



QUEENSLAND
FARMERS'
FEDERATION



Destination 2045: Queensland's Tourism
Future (discussion paper)
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This submission is provided to:

Department of Environment, Tourism, Science and Innovation
Queensland Government
Via email: destination2045@dtis.qld.gov.au

Our members

- Canegrowers
- Cotton Australia
- Queensland Fruit & Vegetable Growers
- Nursery & Garden Industry Queensland
- eastAUSmilk
- Australian Cane Farmers Association
- Queensland United Egg Producers
- Turf Queensland
- Pork Queensland
- Bundaberg Regional Irrigators Group
- Burdekin River Irrigation Area
- Central Downs Irrigators Ltd
- Fairburn Irrigation Network
- Mallowa Irrigation
- Pioneer Valley Water Co-operative Ltd
- Theodore Water Pty Ltd
- Eton Irrigation
- Lockyer Valley Water Users

About the Queensland Farmers' Federation



The Queensland Farmers' Federation (QFF) is the united voice of agriculture in Queensland.

Our members are agricultural peak bodies who collectively represent more than 13,000 farmers who produce food, fibre and foliage across the state.

QFF's peak body members come together to develop policy and lead projects on the key issues that are important to their farmer members and the Queensland agriculture sector.

Together, we form a strong, unified voice leveraging our effectiveness by working together to drive policy and initiatives that support a strong future for Queensland agriculture.

Submission

QFF congratulates the Queensland Government on this first step in starting a wide-ranging conversation and extensive stakeholder engagement process. We provide this submission without prejudice to any additional submission from our members or individual farmers.

Investment Attraction

- Agritourism presents a significant opportunity for sustainable tourism investment, leveraging Queensland's diverse and far-reaching agricultural sector.
- Government investment prioritising regional agritourism ventures that support on-farm diversification and enhance the viability of primary production enterprises and realise the agritourism opportunity for Queensland.

Requests of Government

- Financial support for QFF and the peak body Agritourism Queensland to develop agritourism-specific training and accreditation programs tailored to legitimate primary producers to ensure high-quality and authentic visitor experiences and encourage investor confidence.
- Develop a program of financial incentives and grants specific to primary producers for agritourism infrastructure projects to drive regional investment.
- QFF seeks the Government's support with the implementation of the enclosed *draft* Best Practice Agritourism Planning Guide for Local Governments. Streamlined planning approvals and clearer regulatory frameworks are essential to attracting investment and reducing barriers for farmers seeking to diversify through agritourism (Agritourism Planning Guide, 2024).

Tourism Experience Development

- Queensland's agritourism sector can offer high-value, immersive experiences aligned with the global demand for sustainable, local, and *authentic* travel.
- Development of a state-wide agritourism trail, integrating food, wine, and farm experiences, will enhance regional dispersal and increase overnight stays.
- Expansion of on-farm experiences, such as paddock-to-plate dining, seasonal farm tours, and farm-based workshops, will cater to consumer interest in food provenance and sustainability.
- Increased collaboration between agritourism operators and traditional tourism providers will strengthen cross-sector synergies and create new visitor markets.

Requests of Government

- Coordinated support and communication across all relevant government departments (Planning, Agriculture, Tourism and Olympics) for clearer classification of agritourism under

planning laws to support consistent and efficient approval processes, fostering business confidence and innovation (Agritourism Planning Guide, 2024).

Events Delivery

- Agritourism events, including food festivals, farm-to-table experiences, and regional produce showcases, contribute significantly to local economies and tourism development. They bring travellers to the regions.
- Investment in regional events infrastructure, such as accessible facilities and visitor amenities, will improve event scalability and visitor experience.

Requests of Government

- Communicate and collaborate with QFF and Agritourism Queensland to ensure that any policies developed for agritourism-related events delivery support regulatory simplification for small-scale, on-farm events to encourage local participation and economic diversification.
- Specific promotion of primary producer led agritourism-related events as part of Queensland's major tourism campaigns will strengthen recognition of regional and rural experiences.

