

AGRITOURISM BUSINESS DEVELOPMENT PROGRAM EXPRESSION OF INTEREST

Riverina Regional Tourism is currently implementing a regional agritourism development program, which encompasses product development and marketing activity. The overarching vision is to develop the Riverina region as a must visit food, fibre and agricultural region, which provides visitors with an opportunity to learn about food and fibre production whilst enjoying the regional produce at the same time.

Riverina Regional Tourism has a goal of seeing four new agritourism products/experiences launched in 2014. Following is a summary of some of the gaps and preferred products and experiences that RRT has identified via an agritourism audit.

- Farm Gate Sales
- Farm and Factory tours, which allow visitors to experience production of the regions diverse food and fibre production
- Farm stay accommodation
- Pick your own experiences
- Agriculture based events
- Visitor Interpretation Centres – Irrigation, Rice, Cotton, etc
- Providores

A key program in supporting to bring these products/experiences to fruition is a 3-month business-mentoring program. This will involve linking projects and entrepreneurs with a series of mentors that can support them through the challenges and barriers to development.

Do you have an idea for a new agritourism venture? Do you have a work in progress? Maybe you have a dream/vision?

Are you battling with know how, motivation or barriers to start up?

This is a FREE program that will link you with a series of experienced mentors from the industry, who will provide you with first hand knowledge, advice and experience to assist you in bringing your venture to fruition.

PROGRAM MILESTONES

The following timeline outlines the milestones of the program.

July:

- Expression of Interest process

August:

- Review and selection of successful participants
- Successful participants notified and engaged
- One on one meetings with Product Development Officer to assist with matching of Mentors and Participants
- Introductory luncheon with all participants and mentors
- Mentoring commences

September:

- Mentoring continues
- Mid program meeting with RRT Product Development Officer

October:

- Review of progress, and official launch of new products and experiences during Taste Riverina
- Mentoring continues
- Celebration dinner with the RRT Board, Mentors and all Participants
- New products and experiences listed on Visit NSW, Riverina Tourism and further marketing websites

November:

- Program finalised

Beyond this mentors and participants will be encouraged to consider further familiarization visits to other successful regions (pending funding).

Complete the following Expression of Interest to be considered for the program.

NAME: _____

COMPANY: _____

LOCATION: _____

PHONE: _____

EMAIL: _____

WEBSITE: _____

ABOUT YOUR BUSINESS VENTURE:

Tell us about your idea, concept, plan, work in progress. Be sure to note such things as: the visitor experience that will be offered i.e. what will visitors do, where it will be located, how many visitors you can manage, opening hours, etc

CHALLENGES:

Please tick the areas you find challenging, and would like support in.

- Business Planning
- Creative Ideas
- Financial Planning
- Insurance and risk management
- Marketing
- Customer relations
- Export
- Working with local farmers
- Collaborating with other businesses
- Events
- Understanding what the consumer wants
- Setting up new ventures successfully
- Sourcing investment and grants
- Diversifying from farming to tourism

Others:

WHEN DO YOU AIM TO REACH START UP?

- Within 3 months Within 6 months 12 – 18 months

AVAILABILITY FOR INTRODUCTORY SESSION:

Please tick the dates that you are available to attend an introduction session in Wagga Wagga (it will be over lunch from 12 – 3pm).

- Tuesday August 19
 Wednesday August 20
 Thursday August 21
 Tuesday August 26
 Thursday August 28

FURTHER INFORMATION:

Please return completed forms, along with any supporting material such as business or marketing plans, media clippings, etc to:
Linda Tillman
RRT Product Development Project Coordinator
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Fax: 02 6927 2877

Any queries please contact Linda direct on 0439 192 193