

# Agritourism stakeholder toolkit

October 2022



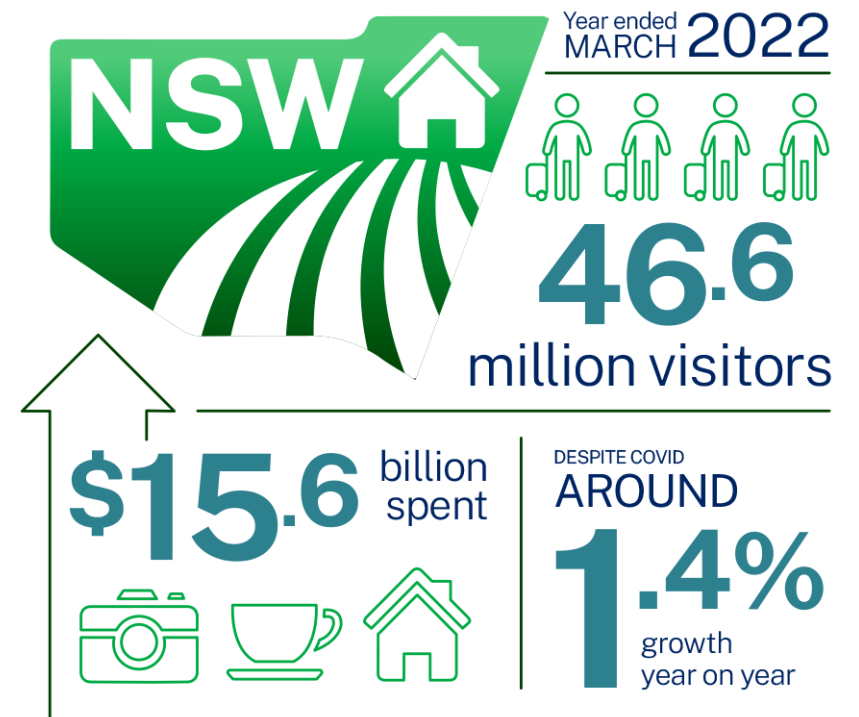
# Agritourism overview

Year ended March 2022, 46.6 million people visited regional NSW spending \$15.6 billion, with around 1.4% growth year-on-year, despite COVID.

The NSW Government is making it easier for farmers to use their land for agritourism to complement their existing businesses.

Simplifying the planning rules will help farmers make income and add value to their existing businesses and encourage the next generation to farm the land.

## Regional tourism



**Statistics source:** Destination NSW, Regional NSW Visitor Profile, year ended March 2022.

# Agritourism will support...

*the resilience and recovery of regional and rural communities by encouraging growing industries*

## *People and communities have:*

- Access to more tourism related experiences or products that connect agricultural products , people and places to the land.
- Additional accommodation choices that give them more reasons to visit regional and rural NSW.
- More ways to support farmers, regional and rural businesses who are recovering from the effects of natural disasters and unexpected events.

## *Landowners in NSW can:*

- Run agritourism businesses on their farms, such as farm stays, camping, roadside stalls, cellar doors, restaurants or cafes and events, under simplified planning rules.
- Showcase their home grown and local produce onsite – from ‘farm to plate’.
- Recover faster from the effects of recent unexpected events through another source of income.
- Save time and money on planning approvals through fast track or no planning approvals.



Image credit: Destination NSW

# Purpose of this toolkit

## *Who is the toolkit for?*

**Stakeholders and NSW Government agencies** who can assist to create awareness of the new agritourism policy across NSW.

## *Why we put it together*

We want **landowners to know about the new ways they can use their farm to make additional income** under simplified planning pathways.

## *We want to:*

- Raise awareness about the government's commitment to improve the resilience of farming across NSW.
- Create consistent messaging on the agritourism changes.
- Ensure information about the changes is as clear and easy to find as possible.

## *How to use this toolkit*

Please **lift and shift** this messaging into your communications.

This could be as simple as a reference or including a link to the overarching [agritourism webpage](#).

## *Where to use this content:*

- Website copy
- Stakeholder newsletters
- Internal briefings
- External and internal updates
- Presentations
- Reports



# What's changing

We're making it easier for farmers to use their land for agritourism activities such as farm stays, camping, roadside stalls, cellar doors, restaurants or cafes and events, under simplified planning rules.

We're doing this by changing planning rules so these activities can happen via ***fast-track approval (complying development) or no planning approval (exempt development)***, with some limitations and conditions to minimise impacts on neighbours, rural roads and community.



