au and see the region through the eyes of a visitor

MOUNT BARKER DISTRICT COUNCIL

Andrew Houlihan

Team Leader of Planning, MBDC

Council planning and assessment process. Advice and policy considerations, especially in consideration of primary production zoned land.



PLANNING & DEVELOPMENT

- Planning Reform (March 2021)
- New State Wide Planning & Design Code
- Online Planning Portal & Mapping
- Rural Areas DPA - Planning foundation
- Code Amendments
- Environment and Food Production Areas



A promotional banner for PlanSA. The top section features the text 'SOUTH AUSTRALIA'S NEW PLANNING SYSTEM IS NOW LIVE' in a bold, sans-serif font, with the PlanSA logo to the right. Below this, a light blue bar contains the website address 'www.plan.sa.gov.au'. The central image shows a man and a woman walking on a sidewalk decorated with colorful geometric patterns. The bottom section is a dark grey bar containing contact information: 'PlanSA@sa.gov.au' and 'PlanSA Service Desk 1800 752 664'. On the right side of this bar are the logos for the State Planning Commission and the Government of South Australia, along with a QR code.

SOUTH AUSTRALIA'S
NEW PLANNING
SYSTEM IS NOW LIVE

PlanSA

Find out more at www.plan.sa.gov.au

PlanSA@sa.gov.au
PlanSA Service Desk 1800 752 664

STATE
PLANNING
COMMISSION

Government of South Australia
Attorney-General's Department

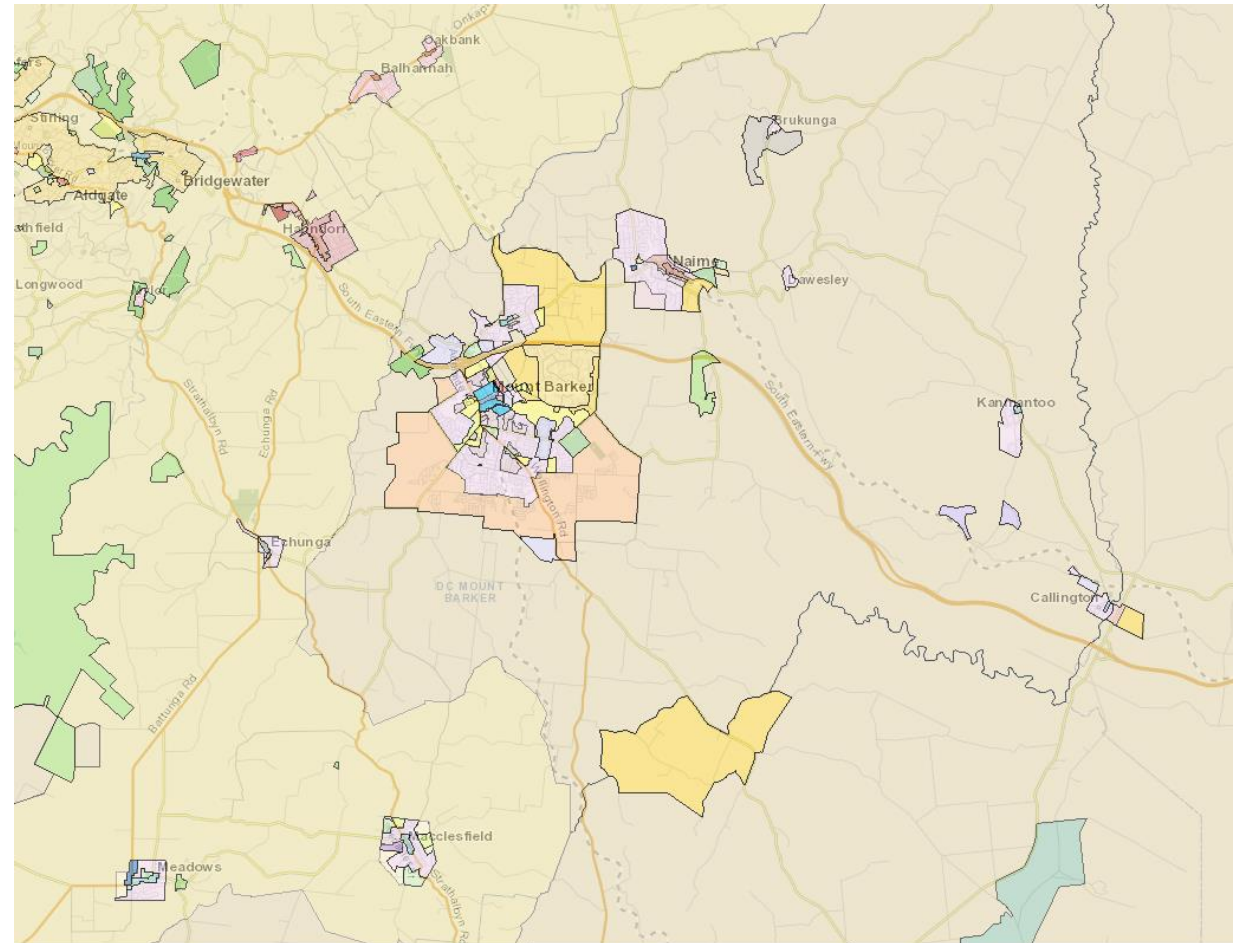


POLICY DIRECTION

- Rural Zone and Productive Rural Landscape Zone
- Value adding & diversification
- Maintaining and enhancing primary production
- Authentic visitor experience
- Adaptive reuse
- Natural and rural character amenity

