

# Designing Successful Agritourism Experiences: - Spotlight on Australia -

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Webinar  
10 December 2025

7am-8am AEDT  
3pm-4pm EST  
9pm-10pm CEST

# Designing Successful Agritourism Experiences: Spotlight on Australia

- The webinar will begin at 7:00 a.m. Australian Eastern Daylight Time, 9:00 p.m. Central European Time, and 3:00 p.m. Eastern Standard Time.
- For technical difficulties and comments, feel free to type into the Chat Box at any time.
- Use the Q&A box to ask panelists questions.
- When posting in the chat select “Everyone” so the whole community can see your messages.
- The session will be recorded. All registrants will receive an email with the link to the recording.
- Visit <https://www.uvm.edu/vtrc/agritourism-gatherings> for the recording.

# Designing Successful Agritourism Experiences: Spotlight on Australia

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## Panelists:

- Louise Freckelton, Owner of **Highfield Farm and Woodland & Kestrel Nest Ecohut Farmstay**
- Jill O'Grady, Owner of **RedGround Australia Truffles**
- Linda Tillman, Managing Director of **Tilma Group**     ***Rural Tourism Development Consultancy***

## Moderator:

Christine Dunton-Tinnus, Owner of **NorthEast Experience**  
***Responsible Travel Consultancy***



Photo by: Matt Beaver and Cootamundra-Gundagai Regional Council

The Global Agritourism Network welcomes all stakeholders including farmers and agricultural producers, researchers, educators, community planners, government entities, agricultural service providers, development organizations, tour operators, hospitality operators, event planners, among others.

Sign up to be part of GAN



**<https://globalagritourismnetwork.org/>**



# POLL: Describe yourself

- ☐ Farmer / Rancher
- ☐ Service Provider / Extension
- ☐ Non-profit
- ☐ Government
- ☐ Educator
- ☐ Researcher
- ☐ Tourism Professional
- ☐ Business Owner / Manager
- ☐ Other – type into chat



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# Experience Design & Value Drivers

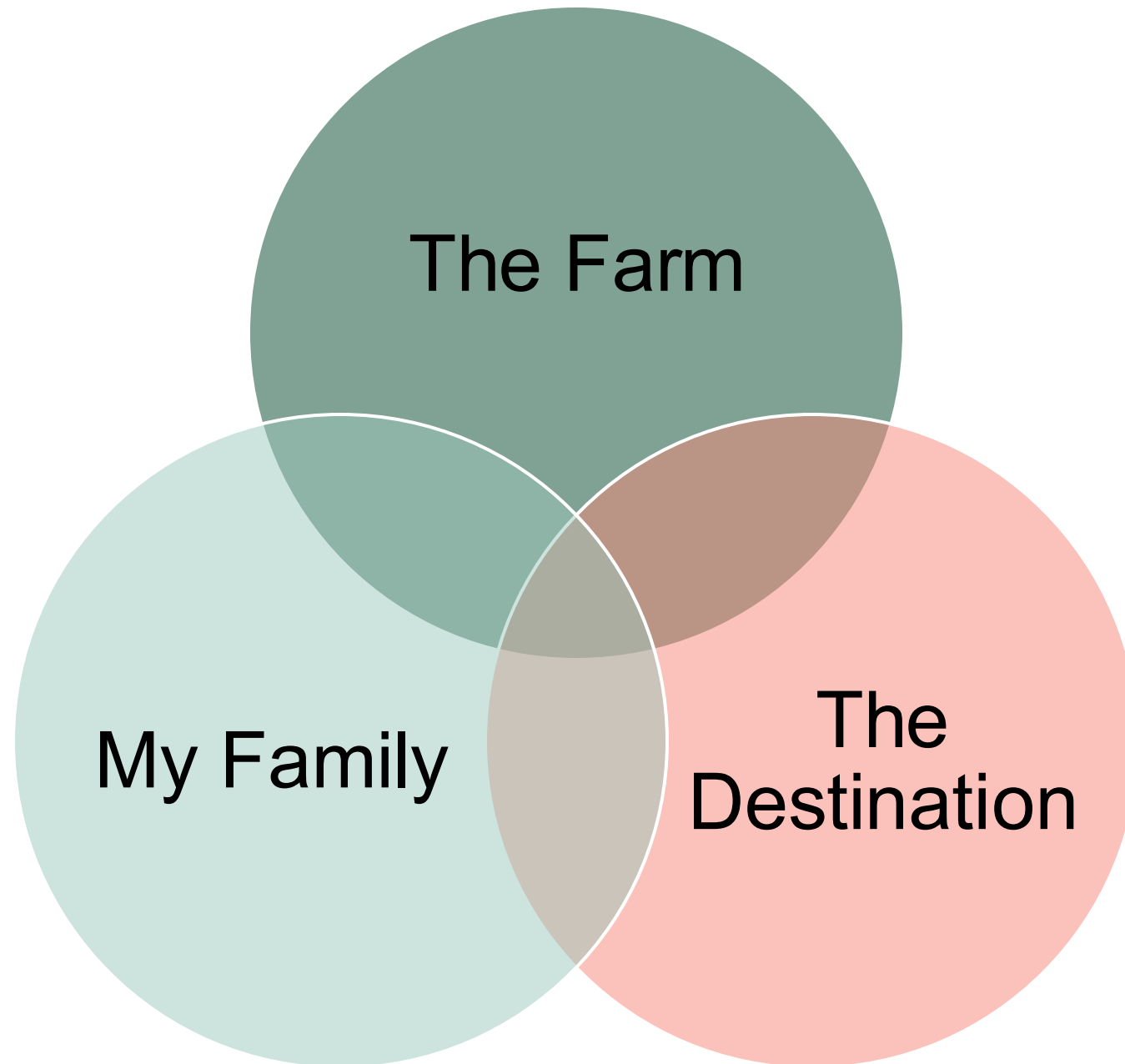
Presenter: Linda Tillman, Tilma Group  
Toowoomba, Queensland, Australia



