

2025 National Agritourism Forum Program

ADELAIDE HILLS, SA

14 OCTOBER 2025



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 - *Rosalind Coleman*
- 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.

Panel host: Kate Shilling, Tourism Australia

- 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

Panel host: Karen Fitzgerald, Tourism Australia

- 11.00am The Marine Scene. Farming Fish, Oysters and Seafood.
 - *Connie Trathen, Portarlington Mussel Tours*
 - *Lester Marshall, Coffin Bay Oyster Farm*
- 11.30am Dairy Destinations. Every mile matters. Preserving the traditions and future of Australian Dairy
 - *Mahlah Grey, The Pines Kiama*
 - *Adam Wilkinson, Fleurieu Milk Company*

Session 3: Know your numbers. The Agritourism Fact Sheet

- 12.00pm Consumer Trends: Spend, Visitor Numbers and other Fun Facts for Farmers.
Dr Paul Grimes PSM, CEO, Austrade

Session 4: Planning Practicalities. Lessons learned with your local Council

- 12.30pm - Panel Host: Allison Clark, Agritourism Tasmania / RMCG
- Sarah Longden, Senior Economic Development Adviser, Alexandrina Local Council
- Sharon McInnis, Station Stays SA and Flinders Bush Retreats
- Matt Waller, Cuttys Tours

1.00pm LUNCH

Session 5: Create awareness. Build demand. Planning positioning, promotion, practicalities

Session Host: Tanya Jarman, ART Board Director

- 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

Panel Host: Kate Shilling, Tourism Australia

- 3.40pm - Drew Kluska, The Tailor
- Mitch Coveney, Hipcamp
- Josh Donohoe, Second Rodeo Solutions
- 4.20pm **Wrap Up. Tourism Australia's Take on Agritourism. Where to next for our farmers and our Food Bowls?**
- Tourism Australia
- 4.40pm **Event Concludes**

Host Partners



Government of South Australia
South Australian Tourism Commission



Silver Partners

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