

2025 National Agritourism Forum Program

ADELAIDE HILLS, SA

14 OCTOBER 2025



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Session 1: SETTING OUR STRATEGIC DIRECTION. Paddock to Profit connecting tourism with trade. What happens when agriculture and tourism come together.

What we're working on now and what we're planning for the future.

- 8.15am Registrations open
- 8.45am Welcome by MC, *Jess Adamson*
- 8.50am Welcome to Country
- 9.00am Why Agritourism? Trends and Changes in Agriculture. *David Jochinke, President, National Farmers' Federation*

Session 2: THE Paddock: THE PROVENANCE. The Produce You're Selling, The Stories You're Telling

Case Studies from farmers from different agricultural sectors, discussing the markets they sell into, and the visitor experiences they have developed to show how they grow their produce.

- 9.30am Let's Talk Truffles. Engaging Experiences. Explain Premium Prices
 - *Katharine Faull, Adelaide Hills Truffle Company and President, Australian Truffle Association*
 - *Ina Ansmann, The Truffledore*
- 10.00am Let's Go Nuts. Connecting Commodities to Customers
 - *Janelle Gerry, Macadamias Australia*
 - *Tegan Douglas, Outback Almonds*

10.30am MORNING TEA

- 10.45am The Marine Scene. Farming Fish, Oysters and Seafood.
 - *Connie Trathen, Portarlington Mussel Tours*
 - *Lester Marshall, Coffin Bay Oyster Farm*
- 11.15am Dairy Destinations. Every Mile Matters. Preserving the Traditions and Future of Australian Dairy
 - *Mahlah Grey, The Pines Kiama*
 - *Jess Phillips, Dairy Destinations*

Session 3: KNOW YOUR NUMBERS. The Agritourism Fact Sheet

- 11.45am Why Agritourism? Consumer Trends and Changes in Visitation. *Dr Paul Grimes PSM, CEO, Austrade*



Session 4: PLANNERS PERSPECTIVE. If not, why not? Learn from your Local Council

12.15pm More information coming soon.

1.00pm LUNCH

Session 5: CREATE AWARENESS. BUILD DEMAND. PLANNING, POSITIONING, FARMING PRACTICALITIES

2.00pm Farming Comes First: You can keep your day job. Ways to manage time to suit your family and other farming commitments
- Kay Tommerup, Tommerup's Dairy

2.20pm Almost Famous: Tourism is a brand builder. Get your name (your farm, your crop/your community) out there via visitor experiences.
- Chris Moore, Sailors Grave Brewing
- Paul Birch, Willie Creek Pearls

2.50pm Conservation Programs and the Customers Perspective. Sustainable farming from the visitor's viewpoint
- Louise Freckelton, Highfield Farm and Woodland

3.10pm Inspire the Instagrammers: Quick Crops that make commercial sense.
- Fred McGrath Weber, Majura Farm
- Sophie O'Neil, Torello Farm

Session 6: BRING ON THE BOOKINGS. DRIVE CONVERSION. Ways to Work with Tourism Distribution

3.40pm - Drew Kluska, The Tailor
- Mitch Coveney, Hip Camp

4.20pm **WRAP UP. TOURISM AUSTRALIA'S TAKE ON AGRITOURISM. Plans to Go-to-Market**

Registration

To find out more and register, visit <https://regionaltourism.com.au/agritourism-forum-2025/>

*Please note: Australian Regional Tourism will ask questions regarding membership before you can advance with your registration.

