AGRITOURISM ROADMAP

2026 - 2029



TOURISM GEELONG AND THE BELLARINE

BUILDING ON OUR STRENGTHS TO UNLOCK SUSTAINABLE GROWTH

Greater Geelong, The Bellarine, and Moorabool Valley comprise one of Victoria's most diverse agrifood destinations ranging from coastal seafood and wineries to small-batch producers and on-farm experiences. As demand for food-led travel grows, this roadmap outlines how the region can build on its strengths to unlock sustainable growth.

The Agritourism Roadmap prioritises sustainable farm diversification, quality on-farm experiences, regional employment, and responsible ecosystem development.

Key insights were drawn from the November 2025 Geelong Agritourism Roundtable, sector research, and national and global trends. A key finding is that while the Bellarine's agritourism sector is more established, operator capability remains mixed, with varying levels of experience, consistency, and visitor readiness across the region.

To address this, the roadmap introduces a four-level Agritourism Readiness Framework tailored to operators' stage of development and identifies eight priority initiatives to be progressed over three years, aligned with funding and partnership opportunities.

This practical tool aims to support regional alignment, grant applications, product development, and investment attraction offering both a shared direction and flexibility to adapt to different subregions and business needs.

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CONTEXT AND SECTOR INSIGHTS



ONE OF AUSTRALIA'S FASTEST-GROWING VISITOR SEGMENTS

Agritourism is one of Australia's fastest growing visitor segments, contributing more than $20 billion annually.

Victoria leads the nation in participation, with increasing demand for experiences that blend food, sustainability, provenance, and hands-on interaction with producers.

Agritourism is one of the fastest-growing areas of experiential travel, creating opportunities to attract high-value visitors who are looking for authentic connections with food, farming and rural communities.

These visitors typically do more, spend more, stay longer and travel more widely throughout a destination, delivering greater economic benefits to local businesses and communities.

For Greater Geelong and The Bellarine, agritourism offers a pathway to increase visitor yield, support farm diversification and strengthen the region's reputation as a leading food, wine and visitor destination.

Agritourism businesses may include, but are not limited to:



FARM GATE SALES AND PRODUCER OUTLETS

where visitors can purchase produce directly from the grower.



WORKING FARMS

offering guided tours, demonstrations, pick-your-own, or hands-on experiences.



CHEESE MAKERS, OLIVE GROVES, BERRY GROWERS, MUSHROOM GROWERS, SEAFOOD FARMS AND SPECIALTY FOOD PRODUCERS

with visitor experiences linked to production.



WINERIES, CIDERIES, BREWERIES AND DISTILLERIES

offering cellar doors, tastings tours or on-site events.



AGRITOURISM ACCOMMODATION

such as farm stays, glamping or vineyard cottages, where the stay is tied to the agricultural setting.



FOOD AND DRINK TOURS AND TRAILS

tasting trails or clustered producer experiences anchored in regional agriculture.



PRODUCER-LED WORKSHOPS OR CLASSES

such as cooking, crafting, fermentation or farming skills.



AGRIFOOD MARKETS, EVENTS AND FESTIVALS

when they have a strong connection to local producers and production.



INDIGENOUS FOOD

experiences and tours.

Globally, 84% of international travellers express interest in agritourism[1] driven by food, culture, and immersive experiences.

These travellers tend to stay longer and spend more, particularly on food, accommodation, and guided activities.

Victoria's strength lies in its agricultural diversity, strong intrastate and interstate visitation, proximity to Melbourne, and growing reputation for premium food and drink.

Within this, Greater Geelong and the Bellarine offer a mix of coastal and inland experiences with established wine regions and a concentration of small producers.

Moorabool Valley brings a distinct character, home to some of Victoria's oldest and most established wineries, alongside strong horticulture, and a growing focus on visitor experiences, requiring targeted support and capability building to unlock its tourism potential.

With better coordination, visibility, and operator support, the region is well-placed to lead agritourism growth in Victoria.

The Agritourism Roadmap also supports sustainability and Caring for Country, emphasising land stewardship, community benefit, and opportunities for First Nations collaboration.



*1 *Source: Tourism Research Australia (TRA), Agritourism Insights Report.*

REGIONAL SNAPSHOT AND CHALLENGES



A DISTINCT AGRITOURISM PROPOSITION

Greater Geelong and The Bellarine offers a distinct agritourism proposition centred on accessibility, authenticity and diversity.

Combining productive farmland, premium food and beverage experiences, coastal lifestyle and a vibrant creative culture, the region provides visitors with genuine connections to producers and makers.

