



GIPPS

all kinds of wonder

LAND

**TOWARDS 2030 GIPPSLAND
FOOD, DRINK & AGRITOURISM STRATEGY**

An epicurean journey across land and sea

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge and pay our respects to the Gunaikurnai, Bunurong and Wurundjeri people, traditional owners of Gippsland, and all Aboriginal and Torres Strait Island people living in our region, their Elders past, present and emerging. We recognise their custodianship of culture and Country for over 60,000 years.

STAKEHOLDER GRATITUDE MESSAGE

The Towards 2030 Gippsland Food, Drink & Agritourism Strategy (Strategy) would not have been possible without the input, feedback, passion and support of all stakeholders, including the dedicated teams at Destination Gippsland (DG) and Food & Fibre Gippsland (FFG). Besides sharing ideas and insights, stakeholders were extremely generous with their time and expertise in strengthening this emerging sector for the region.

FUNDED BY

This project is supported and funded by DG and the Victoria State Government, in financial partnership with FFG.

STRATEGIC TERM

This road map is designed to help Gippsland achieve both short and long-term Food, Drink & Agritourism (FDA) goals. This plan outlines Gippsland's ambition, targets, and actions to help achieve them.

STRATEGY DEVELOPMENT

The Strategy was developed in 2023 by *Hipscotch* in collaboration with DG, the project lead partner.

Building from recommendations in the *Towards 2030 Gippsland Destination Management Plan* (DMP), this Strategy identifies trends, issues, opportunities, and detailed recommendations with actions that are prioritised, well researched, and have industry and stakeholder support.

By setting a strategic direction and helping to develop FDA experiences in the region, this project helps create an environment that will lead to increased visitor demand and yield, improved visitor experiences, business investment, and the sustainability of producers and jobs. Concepts and outcomes are designed to motivate the Gippsland FDA sector and lead to informed decision making for government and investors.

To enhance the effectiveness and clarity of the Strategy, various measures have been undertaken. These include engaging extensively with stakeholders, conducting a Strengths, Weaknesses, Opportunities, Threats, and Aspirations analysis (SWOTA), utilising case studies, leveraging professional expertise, and ensuring strategic alignment at local, national and global levels.

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EXECUTIVE SUMMARY

The **Towards 2030 Gippsland Food, Drink & Agritourism Strategy** aims to position Gippsland as the go-to epicurean travel destination in Australia by 2030, celebrated for its diverse, distinct, and authentic food, drink and agritourism encounters.

This Strategy focuses on enhancing exposure for Gippsland, augmenting visitor conversion, and creating appetising and immersive food, drink and agritourism experiences to drive economic contribution to the region's overall visitor economy in an impactful, inclusive, and sustainable way.

The Strategy aligns with Gippsland's Towards 2030 Destination Management Plan and aims to set benchmarks for the Food, Drink & Agritourism (FDA) sector while implementing monitoring mechanisms to track and assess the development of the sector throughout the region in the next 4-7 years.

Six Strategic Priorities have been developed, complemented by detailed execution tactics in the Action Plan, providing a clear roadmap for the Gippsland FDA sector to achieve its vision and ambition.

1

DEVELOP EXPERIENCES, BUILD REPUTATION:

Expand the destination's experience pillar 'Paddock & Ocean Produce' to highlight immediate hero experiences and support the development of new and emerging experiences.

2

EMPOWER INDUSTRY LEADERSHIP & DRIVE INNOVATION:

Foster industry leadership and encourage innovation within the FDA sector to ensure continuous growth and competitiveness.

3

FOSTER AUTHENTIC COLLABORATION & PARTNERSHIPS:

Promote collaboration across agriculture and aquaculture, food and drink, tourism and hospitality industries, local residents, First Nations communities, and relevant agencies to achieve shared goals.

4

SUPPORT CAPACITY BUILDING:

Provide resources and support for farmers, producers and aquaculture enterprises, hospitality and tourism businesses, and regional communities to enhance their capacity and capabilities.

5

SUPPORT SUSTAINABLE & INCLUSIVE DIVERSIFICATION:

Promote sustainable practices, circular economy principles, and inclusivity in food, drink and agritourism experiences to ensure long-term viability and positive social, cultural, environmental, and economic outcomes.

6

MAXIMISE SECTOR AWARENESS & CONVERSION:

Increase awareness of Gippsland's FDA sector through targeted marketing and promotional efforts, aligning the All Kinds of Wonder and Gippsland Trusted Provenance brands, driving visitor conversion and economic growth.

We aim to create an inclusive environment where all visitors feel empowered to participate in FDA experiences, regardless of abilities, backgrounds, beliefs, or identities. The Strategy actively encourages accessibility and equity for all.

We are committed to the **sustainable growth of Indigenous tourism** in Gippsland. Collaboration with First Nations communities, such as Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC) and Bunurong Land Council Aboriginal Corporation (BLCAC), will be prioritised to identify opportunities for cultural FDA tourism product development.

The Strategy emphasises **sustainable practices and responsible growth** to preserve the quality of Gippsland's nature-based environment and support the long-term viability of farm, aquaculture, and tourism businesses. It aligns with global and national trends that value sustainable, inclusive, and circular economy practices.

The recommendations for Gippsland's FDA sector growth to 2030 **capitalise on the region's distinctive values** to forge unparalleled and captivating visitor encounters. The values defined include sustainability, collaboration, local pride and ownership, cultural appreciation, commitment to excellence, economic growth, environmental stewardship, and health and wellness.