Helping rural and regional Australia grow  
through smart tourism strategy



**What challenges or risks have you experienced or are most concerned about?**



# My Family

1. Why?
2. Is the entire family on board with the agritourism venture?
3. What role will each family member play in agritourism? What skills are available?
4. What do you want to achieve from agritourism? Get specific with goals and targets!
5. Are there any 'no-go zones'?

# The Farm

1. What is special about my farm?
2. What assets exist on my farm?
3. Are there any risks, hazardous areas or no-go zones?
4. Accessibility
5. What authentic stories exist on the farm?
6. What is the essence of the farm business? What do we do best?

# The Destination

1. What are the gaps and opportunities locally?
2. What is the brand of your destination?
3. What types of visitors love your destination?
4. Who are emerging visitors?
5. What are visitors' expectations?
6. Seasonality
7. Collaborative opportunities



Esk Beef, Queensland



# RedGround Truffles

## Agritourism

- Premium, owner-led truffle hunting experiences in Oberon's alpine climate
- Four truffle varieties grown year-round
- Immersive sensory journey: finding, unearthing, touching, grading, tasting
- Identity anchored in alpine terroir, authenticity, and boutique scale

A man, a woman, and a guide are walking through a truffle orchard. The man is on the left, wearing a plaid shirt over a dark t-shirt. The woman is in the middle, wearing an orange sweater and light blue jeans. The guide is on the right, wearing a black jacket with a small 'RG' logo, a pink fanny pack, and a purple leash. A black dog is on the right, looking down. The background is a lush green orchard with many trees.

RG  
REDGROUND

# Why We Started & Navigating Hurdles

- Share the magic of truffle hunting + diversify farm income
- Hurdles: regulations, educating guests, weather, no staff
- Solutions: small premium groups, clear communication, season-led design

# Lessons Learned & Success Factors

- Authenticity is the differentiator
- Storytelling builds meaning + guest connection
- Designed experiences around seasons, climate and animals
- Success drivers: sense of place, owner-led expertise, signature moments, and high-quality guest experiences





Farm stay accommodation – Off-grid & Off-line



## Farming with Habitat Tour



## Bird Watching Tour



Paddock-to-Plate and Regional Produce



Protecting the ecologies of the night  
Australia's FIRST and ONLY DarkSky Approved  
Lodging

# Collaboration – First Nations Cultural Workshop





## Collaboration – Spoon Carving Workshop

## Why?

- \* Diversify income
- \* Support conservation area and environmental projects
- \* Bring people back to nature



# Key Lessons

Start SMALL

Communicate your PURPOSE

Maintain ALIGNMENT with your purpose

Back up your claims - CERTIFICATION

Support your COMMUNITY

Engage with Tourism INDUSTRY

It's NOT set and forget

DO YOU!

# Australian Perspectives

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**Linda Tillman**

Managing Director of Tilma Group  
Rural Tourism Development  
Consultancy



**Louise Freckelton**

Owner of Highfield Farm  
and Woodland & Kestrel  
Nest Ecohut Farmstay



**Jill O'Grady**

Owner of RedGround  
Australia Truffles

# Upcoming Events



***June 23-25, 2026***

Global Agritourism Conference in Aberdeen, Scotland

*Hosted by GAN and Scottish Agritourism*

**<https://globalagritourismnetwork.org/>**





**Thank you for joining us today!**

[https://qualtrics.uvm.edu/jfe/form/SV\\_38W76Vcm72kgJf0](https://qualtrics.uvm.edu/jfe/form/SV_38W76Vcm72kgJf0)

Please take a short survey about the webinar today. We appreciate your feedback!



# Starting your agritourism journey



1. Research
2. Connect with the tourism industry
3. Plan your offering
4. Secure insurance
5. Secure approvals
6. Build your skills