Unlike destinations primarily defined by wine tourism or luxury experiences, Greater Geelong and The Bellarine delivers approachable, contemporary and experience-rich agritourism that is easily accessible from Melbourne and deeply connected to place.

The region has many strengths. It features a broad range of producers including wine, spirits, seafood, berries, dairy and artisan cheeses and specialty products.

Complementing this offering are vibrant farmers' and local produce markets that connect visitors directly with growers, makers and producers.

Portarlington is known as the mussel farming capital of Australia and hosts the popular Portarlington Mussel Festival. The region also supports a vibrant festival scene including the National Celtic Festival, Toast to the Coast, Taste of the Bellarine and Queenscliff Music Festival.

A defining strength is the accessibility of small-scale producers. Many are agile, collaborative, and able to host hands-on visitor experiences. The compact geography linking city, coast, and countryside adds to the region's appeal.

However, several challenges emerged during consultations.

STAFFING SHORTAGES

Staffing shortages are widespread, especially in hospitality and visitor-facing roles.

REGULATORY BARRIERS

Regulatory barriers can be a challenge. Complex planning rules and high infrastructure requirements can make it difficult for new experiences to launch.

TRANSPORT ACCESS

Transport connections between different transport modes can be limited. Visitors without cars find it hard to travel between sites, reducing the potential for regional exploration.

MARKETING VISIBILITY

Marketing visibility is uneven. Smaller operators struggle to appear in regional campaigns due to limited resources of their own to invest in marketing their products and experiences.

READINESS GAPS

The Bellarine has more mature agritourism operators, while the Moorabool Valley has established wine producers but generally is still developing diversity in other visitor-facing experiences and its tourism identity.

The Agritourism Roadmap responds by introducing a readiness framework that helps tailor support based on each operators stage of development.

AGRITOURISM READINESS FRAMEWORK



THE REGION WILL APPLY A FOUR-STAGE READINESS FRAMEWORK

Operators across Greater Geelong and The Bellarine vary in their tourism maturity, scale, capabilities, business models and motivations.

This requires targeted support and tailored initiatives to strengthen and grow agritourism across the region.

The Agritourism Readiness Framework is a guide to help identify current capability and prioritise support. It is not necessarily a linear progression. Businesses, including producers, hospitality venues and tour operators, may sit across multiple levels or choose to operate at a level that aligns with their business model.

Entry into agritourism can occur at any scale, from established businesses exploring visitor experiences for the first time to purpose-built tourism ventures launching with mature, market-ready offerings.

The framework supports the development of high quality, market ready agritourism experiences, while providing a clear structure for capability building, industry engagement and long-term growth.

01 ENTRY LEVEL/EXPLORER

What it looks like: Informal, early-stage experience, limited structure
Key Actions:

- Define a basic visitor offer.
- Set consistent opening hours.
- Build a simple online presence.
- Read Tourism 101 resources on Tourism Greater Geelong and the Bellarine (TGGB) website.
- Connect with other operators.

TGGB Membership Level: Subscriber

02 DEVELOPING/EMERGING

What it looks like: More consistent experience, some structure and online presence.
Key Actions:

- Introduce bookable experiences.
- Improve digital presence and storytelling.
- List your business (and events) on Australian Tourism Data Warehouse (ATDW).
- Build local partnerships.
- Participate in TGGB and other training program opportunities

TGGB Membership Level: Subscriber → Base

03 ESTABLISHED OPERATOR

What it looks like: Structured, reliable experience with strong visitor engagement
Key Actions:

- Refine and differentiate experiences.
- Participate in regional marketing opportunities with TGGB.
- Build trade relationships.
- List your business (and events) on ATDW.
- Develop collaborative partnerships and joint experience/product packages.
- Participate in TGGB and other training program opportunities

TGGB Membership Level: Subscriber → Base

04 TRADE AND INTERNATIONAL READY

What it looks like: High-quality, bookable experience aligned to trade and international markets
Key Actions:

- Develop commissionable products.
- Engage with trade and international markets.
- Host media and famils.
- Partner across the region to deliver premium experiences.
- Participate in TGGB and other training program opportunities

TGGB Membership Level: Premium

LEVEL 1: ENTRY LEVEL/EXPLORER

CHARACTERISTICS

- Scale of tourism experience provided: Entrepreneurial idea, beginning or small.
- Operators are testing or forming a visitor experience.
- Trading hours are limited or irregular and may be dabbling in online sales.
- Experiences are informal and early stage, with minimal understanding of regulation or safety requirements.
- Marketing is mostly through local word of mouth or basic social media.