The Strategy emphasises **collaboration among stakeholders**, including agriculture and aquaculture, food and drink, tourism and hospitality industries, local residents, and relevant agencies. It takes into account aligned strategies and key trends to ensure a well-coordinated approach to sector growth.

We introduce **Experience Themes** that define the diverse range of FDA experiences in Gippsland. These themes provide a roadmap for industry and consumers, showcasing the multifaceted nature of FDA offerings in the region. From casual minibars featuring local products to high-end dining at hatted destination restaurants, the themes guide businesses in enhancing existing experiences and creating new and captivating ones. The Experience Themes include:

- + Refined & Elevated
- + Immersive & Transformative
- + Restful & Relaxing
- + Tasty & Connected
- + Grab & Go
- + Learn & Grow, and
- + One-of-a-Kind Event Venues

In summary, the **Towards 2030 Gippsland Food, Drink & Agritourism Strategy** aims to position Gippsland as a leading epicurean travel destination through the development and promotion of diverse, authentic, and sustainable food, drink and agritourism experiences. By embracing collaboration, inclusivity, and responsible growth, Gippsland's FDA sector can drive economic contribution, preserve the region's natural resources, and create a welcoming and inclusive environment for all visitors.

STRATEGY AT A GLANCE

At its heart, this Strategy is about setting the pathway to grow the Gippsland FDA sector's economic contribution to the region's overall visitor economy to 2030, in an impactful, inclusive, and sustainable way. We are guided by the values and ambitions of our community, stakeholders, and businesses.

Our ambition

By 2030, we aim to position Gippsland as the go-to epicurean travel destination in Australia, celebrated for its diverse, distinct, and authentic agritourism encounters.

Our aim

To enhance exposure and augment visitor conversion to Gippsland by emphasising provenance and creating appetising and immersive food, drink and agritourism experiences.

Our objectives

This Strategy aligns with and supports Gippsland's Towards 2030 Destination Management Plan by aiming to set benchmarks for the FDA sector and implementing monitoring mechanisms to track and assess the development of the sector throughout Gippsland in the next 4-7 years. Concurrently, it will execute the Strategy's Action Plan.

The objective of the FDA sector is to secure a rise in favourable destination perception, a surge in business investment, increased visitor conversion and the promotion of enhanced sustainability practices.

Our focus

Expand the destination's experience pillar 'Paddock & Ocean Produce' to highlight immediate hero experiences and support the development of new and emerging experiences.

Our strategic priorities

The Strategy's Six Strategic Priorities serve as a roadmap for Gippsland's FDA sector to achieve its vision and ambition. They help prioritise and allocate resources effectively, ensuring that everyone involved in the implementation of the Strategy is aligned and working towards the same outcomes, providing a framework for measuring progress and success. [Click here to uncover more.](#)

1	Develop Experiences, Build Reputation
2	Empower Industry Leadership & Drive Innovation
3	Foster Authentic Collaboration & Partnerships
4	Support Capacity Building
5	Support Sustainable & Inclusive Diversification
6	Maximise Sector Awareness & Conversion

Who's it for?

We have prepared the Strategy to help increase confidence, build capacity, and inspire action for anyone interested in supporting or participating in a flourishing Gippsland FDA industry.

Who benefits?

Farmers and farms, producers, aquaculture enterprises, hospitality and tourism businesses, regional communities, and visitors who choose to support these experiences benefit when our FDA sector grows.

Collaborative approach

Collaboration is essential for the growth of Gippsland's FDA sector. This collaboration must extend across agriculture and aquaculture, the food and drink sector, the tourism and hospitality industry, local residents, First Nations communities, and local, state, and national agencies. Success can only be achieved if all stakeholders work together toward this common goal.

A CONSULTATIVE APPROACH

Our plan for growing the FDA sector in Gippsland is informed by the understanding that the aqua/agriculture and tourism sectors must play a role in supporting the region's future roadmap. To ensure our plan is grounded in local expertise, we consulted with farmers and producers who have become tourism operators, gathering feedback on any information gaps they encountered and advice they would offer to others embarking on a similar journey.

We also engaged with a wide range of stakeholders, including local tourism businesses, agriculture representatives, tourism entities, local government officials, and others with a vested interest in a thriving FDA industry in Gippsland.

Our approach is insight-led, seeking to identify the intersection between audience insights, consumer insights, and our destination's brand truth. To quantify trends, issues, and opportunities, we collaborated closely with stakeholders, using a SWOTA analysis conducted through virtual meetings, product familiarisations, in-person workshops, and an online survey.

By taking this comprehensive and collaborative approach, we aim to create a sustainable and successful FDA industry in Gippsland that benefits the local community, visitors, and producers alike.

