

Agri-tourism Strategy



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What is agri-tourism?

Definitions of agri-tourism differ from place to place throughout the world. In the Tasmanian context it is an experience that sees a visitor gain a deeper understanding of our agricultural sector and the provenance of our produce, and in doing so support our visitor economy. However, the benefits to Tasmania of a strong agri-tourism sector go beyond growing the visitor economy, with the sector playing a role in growing our export market and supporting the Tasmanian brand.

Agriculture in Tasmania covers a range of primary production and processing activities including, but not limited to, pasture-based livestock, fruit, vegetables, aquaculture, dairy products, wild fisheries, nuts, wool, wine, beer, cider, spirits, field crops, lavender and cut flowers.

Agri-tourism experiences are generally those in which a tourist visits a farm or producer to learn more about their property, farming activity or produce. This could include guided tours with hands-on elements, education, cellar doors, cooking lessons, curated meals, on-farm accommodation, tours of heritage farming properties and homesteads, and food festivals and produce markets.



Agri-tourism in Tasmania

More visitors are coming to Tasmania than ever before, and spending is at a record high with tourism contributing almost \$2.5 billion to the state's economy in the 2018-19 financial year. This growth in visitors and spending is driving investment with new attractions being developed to ensure that supply meets demand. Visitors to Tasmania are looking for a personalised and enriching experience that provides opportunities to connect deeply with many aspects of our landscape, history, culture, people and produce. A rich and diverse agri-tourism sector can meet these needs while also supporting growth in our farming sector, and driving economic growth in our regions.

Tasmania has developed a global reputation for its premium produce and beverages, and this provides an opportunity for our tourism sector to build on and realise the large number of latent opportunities on farming properties throughout the state. Some areas of our agricultural sector have already been successful in embracing this tourism market, with many cellar doors and farm gates opening in the last decade, selling wine, cider, cheese and honey amongst other products.

There are also high-quality on-farm experiences providing interactive farm tours, meals and accommodation, and these experiences provide the opportunity for visitors to understand what makes our produce so special. This brings incredible Tasmanian stories and properties to life, and these genuine hands-on, immersive farming and growing the number of these experiences will increase our reputation as a leading agri-tourism destination.

Recent research undertaken by Tourism Tasmania has identified two market segments that together make up around 33 per cent of domestic travellers. These are the Erudites and the Raw Urbanites and research indicates that food provenance is important to both groups and that they are likely to consider agri-tourism opportunities when planning a visit to Tasmania. Both groups are largely located in urban areas with enrichment being a key driver in travel decision making, which for Erudites means new experiences, and for Raw Urbanites is through connections with friends and family.

As the awareness of the quality and range of our produce increases, so does the desire to learn more about its provenance, and this creates an opportunity for farms to diversify their product offerings and improve their sustainability by meeting this demand. This may be through increased product sales, new income streams or addressing efficiency issues associated with seasonality. Importantly this will predominately offer visitors new experiences in the state's regional areas.

Released this year, the *Tasmanian Agri-Food Score Card 2017-2018* shows an exceptional year for Tasmanian agri-food production, which grew in value by 10.6 per cent. Performance was strong in the majority of industries, with favourable seasonal conditions, good production, and high prices for most commodities. A dramatic increase in the value of salmon and beef exports saw the state post its best ever export result. The gross value of agri-food was \$2.7 billion, the value of processed food value rose to \$4.6 billion, and there was record overseas food exports of \$740 million.

Tasmania has what many visitors want, and agri-tourism represents the best of what we have to offer. It is without doubt an area with significant growth potential which means increased opportunities for operators and new experiences for visitors. As this strategy identifies, there are many ways these opportunities can be supported to ensure Tasmania continues to deliver authentic and memorable experiences for visitors, and to grow our visitor economy strategically in a way that highlights, enhances, and protects our agri-food sector.

Consultation

To help shape this strategy, a consultant was engaged to work with key agriculture and tourism industry participants, to understand the challenges and opportunities for agri-tourism in Tasmania. Feedback received following the release of the Agri-tourism Position Paper has also been considered.

The industry representatives that participated in the consultation process included producers, chefs, accommodation providers, event/market organisers and tourism experience providers. The majority of those consulted are long standing, active participants in their industry sectors. Input was also sought from a number of new or emerging agri-tourism participants.

Following this consultation, the following key focus areas have been identified to contribute to growth in agri-tourism in the state. Specific actions have been developed that will guide businesses wishing to take advantage of our growing visitor economy, and also to support the increasing number of agri-tourism operators already established in Tasmania.