INDICATORS

- Open only on weekends, seasonally or occasionally.
- No booking system.
- Visitor journey is undefined.
- Infrastructure is minimal.

VISITOR EXPERIENCE

- The experience feels informal and unstructured.
- Visitors may arrive without clear expectations.
- Limited signage or guidance, and interactions depend on who is available on the day.

SUPPORT PRIORITIES

- Basic planning and compliance literacy.
- Introductory experience design.
- Understanding markets, demand and pricing.
- Setting up a basic online presence. TGGB member level subscriber
- Access to Tourism 101 resources via TGGB website

NEXT STEPS
Sign up as a free TGGB subscriber.
Explore Tourism 101 foundational information on TGGB website.
Establish consistent opening hours.
Set up a basic online presence and ensure key business information is available to visitors.
Participate in TGGB networking opportunities to connect with other operators and build awareness of the regional offer.
Consider opportunities to introduce accessibility and sustainability into your business practices.
Develop Business and Marketing Plans, policies and procedures.

LEVEL 2: DEVELOPING/EMERGING OPERATOR

CHARACTERISTICS

- Typically small to medium scale tourism experiences. This may include established businesses diversifying into tourism for the first time or new businesses developing a visitor experience from inception.
- Operators offer regular or seasonal experiences with some consistency.
- Online presence is improving.
- They are beginning to collaborate locally and can host small groups confidently.

INDICATORS

- Bookings are accepted online. Visitor areas are purpose built.
- Some local partnerships are in place. Visitor feedback is collected informally.
- Investing in TGGB membership and other industry opportunities.
- Creating or updating business and marketing plans, policies and procedures.

VISITOR EXPERIENCE

- The experience is more intentional but potentially still inconsistent.
- Visitors can engage in a defined activity, though booking, service levels and overall flow may vary.

SUPPORT PRIORITIES

- Marketing and business plans.
- Packaging and pricing of experiences.
- Brand storytelling.
- Foundational digital marketing.
- ATDW listing.
- Continued access to Tourism 101 and digital capability resources.
- Networking facilitation through TGGB and regional partners.

NEXT STEPS
Join TGGB as a base member.
Formalise bookable experiences.
Create or update marketing and business plans.
Develop partnerships with other local operators.
Create a listing on ATDW including for any events.
Improve digital presence and storytelling.
Attend networking and training opportunities provided by TGGB, your council and Business Victoria.
Introduce your business to Visitor Information Centres (included in TGGB membership).
Develop initial approaches to accessibility and sustainability practices.

LEVEL 3: ESTABLISHED OPERATOR

CHARACTERISTICS

- Scale of tourism experience provided: Can vary but usually medium.
- Experiences run consistently with strong visitor engagement.
- Bookings are managed across multiple channels.
- Brands are recognised and capable of hosting larger groups.

INDICATORS

- Usually open four to seven days a week depending on seasonality but can vary.
- Strong reviews and return visitors.
- Participation in regional trails and marketing. Experiences are structured and time based.
- Has an ATDW listing including any events.
- Creating or updating business and marketing plans, policies and procedures.

VISITOR EXPERIENCE

- The experience is well structured and reliable.
- Visitors can expect clear booking, consistent service and a considered end to end journey.

SUPPORT PRIORITIES

- Media and public relations readiness.
- Differentiation of offerings.
- Trade and operator partnerships.
- Infrastructure for group visits.
- Inclusion in regional marketing and campaigns.
- Facilitated networking through TGGB and tourism partners to support collaboration and packaging opportunities.

NEXT STEPS
Review and enhance business and marketing plans.
Upgrade TGGB membership from Base to Premium level recommended.
Refine and clearly articulate the experience offering.
Build relationships with trade, media and regional partners.
Participate in regional marketing initiatives and campaigns.
Develop collaborative packages with other operators.
Continue attending networking and training opportunites provded by TGGB, your council and Business Victoria.

LEVEL 4: TRADE & INTERNATIONAL READY

CHARACTERISTICS

- Scale of tourism experience provided: Can vary but usually Medium to Large.
- High functioning tourism operator.
- High quality, bookable experiences that meet trade standards, including commissionable pricing and packaging capability.
- Operators can work effectively with international markets and relevant Tourism Greater Geelong and The Bellarine teams.
- They offer professional hosting, media engagement and scalable group options.