2023 Stakeholder Engagement Process

MEETINGS

- + Destination Gippsland
- + Food & Fibre Gippsland
- + Maffra Tourism & Traders' Group
- + GLaWAC
- CEO and General Manager Marketing
- CEO
- Chairperson
- Aboriginal Business Development Manager

PRODUCT FAMILIARISATIONS

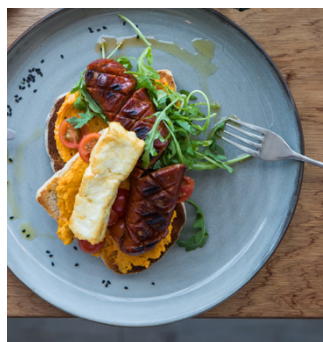
- + Itinerary 19 to 24 Feb
 - Down to Earth Farm Retreat
 - Lightfoot Wines
 - The Long Paddock
 - Sodafish
 - Myrtlebank Roaming Farms
 - Maffco Brewery & Taphouse
 - The Food Store Café
 - Tinamba Hotel
 - Wattle Bank Farm
 - Dirty Three Wines
 - Gurneys Cider
 - The Wine Farm
 - The Ridge House by Greenhills Farm
 - Trulli

WORKSHOPS

- + East Gippsland 20 Feb
- + South Gippsland 22 Feb
- + Central Gippsland 23 Feb
- 11 participants
- 16 participants
- 14 participants

SURVEY

- + TypeForm Survey 17 Feb to 05 Mar
 - 86 respondents (representing a mix of council representatives, local producers and tourism operators)





FIRST NATIONS CONSULTATION

We are committed to the sustainable growth of Indigenous tourism in Gippsland.

Our commitment involves a dedication to supporting the growth and development of Aboriginal tourism in the Gippsland region in a sustainable and responsible manner. This includes recognising and prioritising the importance of Aboriginal culture and traditions in the FDA sector and working collaboratively with key stakeholders such as the Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC), Bunurong Land Council Aboriginal Corporation (BLCAC), and other Registered Aboriginal Parties (RAP) to identify opportunities for cultural tourism product development.

Through ongoing consultation and collaboration, this commitment aims to support the growth of Aboriginal businesses and empower traditional owner communities to participate fully in the FDA sector. It also seeks to ensure that the development and promotion of Indigenous tourism experiences are respectful, culturally appropriate, and designed to prioritise the interests and aspirations of local Aboriginal communities.

Our commitment represents a long-term and collaborative effort to build a sustainable and inclusive tourism industry in Gippsland, where Aboriginal culture and traditions are celebrated and valued by all.

RESPONSIBLE GROWTH

Long-term sustainability depends on preserving the quality of the nature-based environment that includes productive agriculture and aquaculture. Diversification into FDA is about ensuring the sustainability of farm, aquaculture and tourism businesses, and regional communities.

In alignment with Australia's global reputation for agriculture and tourism excellence, a world-class Gippsland FDA sector will be built with respect for Country, craft, tradition, seasonality, quality, and provenance.

INCLUSIVITY

We value creating an inclusive environment for all, regardless of abilities, backgrounds, beliefs, or identities. We promote diversity, equity, and inclusivity in all aspects of the FDA sector and aim to foster a discrimination-free environment where everyone feels empowered to participate. We recognise inclusivity as a journey and actively seek feedback to ensure accessibility and equity for all. Gippsland believes that an inclusive community is stronger and committed to creating a welcoming and equitable future for everyone.

RECOMMENDATIONS

This plan makes a series of recommendations that support Gippsland's FDA sector growth to 2030.



WHAT IS AGRITOURISM?

Food and drink tourism has become a buzzy trend in the global travel industry over the past few years. It appeals to a large population of travellers and can boost in-destination spending, which will positively impact local economies and small businesses.

Despite efforts to promote agritourism in Gippsland, there remains some ambiguity surrounding its definition and the potential involvement of farmers, producers, industry and other stakeholders. This issue was brought to the forefront during the Stakeholder Engagement phase of this Strategy's development, where it was identified as a prominent concern.

The sector is about more than just food and drink itself. Experiences that define the new era of FDA are multifaceted.

A FDA tourism experience that meets at least one of the following criteria best exemplifies what food and drink travellers want today:

- + They overlap other types of tourism (such as cultural, heritage, and wellness)
- + They have a hands-on learning aspect
- + They are social

Experiences and tourism, or agritourism, describe experiences and attractions that bring visitors to regional and rural areas and provides them with opportunities to experience and interact with elements across the food and agribusiness value chain. Examples include tours and cuisines at farms, wineries, breweries, and farm-gates.

ART defines Agritourism as 'a type of experiential travel which connects people to product or produce, delivered on farming land, through a direct 'on farm' experience.'

With four essential elements:

1. Combines tourism and agriculture industries
2. Attracts members of the public to visit on farm
3. Farmers and producers to diversify from agriculture into tourism, increasing farm income and/or employment
4. Provides recreation, entertainment and/or educational experiences related to the agriculture enterprise

Agritourism is an Ecosystem

Core Agritourism is strengthened by regional supporting services, creating an eco-system of visitor experiences.



THE VALUE OF DIVERSIFICATION

Agritourism diversification has many benefits for Gippsland's farmers, producers and rural communities.

Australian Farmers, those surveyed by ART to develop the National Agritourism Strategy Framework, explore new business streams for one of five reasons, with tourism often a by-product of a new product or lifestyle change:

1. Economic
2. Take back control of distribution and product
3. Need more jobs for family
4. Need for more social contact
5. Lifestyle change

NOTE: Farmers also reported it took between three and five years end-to-end to launch a new diversified Agritourism business on their farm. The timeline was influenced by having to learn as they go, their normal farming work demands and the process of engaging with local council around submitting a planning application. Tourism developments are often complex, not an obvious land use, may pose biosecurity risks and require the interpretation of legislation. Clear strategic plans and plenty of support before applying make the process smoother.

— Reference: ART National Agritourism Strategy Framework, p28. Credit: Tourism Australia

INCREASED REVENUE

By diversifying their income streams, farmers, producers and aquaculture enterprises can reduce their reliance on traditional land and sea farming activities and generate additional revenue through tourism experiences. This can provide a buffer against volatile market conditions and help maintain financial stability.

