



GOVERNMENT OF  
WESTERN AUSTRALIA



*We're working for  
Western Australia.*

# Peel Agritourism Workshop

Food Innovation Precinct WA

30 November 2022



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*We're working for  
Western Australia.*

# Welcome and Introductions

Michelle Sidebottom – PDC Board

# ACKNOWLEDGEMENT OF COUNTRY

*The land upon the Peel Development Commission (PDC) operates, is on Mandjoogoordap Boodja, part of the Bindjareb Noongar Boodja and Wilman Noongar Boodja, which is part of the Noongar Nation. The Noongar Nation is part of the many different Aboriginal and Torres Strait Islander Nations in the Boodja we know as Australia. We acknowledge their 50 000 years of human existence on this boodja and acknowledge their continuing connection to the boodja (land), the gabi (waters), the worl (sky) and kaadadjan (knowledge).*

*We pay respect to their cultures and their Eldership – past, present and emerging.*

*Image: Dolphins Dreaming  
provided by Yirra –Kurl aboriginal artist Deborah Newenham*





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# Introduction to Agritourism

John Stanley – John Stanley Associates



# Agri-Tourism Experience...Opportunities







# Agri tourism





# What Is Agri tourism ?

“ Agri tourism is "a commercial enterprise focused on tourists at a working farm or agricultural facility”







**Agritourism**



**Accommodation  
on the farm**



**Wildflower**



**Dark Sky**



# Agri Tourism


- ▣ Pick Your Own
- ▣ Farm Experience Tours/Events
- ▣ Foraging/Cooking Schools
- ▣ Farm Animal Petting
- ▣ Mazes, Sunflower etc
- ▣ Aboriginal Bush Experiences.




# Tour the Factory/Farm


Spe Inb Ma Ma Agri Agri Agri ACF ACF ACF Phe Phe Cor Treer Inb Goc G-cv x + - X

← → ↻ cwise.com.au

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https://www.cwise.com.au/soil-improvers/product-information/soil-improvers.html

Peel.jpg ^ Show all X


19°C Sunny 9:12 AM 23/11/2022

LATEST VIDEOS

C-Wise and Baldvis Farms

 C-Wise partne...

C-Wise and Voyager Estate

 C-Wise and V...



# Agri Tourism

- ▣ Retailing
- ▣ Restaurants
- ▣ Coffee shops





# Accommodation on The Farm

- ▣ Farm Stay
- ▣ Caravans
- ▣ Glamping
- ▣ Tiny Homes
- ▣ Sheds, train carriages etc



# Tiny stays in WA

By Fleur Bainger

**GOOD THINGS COME IN SMALL PACKAGES, AS THE NEW TINY CABIN TREND SPREADING ACROSS WA SHOWS.**

Getting off-grid used to mean packing a tent, an esky and a camp stove. You'd head out to a secluded spot, knowing you'd return needing a good scrub and looking forward to a comfy bed. Not anymore.

Picture instead a king-sized bed covered in flax linen butted up against a wall of glass, framing an enchanting WA view of hefty marri trees and a hillside raked with grapevines.

To the side is a micro kitchen equipped with gas burners and a solar powered mini fridge, while through a sliding door is a (hot) rainwater shower and composting eco loo. All that - and the kitchen sink - fits compactly into only 15 square metres. Welcome to the age of tiny cabin accommodation.

Across Australia, hundreds of off-grid escapes have been positioned on farms, vineyards and bushland - places you might not otherwise have access to - offering fence-free isolation with a minimal eco footprint. Tiny cabins tend to be built on wheels, with the ability to be relocated with relative ease and minimal disturbance to the environment. Some have decks with barbeques, others have outdoor baths, but it's what they don't have that is perhaps most appealing. At each, there's not another soul in sight. ►



LEFT: Tiny cabin holidays allow you to stay in unique locations around WA.

# **Agritourism off Farm**

- ▣ **Events**
- ▣ **Farmers Markets**
- ▣ **Local food in Local restaurants**



EST 2021

# THE PEEL PRODUCE MARKET



EVERY SATURDAY 7AM-12PM  
LEPRECHAUN RESERVE, DAWESVILLE



# Channel 7 Mandurah CRAB FEST





# Wildflowers

- ▣ Discovering them
- ▣ Edibles
- ▣ Education
- ▣ Conservation

# Dark Sky

- ▣ Meals under the stars
- ▣ Bush walks
- ▣ Spa's under the stars
- ▣ Studying the Night sky

# The Global Industry



- ▣ Pre COVID, globally ,it was the fastest growing tourism sector
- ▣ Targeted tourists that want to know where their food comes from
- ▣ These tourists were some of the highest spending travellers.

**During COVID we saw a 250% PLUS GROWTH IN THE SECTOR**

**16% growth a year for next decade**

**82% of tourists believe local food adds value as to the vacation**

**Ref: NAFDMA**

# What did COVID do ?

Global trend to leave Urban  
behind and search out...

Rural Activities

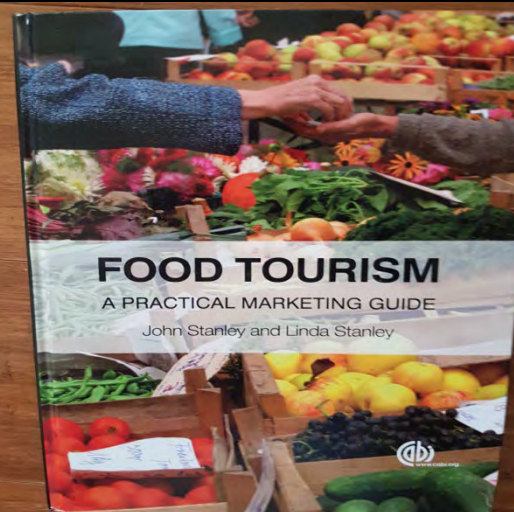




WORLD  
FOODTRAVEL  
ASSOCIATION

 **NAFDMA**  
International Agritourism Association

**FARM  
RETAIL**  
ASSOCIATION







Fe

PATRICK'S CELERY

KEVIN'S APPLES

TESCO NI LOVES...

*Celery Risotto*

It takes just one ounce of celery seeds to produce an acre of celery and it can be eaten raw or cooked. Giffresh Produce is a family run business established by the Giffin family over 50 years ago. They are dedicated to growing and packing a wide range of locally grown vegetables for Tesco.

