



# Your Farm Stay

MAPPING YOUR JOURNEY TO BECOMING A  
FARM STAY OPERATOR IN THE GULF SAVANNAH REGION



# You're on your way!

Congratulations on taking the first step in your journey to starting a farm stay! This is a rewarding and exciting time as you piece together a vision for your farm stay, what experiences you might offer, and how you will start your new business venture.

Farm stays bring wonderful benefits to farmers, opening new streams of revenue and providing the opportunity to showcase your working farm and country lifestyle to visitors.

Before you begin, open the guide at [www.gulfsavannahdevelopment.com.au](http://www.gulfsavannahdevelopment.com.au) to familiarise yourself with the steps involved. As you read through the online guide there are specific action items for you to complete.

This workbook will take you through some of these steps, however there are other steps that will require more time to review, or you'll need external advice or support before you can complete them.





# Setting the scene

## YOUR MOTIVATIONS

Refer to step 1 'What is a farm stay' and write down in a sentence why you are interested in starting a farm stay.

## UNDERSTAND THE MARKET FOR FARM STAYS IN THE GULF REGION

ACTION: Consider the visitor data in step 2 'Understand the market for farms stays in the Gulf region' and write down what visitor market factors would influence your farm stay (e.g. average length of stay, high spend), and the months of the year you could potentially open.

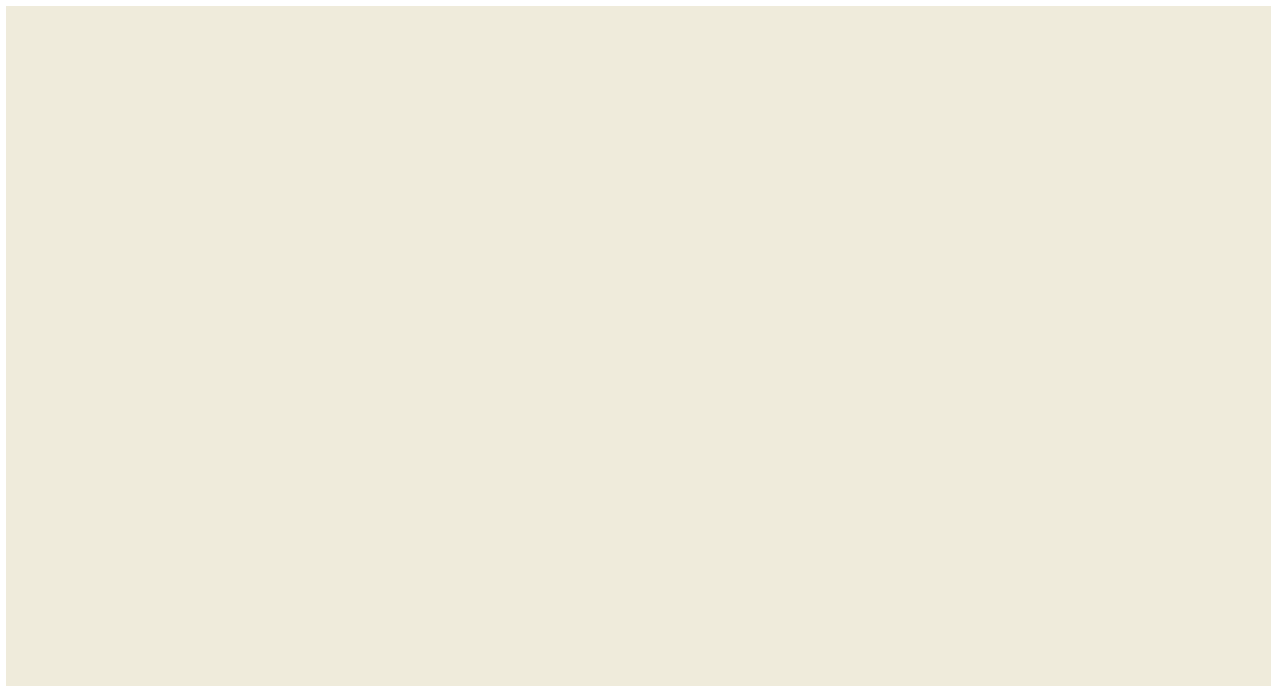
## VISITORS TO THE GULF REGION

ACTION: Consider the markets outlined in step 2 'Visitors to the Gulf Region' and write down the types of visitors you could attract to your farm stay. This could be more than one type of visitor.