OPPORTUNITY FOR ENTREPRENEURSHIP

Tourism diversification can provide opportunities for farmers, producers and aquaculture entrepreneurs to create new products, services, and experiences that cater to a growing demand for authentic, sustainable, and experiential travel.

PRESERVATION OF RURAL COMMUNITIES

Diversification can help preserve our rural communities by providing alternative income sources, creating jobs, and revitalising local economies. It can also help maintain the cultural heritage and traditions of land and sea farming communities, which can be threatened by modernisation and urbanisation.

IMPROVED ENVIRONMENTAL SUSTAINABILITY

Diversification can promote sustainable land and sea use practices by providing economic incentives for farmers and producers to maintain and enhance natural resources and ecosystems. It can also help educate visitors about the importance of environmental conservation and stewardship.

ENHANCED MARKETING AND BRAND RECOGNITION

Diversification can help our farmers and producers differentiate themselves in the marketplace and build brand recognition by offering unique and memorable experiences. This can help attract new customers, create loyal customers, and enhance the reputation of Gippsland or community as a whole.

THE VALUE OF THE SECTOR

The FDA sector in Gippsland holds great value, given its reputation as a leading producer and exporter of agri/aquaculture products, known for clean, green and safe produce. Gippsland also has a rich history of investment in agriculture innovation, reflecting the symbiotic relationship Aboriginal people have with the land.

Tourism is a crucial driver of economic growth in Gippsland, with food, drink and agritourism being a rapidly expanding sector – offering diverse and engaging experiences to visitors while contributing to local communities and sustainable farming practices.

Australia is renowned for producing and exporting high-quality agriculture products, with a focus on innovation and sustainability. Gippsland reflects this ethos with its commitment to caring for the land, as demonstrated by First Nations people's and the agriculture industry's longstanding relationship with the environment.



Agritourism is a growing sector for the Australian economy, with the annual opportunity for agri-related tourism expected to be worth \$18.6 billion nationally by 2030. The sector will be an essential growth industry for both Australia and Gippsland's regional and rural economy over the next decade. Furthermore, farmers, producers and aquaculture enterprises can become sustainable during marginal times through agritourism, while supporting communities and engaging farmers of scale, artisan producers and Aboriginal traditional owners.

Target markets for FDA experiences is diverse and includes food and wine enthusiasts, eco-tourists, families, and those interested in sustainable and ethical travel.

Culinary visitors are seeking more than just food.

Culinary experiences are becoming increasingly important to visitors, with food and drink expenditure accounting for up to 25-35% of their travel budget.

Authenticity, quality, and the provenance of produce remains an important factor, with recent research finding that 88% of visitors are more likely to return if they have an outstanding culinary experience, and eating and drinking like a local is the top motivation, followed by visiting local landmarks and attending food, beer, or wine festivals.

Even those who do not identify as culinary travellers still prioritise eating and drinking like a local when visiting a destination.

Finally, culinary experiences can lead to great testimonials, with 71% of all leisure travellers saying that food and drink experiences while traveling give them many stories to tell when they return home.

Despite existing regional barriers such as labour shortages and infrastructure quality, Gippsland's FDA sector has the potential to provide distinct, immersive experiences that connect travellers with local culture and traditions while supporting local businesses.

SUSTAINABLE & INCLUSIVE AGRITOURISM

It makes good business and community sense to encourage sustainable and inclusive practices as Gippsland's FDA sector evolves.

Gippsland can benefit from encouraging the growth of sustainable and inclusive agritourism, as it aligns with global and national trends that value sustainable, inclusive, and circular economy practices.



Sustainability

Many councils evaluate planning applications and economic development based on their ability to support sustainable outcomes, making it imperative for businesses to align with tourism, First Nations consultation and engagement, and agriculture policies to promote positive social, cultural, environmental, and economic outcomes.

The United Nations World Tourism Organisation (UNWTO) defines sustainable tourism as a practice that considers the economic, social, and environmental impacts of tourism and addresses the needs of visitors, industry, the environment, and host communities. Agritourism is an inherently sustainable form of tourism that supports rural and regional economies, embraces First Nation Australian practices of regenerative farming and circular economy, promotes environmental practices, and retains earnings locally.

Gippsland's focus on sustainable agritourism practices offers visitor experiences that provide jobs, increase local skills, and diversify farm and aquaculture income.

The sustainable agritourism experiences offered in Gippsland, or with the potential for expansion, encompass an array of possibilities, including but not limited to farm-to-table experiences, organic farming tours, eco-lodges, on-farm animal experiences, and community-supported agriculture. These experiences provide visitors with opportunities to learn about sustainable farming practices, enjoy locally sourced food, and support the local economy while reducing the environmental impact of food production and transportation.

By promoting and practicing sustainable tourism in Gippsland, we will support our local economies, preserve natural resources, and promote environmental, social, and economic sustainability.

Inclusiveness

An inclusive FDA sector across Gippsland will bring about significant benefits including economic development, cultural preservation, environmental sustainability, education and learning, and health and well-being.

Inclusiveness prioritises an equitable and sustainable industry, creating a welcoming and inclusive environment for all visitors, regardless of their backgrounds, beliefs, or identities. This means ensuring that visitors of all ages, races, genders, religions, sexual orientations, and physical abilities feel comfortable and welcomed.

