

# Start your agritourism business with help from Hipcamp

The New South Wales (NSW) Government has introduced changes to the planning system that means working farms can welcome guests without council approval. This is an open invitation to working farms and primary producers across NSW to diversify their income by offering farm stay accommodation, including camping.

## What is Hipcamp and how does it work?

Hipcamp is the world's largest provider of unique outdoor stays. We provide the tools and support landowners need to offer camping and caravan sites, cabins, and glamping to people seeking new outdoor experiences. In Australia, over half a million people have spent a night under the stars using Hipcamp.

Hipcamp is the perfect partner for working farms and primary producers looking to start an agritourism business. We take the hard work out of running farm stay accommodation so that you can focus on your farm.

### Hosting with Hipcamp

- Top Hosts can earn over \$50,000 per year
- Free to get started
- Set your own rates and rules
- Welcome guests when it suits you
- \$10 million public liability Insurance included with every booking
- 7 day a week support team
- 1:1 assistance to get set up
- 10% commission on bookings we generate for you plus weekly payouts.

## Start here

Offering farm stay accommodation, such as camping can be daunting in the beginning. Many Hosts tell us that they want to give it a go, but don't know where to start. You can start today by taking the following steps.

### 1) Consider if agritourism is right for you and your land

The first step in starting your agritourism journey is to consider if offering a farm stay or camping is right for you. Ask yourself and your family the following questions:

- Do I want to diversify my business and create a new revenue stream to support my life on the land?
- Do I have a space on my land that is easy to access by car or 4WD?
- Is my land close to a popular location such as a beach, a bushwalk or other tourist attraction?



If you answered yes to one or more of these questions then starting an agritourism business, such as a farm stay, is likely to be a good fit for you and your land.

### 2) Confirm your approval pathway

The second step is to confirm if you require approval or are eligible to operate under the NSW Government's agritourism reforms.

The NSW Government has recently announced changes to the planning system to give working farms the automatic right to welcome up to 20 guests without council approval.

This right is available to farms that are:

- 15 hectares and larger; and
- Zoned Primary Production (RU1), Rural Landscape (RU2) or any other zone where agriculture is permitted.

Farms must be 'working', which means the farm is a primary production business for tax purposes (defined by the Australian Tax Office) or categorised as 'farmland' by your local council.

For more specific information about the changes, including the full list of minimum requirements, please refer to the NSW Department of Planning website ([www.planning.nsw.gov.au](http://www.planning.nsw.gov.au)). This website also offers a free ePlanning Spatial Viewer tool to look-up your property's zoning.

Councils across NSW are also working to streamline the approval process for agritourism proposals. So, if you don't meet these requirements or would like to welcome more than 20 guests you can apply to do so.

Your local council is best placed to provide advice about what might be possible on your land and how to apply for approval. You might also like to consider speaking to a town planner about your plans. They can provide further advice about the process and estimate the cost of achieving approval.

It is also recommended that you talk to your neighbours about your plans and if they have any concerns. Incorporating any neighbour feedback at this stage will increase your chance of success.



### 3) Plan your agritourism experience

The third step is to plan the farm stay you want to offer and settle on the finer details.

The most popular Hipcamps are usually located close to natural features like water, mountains or simply offer wide open space and stunning views. Hipcamps close to tourist attractions are also popular. Hipcamps that offer toilet facilities and showers with hot and cold water are in high demand.

You don't require these features or amenities to get started, but offering them can increase your chance of success. All you need to get started is an empty paddock and welcome self-contained caravans!

Other options to consider are whether you have sheds, buildings or other structures that could also be used to house facilities (like a camp kitchen) or offer accommodation.

Glamping tents, cabins or cottages are popular alternatives to tent camping and can attract a higher price. Sharing sheds, converted barns or ex-workers accommodation is also an option.

Think about your land and what could be the best location, the mix of accommodation options and the level of facilities that would work for you.

Agritourism is a growing sector of the tourism industry because people want to experience life on the farm and see where their food comes from. Think about how your farm stay might offer the sights, sounds and tastes of life on a farm.

In addition to offering farm stay accommodation, farm tours or the ability to purchase products can be very appealing to guests. Hipcamp's website also allows for the booking and purchase of these extras. Eggs and firewood are extremely popular!

This is also the time to think about the rules guests will need to follow.

Hipcamper and Host standards (available at [www.hipcamp.com](http://www.hipcamp.com)) set expectations and serve as guidance for being a responsible community member. There may be additional rules, such as biosecurity procedures, that you would like campers to know before they arrive.

Outlining emergency contact information and evacuation plans, as well as fire safety information is also an important part of this step.

### 4) Launch your agritourism experience with success

The final step is to launch your agritourism experience by creating a listing, going live and accepting bookings!

Hipcamp provides the tools and support you need to start your agritourism business. By completing your listing you will have provided all the information you need to launch your farm stay and begin accepting bookings.

Many Hosts get their first booking within a few days to weeks after going live. Hipcamp processes all payments at the time of booking and transfers these funds (less 10% commission and any applicable taxes) into your nominated bank account the Wednesday after guests checkout.

All bookings processed through Hipcamp are instantly covered by our Insurance Policy. This protects you for up to \$10 million for general liability claims per occurrence.

Additional features offered by Hipcamp, include the option to synchronise multiple calendars. This helps you to efficiently manage your time and easily coordinate availability across your farm stay options.

Hipcamp provides you instant access to an audience of keen campers looking for unique outdoor stays. Taking the guesswork out of marking your new business.

Access Hipcamp's photography program to have professional photos taken of your property and added to your listing.

Join our Host community on Facebook, to share your experience and gain tips from others. Follow us on Instagram and encourage guests to post and share their experiences online.



Hear from other Hosts about their journey by scanning the QR Code.

#### For more help

Find out more at: [www.hipcamp.com/host](http://www.hipcamp.com/host)

Email us at: [host@hipcamp-land.com](mailto:host@hipcamp-land.com)

Call or text our Host Experience Managers on: 0488 855 291