Queensland's Agritourism Grants

ROUND ONE CLOSES
10 January 2022

Agritourism is a tourism-related agricultural experience, service or product that connects visitors with people, places or products on a farm. Agritourism is an important growth industry for Queensland's economy, particularly in regional and rural areas over the next decade and is worth an estimated $4.5 billion by 2030.

Queensland Farmers' Federation has partnered with the Queensland Government to deliver the Queensland Agritourism Grants Program offering a 50 per cent co-contribution up to a maximum of $25,000 to match farmers' funds. This grant will assist farmers to establish or expand into agritourism by employing professional or specialist services or constructing or modifying on-farm infrastructure.

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Agritourism offers opportunities for farmers to:

- Create brand, establish provenance, and build reputation by sharing their farming story in the context of their people, place and produce.
- Innovate and diversify through value-added products and services
- Increase income through agritourism revenue streams
- Smooth volatility of cashflow
- Monetise underutilised assets such as farm buildings and natural aesthetic; and
- Connect with locals and visitors to the area.

Agritourism may include overnight accommodations and farmstays, the direct sales of fresh or value-added products, for-fee recreational and educational experiences, demonstrations and displays, farm tours and hands-on experiences including participating in agri-processing activities such as cheese making.

Importantly, agritourism is an ancillary activity to primary production and there are a range of considerations when entering an agritourism venture. Critically, agritourism must meet the needs of the farm and is a key consideration in identifying an agritourism offering.

It is also important to consider the legal responsibilities for safety, animal welfare and biosecurity when inviting visitors onto farm and, in many instances, land-use planning and other regulatory requirements also come into force which must also be considered and complied with. Considerations also apply around business structures, succession plans and tax implications.

The Queensland Agritourism Grants Program is offering a 50 per cent cash co-contribution grant up to a maximum of $25,000 for the development or expansion of farm agritourism. The grant is contestable and will be assessed through an application process. The grant can be used to assist interested Queensland farmers in the

- Development of an agritourism concept; or
- Implementation of a new agritourism activity; or
- Expansion of an existing agritourism activity.

Eligible grant activities include but are not limited to:

- Securing professional consultancy or specialist services to
  - o develop a business plan
  - o develop the agritourism product offering / experience development
  - o provide legal or tax advice pertaining to business structures for new agritourism ventures
  - o develop architect or design plans
  - o develop risk management audits and plans
  - o develop marketing collateral and tools such as product packaging, website design and hosting or photography and videography
  - o market research or customer/visitor experience analysis
  - o assist with making applications such as food safety certification
- Infrastructure construction and/or installation (which must have the relevant approvals and permits in place to receive the grant money)
- Provision of trades and services to facilitate the agritourism activity including fees for qualified and licenced trades such as electricians and plumbers as well as 'handyman' services
- Safety fencing and signage
- Relevant training
- Purchase of goods directly pertaining to the agritourism venture (furniture for a farmstay facility as an example).

Please note that applications are subject to audit to ensure that the funds are being correctly assigned.

If there are any questions regarding eligible activities which are not defined above, please contact qfarmers@qff.org.au

Eligibility Criteria

- Farms must be in Queensland.
- Businesses must be registered as a primary producer with the ATO
- Only one grant may be applied per property/business.
- The farm must meet the definition of a small business by the ATO or ABS (farm income for FY 2019-20 is under $2m and/or are employing under 20 people)
- Grants cannot be used to fund local or state government fees such as land-use planning applications, food safety certification, or liquor licencing fees.
- Grants cannot be used to fund owner or employee salaries or on-costs.

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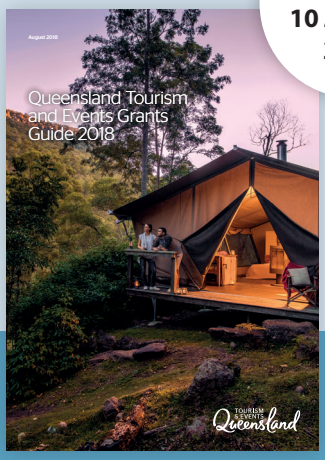

If you have never applied for a grant before, a grants guidance document is available from QTIC

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