It involves removing barriers that may prevent certain groups from fully participating in FDA experiences. For instance, providing accessible facilities for visitors with disabilities or accommodating dietary restrictions and cultural practices in food offerings. Inclusiveness also involves being mindful of language and communication, using inclusive language and promoting understanding and respect for different cultures and identities.

It can provide opportunities for all visitors to engage in outdoor activities, such as hiking, farming, and cooking, which can promote physical activity and improve mental health and well-being.

An inclusive FDA sector in Gippsland will promote cultural exchange, foster community building, and expand economic opportunities for diverse groups. It will help stimulate economic growth in rural areas by providing additional income streams for local farmers, producers, small businesses, and communities, leading to increased job opportunities, improved infrastructure, and overall economic development.



OUR COMPETITIVE ADVANTAGE

Our Vision

To position Gippsland as a world-renowned epicurean destination, showcasing the best of land and sea while fostering a deep appreciation and connection to the natural environment and Aboriginal cultural traditions. We prioritise sustainability and ethical practices while empowering local communities and providing transformative experiences to visitors.



Destination Enablers

- + Gippsland's natural beauty, outstanding experiences and life changing moments inspire the world to visit
- + Gippsland is powerful country, home to Aboriginal peoples including Gunaikurnai, Bunurong and Wurundjeri nations
- + Culturally authentic co-design of tourism experiences aligned with the Aboriginal Economic Development Strategy Gippsland
- + Tourism is an economic driver for the region, generating jobs and contributing lifestyle benefits to communities across Gippsland
- + Gippsland's DMP guiding principles assist in building a sustainable and growing visitor economy with a focus on achieving 2030 expenditure (\$1.79 billion), nights (10.6 million), and jobs growth (16,800)
- + DMP Guiding Principles that are Inclusive, Sustainable, Resilient, Compelling, Commitment to Excellence, Engaging
- + The DMP has developed a path forward for rebuilding the visitor economy following disruptions of the intervening period. The plan is a catalyst for continuing the drive towards a revitalised and resilient visitor economy and communities
- + In the year ending Dec 22, the Gippsland region generated 6.4 million domestic visitors, 2.7 million domestic nights and \$1.8 billion total domestic expenditure
- + In 2019-20, visitor expenditure generated 16,036 jobs for people employed in the tourism industry (direct and indirect jobs), which represents almost 13% of the region's total employment
- + Destination Gippsland's Visitor Economy Workforce Development Action Plan 2023-25 (VEWDAP) responds to workforce shortages experienced by many businesses in the region



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YOURS TO
KEEP



EAT. DRINK. GIPPSLAND.

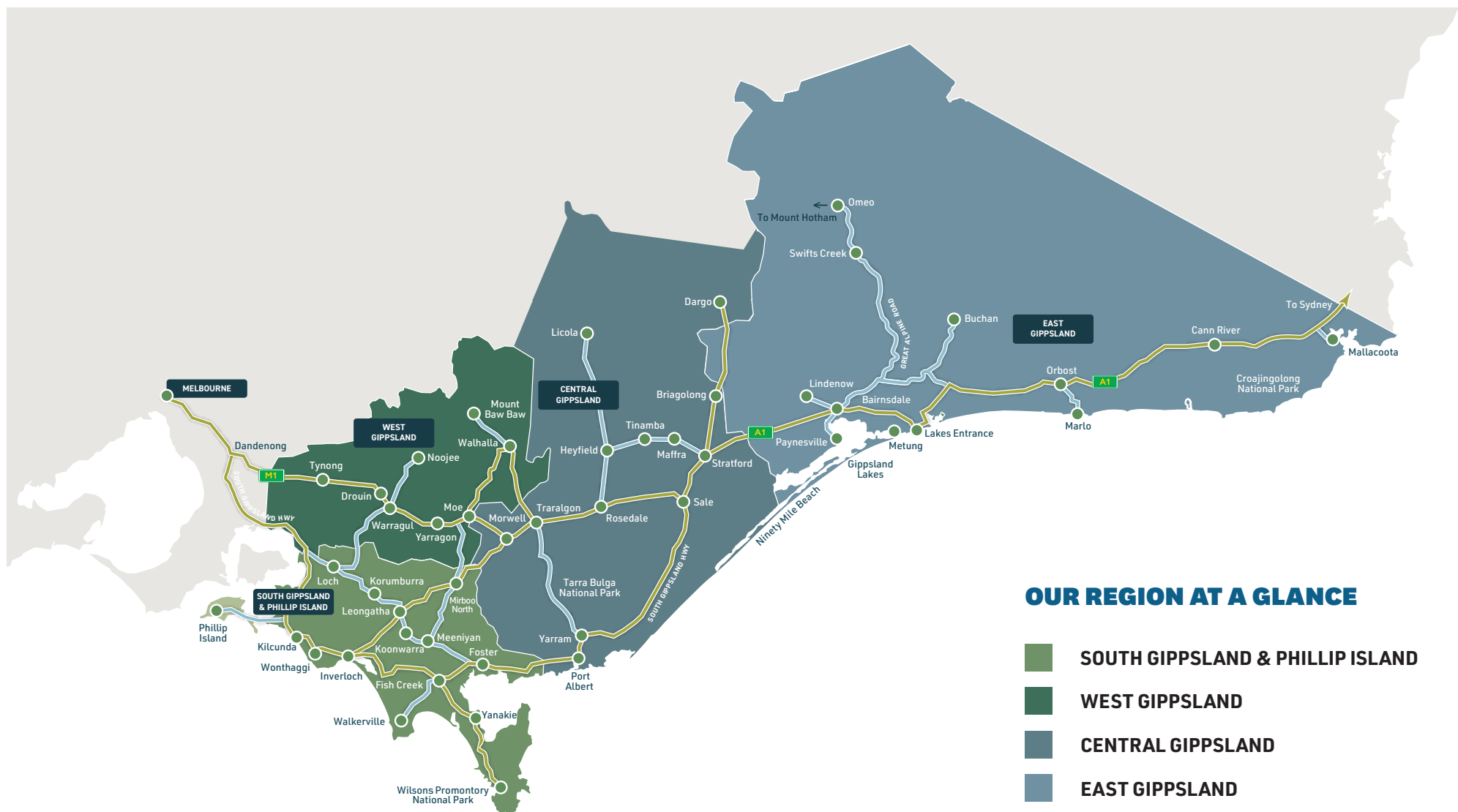
The great Gippsland shift started happening a while back. Young winemakers, chefs and hospitality professionals started discovering Gippsland. Some were returning from overseas to start families in their hometowns, others discovered the long, deserted beaches, the wild call of the bush and the ability to afford a patch of rich Gippsland soil to grow their fruit and vegetables. Then COVID hit and the trickle became a deluge. Now Gippsland has one of the most vibrant food cultures in the nation with a community of farmers, winemakers, butchers, bakers and chefs working together with community and local government to create an even better region in which to live.