For our favourite Celery Risotto recipe visit:  
[facebook.com/tastenorthernireland](https://facebook.com/tastenorthernireland)

TESCO NI LOVES...

*Beef & Guinness Pie*


TESCO NI LOVES...

*Classic Apple Pie*

There are 100s of apple varieties that culture has bred and for us to pick the delicious eating apples perfect for slicing through brownie apples with that perfect texture! McGinn's are the leading growers and processors of apples, pears, pomegranates and other fruits produced at their factory in Portlough, Co. Antrim.

For our favourite Apple Pie recipe visit:  
[facebook.com/tastenorthernireland](https://facebook.com/tastenorthernireland)





PATRICK'S CELERY

TESCO NI LOVES...

### *Celery Risotto*

It takes just one ounce of celery seeds to produce an acre of celery and it can be eaten raw or cooked.

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For our favourite Celery Risotto recipe visit:  
[facebook.com/tastenorthernireland](https://facebook.com/tastenorthernireland)



# Food Love Stories



For more information about Tesco NI  
and local producers visit:

[facebook.com/tastenorthernireland](https://facebook.com/tastenorthernireland)  
[www.tasteni.com](http://www.tasteni.com)

# little farms











COM'È VERO CHE NEL VINO C'È LA VERITÀ  
TI DIRÒ TUTTO, SENZA SEGRETI.

WILLIAM SHAKESPEARE

100 ANNI  
PROCESSO

ATE ALL'APERTO  
ER CENTIMETRO

ALITÀ.

TEAUTA  
RAPITALA

DETTORI  
Tenute

DURIN

FALESCO

BASILISCO

BORGOGNO

BUSCARETO

GAJA

CAVITA

LAURENTI

LIBRANDI

LVNAE

LUNGAROTTI

MASCIARELLI

CASA DI  
MIRAFIORE

Monsanto

MONTROSSA

MOSSO

Nuovo Napa

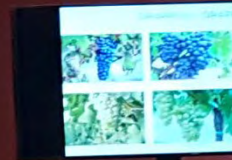
NUOVO  
NEGRA

RE MANFREDI  
CANTINE FERRE D'OLIVERO

SANTI

LE ROCHE  
MALATESTIANE

SERAFINI









# Australia



**australian  
farmers'  
markets  
association**



A U S T R A L I A N  
**REGIONAL**  
**TOURISM**  
L T D



VICTORIAN  
**FARMERS'  
MARKETS**  
ASSOCIATION



# The National Agri-Tourism Industry

- ▣ Pre COVID in Australia it was worth \$10.7 billion(2018)  
\$18.6 Billion by 2030
- ▣ It was estimated 1.8 mil tourists visited farms in 2015/16
  - 6% day trippers,
  - 42% domestic overnight
  - 52% international
- ▣ The sector was growing at 9% a year