INDICATORS

- Consistent availability year-round with seasonal clarity.
- Online and accessible booking systems that allow visitors to book at any time, with clear policies.
- Trade friendly pricing and experience packaging.
- Accessibility and multilingual options.
- Sustainability practices are embedded in operations and communicated to visitors.
- Has an ATDW listing including any events.
- TGGB membership level Premium.
- Established business and marketing plans, policies and procedures.

VISITOR EXPERIENCE

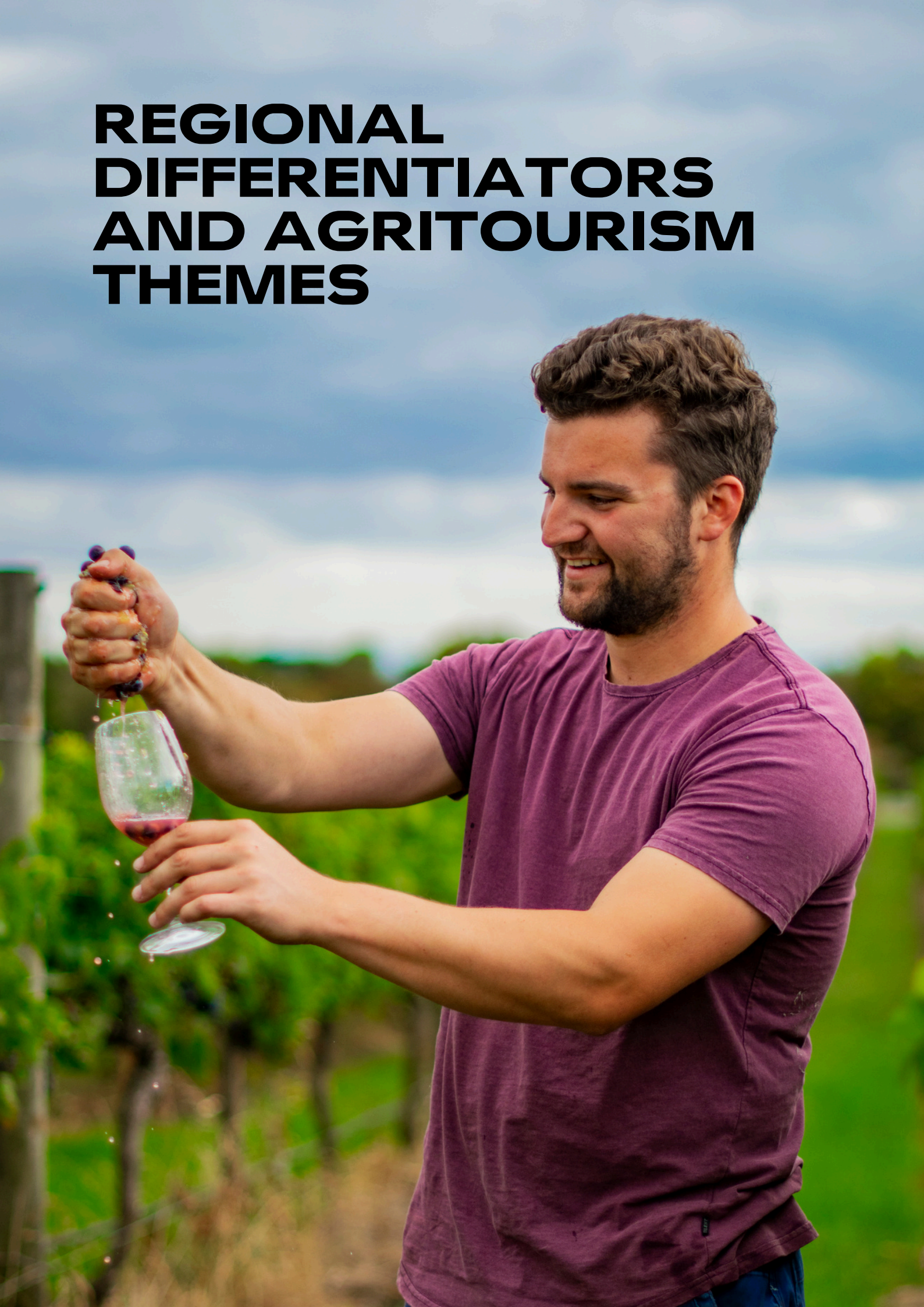
- The experience feels premium, seamless and memorable.
- Visitors are engaged through a distinctive, well executed offering that connects strongly to the broader region.

SUPPORT PRIORITIES

- International trade training.
- Involvement in familiarisation programs.
- Partnering with accommodation and other operators.
- Innovation in high end products and experiences.