It starts with the produce. Gippsland is one of Australia's food bowls producing exceptional dairy, fruit, vegetables, seafood and wine grapes. Farm gates, farmers markets and online stores are getting more Gippsland produce into the kitchens of people, both local and those who live outside the region. Then there are the people who use their skill and technique to make outstanding cheese, preserves, smallgoods and wine. Finally there are the chefs who bring that all together to create memorable meals in unique locations. In historic pubs with blazing fires, in waterside restaurants where the fish is sourced from the fishing fleet moored next door. There are tearooms in enchanting gardens, and award dining rooms overlooking the vineyards.

Gippsland covers a massive part of Victoria from the ski fields to the sea, where brewers and distillers use native bounty to flavour their beverages and where bakers take the best of Gippsland's beef and fill their golden pies. This is why more and more people are discovering this beautiful region, not just for its great outdoors, camping, fishing, hiking and swimming, but for the fact that new restaurants, wineries, cafes and breweries are opening all the time. That's why I keep coming back.

— Richard Cornish
FOOD WRITER & AUTHOR

MAP OF GIPPSLAND



OUR REGION AT A GLANCE

- SOUTH GIPPSLAND & PHILLIP ISLAND
- WEST GIPPSLAND
- CENTRAL GIPPSLAND
- EAST GIPPSLAND

OUR VALUES

We can capitalise on the distinctive values of Gippsland's FDA industry to forge unparalleled and captivating visitor encounters. By embodying these values, we will harness the region's character and identity, while also promoting high-quality, inclusive, and collaborative practices.

VALUES	IN PRACTICE
SUSTAINABILITY	We operate in a way that is environmentally and socially responsible, promoting the use of renewable resources, minimising waste, and reducing carbon footprint.
INNOVATION	We stay competitive and adapt to changing consumer preferences – encouraging the development of new products, services, and technologies that improve efficiency, quality, and consumer experience.
COLLABORATION	We are collaborative with groups such as farmers, producers, restaurateurs, and tourism operators working together to strengthen the supply chain, increase market reach, and create new opportunities for growth.
LOCAL PRIDE AND OWNERSHIP	We promote the use of local ingredients and resources, to boost the regional economy and create a unique sense of place. We foster a sense of community ownership and involvement, where local residents can feel proud of their region and contribute to its success.
CULTURAL APPRECIATION	We recognise and celebrate the diverse cultures that contribute to Gippsland's FDA sector. Promoting respect for Aboriginal culture, traditional knowledge, practices, and values, and showcasing the region's unique identity and heritage.
COMMITMENT TO EXCELLENCE	We emphasise the importance of providing high-quality products and services that meet the needs and expectations of consumers. Building customer loyalty and positive word-of-mouth, increasing revenue and reputation.
ECONOMIC GROWTH	Supporting growth of the sector is a key driver of our local economy – encouraging investment, job creation, and business development contributing directly to the region's prosperity.
ENVIRONMENTAL STEWARDSHIP	We promote the protection and conservation of natural resources, such as soil, water, and biodiversity – encouraging sustainable farming practices, land use planning, and waste management.
EDUCATION AND AWARENESS	We embrace the importance of educating consumers, producers, and other stakeholders about the sector's practices, products, and benefits – helping build trust, transparency, and informed decision-making.
HEALTH AND WELLNESS	We promote the production and consumption of 'clean and green' food and drink products. Encouraging immersive exploration, positive wellbeing, and social interaction that contributes to a healthy lifestyle.

SECTOR ENABLERS

Gippsland, as an established tourism destination, is in an ideal position to facilitate the diversification of more farming, aquaculture, and tourism businesses into FDA experiences:

The DMP outlines a collection of hero experiences in line with visitor expectations and thematic experiences, such as the **Paddock & Ocean Produce**, which is particularly relevant to this Strategy. These experiences will help position Gippsland in both the current domestic market and future international markets, ultimately leading to sustainable growth and increased revenue.