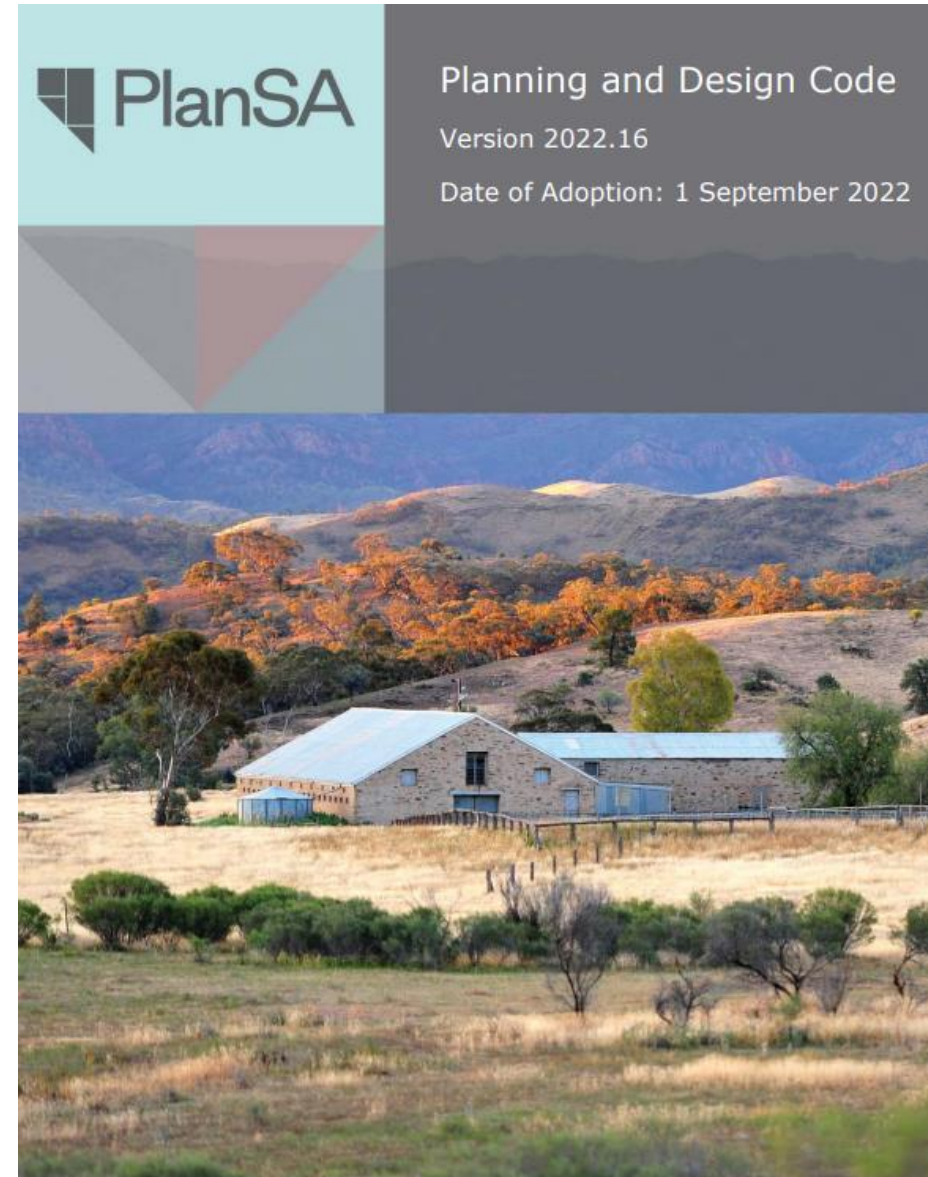
Desired Outcome

| | |
|------|--|
| DO 1 | A zone supporting the economic prosperity of <u>South</u> Australia primarily through the production, processing, storage and distribution of primary produce, forestry and the generation of energy from renewable sources. |
| DO 2 | A zone supporting diversification of existing businesses that promote value-adding such as <u>industry</u> , storage and warehousing activities, the sale and consumption of primary produce, tourist development and accommodation. |



DEVELOPMENT ASSESSMENT

- Process – Timeframes, Public Notification – Statutory Referrals
- Constraints – Bushfire, Flooding, Linking to land use, Scale, traffic, wastewater, Interface between land uses
- Movements – Tourism, Industry, Airbnb, Tiny House
- Tell your story
- Professional Assistance



PLANNING SERVICES

- 6 Planners
- Navigation of the planning system and building successful outcomes
- Engage early
- Pre-lodgement Agreements with referral agencies
- Duty Planner – Person to Person
- We want to hear your story



LOT 100

HAY VALLEY

Toby Kline

The shared experience of a successful operator. Their journey at Lot 100 and how they have developed this primary production zoned land into a world class visitor destination underpinned by its connection to the property and sustainability vision.



LOT.100
HAY VALLEY



Hills
Cider



Ashton
Valley
FRESH

VNT
LPR

GRANT PROGRAM

- Grant program will launch in November 2022, closing date of January 2023
- \$65,000 grant pool available
- Support projects of agribusiness to test, trial and experiment with new ideas
- Objective is to increase productivity, diversify revenue streams, support new initiatives
- Further details and eligibility will be announced





QUESTIONS?