Tasmania's brand

Tasmania is known for its wild places, clean air, premium produce, and as a tourism destination.

Established under the *Brand Tasmania Act 2018*, Brand Tasmania is the first statutory place-branding authority to be established in Australia. Our brand is one of the state's most important assets and Brand Tasmania is committed to ensuring Tasmania continues to stand out from the crowd and compete in the global market place.

Brand Tasmania's role is to facilitate and create collaborative partnerships, ensuring that the Tasmanian brand is owned and promoted by all levels of government, business and the community.

The organisation's main objectives are to:

- ensure that the Tasmanian Brand, which differentiates and enhances Tasmania's appeal and national and international competitiveness, is developed, maintained, protected and promoted
- ensure that Tasmania's image and reputation locally, nationally and internationally are strengthened; and
- ensure that the Tasmanian Brand is nurtured, enhanced and promoted as a key asset of the Tasmanian community.

Under this structure, Brand Tasmania will leverage the Tasmanian brand to continue to grow our economy and increase opportunities for our people and state. Brand Tasmania is also guided by a Statement of Expectations that the Premier provides to the Brand Tasmania Board. This document sets out the Premier's policy expectations for Brand Tasmania and is a requirement under the *Brand Tasmania Act 2018*.

At the enterprise level, food and agri-tourism businesses are able to connect with the Tasmanian brand through Brand Tasmania's partner's toolkit. The toolkit has been developed for Tasmanian enterprises that have a shared interest in Tasmania's Master Brand. The toolkit provides the means for partners to be brand activists, increasing awareness of both their own and other Tasmanian products and services.

Alongside this brand specific work, the other actions identified in this draft strategy will be key to supporting the quality of visitor experiences that will influence views and branding with regard to the tourism and agricultural sectors in particular, and also the state more broadly.

Actions summary

Promoting agri-tourism in Tasmania

Action 1

Highlight Tasmania's agri-tourism products in key visitor markets.

Action 2

Integrate a dedicated agri-tourism business development component into the Drive Journeys.

Helping businesses engage with agri-tourism

Action 3

Develop an agri-tourism portal on the Business Tasmania website.

Action 4

Assist businesses to engage with growing markets, such as agri-tourism.

Action 5

Explore options to develop agri-tourism specific skills in regional areas, where required, through programs offered by the Department of State Growth.

Driving investment in new experiences

Action 6

Deliver programmes that promote and can be tailored to agri-tourism investment.

Action 7

Consider emerging agri-tourism opportunities for businesses generated through large scale regional investment identified through the Tasmanian Government's Infrastructure Pipeline.

Supporting growth, resilience and capacity building

Action 8

Continue to grow the agricultural sector through AgriVision 2050.

Action 9

Promote, develop and support industry capacity and tourism growth.

Facilitating strategic land use

Action 10

Continue to develop and implement planning reform in Tasmania to assist the development of agri-tourism initiatives.

Actions

Promoting agri-tourism in Tasmania

Action 1 – Highlight Tasmania’s agri-tourism products in key visitor markets.

Through Tourism 21 the Tasmanian Government and tourism industry are aiming to increase visitation and visitor expenditure, delivering more direct and indirect tourism employment in Tasmania, sustaining a high level of regional visitor dispersal, and achieving greater visitor satisfaction. Tourism contributes around \$3.2 billion to gross state product both directly and indirectly and supports around 42 800 Tasmanian jobs. (Source: Tourism Satellite Accounts 2017-2018, Tourism Research Australia).

Tasmania is fortunate to have some of the best food, wine and beverage experiences in the world including a great selection of vineyards, cellar doors, wine and food festivals, distillery tours, cooking schools, paddock to plate experiences and fantastic cafes, bars and restaurants. Research indicates that Tasmania’s culinary offering (food and beverages) is identified regularly as one of the state’s most enticing offerings.

Tourism Tasmania regularly highlights the state's culinary experiences as part of their ongoing marketing campaigns domestically and internationally. Agri-tourism experiences are featured regularly in print, digital and out of home media; content partnerships with leading publishers; social media, event partnerships and in media and travel trade familiarisation visits.