The exceptional quality and extensive range of food and beverage options available in the Gippsland region contribute significantly to its allure and reputation. This diverse and rich culinary landscape encompasses a wide spectrum of flavours, ingredients, and dining experiences, catering to various preferences and palates	6,500 total estimated farming families living in and contributing to some 250 small Gippsland communities 15,400 employed in Gippsland agriculture, forestry and fishing	FFG are committed to connecting and growing the region's 7-billion-dollar food and fibre sector	FFG's Gippsland Trusted Provenance (GTP) brand is about building a trusted brand for Gippsland products. The brand utilises stylistic similarities to the "Gipps, all kinds of wonder, Land" and other DG brands, but with the wording "Gipps, Trusted Provenance, Land"	Wine Gippsland (WG) represents a community of more than 50 Gippsland wineries embodying the collaboration of community – coming together to develop innovative, sustainable and enjoyable wine	A place of natural beauty, Aboriginal culture, and colonial heritage, emerging creative industries, a place of provenance and of towns undergoing dramatic transformation. A place of untapped potential and blessed with natural resources
Collaborative partnerships exist at all levels within industry, government and community to deliver strategic priorities to meet growth targets	Infrastructure and product development investment opportunities exist to boost the supply side and deliver on visitor expectations in nature-based tourism, events, regional produce, and the creative industries	Vibrant and supportive local communities who see tourism as part of everyone's business	Regenerative natural environments	Inclusive visitor economy that sees industry development as part of normal business and that can be resilient to shocks and natural events such as fires and floods	Proactive resilience planning and disaster management activities within the visitor economy

GIPPSLAND'S FOOD, DRINK & AGRITOURISM ECOSYSTEM

LOCAL / REGIONAL						
TOURISM INDUSTRY	DESTINATION GIPPSLAND	FOOD & FIBRE GIPPSLAND	DESTINATION PHILLIP ISLAND	WINE GIPPSLAND	GUNAICKURNAL LAND & WATERS ABORIGINAL CORPORATION	LOCAL GOVERNMENT AREAS (SHIRE COUNCILS)
INDUSTRY	DG	FFG	DPI	WG	GLAWAC	LGAS
Operators in Gippsland that provide food, drink, aqua or agriculture goods, services, or experiences to facilitate business and leisure travel.	Funded by the state government, and the six local government councils of Gippsland, this is the independent peak body for the Gippsland Tourism Sector. Aims to deliver rewarding and lasting economic, environmental, and social outcomes for the region. The Regional Tourism Board consists of six council CEOs and six skill-based board members (12 total).	Connecting and growing Gippsland's 7-billion-dollar food and fibre sector. 'Gippsland Trusted Provenance' brand utilises stylistic similarities to the Destination Gippsland brand, connecting and building recognition of the region and tourism.	The peak regional tourism organisation for Phillip Island, with a strategic alignment to Destination Gippsland and Food and Fibre Gippsland in the delivery of agritourism marketing and product development.	The regional association representing more than 50 Gippsland wineries, and other beverage producers. Embodies the collaboration of wine producers from across Gippsland coming together to develop and market sustainable, innovative and excellent wines. The association exists to raise the profile of Gippsland as a wine region, expand its role in developing the food and drink sector, and support members with marketing, events, technical development, advocacy and forward planning.	The Registered Aboriginal Party (RAP) for the Gunaikurnai, the Traditional Owners of a large area of Gippsland Country, as determined by the Victorian Aboriginal Heritage Council under the Aboriginal Heritage Act, 2006. They have established partnerships with government, private sector, and philanthropists to protect and conserve the environment for present and future generations.	Local government plays a significant and diverse role in the visitor economy. Each vary in their involvement with visitation and future needs due to their geographical location, economic drivers, industry sectors, resources, capacity and interests. The base infrastructure and core amenities that are enjoyed in a location by visitors are largely the product of the work of local government. Local government decisions and investment are often aligned with regional and state priorities and directions to effectively achieve goals.

STATE			NATIONAL	
VISIT VICTORIA	VICTORIA STATE GOVERNMENT	DEPARTMENT OF JOBS, SKILLS, INDUSTRY AND REGIONS	AUSTRALIAN REGIONAL TOURISM	TOURISM AUSTRALIA
VV	VSG	DJSIR	ART	TA
The state's tourism and events company. Their role is to drive visitation and expenditure through destination marketing and a strong pipeline of major, regional and business events to support the visitor economy. They aim to build Victoria into Australia's number one tourism destination by delivering strong and sustainable growth across priority markets.	The Victoria State Government provides funding for a range of products, experiences and events, through its tourism marketing and events company, Visit Victoria. They have committed to helping revitalise and grow Victorian tourism after the impacts of bushfires and the global pandemic, with a roadmap outlined in the Visitor Economy Recovery and Reform Plan. It serves as a whole-of-state visitor economy strategy, with a goal of reaching \$35 billion in annual visitor spend and generating 300,000 additional jobs by June 2024.	Provide funding streams and initiatives to grow the visitor economy, responsible for the supply side of tourism development. All Regional Tourism Board contracts are now managed by DJSIR.	Established to re-balance an increasing focus on tourism in urban capital cities. It is the peak body that represents regional tourism practitioners and acts as a hub for collaboration, cooperation, ideas generation, knowledge sharing, networking and more.	TA's role is to influence people to travel to and throughout Australia. Increase the economic benefits to Australia from tourism. Help foster a sustainable tourism industry in Australia.