Ref: Australian Regional Tourism

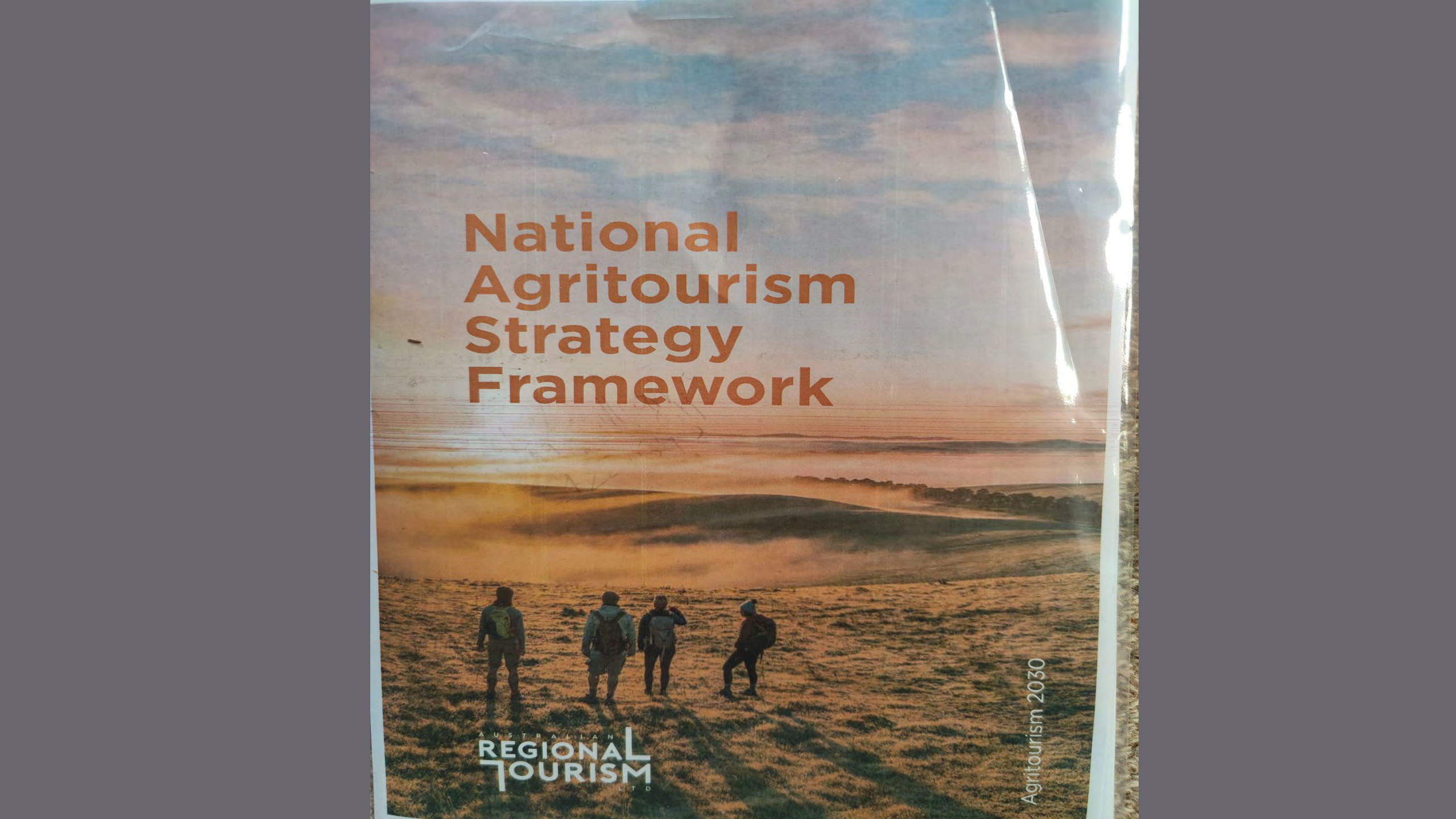
▣ Agriculture

3<sup>rd</sup> Largest exporter

▣ Tourism

6<sup>th</sup> Largest exporter

Ref: Pilgrim Group Nov 2022



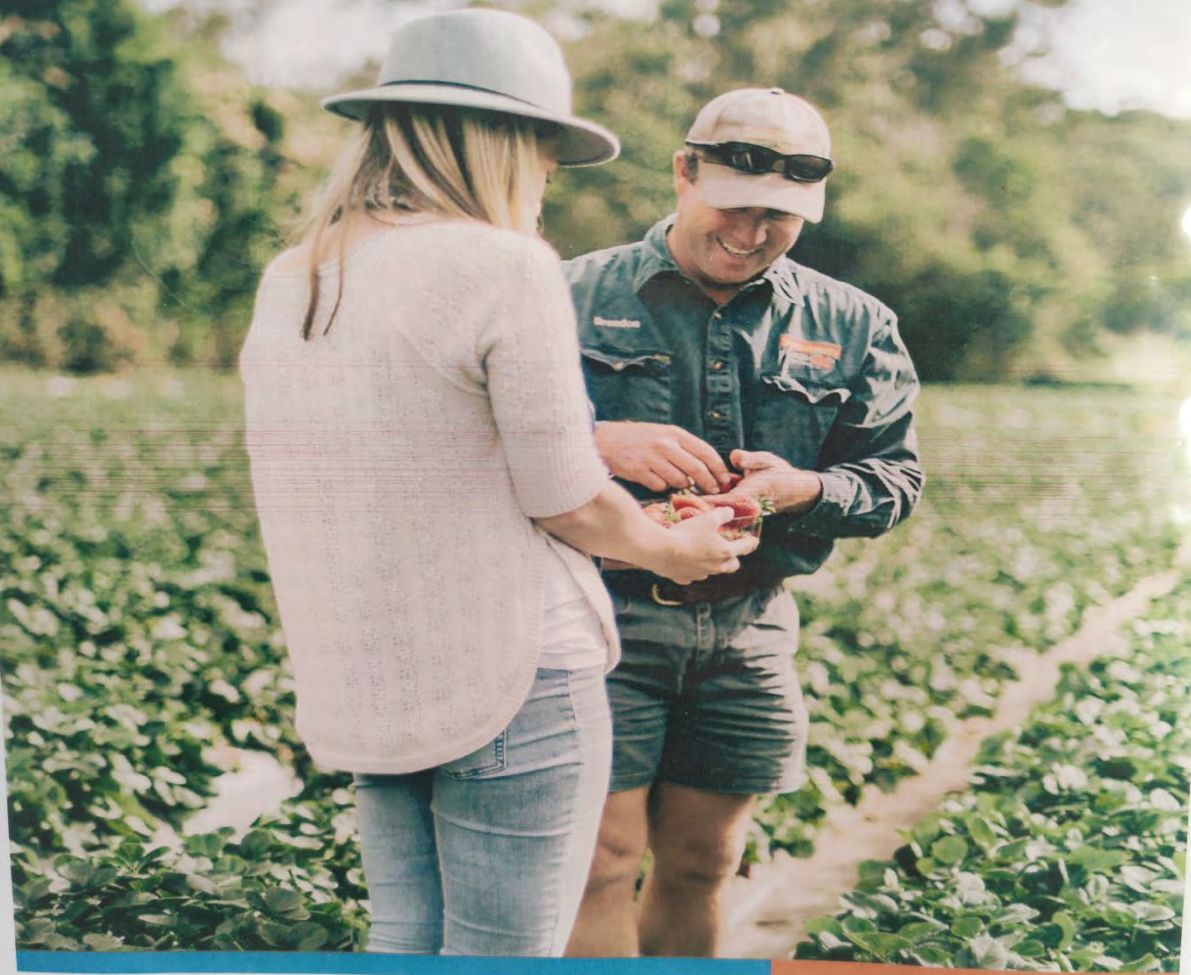
# National Agritourism Strategy Framework

A U S T R A L I A N  
**REGIONAL  
TOURISM**  
T O

Agritourism 2030



AUSTRALIAN  
**REGIONAL**  
**TOURISM**  
LTD



## **Enabling Agritourism**

A Guide for Farmers Planning to Diversify

**REGIONAL**  
**TOURISM**  
LTD



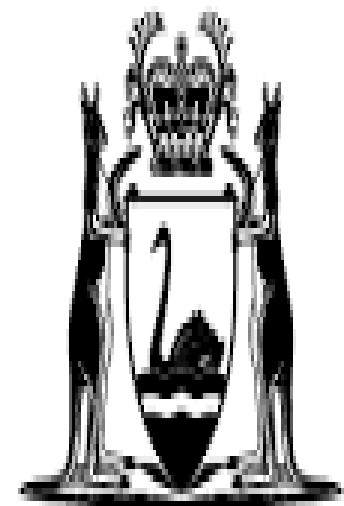
## **Enabling Agritourism**

Paving the Way for Successful Development Applications  
Edition 1, October 2022





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# Tourism in WA

**\$2.47B**

<b>Accommodation</b>	<b>30%</b>
<b>Food Services</b>	<b>24%</b>
<b>Transport</b>	<b>21%</b>
<b>Retail</b>	<b>20%</b>
<b>Misc</b>	<b>9%</b>





# Australia's South West Tourism Destination Management Plan

## Framework for Stakeholder Consultation

August 2022

Prepared by:





FASTER HORSES

FASTER HORSES



# AGRITOURISM MARKET SEGMENTATION

KEY FINDINGS  
NOVEMBER 2021







Fremantle

**JUSTO IANO TRAIL**



Ma

**OD & BE CYCLE**



Blackwood River Valley

**FOOD & BEVERAGE TRAIL**



Mount Ba

**FRUIT LOOP DRIVE TRAIL**



Margaret River

**ED ORGANIC DYNAMIC VINE TRAIL**



Swan Valley

**SWEET TEMPTATIONS TRAIL**





# 

## Agritourism Workshop

To build awareness, understanding and capacity for agritourism opportunities in the Peel.