Tourism Tasmania is implementing a range of marketing, public relations and media activities to promote Tasmania’s wine experiences in premium international markets within North America and Hong Kong. It is also working with international and domestic travel trade partners to grow wine route itineraries within tourism packages to ensure visitors are encouraged to travel Tasmanian wine routes, taste our great wines or sparklings and experience the other wonderful Tasmanian offerings (including nature and wildlife) that resonate with visitors.

Agri-tourism product will be supported by Tourism Tasmania through incorporation into its program including within marketing content and campaigns, and trade and distribution activities.



Action 2 – Integrate a dedicated agri-tourism business development component into the Drive Journeys.

The Department of State Growth is managing the Tasmanian Journeys Project which will see the creation of a consumer-facing network of five Drive Journeys throughout the state, based on enhancing the visitor experience and connecting the state beyond regional borders.

The Great Eastern Drive was launched in 2015 and since its inception has contributed to an increase in visitation to the East Coast. The journey enables visitors to take in unrivalled coastal views, and experience unique agri-tourism products offered along the way. It includes the dedicated promotion of food and wine experiences on offer from local growers, producers, winemakers, cheesemakers and chefs. Food and drink is one of a number of key pillars that form the backbone of the consumer experience in Tasmania, and will be considered in the other drive journeys yet to be developed.

The Tasmanian Government will explore its existing industry partnerships, programs and supporting resources and tools to facilitate engagement and harness opportunities for agri-tourism operators through:

- working together
- building awareness
- attracting investment
- integrating activities with the regional structures that support industry development and growth.



Helping businesses engage with agri-tourism

Action 3 – Develop an agri-tourism portal on the Business Tasmania website.

Improving access to information was a key theme raised in consultation with industry participants. This included the need for information that is accessible and supports an understanding of the processes required to expand and diversify a business, and also information on where to go for support.

The development of an agri-tourism portal on the Business Tasmania website will be progressed to provide a central location for online information, resources and support relevant to the agri-tourism sector. This will also include links to existing industry partnerships and engagement tools.

With agri-tourism bringing together two key sectors, many businesses operating in this area engage with agri-tourism as part of a broader portfolio, therefore easy access to information is important. Further, as owner operators and small businesses, agri-tourism businesses and those wishing to enter the market, may have limited capacity to attend events at scheduled times due to operational needs. Relevant information needs to be available and accessible in a flexible way.

Throughout the consultation process for this strategy, industry participants noted three main types of information they would like to better understand.

1. Visitor and marketing information including quantitative and qualitative research data around visitor behaviour, demographics, motivations, expectations, attitudes and values.
2. Information regarding compliance and regulations from local, state and federal levels.
3. Where to access available grants, loans and resources, for every stage of the business from start-up to diversification and expansion.

Business Tasmania currently has a number of existing resources to help businesses take advantage of the opportunities, presented through the growing agri-tourism market. The resources and support listed below can be accessed through www.business.tas.gov.au.

- The Tasmanian Government's Digital Ready for Businesses initiative provides targeted assistance and advice to ensure Tasmanian small businesses are digitally literate and competitive in the digital economy. This is particularly relevant to visitors accessing and connecting with agri-tourism experiences within a specific region and across multiple regions.
- Enterprise Centres Tasmania is a state-wide network of business advisors and mentors, created to help small businesses and their owners to reach their potential. This is a free service supported by the Tasmanian Government and can assist businesses in areas such as understanding their product, their market and their process and how this can help them to engage with the agribusiness market.
- A dedicated visitor economy website which provides insights and resources to support those businesses seeking to realise the opportunities that increased visitation to Tasmania is bringing.

Action 4 – Assist businesses to engage with growing markets, such as agri-tourism.

Along with the initiatives outlined in Action 1, the Tasmanian Government's Business Growth Strategy 2019-2023 also provides a number of actions aimed at assisting businesses to engage with growing markets, such as agri-tourism, including:

- Improving business advice and support services.
- Enhancing opportunities for small businesses to leverage growth in Tasmania's tourism industry including:
 - development of tailored seminars to increase businesses' knowledge of the visitor economy and help them leverage the value of online visitor platforms, in partnership with industry; and
 - continuing to support the Great Customer Experience Program to assist the tourism and hospitality industry in providing high quality customer experience.
- Facilitating a regular small business summit to report on delivery and performance of the Business Growth Strategy 2019-2023 and to seek feedback directly from small business to ensure actions remain relevant.
- Supporting entrepreneurial pathways:
 - the global business landscape is evolving with traditional business models increasingly being disrupted, reinvented or reimagined. For Tasmanian business to remain relevant in the global economy, we must support entrepreneurs who are considering or actively starting a small business to participate in new ways of value creation. This is also relevant to agribusinesses wishing to innovate and diversify. Alongside existing support of the Enterprize Hubs in Launceston and Hobart, a targeted Start-Up Accelerator program will be established.