If you meet requirements under the exempt and complying development pathways

## 5

### here's 5 ways you can use your farm for new business ventures

-  Build a new structure to sell produce from your farm
-  Host campers on your farm
-  Set up a business such as a store, café or to run workshops
-  Host events such as tours, small weddings and farm field days
-  Build a roadside stall on your farm



# Agritourism

- The NSW Government is making it easier for landowners to run agritourism businesses on their farms, such as farm stays, camping, roadside stalls, cellar doors, restaurants or cafes and events, under simplified planning rules.
- The new rules allow tourism activities to happen with either fast-track or no planning approval, with some limitations to minimise impacts on neighbours, rural roads and the community.
- These reforms will help landowners build their resilience and recover faster from the pandemic and natural disasters, by providing another source of income and encouraging the next generation to farm the land.
- We're supporting the retention of agricultural land by providing more ways for producers to showcase their produce.
- We're supporting sustainable tourism and giving people more reasons to visit regional and rural NSW.
- The reforms are not designed to impact existing agritourism activities but will make it easier to setup new activities in the future.
- Business owners who are unsure if they have the relevant approvals should discuss the matter with their local council.
- The reforms introduce 3 clear planning definitions for agritourism - ***farm gate premises, farm experience premises and farm stay accommodation.***



Image credit: Destination NSW

# Three terms for agritourism

	Exempt development*	Complying development*
<b>1. Farm gate premises</b>  Includes pick-your-own fruit, farm produce sales, tastings, café or restaurant, workshops, processing of produce.	100 guests at any one time. Off street parking.  Hours of operation 8am-5pm except 7am to 5pm on Saturday.	Max 200m <sup>2</sup> for each building to a max of 500m <sup>2</sup> for all farm gate and farm premises buildings.
<b>2. Farm experience premises</b>  Includes tours, school visits, small weddings, conferences, interest classes, yoga, horse riding.	Up to 50 guests for 52 days a year (tours and school programs exempt from these limits).  Hours of operation 8am-6pm except 8am-midnight on Fridays and Saturdays.	Max 200m <sup>2</sup> for each building to a max of 500m <sup>2</sup> for all farm gate and farm premises buildings.
<b>3. Farm stay accommodation</b>  Includes camping in tents, caravans, campervans, camper trailers, glamping.	Up to 20 guests camping (tents and caravans) and 2 guests over 12years old per bedroom in existing buildings.  Up to 6 caravans and campervans.	Up to 6 buildings. Building size and density limits apply.

\* Other development standards apply.

# Newsletter content

## Short version

The NSW Government is making it easier for landowners to run agritourism businesses on their farms.

Landowners will be able to run activities such as farm stays, camping, roadside stalls, cellar doors, restaurants or cafes and events – under simplified planning rules from 1 December 2022.

Agritourism allows farmers to showcase what's unique about their region, offers an additional source of income and gives people more reasons to visit rural and regional NSW.

Agritourism businesses already lawfully operating will not be impacted by the reforms.

**Find out more at: [planning.nsw.gov.au/agritourism](https://planning.nsw.gov.au/agritourism)**

(under 100 words)

## Longer version

The NSW Government is making it easier for landowners to run agritourism businesses on their farms.

Landowners will be able to run activities such as farm stays, camping, roadside stalls, cellar doors, restaurants or cafes and events – under simplified planning rules from 1 December 2022. They will also be able to rebuild farm buildings destroyed by natural disasters without planning approval to help future proof their farms.

Simplifying the planning rules will help landowners add value to their existing agricultural businesses and encourage the next generation to farm the land.

Having more ways to create income will make farms more resilient to the economic impacts of natural disasters and other unexpected events. The changes also support sustainable tourism giving people more reasons to visit regional and rural NSW.

Agritourism businesses already lawfully operating will not be impacted by the reforms.

**Find out more at: [planning.nsw.gov.au/agritourism](https://planning.nsw.gov.au/agritourism)**

(150 words)



# Social media and assets

Please tag @nswdpe when publishing content to Facebook, LinkedIn, Twitter and @nswplanning for YouTube.

We encourage you to use this hashtag so we can find and engage with your content: *#agritourismnsw*

Agritourism infographics and a 15 second social media video can be downloaded here for your use.



# For more information

## *Agritourism policy team*

### *What we do:*

- We're the 'go to area' for advice on planning changes to support agritourism.
- Lead and facilitate collaboration across the sector.
- Support councils to make the necessary changes and adjustments to their local environmental plans (LEPs).
- Collaborate with local industry on the changes.

*For more information contact:*  
***[agritourism@dpi.nsw.gov.au](mailto:agritourism@dpi.nsw.gov.au)***



Image credit: Destination NSW