**Event Details**

-  30 November 2023
-  10:30 am - 4:00 pm
-  Food Innovation Precinct WA, Dallyup Street, Stuck Hill



**FREE**

BY THE STATE

1 limited capacity @ 1000000





# The Tourism Industry

▣ Mandurah	\$170.7m	852 Employment
▣ Murray	\$37.7 m	179
▣ Serpentine Jarrahdale	\$21.6m	94
▣ Boddington	\$5m	25
▣ Waroona	\$14m	55

**Total** **\$242 m** **1,217**

**(\$198,000 per employee)**

# Where does it go?

▣ Accommodation and Food	\$95.5m
▣ Retail	\$43.6m
▣ Transport	\$20.6m
▣ Arts and recreation	\$18.4m
▣ Agriculture ,Forestry and Fishing	\$2.3m

Ref: Remplan



# What is Agri tourism in the Peel Region?

“Agri tourism involves any agricultural ,food based or rural accommodation operation or activity that brings visitors to the region “.



# Agri tourism in the region

11 ?

What an Opportunity





550 PAULL RD, WEST PINJARRA.  
OPEN 7 DAYS — 7AM—5PM

CONTACT 0401 829 388  
[MIDWAYFARMSTALL.COM.AU](http://MIDWAYFARMSTALL.COM.AU)





# MAAS DORPER LAMB AND CARBON NEUTRAL

The Australian red meat and livestock industry's goal is to be carbon neutral by 2030, ahead of most other major industries in Australia and around the world.

Australian sheep and cattle production is a climate neutral industry that isn't contributing to global warming or temperature rise.

Raising livestock on land maintains biodiversity.

## MAAS DORPER LAMB AND YOUR WELL BEING

There is no reason for Australians to reduce their red meat consumption- it is in line with amounts recommended for good health in the Australian Dietary Guidelines of 85g per day of lean, cooked red meat and Australians currently consume on average 57g per day.

Red meat can be part of a healthy, sustainable diet. Australian red meat has two key strategies are to ensure a healthy and sustainable diet.

of protein per 100g of cooked meat is an easy way to get enough protein, which is important for muscle health.

Red meat is naturally nutritious and a source of 12 essential nutrients for brain and muscle development and function, immunity and energy. It is a good source of protein, iron, zinc, B6, B12, vitamin B3, phosphorus, magnesium, potassium, omega-3, and selenium.

Red meat is naturally an excellent source of high quality protein. With 32g of protein per 100g of cooked meat, it is an easy way to get enough protein, which is important for muscle health.

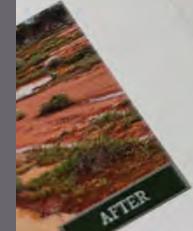
## DO NOT BE FOOLED BY PLANT BASED MEATS

Plant-based diets are the least favoured solution to climate change.

A study of more than a million people in 50 countries by the United Nations Development Programme (UNDP) and Oxford University found the least popular solution of the 18 suggestions to protect against climate change was switching to a plant-based diet. Unlike processed meat-based fake meat products, red meat is naturally a nutrition-dense food and doesn't need for additives.

Red meat is low in sodium, has no artificial flavours or preservatives, is gluten free and naturally packed with essential nutrients. Plant-based fake meats are not nutritional substitutes for Australian red meat.

Plant-based faked meats are highly processed and are made from a combination of protein isolates, concentrates, flour, fungi, oils, salts, spices, seasonings and other plant derivatives including starches and common food additives.














# Farmers Market



# Food Trail

## Discover Gascoyne Food



Keep an eye out for the Gascoyne Food Trail logo displayed at member businesses, and find additional information on the extensive range of local produce available when you stop at any of the region's Visitor Information Centres. Visit plantation shops, cafes and roadside stalls to stock up on produce that will remind you how food is supposed to taste.

We hope you enjoy exploring the gastronomic pleasures of our oasis at the edge of the world!

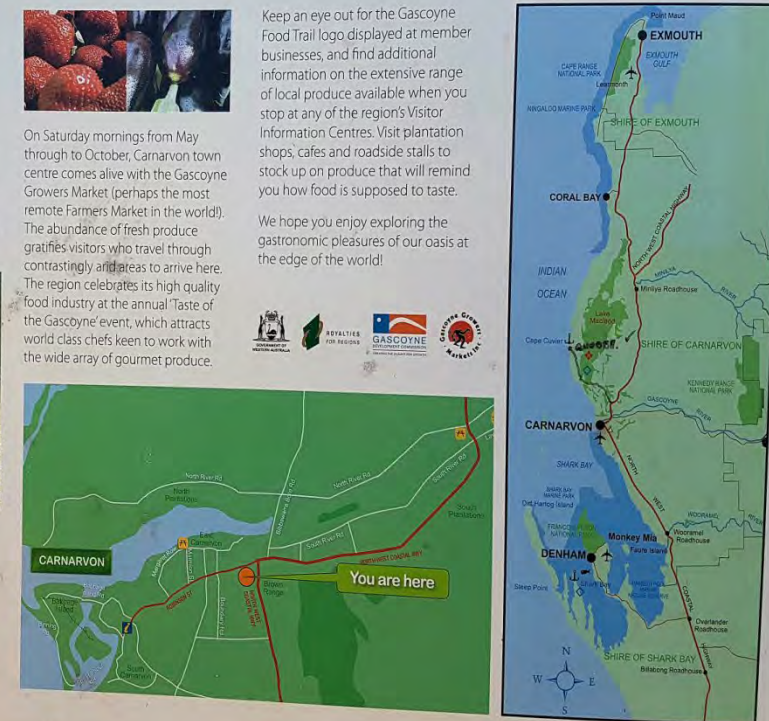
On Saturday mornings from May through to October, Carnarvon town centre comes alive with the Gascoyne Growers Market (perhaps the most remote Farmers Market in the world!). The abundance of fresh produce gratifies visitors who travel through contrastingly arid areas to arrive here. The region celebrates its high quality food industry at the annual 'Taste of the Gascoyne' event, which attracts world class chefs keen to work with the wide array of gourmet produce.