REGIONAL DIFFERENTIATORS AND AGRITOURISM THEMES



WE MUST CLEARLY ARTICULATE WHAT MAKES THE REGION DISTINCT

To stand out in a competitive Victorian agritourism landscape, Greater Geelong, The Bellarine, and Moorabool Valley must clearly articulate what makes the region distinct.

This section defines the region's marketing position and identifies experience themes to guide product development, trail design, and campaign storytelling.

These positioning statements articulate the region's unique strengths and what makes our agritourism offering authentic, distinctive and memorable:

AUTHENTIC AND ACCESSIBLE PRODUCERS AND SMALL BATCH CULTURE

Visitors can meet the producers—winemakers, distillers, farmers, and foragers—who are directly involved in creating the experiences. This personal, hands-on approach sets the region apart from more commercial or luxury focused agritourism destinations.

CITY, COAST AND COUNTRY IN ONE PLACE

The region uniquely combines a major UNESCO city of design (Geelong) with coastal landscapes, farmland, and wine regions within a short drive. Visitors can explore urban precincts, beaches, vineyards, and farms all in one itinerary.

AUSTRALIA'S MUSSEL CAPITAL

Portarlington's mussel industry is a defining feature. It offers a signature, sea-to-plate story that links aquaculture with wine, trails, dining, markets and events.

AUTHENTIC, APPROACHABLE, AND MAKER-LED

Greater Geelong and The Bellarine is defined by approachable authentic people, local stories and hands-on experiences. The region's agritourism offering is grounded in makers, producers and communities, creating welcoming and accessible experiences with strong local character.

MULTI-MODAL AND EASY ACCESS FROM MELBOURNE

Few regions offer such flexible access. The area is reachable by ferry, train, car, bus, and Avalon Airport, making it ideal for both car-free travel and short breaks. Located within easy reach of Melbourne, the region also benefits from access to a large population base seeking convenient day trip and short-break experiences.

WORKFORCE AVAILABILITY

Geelong is a city where top talent chooses to live and work. The city has all the big city options at a more relaxed pace providing a liveable environment that attracts and retains people within commutable distances for long-term business success.

OVERNIGHT READY DESTINATION WITH DIVERSE ACCOMMODATION

A strong supply and concentration of hotels in Geelong, combined with accommodation distributed across the Bellarine Peninsula and Moorabool Valley, enables overnight visitation and short breaks. This supports longer visitor stays, encourages exploration of multiple agritourism experiences, and strengthens opportunities for visitor dispersal across the region.

EXPERIENCE THEMES

These six themes offer a creative foundation for building itineraries, trails, events, campaigns and story-telling:

1

FARM AND SEA JOURNEYS

Combine inland farms and coastal producers to showcase the region's unique geography.
Examples: paddock-to-port itineraries, seafood and farmgate long lunches, cycling routes linking coast to farmland.

2

MAKER TO TABLE

Celebrate the people behind the produce with experiences that bring visitors closer to the craft.
Examples: behind-the-scenes tours, meet-the-maker dinners, winemaker and distiller workshops, seasonal markets.

3

SEASONAL ABUNDANCE

Anchor experiences in the rhythms of the land and sea.
Examples: winter warmers and fireside tastings, spring lambing and wine releases, summer berry and seafood harvests, autumn fungi walks and harvest festivals.

4

SLOW, CONNECTED ITINERARIES

Promote immersive, low-impact travel with depth and discovery.
Examples: rail trail journeys, self-drive farm-stay loops, scenic touring routes, nature and agrifood pairings. Opportunities such as cycling experiences may be explored over time as infrastructure and safety conditions improve.

5

CREATIVE COAST AND COUNTRYSIDE

Combine agrifood experiences with complementary creative activities to broaden appeal while staying grounded in food and farming.
Examples: Winery and maker experiences, farm-based workshops (ceramics, photography, crafts), and seasonal events that combine food, produce and local creative industries.

6

FAMILY-FRIENDLY AGRIFOOD ADVENTURES

Position the region as a family-accessible destination, balancing value and engagement.
Examples: pick-your-own farms, wildlife and food trails, interactive food events for children, affordable day trips.

STRATEGIC INITIATIVES





To grow a sustainable and competitive agritourism sector, the region must invest in initiatives that support operators, strengthen product quality, improve access, and build market visibility.

These initiatives provide a roadmap for action over the next three years.

1. AGRITOURISM ENTRY PATHWAY

FOCUS

Capability building and compliance support for emerging operators.

PURPOSE

Reduce barriers to entry and build the regional supply of visitor-ready operators and diverse visitor experiences, especially in the Moorabool Valley area.

