

Designing Successful Agritourism Experiences: - Spotlight on Australia -

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



Immerse yourself in breathtaking scenery, exclusive truffle hunts, cosy farmstays and special events. Enjoy unforgettable experiences at RedGround Australia.



Panelists:

- Louise Freckleton, 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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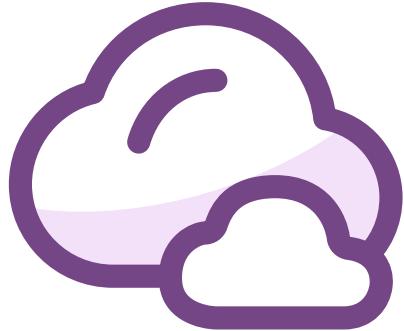


Experience Design & Value Drivers

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

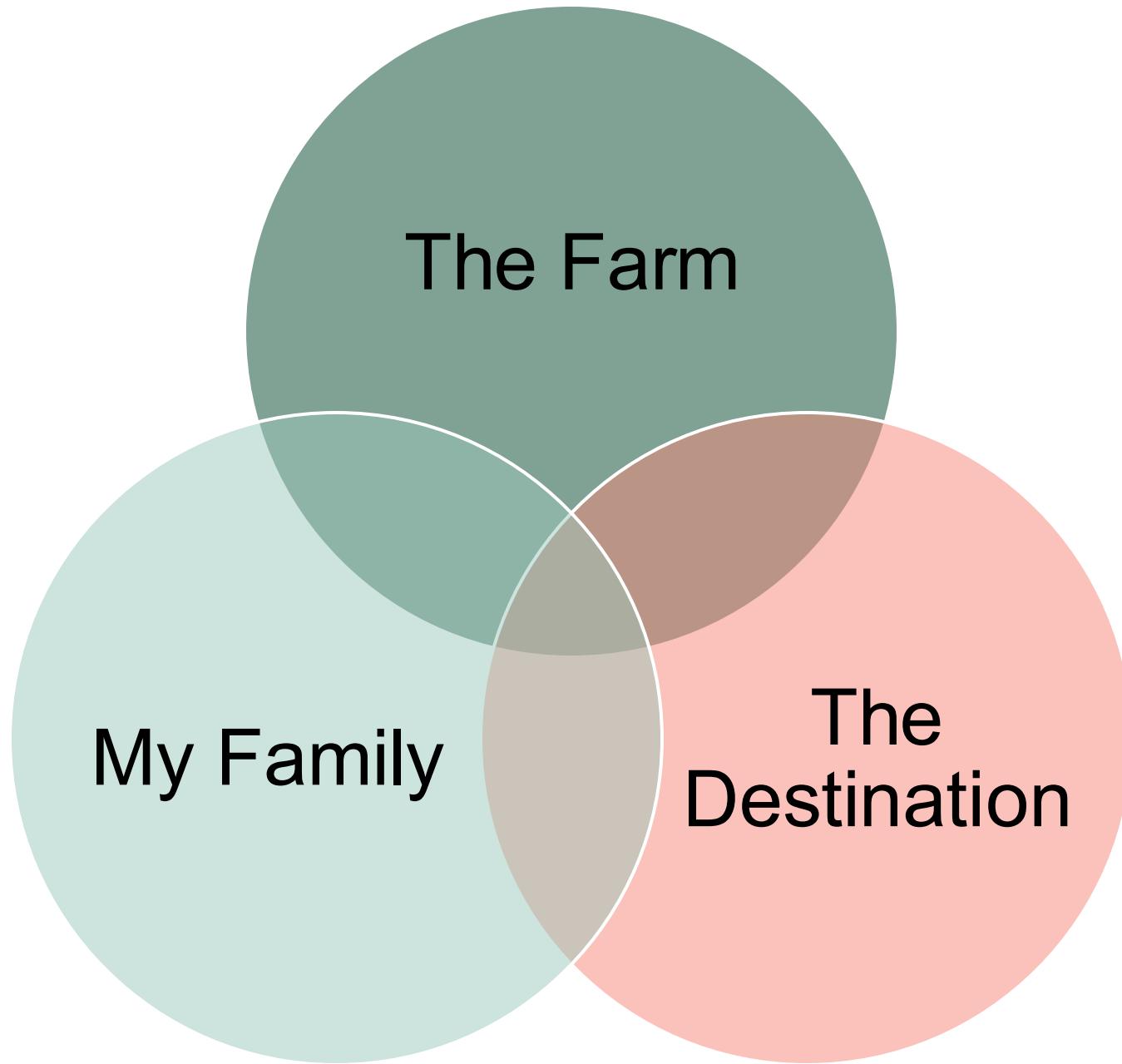


Helping rural and regional Australia grow
through smart tourism strategy



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

- ① The Slido app must be installed on every computer you're presenting from



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

A photograph of a man and a young girl riding horses in a vast, green, open field. The man, wearing a blue shirt and a tan hat, is on the left horse. The girl, wearing a pink shirt and a light-colored helmet, is on the right horse. They are riding away from the camera, towards a line of trees and a fence in the distance. The sky is a warm, golden color, suggesting sunset. The field is filled with tall, green grass. In the background, there are a few small trees and a line of cattle grazing near a fence. The overall atmosphere is peaceful and pastoral.

Esk Beef, Queensland



RED GROUND

AUSTRALIA

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

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

A Kestrel perched on a bare branch against a warm, hazy background.

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



Linda Tillman

Managing Director of Tilma Group
Rural Tourism Development
Consultancy



Louise Freckleton

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/>





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

Thank you for joining us today!

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