Carnarvon is also home to a thriving seafood industry that incorporates fishing fleets and processing factories. Commercial fishing and a growing aquaculture industry contribute significantly to the region's economic profile. A seafood lovers' paradise, Carnarvon delivers first-class prawns, scallops and blue manna crab.

An outback oasis, the Gascoyne region of Western Australia is abundant with tropical fruits, succulent seafood and a vast array of temperate climate fruit and vegetables. Catch a taste of the great life as you travel through the region, sampling freshly picked produce and the delights of world-class seafood.

Carnarvon is the regional centre of the Gascoyne. The tropical climate, fertile soil and underground water sources make for a lush horticultural region. A drive along Carnarvon's scenic North and South River Roads (affectionately known by locals as the Fruit Loop) reveals the heart of the horticultural industry lining the banks of the Gascoyne River. Despite the fact that the river flows irregularly and the town is surrounded by arid and pastoral country (producing beef and meat sheep), this district plays an important role in providing fresh fruit and vegetables to the Perth market 1000km away.

Almost two hundred plantations covering an area of 1,500 hectares produce bananas, tomatoes, table grapes, capsicum, mango, melon, citrus, stone-fruit, asparagus, papaya... and the list continues - Carnarvon even has an egg-farm! The Carnarvon



For more information visit [www.gascoynefood.com.au](http://www.gascoynefood.com.au)

# Priorities

- ▣ Support sustainable and inclusive farm diversification
- ▣ Support community capacity building with a focus on regional employment
- ▣ Develop high quality, distinctly Australian agri tourism experiences



# Priorities

- ▣ Promote the sector responsibly, with an alignment to local food and drink
- ▣ Encourage genuine collaboration and enduring partnerships
- ▣ Provide sector leadership to support inclusive growth

# Why is Agri tourism Important ?

- ▣ Connects farmers and consumers
- ▣ Supplement farm income
- ▣ Market produce in new channels
- ▣ Obtain a premium price (Price Maker not a Price Taker)
- ▣ Build the local economy



# Before you start..do your Research

- ▣ What is the catchment area ?
- ▣ What is the size of the market ?  
(this could be based on bed space)
- ▣ What will tourists be looking for ?
- ▣ Can they get to the farm gate ?

# **e.g. Tourism Market Merredin**

**256 beds (plus caravans)**

**\$142 spend per day**

**\$13 mil potential tourist market**



# Firstly, I'm a Foodie Tourist...



“

The further you get  
from the producer,  
the more it  
becomes... bullsh\*t.

Joel Elder

*Founder of Quinta Essentia Alchemy*





A green rectangular road sign with a white border, tilted slightly to the right. The word "Experience" is written in white, sans-serif capital letters. The sign is supported by two wooden posts. The background is a bright blue sky with scattered white clouds.

Experience

# Experiences are based on your visitors Psychology

## The basics

- ▣ Visitors are seeking happiness.
- ▣ They spend more on experience related services.
- ▣ Happiness is a state of wellbeing.



# Experience Strategy

- ▣ Everyone is different ..be clear what makes you happy and target visitors who share your vision
- ▣ Identify your touch points and evaluate the emotional value (Do an Empathy Map)
- ▣ Consider the long term emotional impact of your experience



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# Comfort Break

**Please come back in 10 minutes**





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# Case Study

## Chestnut Brae Farm



















## **We could not survive as a Price Taker**

- ▣ **Develop unique products that could only be sourced from Chestnut Brae.**
- ▣ **Developed Price Maker product range**
- ▣ **Promoted tours of the farm**
- ▣ **Work closely with celebrity chefs**