Access and Connectivity

- Improved regional transport links, including better road access, wayfinding signage, and digital connectivity, will enhance agritourism accessibility and visitor safety.
- Integration of agritourism destinations into Queensland's broader tourism transport networks, including bus tours and self-drive itineraries, will drive visitor growth.
- Investment in digital connectivity, including reliable internet and mobile coverage in rural areas, is essential to supporting agritourism businesses and enhancing visitor experiences.

Request of Government

- Financial support for QFF and Agritourism Queensland to develop a best practice guide for implementing accessibility on-farm.
- Consideration of agritourism in tourism infrastructure planning will ensure regional businesses are well-integrated into Queensland's tourism growth strategy.

Ecotourism and Sustainability

- Agritourism aligns with Queensland's ecotourism focus, offering low-impact, sustainable visitor experiences that celebrate local agriculture and rural heritage.
- Farmers are the prime stewards of the land, with their livelihoods dependant on the sustainable management of their natural landscapes, often guided by generations of knowledge.
- Queensland can deliver attractive and adventurous experiences by promoting farmer-led ecotourism initiatives that balance visitor engagement with conservation. These could include regenerative farming experiences and showcasing land stewardship practices.
- Industry can position Queensland as a leader in eco and nature-based tourism by leveraging farmer's expertise in land management, ensuring experiences showcase the authenticity of Queensland's agricultural heritage.
- Governments at all levels can facilitate more development of eco and nature-based tourism by simplifying approval processes for on-farm ecotourism ventures, providing grants for sustainable infrastructure, and incentivising farmers to implement conservation-based tourism initiatives.
- Farm-based education and nature-based experiences, such as eco-farm stays and regenerative farming tours, will enhance Queensland's sustainability credentials.

Request of Government

- Ensuring primary producer agritourism operators have clear and transparent access to sustainability grants and training will facilitate the sector's ongoing environmental and economic resilience.



Maximising the Brisbane 2032 Olympic and Paralympic Games Legacy

- Leveraging the Games' global platform to showcase Queensland's agritourism offerings through marketing campaigns, digital storytelling, and high-profile events will enhance international recognition and showcase Australia's farming and produce at its very best.
- Establishing investment incentives for agritourism in the lead-up to 2032 will be crucial in ensuring the regions are prepared.
- Partnering with international tourism bodies to position Queensland as a world-class agritourism destination is vital to ongoing sustainability of the regions.
- Facilitating partnerships between agritourism operators, tourism organisations, and international investors will drive sustainable economic growth and create long-term opportunities for rural businesses.
- The most significant legacy the Olympics can leave agriculture is by using the event as a catalyst to drive increased awareness and appreciation of the Queensland agricultural sector which will support stronger social licence and policy aspects for the sector.

Requests of Government

- Integrate agritourism explicitly into the Games tourism strategy. This will attract both domestic and international visitors.
- Consult with QFF and Agritourism Queensland on the development of a promotional campaign linking agritourism with the Games.
- Establishing investment incentives and grants for agritourism businesses in the lead-up to 2032 will ensure that Queensland's agricultural sector can capitalise on increased visitor demand.
- Support the establishment of a deep, long-term communication and awareness campaign showcasing the capabilities of Queensland agriculture through the provision of seed funding to kickstart this once-in-a-lifetime campaign opportunity.

Conclusion

The Queensland Farmers' Federation strongly supports agritourism as a key driver of regional tourism growth. By reducing regulatory barriers, facilitating investment, and integrating agritourism into broader tourism strategies, Destination 2045 can harness the full potential of Queensland's agricultural landscapes as world-class tourism assets. We encourage government collaboration with the agritourism sector through QFF and Agritourism Queensland to ensure a future that is both economically viable and environmentally sustainable.

If you have any queries about this submission, please contact Rebecca Donohoe at coo@qff.org.au

Yours sincerely

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