This program will support and foster a culture of innovation and entrepreneurship, and involve the University of Tasmania, TasTAFE and other training providers working to provide pathways between formal education/training and new business support programs.

- Developing new fundamental skills programs for business. There is strong business appetite for programs and tools covering the fundamental skills required for new business, such as entering new markets and supporting growth and expansion. New programs will be developed and delivered with a focus on improving financial literacy for growth, branding and marketing skills. A range of skills is required when starting, running and growing a business, and having skilled business owners and staff is fundamental to success. The following new programs will be developed along with associated online tools and resources:
 - a program that supports business growth through improved financial literacy for new business owners and those seeking expansion, and
 - a program to assist business branding and marketing to enable enhanced market penetration and growth.
- Supporting innovation and continuous improvement in Tasmanian businesses through encouraging exploration of new opportunities and markets, by streamlining the application process for financial incentive programs for projects such as business innovation, growth strategies, and accessing new market opportunities.
- Ensuring regional and remote areas have access to outreach growth capabilities through the Department of State Growth by working with regional bodies to connect small business with market expansion and capability building opportunities and implement cluster support programs outlined in the Tasmanian Trade Strategy 2019- 2025.
- Continuing to focus on red tape reduction to make it easier for Tasmanian businesses to become more productive by working with industry and regulators to prevent the introduction of new regulations that will inhibit productivity, innovation and growth of small businesses.
- Delivering the \$10 million Skills Fund which will include funding for seasonal workers, visitor experience and customer service, and employer led pre-employment training.

A number of other valuable resources and tools developed by government partners also currently exist to help businesses engage with growing markets, and are readily available via the internet including the Tasmanian Visitor Survey, Discover Tasmania and Brand Tasmania.

The Tasmanian Government has a number of mechanisms in place to support liaison with the business community, such as through Business Tasmania, engagement with the agricultural industry through AgriGrowth Tasmania in the Department of Primary Industries, Parks, Water and Environment (DPIPWE) and in tourism support infrastructure such as funding provided to Regional Tourism Organisations (RTOs).



Action 5 – Explore options to develop agri-tourism specific skills in regional areas, where required, through programs offered by the Department of State Growth.

Tourism, hospitality, agriculture and aquaculture are all included as priority industries for the Tasmanian Government, as outlined in the Ministerial Priorities for Training and Workforce Development 2018-21. The Department of State Growth supports regional development in these areas through a range of activities.

- The Skills Fund program specifically targets areas of skills demand in priority industries. It supports skill sets and full qualifications where there is demonstrated need. The Skills Fund is available for existing employees (supporting productivity outcomes) and jobseekers (supporting workforce participation and targeting skills shortages).
- The Targeted Apprentice and Trainee Grant for Small Business is a grants program aimed at increasing the number of apprentices and trainees employed in identified industries. Under the program, employers in eligible target industries who are not eligible to claim the Payroll Tax Rebate (Apprentices, Trainees and Youth Employees), can apply for a subsidy of up to \$5 000 for each apprentice or trainee they employ as a new worker.
- The Growing Apprenticeships and Traineeships: Industry and Regionally-Led Solutions Program (GATIRS) is a grant program funded by Department of State Growth to increase the number of apprentices and trainees employed in industries and regions.
- In July 2018, the Australian Government announced a \$3.9 million North-West Tasmania Job Ready Generation Package to support the upskilling of 600 north-west Tasmanians with the qualifications and on-the-job training required in the growth sectors of agriculture, mining, manufacturing, building and construction. Through this funding, Skills Tasmania will administer \$200 000 to the Gaining Authentic Industry Training (GAIT) Agri-tourism project. Through a consultative process, with key vocational and industry stakeholders, the GAIT project will identify and develop high quality educational material to support the development of skills relative to the agri-tourism (and more broadly hospitality) sector across the greater North-West Tasmanian region. Through this collaborative and industry-relevant framework, the project will produce:
 - educational videos appropriate for learners undertaking a training qualification
 - promotional videos for the agri-tourism (and more broadly hospitality) sector and the various employment opportunities within these areas; and
 - promotional videos to be used for marketing via social media.