# The Key to Success

- ▣ Be famous for something

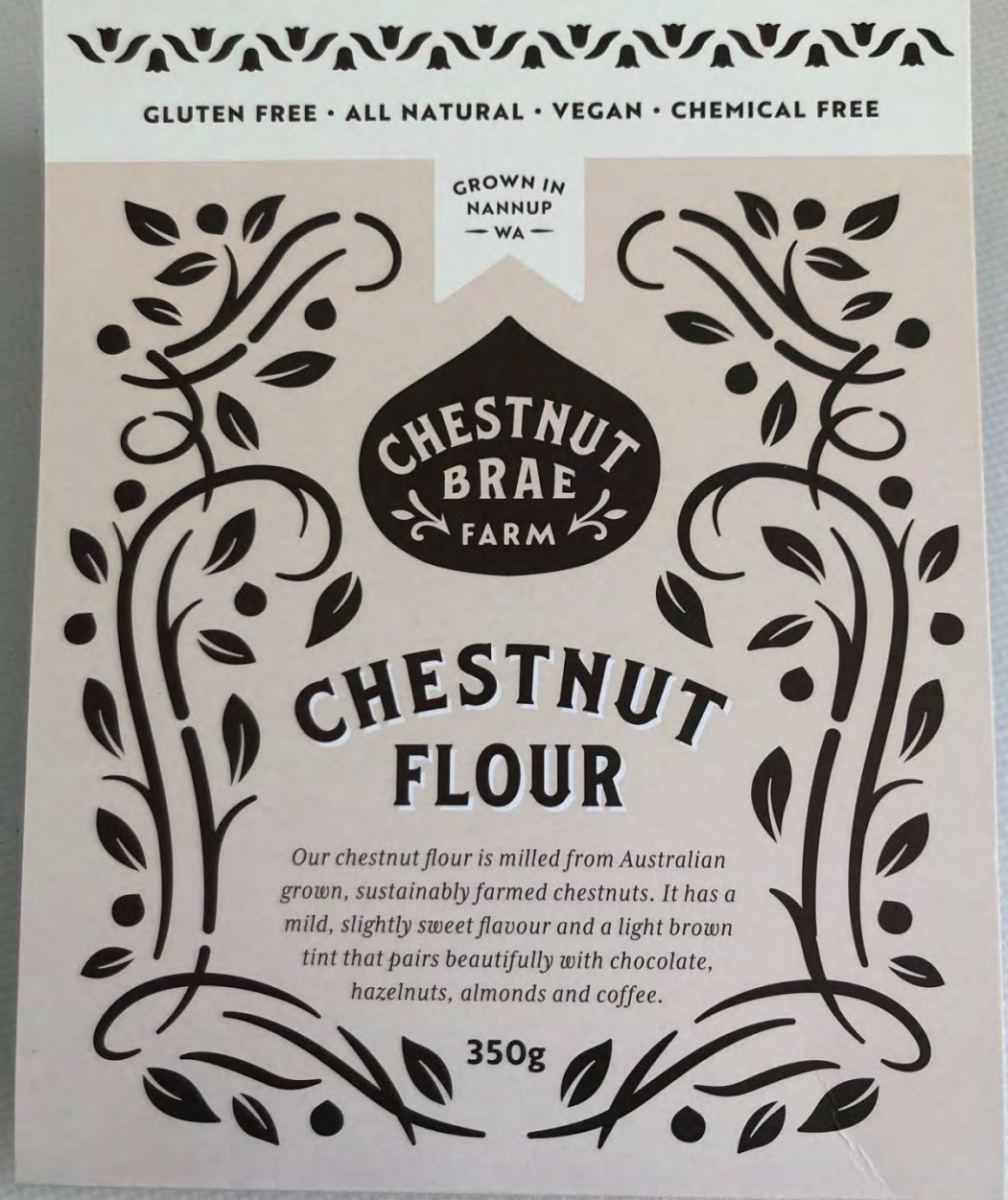






















# Lessons we have learned along the way

- ▣ Two night minimum stay
- ▣ You are not in the sheet cleaning industry
- ▣ Some guests want the Royal Treatment
- ▣ Be China friendly...chopsticks as well as knives and forks
- ▣ “Common sense” is “Rare sense”

# The Keys to Success

- ▣ A farm experience...they love to tour the farm
- ▣ Telling them the story
- ▣ Petting farm animals is a “Thrill”
- ▣ The tranquillity of the farm
- ▣ It is unique to them



# Agri tourism Business Support

Product Development

On Farm



# Before you start...consider

- ▣ Do you “love” visitors ?
- ▣ Do you have the resources ?
- ▣ How will you promote your destination?
- ▣ Do you have a budget ?

# How do you build Success ?

1. Do your homework
2. Define your objectives
3. Develop themes and stories
4. Work with other farmers
5. Have a marketing strategy
6. Manage the project



# Define your USP

# A Key Secret to Success What Makes you Unique ?

Promotion | TASMANIA  
★★★★★

## HOW WILL YOU winter?



### THE CURIOUS EXPLORER

You're forever gathering uncommon experiences. You seek things that will open your mind and indulge the senses.

#### 1 DARKNESS & MYSTERY

This Hobart festival may contain dark themes, but gosh it's fun. Embrace Dark Mofo and mark the solstice with a mass nude swim, or simply take in the art, music, drama and food (15-24 June).



#### 2 WINTER WASSAILING

Join an age-old tradition and partake in the wassailing at the Huon Valley Mid-Winter Festival (13-15 July). Bang drums, hark to apple gods and join the locals for feasting and quaffing craft cider.



#### 3 WEEK OF WHISKY

Warm your cockles during Tasmanian Whisky Week and peek behind the scenes with one-off tours and tastings from acclaimed whisky makers (13-19 August).



### THE HYGGE HUNTER

The thought of warm throws, outdoor tubs and luxurious abodes sets you packing. You seek moments to draw loved ones near, pull on sweaters and cuddle warm mugs.



#### 4 ISLAND ESCAPES

On King Island hides a luxury beach house secluded in the dunes with ocean views. Porky Beach House has a fireplace indoors and an outdoor hot tub and sauna.



#### 5 LODGE LIFE

Live the 'lodge life' at Freycinet Lodge's new Coastal Proglions. Soak in the ocean.



Promotion | TASMANIA  
★★★★★

### THE FORAGING FOODIE

You're always on the scent of the next food trend and would jump at the chance to join the hunt for Tassie truffles, drink rich red wines and devour comfort food.



#### 1 GOURMET WALKS

From chocolate to whisky, cheese to cider, Brock Kerslake loves tasting, walking and talking. Join his Taste Walk, Talk tour and discover Launceston like a local foodie.



#### 2 WINTER WARMERS

Warm your winter by filling the lauder and gathering around a fire with a glass of pinot to watch nocturnal wildlife and the Aurora Australis on a Bruny Island Winter Weekend.



#### 3 FOODIE ROAD TRIPS

Winter calls for long drives peppered with tasting stops - 40 to be exact. The Cradle to Coast Tasting Trail serves up craft beer, gourmet chocolate and smooth wines.

### THE WINTER REVELLER

Nothing gets in the way of your adventures. You embrace the seasons, get outdoors and tackle winter head on.



#### 1 ARSEIL AWAY

Arsel the Gordon Dam, from heights greater than the Sydney Harbour Bridge. Then calm your nerves with a whisky at the nearby Podder Wineless Lodge.



#### 2 FOUR-WHEEL FUN

Tackle winter head-on off the beaten track, exploring lesser-known bays with an All4Adventure Quad Bike Tour, before warming up by the fire at the local lodge.



#### 3 HIT THE TRAILS

Baked to perfection

## THE SOUTHERN Pie-LANDS

IT'S NOT ALL UPPER CRUST IN NSW'S SOUTHERN HIGHLANDS - THE NEW FESTIVAL THAT'S BRINGING TOURISTS TO TOWN

Comfort food, portable snack, Aussie icon - the humble pie is also the ultimate crowd-pleaser. "There's

to an abnormally high concentration of bakeries and other pie outlets - more than 30 for a population of 4

they have a pie and beer weekend that involves seven local businesses

PieFest, the wider Pie Time celebrations include picnics in Kombi, arm





Thornberry *Pie*





# What can we develop in our Business that is Unique ?









\$40











Product Development

Off Farm

# Product Development

# Networking



# Demands of Tourism Industry

# Who is Your Market?

Who is  
NOT  
your Market?



# Four Reasons to Buy

1. Price	9%
2 .Product	19%
3 .Brand	19%
4 .Experience	53%

Ref : John Kennedy

How much will Visitors pay for your Experience?