ACTIONS

- Develop Agritourism 101 toolkits that guide operators through key requirements including experience development, compliance and digital readiness, and connect them to existing platforms such as ATDW and Tourism Australia for distribution and visibility.
- Capture and maintain a database of emerging operators through workshops, toolkits and events, enabling ongoing communication and progression into TGGB programs and membership.
- Deliver seasonal Agritourism 101 workshops tailored training in experience design, compliance basics, pricing, and digital presence (potentially in conjunction with council business concierge to assist with planning and permits).
- Provide targeted advisory support for emerging operators, delivered through structured sessions or small group formats to ensure scalability and alignment with available resources.
- Identify grant opportunities for infrastructure, digital upgrades and business development.
- Provide clear, council-specific guidance on planning and permit pathways across the region, supported by pre-application advice in partnership with local business concierge services.
- Identify existing networking opportunities for emerging operators to connect with and learn from other agritourism businesses in the region.



2. REGIONAL PRODUCT INVENTORY

FOCUS

Establish baseline data on current agritourism offerings.

PURPOSE

Create a clear, measurable understanding of current agritourism experiences by leveraging existing data sources and identifying gaps in the regional offering.

ACTIONS

- Map wineries, farmgates, markets, tours, and accommodation-linked agri-experiences.
- Assess digital presence, bookability and trail involvement using a consistent readiness framework to identify capability gaps and development priorities.
- Identify gaps and clusters for future development.

3. FUNDING ALIGNMENT STRATEGY

FOCUS

Align regional priorities with available funding programs.

PURPOSE

Ensure regional agritourism priorities are clearly defined and positioned to align with existing government funding streams and strategic frameworks, including SDMP.

ACTIONS

- Map regional infrastructure and product priorities against existing Local, State and Federal funding programs.
- Align identified priorities with relevant strategic frameworks (including SDMP) to support advocacy and funding eligibility.
- Identify and prioritise grant-ready initiatives across the region.
- Support operators and partners with guidance on funding opportunities and application processes.
- Advocate for regional priorities with government and funding bodies.

4. STRENGTHEN BELLARINE TASTE TRAIL

FOCUS

Review, refresh and elevate the region's flagship agritourism trail.

PURPOSE

Ensure the trail remains a nationally competitive asset that supports higher-yield visitation.

ACTIONS

- Conduct a review of active operators/members, signage, branding, content, and trail narratives
- Identify and pursue opportunities for improved wayfinding and trail infrastructure
- Develop supporting assets for participating businesses to strengthen trail visibility and 'next stop' messaging
- Improve operator readiness, consistency, and bookability
- Develop themed itineraries via consumer website functionality
- Facilitate industry engagement sessions to gather feedback and inform ongoing trail development
- Continue to invest in targeted marketing to drive awareness and visitation to the trail, with a focus on self-drive, tour operators and operator-led experiences.
- Support and promote operator-led events and experiences to drive awareness and engagement with the trail.



5. MOORABOOL VALLEY TASTE TRAIL

FOCUS

Evaluate the potential and viability of re-establishing a taste trail in the Moorabool Valley area, while supporting emerging agritourism operators.

PURPOSE

Strengthen inland visitor experiences within the Moorabool Valley, build opportunities for local producers, and increase the long-term viability of a Moorabool Valley taste trail. This will require a destination-led approach that builds demand, rather than relying on passing visitation.

ACTIONS

- Define Moorabool Valley's agritourism identity, aligned to the region's broader positioning while reflecting its distinct inland and emerging character.
- Work in partnership with Golden Plains Shire to assess trail viability, including product readiness, clustering potential and market fit.
- Support niche and emerging producers through targeted training, capability development and entry-level agritourism pathways.

6. DIGITAL EXPERIENCE & DISTRIBUTION

FOCUS

Strengthen the region's digital ecosystem to better showcase and connect agritourism experiences through existing platforms.

PURPOSE

Reduce information fragmentation and improve discoverability of agritourism experiences by enhancing existing digital channels, aligned with broader regional tourism systems.

ACTIONS

- Continue to improve itinerary and trail content within existing platforms, ensuring consistency, quality and ease of navigation.
- Align with broader digital initiatives (e.g. AI-driven itinerary tools) where appropriate, rather than developing agritourism-specific platforms.
- Support operators to improve digital presence, product listings and bookability across relevant platforms (including ATDW).
- Ensure agritourism is prominent in key marketing campaigns and 'always-on' activity by continuing to build on agritourism-specific marketing content, including compelling photography, videography and visuals that help tell the producer stories of the region.