Driving investment in new experiences

Action 6 – Deliver programmes that promote and can be tailored to agri-tourism investment.

The new \$20 million Regional Tourism Attraction Loan Scheme provides loans of up to \$1 million to support the development of attractions in regional Tasmania to increase visitation, spend and overnight stays. Projects can include agribusinesses such as vineyards, distilleries and breweries developing accommodation and cellar doors, or adventure tourism business wishing to diversify and create new products that will attract visitors to the area.

The AgriGrowth Loans Scheme, was introduced in August 2016 and to date has been successful in delivering over \$21 million of financial assistance into Tasmania's agricultural sector in a wide range of activities. Loans of up to \$3 million for eligible farm business and agri-food businesses operating in Tasmania for projects that advance the AgriGrowth 2050 plan, including agri-tourism.

The Heritage Loan Scheme, created in response to the Tasmanian Visitor Economy Strategy 2015-2020, highlights the importance of investment in quality visitor infrastructure. The scheme has been allocated \$10 million for loans between \$100 000 and \$1.5 million. Eligible purposes are those within the visitor economy that otherwise could not be brought forward and/or financed under normal banking arrangements.

The Coordinator-General's Office is the lead agency for investment attraction and is the first point of contact within the Tasmanian Government for those wishing to establish, relocate, diversify or expand in Tasmania. The office specialises in:

- helping link potential investors to local opportunities
- introducing local businesses who are looking for new investors
- showing global location consultants why Tasmania offers an unbeatable business location.



Action 7 – Consider emerging agri-tourism opportunities for businesses generated through large scale regional investment identified through the Tasmanian Government's Infrastructure Pipeline.

Infrastructure investment is a key facilitator of economic activity. The Tasmanian Government's Infrastructure Pipeline is a whole of government coordinated effort, to provide a consolidated list of the key large scale projects that are underway or planned across all economic and social infrastructure, including recreation and visitor economy infrastructure, over the next 10 years. The Infrastructure Pipeline includes large scale investments that are of strategic importance to Tasmania and play a role in meeting one of the Government's key strategies, such as Agrivision 2050 or the T21 Tasmanian Visitor Economy Strategy.

The pipeline recognises that the Government can only achieve its infrastructure goals by working hand in hand with the private sector. It provides developers, investors, contractors and consultants with access to the flow of key infrastructure projects coming online in the coming years which will allow them to make decisions on growing and investing in their own people and businesses. Mapping of this infrastructure investment will also benefit smaller agri-tourism business to identify where infrastructure investment is occurring or planned in the regions, such as development of key touring route infrastructure, and improvements of entryways to high visitation natural attractions.

Supporting growth, resilience and capacity building

Action 8 – Continue to grow the agricultural sector through AgriVision 2050.

Figures for 2017-18 show that agriculture contributes \$1.604 billion at the farm gate. In the same period seafood production (gross beach value) equates to \$1.068 billion. Released in September 2019, Tasmania's Sustainable Agri-Food Plan 2019-2023 sets a target for growing the value of the state's agriculture sector to \$10 billion per year by 2050 (AgriVision 2050).

The implementation of AgriVision 2050 is supported by AgriGrowth Tasmania, in the Department of Primary Industries, Parks, Water and Environment and is focused on providing targeted support to grow Tasmania's agricultural industries. The Tasmanian Government supports the Tasmanian Institute of Agriculture (TIA) as its research, development and extension arm in partnership with the University of Tasmania. TIA undertakes industry-led, impact driven work to support prosperous, innovative and sustainable agriculture and food sectors.

The whole of government coordinated effort, support and liaison with industry led by AgriGrowth Tasmania will continue to support the active implementation of AgriVision 2050 informed by industry needs and opportunities. To support engagement, access to information and transparency, this will include publishing updates on the implementation of Tasmania's Sustainable Agri-Food Plan. The Plan was released in 2016 and most recently updated in September 2019. It is the Government's system for sustainably growing the agriculture and food sectors in Tasmania, including seafood.

The most recent Agri-Food Plan provides a snapshot of work undertaken to:

- improve agriculture policy settings and industry development
- support access to water through streamlined processes and irrigation schemes
- strengthen biosecurity
- support sustainable management of fisheries and aquaculture
- invest in infrastructure, skills development and brand promotion, and
- invest in education, research, development and work with research partners.

The development of industry capacity and growth is also supported through the Tasmanian Government's Business Growth Strategy 2019-2023 **as detailed in Action 2.**



Action 9 – Promote, develop and support industry capacity and tourism growth.