# Define the Visitor Motivation

- ▣ Visitors are afraid of XXXXXXXXXXXX
- ▣ Visitors are short of XXXXXXXXXXXX
- ▣ Visitors are frustrated by XXXXXXXXXXXX



# **Demands of Tourists**

**Accommodation**

**Logical Trail**

**Consistency**

# Marketing & Promotion



# What is YOUR Story ?

- ▣ History of the farm/region ?
- ▣ The Produce you grow on the farm and region ?
- ▣ The People involved
- ▣ The Roller Coaster you have been on



Get 1,000 true fans  
..that is all you need



# Not Everyone wants to come to the Peel Region

▣ 1. Who are you true fans?

Start small and the others will follow

2. What do you stand for and What do you  
NOT stand for



### 3. Design Creative Marketing that is LESS about you and MORE about them







# Hit target customers between the eyes

- ▣ We successfully targeted XXXX customers through XXXX campaign using XXXX tactics

# Where are we now ?

**Strengths we have**

**Weaknesses we have**

**Opportunities we have**

**Threats we have**



# Networking is the Key

- ▣ Zero Footprint Meals ( New York)
- ▣ Working with local chefs
- ▣ Food hampers (Bridgetown)
- ▣ Food Trails
- ▣ Voucher sharing

# Who are your Partners?



# Finance

# Grant Funding



# Sustainability

# What Support Exists



# Marketing Opportunity

- ▣ We know our Doctor
- ▣ We know our Kid's Teacher
- ▣ Do you know your Farmer ?







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# Lunch

**Please come back in 30 minutes**



# Gallagher

Insurance | Risk Management | Consulting

## Demystifying Insurance



Duncan Kydd | 30<sup>th</sup> November 2022





# Our business, locally

## Our Australian story ...

Gallagher began trading in Australia in 1985 and now has more than 30 offices in all states and territories across the country, employing over 1,000 staff.

Our Australian operation is backed by the knowledge and expertise insurance professionals in more than 140 countries – and, of course, 90 years of stability and growth.

### Australia snapshot:

**1,000+ People**

**115,000+ Clients**

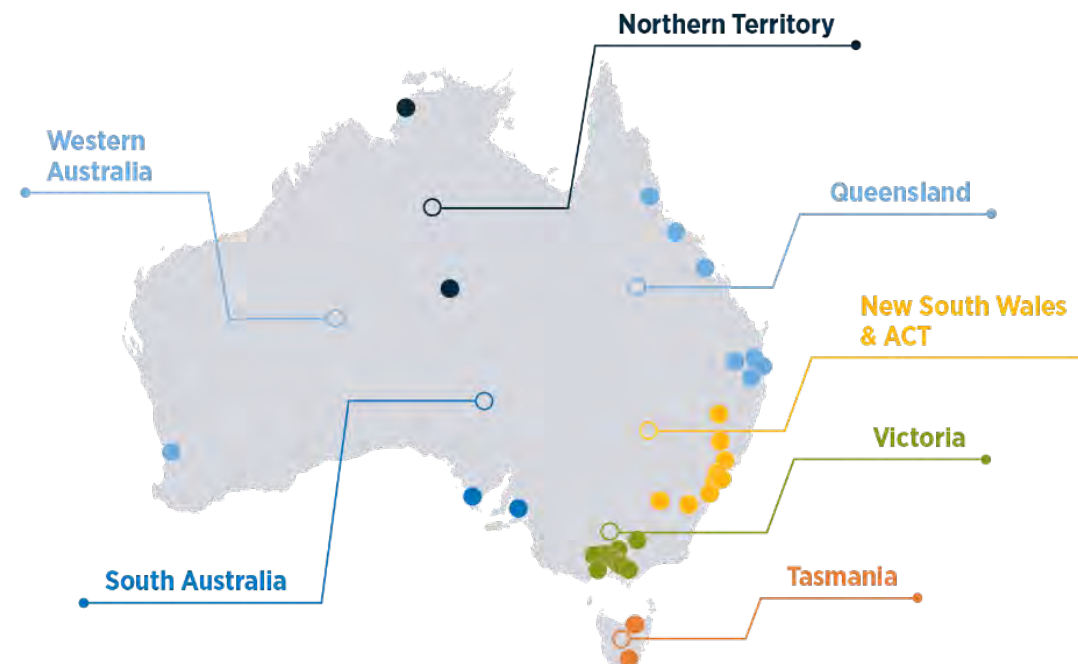
**25+ Acquisitions**

**30+ Locations**

**\$265m\* in revenue**

**\$1.9bn GWP**

\* Brokerage and Risk Management revenue annualised for the previous 12 months ending 31 December 2021.



### Presence in:

Adelaide | Alice Springs | Ballarat | Brisbane | Cairns | Canberra  
 Caulfield | Darwin | Dubbo | Gold Coast | Hobart | Horsham | Launceston  
 | Liverpool | Mackay | Melbourne | Mulgrave | Newcastle | North Sydney |  
 Parramatta | Perth | Port Lincoln | Shepparton | Sunshine Coast |  
 Tamworth | Toowoomba | Torquay | Townsville | Wagga Wagga |  
 Wangaratta | Warragul | Wollongong

# Insurance

## Public Liability

Public Liability insurance covers legal liability to third parties for personal injury or damage caused by an employee or by the business in the course of business activities. It also covers related legal fees, costs and expenses. There is no cover under the policy for injury or damage to the insured's own property or employees.

### **Personal Injury means:-**

- (a) bodily injury, death, sickness, disease, disability, shock, fright, mental anguish and mental injury;
- (b) false arrest, wrongful detention or imprisonment, malicious prosecution;
- (c) wrongful entry or eviction;
- (d) assault and battery committed by or at the direction of the Insured while engaged in the Insured's Business and for the purpose of preventing Personal Injury and/or Property Damage or eliminating danger;
- (e) libel, slander, defamation of character or invasion of right of privacy;



# Insurance

Public Liability claims arise mainly under the law of torts, which is based on civil wrongs arising from negligence. Negligence occurs when there is lack of care resulting in an accident or loss

The general public has an ever-increasing awareness of their rights after sustaining an injury or loss caused by another party. This has led to an increase in litigation against individuals, corporations and small businesses.