## DEMANDS AND TRENDS IN TOURISM

**ACTION:** Think about the regional priorities in step 2 'Demands and trends in tourism' and write down how your farm stay could contribute to these (for example you might focus on nature-based tourism).



# Work out if a farm stay is right for you

## WHAT VISITORS ARE LOOKING FOR

ACTION: Write a sentence on what you think visitors might look for in a farm stay on your farm. Consider the visitors who you are most keen to attract (e.g. over 50's, families, young travellers, 4wd enthusiasts).

ACTION: Ask yourself the following questions to work out if a farm stay is right for you.

CONSIDERATIONS	YES	NO	MAYBE/NOT SURE
Personality fit – Am I comfortable being around other people and opening my property and life to visitors?			
Lifestyle fit – Do I have the time and desire to devote towards accommodating guests?			
Suitability of property – Will I need to clear land? Will I need to build anything?			
Regulations – Does my land tenure allow for a farm stay business?			
Commercial – Can I afford the start-up and ongoing costs?			

## POTENTIAL COSTS

ACTION: Refer to step 3 'Potential costs' and write down what your likely start-up costs might be, and what existing assets or resources you could use. Start-up costs may include legal or accounting services, insurances etc.

## SUITABILITY OF YOUR PROPERTY

ACTION: Refer to step 3 'Suitability of your property' and write down what makes your property suitable for a farm stay and what type of accommodation you would provide. Think about factors such as whether you are close to a town, popular travel routes, or if you have natural assets visitors can enjoy.



# Plan your farm stay business

## ACTIVITIES AND ATTRACTIONS

**ACTION:** Refer to step 4 'Activities and attractions' and make a list of activities or experiences you could offer on your farm stay. For example bushwalking, star gazing, camping, glamping, bush tucker, farm tours, mustering etc.

## YOUR BUSINESS VISION

**ACTION:** Take a moment to think about a vision for your business. This might include your business goals and aspirations. Use the information below to help you develop a short business vision statement.

The purpose of a business vision statement is to:

- Define what the business does and why it is important
- Inspire and create a sense of optimism about the business for the future

Consider the following when creating your business vision statement:

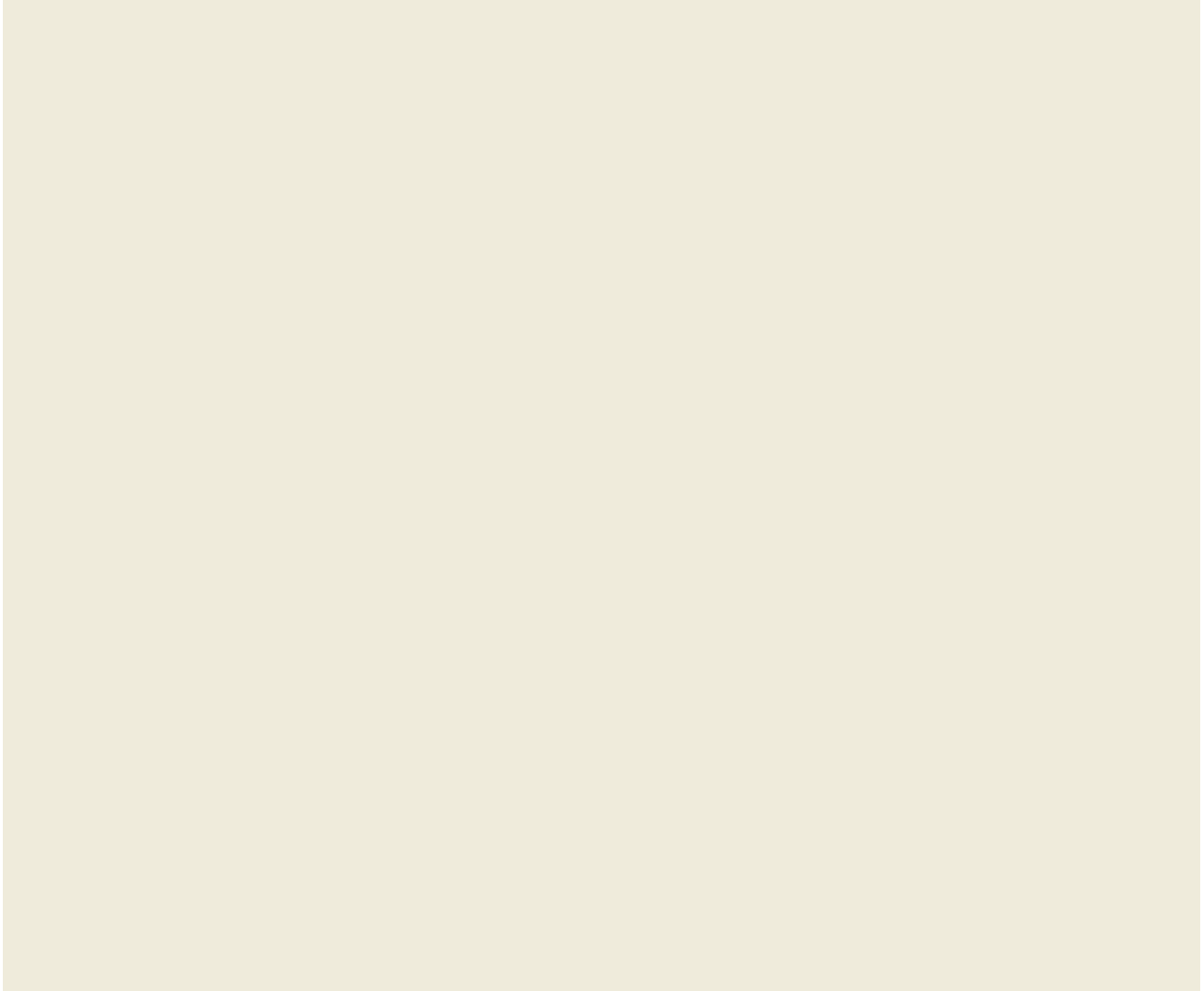
The business why - What is the purpose of the business? Why is the business important? Who thinks the business is important?

The business what - What products or services does the business provide? What do you want the business to achieve? What do you want the business to look like in the future?



## GUIDELINES AND POLICIES

**ACTION:** Think about the guidelines and policies in step 4 'Guidelines and policies' and write down what policies or guidelines you would put in place. For example will you accommodate pets, what are your check in times, and how can people book their stay etc.





# The next steps

You've thought about whether a farm stay is right for you, who you could attract to your farm stay, your business vision, what types of experiences and accommodation you could provide, and guidelines or policies you would implement.

**You're well on your way to starting your farm stay!**

It's now time to review the farm stay guide step 5 'Set up your farm stay business' and step 6 'Understanding regulatory requirements' to understand how to start your business and what regulations might impact on your farm stay. These sections will likely require third party advice or support and may take some time to work through.

## SET UP YOUR BUSINESS

The Queensland government has numerous resources and tools available on the Business Queensland website to help you start your business

[www.business.qld.gov.au](http://www.business.qld.gov.au). Visit the website to understand business structures, developing a business plan, employment, insurances, and financial planning requirements.

## UNDERSTAND REGULATIONS

The regulatory landscape section of the guide will help you understand your tenure and approval processes, Native Title and cultural heritage requirements, and local laws and regulations. These topics can be quite complex, so it is advisable to reach out to your local Council to confirm specifics around local laws and regulations.

Once you've established your business you should refer to step 7 'Market your farm stay business'. This will ensure your business is set up for a successful future by getting the word out to potential visitors and driving bookings to your property.



# Contact and support

Chief Executive Officer

Gulf Savannah Development

Email - [ceo@gulf-savannah.com.au](mailto:ceo@gulf-savannah.com.au)

Website - [gulfsavannahdevelopment.com.au](http://gulfsavannahdevelopment.com.au)

Mobile - 0408 051 358



Images courtesy of Tourism and Events Queensland