7. AGRIFOOD EVENTS AND ACTIVATIONS

FOCUS

Support and strengthen agrifood events and activations that drive visitation and extend regional experiences.

PURPOSE

Enhance the role of events in showcasing agritourism experiences and encouraging dispersal, without duplicating existing initiatives or requiring direct event delivery.

ACTIONS

- Support operators and event organisers to incorporate agritourism experiences into existing events and programs.
- Align agritourism experiences with major regional and state events (e.g. Melbourne Food and Wine Festival) where relevant.
- Encourage event-based packaging that links producers, trails and visitor experiences.
- Provide guidance, connections and promotional support to strengthen agrifood event outcomes.

8. ENABLE PLANNING NAVIGATION

FOCUS

Support agritourism operators to better understand, navigate and engage with planning and regulatory processes when developing or expanding visitor experiences.

PURPOSE

Build operator confidence and capability to progress agritourism projects by improving understanding of planning requirements, approval pathways and available support, while fostering constructive relationships between operators, councils and relevant agencies.

ACTIONS

- Develop and promote practical planning information as part of an online toolkit to help operators understand planning requirements and approval pathways for agritourism projects.
- Promote the City of Greater Geelong's Business Concierge service to support opportunities that help operators navigate planning and regulatory processes.
- Identify any recurring planning and regulatory issues experienced by operators and work with councils and stakeholders to clarify processes and improve access to information.

IMPLEMENTATION PATHWAY

Our delivery principles will guide implementation.

Ensuring agritourism growth is practical, coordinated and sustainable across Greater Geelong, the Bellarine and the Moorabool Valley.

PRINCIPLES

PRIORITISE OPERATOR READINESS

with clear pathways through compliance and planning.

BUILD ON EXISTING ASSETS

such as Bellarine Taste Trail before creating new structures.

FOCUS ON QUALITY AND BOOKABILITY

to increase yield, spend and length of stay rather than volume alone.

ADOPT A 'ONE REGION, MULTIPLE SUB-REGIONAL STORIES' APPROACH

reflecting different operators across the Bellarine and Moorabool Valley.

ENABLE COLLABORATION

packaging, cross-referral and shared storytelling across producers, tours, accommodation and events.

EMBED SUSTAINABILITY AND CARING FOR COUNTRY

in product development, messaging and partnerships as appropriate.



GOVERNANCE

A clear governance structure will ensure the Agritourism Roadmap is coordinated, resourced and delivered effectively, with defined roles for TGGB, local government and industry partners.

ROADMAP SPONSOR

TGGB management and board: Endorses priorities, secures resourcing, and receives progress reporting.

ROADMAP LEAD

TGGB Industry Development Programs Lead: Day-to-day coordination, partner management, reporting, and integration into TGGB's annual action plan.

LOCAL GOVERNMENT PARTNERS

City of Greater Geelong, Borough of Queenscliffe, and Golden Plains Shire support planning pathways, business concierge services for planning, planning approvals, training opportunities and infrastructure coordination.

INDUSTRY REFERENCE GROUP

A small group of representative operators (different readiness stages and sub-regions) to validate practicality, provide feedback on tools, and support peer-to-peer uptake.

OPERATORS

Agritourism and visitor-economy operators in the region develop, deliver and continuously improve the visitor experiences that make up the region's agritourism offering and work with TGGB and others to lift quality, visibility and collaboration.

STATE GOVERNMENT

State Government departments and agencies provide the policy, planning, regulatory and investment settings that support agritourism development, working with industry, local government and regional organisations to enable business growth, visitor experiences, infrastructure investment and sustainable regional outcomes.

DELIVERY PARTNERS

Capability providers to assist in delivery of initiatives which can include training, digital, accessibility, event partners, and trade/PR partners.

WORKING GROUPS (TIME-BOUND)

Short-term groups established for priority projects such as the Bellarine Taste Trail refresh, and Moorabool activation feasibility.