The injured party usually sues the insured entity for financial restitution or compensation. In essence, to sustain an action in negligence the injured party must prove that the:

- The insured entity owes a duty of care;
- Is in breach of that duty;
- Injured party suffers a financially measurable loss or damage as a direct result of the breach, and
- It is a reasonably foreseeable consequence of the insured entity's action or inaction

The duty of care is a very complex legal question which must be established on the facts of any given situation. However, in basic terms, the standard required is that which a reasonable person in the situation would do to keep the third party's property and person safe

# Insurance

## Professional Indemnity

Breach of contract, for example not meeting the required level of service stated in the contract



# Risk Management

## Insurer Information

Insurers will apply considerable weight to risk management procedures in determining whether to accept a proposed risk. The list is not exhaustive but typically we need to provide or confirm:-

- Risk management assessment report and mitigation
- WH&S training and compliance
- Staff experience and training
- Emergency procedures
- General safety procedures
- First aid certification
- Incident / accident report form
- Summary of compulsory safety equipment (if applicable)
- Client medical declaration form (tours)
- Industry regulation / licence compliance
- Copies of Waivers (these should be reviewed by a licensed legal practitioner to include consideration of Australian Consumer Law and Section 5L of the Civil Liability Act (NSW), or similar state legislation.

# Questions?





# Gallagher

Insurance | Risk Management | Consulting

## Thank you!

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# Planning for Agritourism



# 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 makes it different?

- Usually originates as a 'value add'.
- Locations are pre-determined.





# What are the rules?

- Strategies
- Frameworks
- Schemes
- Regulations
- **145 potential guidance documents and rules**



# What are the rules?



1. Is the **location suitable** for the concept?
2. How is my concept likely to impact on the **neighbours** and local community?

NOTE: Implementing and ongoing management is worth early consideration, particularly if there is a consequence to the planning.

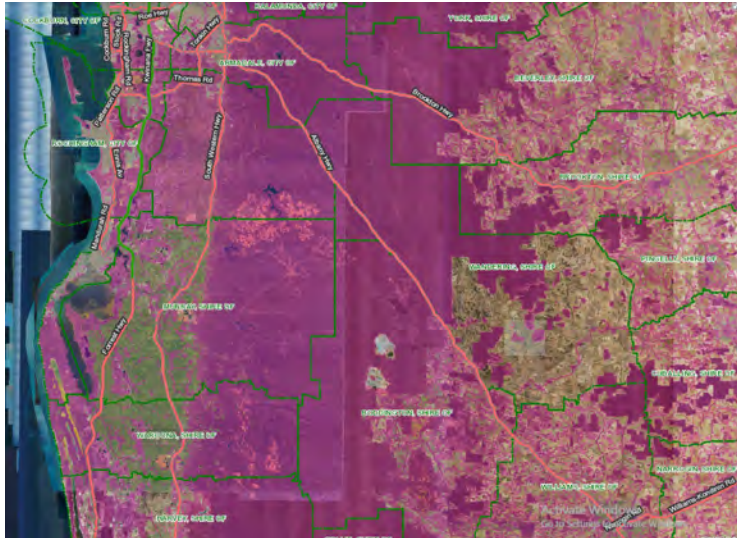
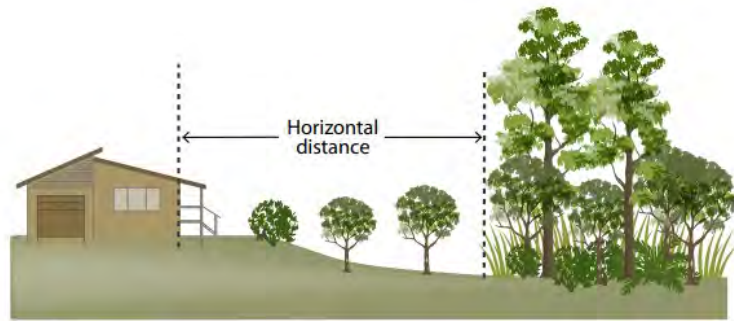


# Is the location suitable for the concept?



- Planning
  - Zoning
  - Scale
  - Cultural Heritage
- Access
  - Vehicles
  - Pedestrians
- Customer services
  - Parking
  - Toilets
  - Food safety
- Safety
  - Fire
  - Flood
  - Hazards
- Environment
  - Clearing
  - Waste disposal

# Bushfire



- The Peel Region is challenging.
- Try and ensure that you have at least 100m from your concept to bush fire prone areas.
- Risk Assessment
  - A suitably qualified Bushfire Planning Practitioner should undertake the risk assessment.
  - Budget accordingly



# How is my concept likely to impact on the neighbours and local community?



- Noise and lighting
- Traffic
- Risks
- Biosecurity
  - Both to and from
- Visual amenity
  - Kerbside
  - Infrastructure
  - District
- General safety
- Economic

- Early consultation



# Where to start?

- **First contacts**

- When you first have a concept – talk to your Planning Team at the local Shire.



- **Manage your expectations**

- First time around, just about everything is new.

## The Farmer to Agritourism Journey





# Thank you

[dpird.wa.gov.au](http://dpird.wa.gov.au)



## Important disclaimer

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# Comfort Break

**Please come back in 10 minutes**





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# Break out Sessions

With Shire of Murray, Shire of Waroona and Shire  
of Serpentine Jarrahdale Representatives



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# Agritourism Panel and Q&A

**Bernie Worthington – Drakesbrook Fine Wines**

**Sarah James – Jacaranda Hill Farm**

**Sarah Kristie – Armoin Nature Based park**

**Jo Duffy – Fat Pig farm**





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# Closing remarks

John Stanley – John Stanley Associates

# Closing Remarks



# What does Success look like?

1. Business led /Shire Supported
- 2 .A common understanding of the regulations
3. Success based approach.
4. Businesses can see growth and profit.
5. Provision of a Tool Kit to help farmers.

**We have done the work**

**Now is the Time  
for Action**



**What  
Next ?**

**JOHN@JOHNSTANLEY.COM.AU**





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# Thank you to all of our speakers

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Break Out sessions – Brett Flugge, Marcel Bridge, Craig Zanotti

Panel members – Bernie Worthington, Sarah James, Sarah Kristy, Jo Duffy



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# Networking and Afternoon Tea