The Government is supporting growth in Tasmania's tourism industry through Tourism Tasmania's work to attract visitors, promote Tasmania as a premium destination and expand air and sea access, and through the Department of State Growth's work with the industry to build capacity, identify training needs and support investment in infrastructure and business ventures.

Agri-tourism is a growing and emerging niche industry bringing together the key primary production capacity of the agricultural sector and the service and experience-based tourism sector. Opportunities to engage with the supportive services, programs, networks and infrastructure offered in each of these sectors, such as Regional Tourism Organisations, could be enhanced.

Increasing collaboration within and across these linked sectors will support greater awareness, resilience and capacity building and opportunities for growth.

The 'visitor economy' definition encompasses small businesses in markets not traditionally regarded as part of the tourism industry, and/or those located in suburban, regional or remote areas can have a role to play in creating unique visitor experiences that see customers become advocates for Tasmania and its brand.

In the context of agri-tourism, Small to Medium Enterprises (SMEs) in the visitor economy space are all those supporting visitors to access and enjoy the agri-tourism experience, including those periphery businesses in the locations themselves. These might include the local pub if the visitors are staying at a farm stay and they happen to go there for dinner. The visitor economy also covers visitors making purchases at local craft and produce retailers, other local attractions, local transport and equipment providers (fishing and cycling gear etc), even insurance providers (covering activities like horse riding, fishing, off-road vehicle and cycling tours etc.).

Industry capacity to network and promote both themselves and other businesses in the region can be enhanced by engaging with the 'digital economy.' The digital economy is about enabling all SMEs to have a well-managed digital presence, this includes SMEs in both the agricultural and hospitality sectors.

Empowering networks of local SMEs to act as a referral network to each other online and offline adds value to the local economy. Recommending each other to visitors once they are on the ground in the location, and coordinating their digital promotion that cross references each other so people considering the location/activity/destination discover all the other great opportunities and experiences available there before they even arrive.



Facilitating strategic land use

Action 10 – Continue to develop and implement planning reform in Tasmania to assist the development of agri-tourism initiatives.

A number of agri-tourism operations begin their life as on-farm additions, and are ancillary to the broader farming practices, such as the addition of a seasonal farm gate shop stall, farm stay experience or a small on-farm café wanting to grow to meet demand by offering functions and accommodation. The establishment of these types of uses and developments on a working farm must comply with planning scheme requirements. Currently there are 30 planning schemes across Tasmania with quite different requirements and limitations, which can make business planning a challenge.

However, over recent years the Government has developed a new planning scheme framework called the Tasmanian Planning Scheme.

The Tasmanian Planning Scheme has two key parts:

- The State Planning Provisions (SPP) provide a consistent set of planning rules for 23 generic zones and 16 codes making up a suite of controls that can be applied by local councils, and
- Local Provision Schedules (LPS), prepared by local planning authorities, apply the State Planning Provisions at the municipal level.

When developing the State Planning Provisions, the Government considered the opportunities available for diversification for agribusinesses and increased the range of uses that can occur alongside farm enterprises. This means that cafés, restaurants, markets and shops and some types of accommodation if associated with the Resource Development or Resource Processing use classes are now permitted uses in Rural and Agriculture Zones, and once all Local Provision Schedules are approved, will be consistently applied across all Tasmanian local government areas.

Local governments are currently transitioning their current planning schemes to the new Tasmanian Planning Scheme (TPS) framework, through the development of their LPS, with incremental implementation expected to continue through 2019 and 2020.

In terms of agri-tourism operations, the Rural Zone has provisions for agricultural uses, as well as a range of other uses which may require a rural location. The Agriculture Zone applies limitations on some non-agricultural uses to protect agricultural land from unnecessary conversion. However, opportunities are provided that allow for diversification or value adding.

For example, visitor accommodation use in a farm house that is a main place of residence is exempt from requiring planning approval. Regulations for visitor accommodation are now in place through Planning Directive No. 6 – Exemption and Standards for Visitor Accommodation in Planning Schemes.

The Local Provision Schedules will also contain particular purpose zones, specific area plans and site-specific qualifications for each local council area, which have been approved for unique areas of land and sites.

The Tasmanian Government will continue to work with industry and local councils to implement the Tasmanian Planning Scheme. Importantly this currently includes the application of the State Planning Provisions at a local area level through the Local Provisions Schedules currently being prepared by local councils.



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