

Leading Sheep MeatUp Forum

LONGREACH, FRIDAY 25 MARCH 2022



Opportunities for agritourism in central west QLD

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Dunblane Pastoral Holdings P/L



So what is Dunblane

Business model

- Traditional – “*blinkered*”
- Merino sheep property producing 100 bales of superfine wool and 2,000 cfa sheep annually
- Alternative options
 - Meat sheep
 - Rangeland goats
 - Cattle, breeding or trading
 - Agistment
- **Single commodity focus**
- **High dependence on rainfall**
- **Poor use of labour resource**

Now

- Renewable energy producer (5% GFI)
- Agritourism - accommodation(5%)
- Still producing 100 bales of superfine wool and 2,000 CFA sheep annually

The future

- Carbon sequestering income
- Biodiversity credits
- More renewables
- **Agritourism - ????**

Do your research - Agritourism growth

- Increasing numbers of visitors travelling by vehicle
 - Over 12 month waiting periods for new campervans
 - Technology - vans/roads/4WD/connectivity is/are better
- Market is changing ...from 95% 'grey nomads' (daily budget of \$20) to include:
 - Dad & kids in a camper
 - Well heeled boomer with modern van
 - 55-65 “active” market
 - Single women

Market research

Avg Spend p/visitor p/trip	Barcaldine	Blackall-Tambo	Barcoo	Boulia	Diamantina	Winton	Longreach
Holiday							
Domestic Day	\$64	\$60	\$80	\$90	\$90	\$120	\$120
Domestic Overnight	\$173	\$169	\$110	\$270	\$570	\$490	\$490
<i>Estimated ALOS</i>	1.5 nights	1.5 nights	1.0 nights	1.0 nights	2.0 nights	2.0 nights	2.0 nights
International	\$173	\$169	\$110	\$270	\$570	\$490	\$490
<i>Estimated ALOS</i>	1.5 nights	1.5 nights	1.0 nights	1.0 nights	2.0 nights	2.0 nights	2.0 nights
VFR							
Domestic Day	\$64	\$60	\$80	\$90	\$90	\$120	\$120
Domestic Overnight	\$173	\$169	\$110	\$270	\$570	\$490	\$490

Benefits to rural people from agritourism

- See Queensland Farmers Federation list
- Other
 - Utilise existing labour/human resource/infrastructure
 - Isolation/lethargy
 - Exposure to interesting, intelligent & enlightening people



Why I do it

- Limited range of tourism product in our part of the world
 - Museum corridor
- Want to give back to all the people who supported our community during severe drought
- Wanted to share the unique lifestyle that we have with those people who come to visit our part of the world
- I believe that if I play a role in creating reasons to visit western QLD, that our community will benefit significantly

What I do

- Provide overnight camping (accommodation) opportunities
 - Multiple, separate/private campsites across property
 - Booking is all online
 - Campfires, pets, kids, privacy
 - Water & power for some sites
 - Must be booked before entry
- Experiences supported by internet media
 - Website
 - Handouts





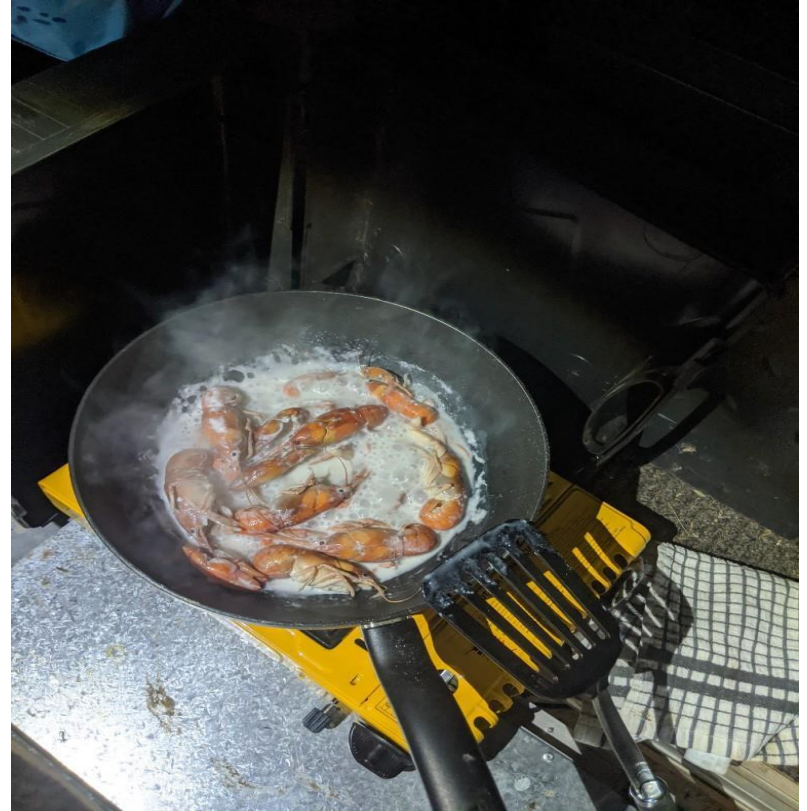
How I do it

- Advertise, got to know social media
- Book online – hipcamp.com
- Automated text messages for directions
- Private and separate campsites
- Dabbling in providing experiences
 - Self drive tours



Give them an experience

- Animals
 - Bones, bottle feed lambs
- Environment
- Ecosystem
 - Birdlife
- History
 - Family
- The KING effect





Farm stay that rocks



Simon M. recommends this listing.

March 2nd, 2022

What an amazing experience!

Highly recommend if your looking for something off the beaten track and enjoy the farm life.

Also highly recommend the artesian hot bath at sunset after a longs days drive. Perfectly wonderful ❤️

Just try it and you'll love it for sure.

Thank you David for being such a fabulous host. Nothing was too much trouble and you made us feel very welcome and safe.

Regards

Summary

1. Always smile
2. On farm experiences is their goal
3. Exposure to animals is 'gold'...a bottle-fed lamb, sheep bones, sheep in the yards, drafting sheep, etc
4. The mobile phone is critical
5. Ask and seek feedback – survey, survey and survey some more
6. Don't let them get lost.
7. Some people won't like you, your property or your product – this really dints your pride!
8. Answer their questions before they get there. Make it easy to use your product.
9. 'Word of mouth' is everything...
10. Wikicamps
11. Get your social media right, always update and develop this. Photos play a key role in engagement.

Take home messages

- Continuing growth in regional tourism – increasing opportunities
- Significant opportunities exist for local rural businesses wishing to diversify in cashflow and profitability
 - (Accommodation, food, experiences, tours, displays...)
- Many local properties are well suited to agritourism opportunities
 - Time
 - Human resource
 - Infrastructure
 - Environment
- Seek advice/research the opportunities for your business

Take home messages

- Ample opportunities abound
- For more information - www.Hipcamp.com and search for 'Dunblane'
- Familiarise yourself with travel/camping sites and apps
 - Visit sites that travellers use and list your tourism enterprise
- Engage external support
 - Use outside expertise such as website developers and tourism consultants to support your venture

"If you are looking for a reason for agritourism to NOT work, don't worry, you will find it"

"On your deathbed, you will regret more the stuff that you didn't do than the stuff that you did"



Tools and resources

- Dunblane Pastoral website – www.dunblanepastoral.com.au
- Remote Area Planning and Development board – www.rapad.com.au



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