TIMELINE

This phased implementation timeline (2026-2029) provides a practical sequence for mobilising partners, delivering early wins and building capability over time, while allowing priorities to be refined as evidence and funding opportunities emerge:

PHASE	TIME FRAME	PRIORITY OUTPUTS
Phase 1: Mobilise	0–6 months	• Confirm initiative priorities, owners, and resourcing. • Commence Regional Product Inventory (baseline dataset + readiness tagging). • Scope Agritourism Entry Pathway (toolkit outline, training schedule, compliance pathway alignment with councils). • Initiate Bellarine Taste Trail refresh scoping (operator audit, gaps, priorities). • Develop 'value of Agritourism' reference document.
Phase 2: Deliver and lift quality	6–18 months	• Improve digital distribution: ATDW listings uplift, bookability guidance, itinerary content improvements. • Complete Bellarine Taste Trail refresh (content, wayfinding priorities, themed itineraries, operator readiness actions). • Progress Funding Alignment Strategy with a view to submit at least one grant-ready project package. • Begin Moorabool Valley activation feasibility (identity, clusters, market fit, pilot activations). • Deliver Agritourism online toolkit resource (aimed at Readiness levels 1–2). • Begin initial planning barrier scoping and advocacy to councils. • Continue delivery of industry development training.
Phase 3: Scale and package	18–36 months	• Move a cohort of operators into Stage 3–4 capability (trade-ready product, consistent quality standards). • Deliver packaging training and initiatives (cross-regional itineraries, accommodation/tour partnerships, event-linked packages). • Evaluate Moorabool Valley taste trail / maker activation approach (if viable) and expand based on outcomes. • Deepen PR, trade and famil activity for export-ready experiences (subject to readiness). • Develop online toolkit re: planning processes and promote council business concierge services.

EVALUATION

Monitoring and evaluation will help ensure the roadmap stays on track, demonstrates outcomes to partners and funders, and supports evidence-based decisions about where to prioritise effort over time.

OPERATOR PARTICIPATION

number of operators engaged (workshops, advisory).

DIGITAL DISTRIBUTION

number of operators with current ATDW listings, bookable products, and improved content (images, descriptions, trading hours).

TRAIL STRENGTH

Bellarine Taste Trail participation, consistency standards achieved, and implementation of priority wayfinding/content actions.

PRODUCT DEVELOPMENT

number of new or improved agritourism experiences launched (tours, farmgate, accommodation-linked experiences, maker workshops).

CAPABILITY UPLIFT

number of operators progressing stages (e.g., Stage 1→2, 2→3) and achieving agreed quality/bookability milestones.

PARTNERSHIP OUTCOME

number of collaborative packages/itineraries, trade relationships, and event-linked activations established.



INITIATIVES SUMMARY



This summary consolidates the roadmap's priority initiatives into clear leads, partners and near-term deliverables to support coordinated delivery and accountability.

INITIATIVE	LEAD/KEY PARTNERS	ACTIONS
1. Agritourism Entry Pathway	• TGGB • Councils/business concierge • Training providers	• Toolkit outline and core templates (experience basics, compliance checklist, digital basics). • Workshop calendar and delivery model agreed. • Initial cohort engaged and supported (Stage 1–2).
2. Regional Product Inventory	• TGGB • Industry reference group • Data partners (ATDW)	• Baseline inventory compiled (operators, experience types, seasonality). • Readiness tagging applied (Stages 1–4) to identify uplift priorities. • Gap analysis summary to inform product development and investment asks.
3. Funding Alignment Strategy	• TGGB • Councils • Regional development & state partners	• Funding calendar and eligibility map prepared. • Priority 'grant-ready' project(s) packaged (scope, partners, budget, outcomes). • At least one coordinated submission or co-investment pitch progressed.
4. Strengthen Bellarine Taste Trail	• TGGB • Trail operators • Marketing/digital partners	• Trail audit completed (operators, content, consistency, wayfinding priorities). • Themed itineraries drafted and priority content gaps addressed. • Operator readiness uplift plan agreed (bookability, standards, 'next stop' messaging).

5. Moorabool Valley Taste Trail Activation	• TGGB • Golden Plains Shire • Local operators & partners	• Identity and product clustering work commenced. • Trail/activation feasibility assessment (readiness, market fit, demand drivers). • Pilot activation concept(s) scoped (e.g., seasonal maker weekends, curated loops).
6. Digital Experience and Distribution	• TGGB • Digital/content partners • ATDW support	• Agritourism positioned as a clearer content pillar in existing channels. • ATDW listing uplift program initiated (priority cohort). • Improved itinerary/trail navigation and content consistency implemented.
7. Agrifood Events and Activations	• TGGB • Trail operators • Marketing/digital partners	• Event opportunities map (where agritourism can be layered into existing programs). • Operator guidance and connections to support event-linked packaging. • At least one pilot activation aligned to an existing event window.
8. Enable Planning Navigation	• TGGB • Councils • State Government • Local operators & partners	• Provide planning guidance and resources toolkit. • Promote business support services and planning assistance by councils. • Work with key stakeholders to address planning barriers and improve information access.

TOURISM
GEELONG AND THE BELLARINE

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