SUPPORTING AGENCIES

LOCAL / REGIONAL	STATE			NATIONAL	
ONE GIPPSLAND	REGIONAL DEVELOPMENT VICTORIA	GIPPSLAND REGIONAL PARTNERSHIP	LATROBE VALLEY AUTHORITY	AUSINDUSTRY	REGIONAL DEVELOPMENT AUSTRALIA
OG	RDV	GRP	LVA	AI	RDA
A peak regional advocacy body representing the diverse Gippsland region. They aim to connect the dots between government, business and community, while also collectively working together to champion the interests of the region and its people. They harness the strengths and expertise of the regions local government, industry and education providers.	The Victoria State Government's lead agency responsible for rural and regional economic development. Operates in partnership with regional businesses and communities, and all tiers of government to deliver the Government's regional development agenda and instigate positive change for regional and rural Victorians. Their work includes enabling businesses to invest to consolidate and grow jobs, strengthen regional economies and enrich the social fabric of Victoria's regional cities and towns.	Established in 2016, the Gippsland Regional Partnership is one of nine Partnerships across the state, established by the Victoria State Government, recognising that local communities are in the best position to understand the challenges and opportunities faced by their region. Regional Partnerships are made up of community and business leaders, senior local and state government officers, and Regional Development Australia committee members. The Partnership engages with the Gippsland community throughout the year and takes our region's priorities to the Victoria State Government.	Established in November 2016 to support the region through sustainable economic transition. Their vision: A strong future for the Latrobe Valley and Gippsland. Their purpose: to be a catalyst for place-based transition, transformation and long-term sustainable prosperity.	AusIndustry provides a connection between small and medium size business and government. For over 25 years AusIndustry has continued to be a valuable hub, nurturing partnerships and networks, providing information and connections to help navigate local, state and Australian Government support to get the best for each business. AusIndustry works with businesses every day and is connected to regions, communities and industries and enable government engagement with businesses.	This Australian Government initiative brings together all levels of government and is funded by the Australian Government and by state, territory and local governments in some jurisdictions. The RDA program is administered by the Department of Infrastructure, Transport, Regional Development, Communications & The Arts. The RDA network is made up of local leaders who work across government, business and community groups all with the goal to improve their local region. This is achieved by supporting economic and workforce development, local procurement, strategic regional planning and informing government programs and infrastructure investments.



AN INTEGRATED PHILOSOPHY

Here we embrace the significance of strategic alignment and collaboration among stakeholders to enhance Gippsland's FDA sector. This Strategy takes into account aligned strategies and key trends to ensure a well-coordinated approach to sector growth.

The following are the top-level areas of alignment for this Strategy, and for further details, refer to **Appendix B: An Integrated Philosophy – Detailed Strategic Alignment**.

LOCAL / REGIONAL

Destination Gippsland (DG)

This Strategy aligns with Gippsland's DMP by focusing on expanding the Paddock & Ocean Produce experience pillar. It includes the development of clusters for distilleries, breweries, wineries, and cellar doors, as well as promoting Gippsland's seafood and developing destination restaurant/s. The plan also aims to showcase the region's producers and their stories of provenance through events and partnerships with FFG.

Moreover, DG's Visitor Economy Workforce Development Action Plan 2023–2025 supports the growth of our FDA sector by addressing workforce shortages experienced by many tourism businesses. The plan aims to increase the community's awareness of the benefits and employment opportunities in the tourism industry, foster improvement in businesses' workforce development capability, support the development of relevant skills, improve access to housing and transport, and attract people to work in our tourism industry through migration and taxation policies.

Food & Fibre Gippsland (FFG)

This Strategy aligns with FFG's goal of building a trusted brand for Gippsland products and growing the region's food and fibre sector.

It supports FFG's Gippsland Trusted Provenance (GTP) brand, which promotes businesses using Gippsland ingredients and resources. Adoption of this brand among more producers will build recognition of Gippsland's premium products and encourage consumers to visit the region for immersive experiences with local producers.

Destination Phillip Island (DPI)

This Strategy aligns with the Destination Phillip Island and San Remo DMP 2030, a document that was created in 2016 and currently under review. This plan is building on insights and activity to manage sustainable growth for Phillip Island into the future, balancing the island's natural assets with a growing food, fibre and epicurean events landscape, supported and underpinned by the Experience Victoria 2033 vision for the state. DPI and DG unite in a shared strategic vision through their support for and work with FFG and WG, as well as across the LGA of the Bass Coast Shire, which spans both Gippsland and Phillip Island.

The new DMP will deliver a shared vision for Phillip Island and is expected to be released in December 2023.

Wine Gippsland (WG)

This Strategy supports WG by promoting the region's diverse food and wine sector and encouraging visitors to explore the wineries along the coast to the mountains. It aims to showcase Gippsland as a clean, green environment that produces premium products, which aligns with WG's focus on producing wines with structure and elegance.

It also promotes immersive experiences, such as visiting cellar doors, and wine and food-centric events, which provides opportunities for visitors to discover

the passion of Gippsland's winemakers and explore the region's unique microclimates producing aromatic white wines, chardonnay, and pinot noir.

Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC)

This Strategy is aligned with the Aboriginal Economic Development Strategy Gippsland (AEDSG) through a shared commitment to promoting economic opportunities for Aboriginal people in the region.

The AEDSG seeks to provide Aboriginal people in Gippsland with access to education, training, and employment opportunities, as well as to support the development of Aboriginal owned businesses in the region. This Strategy aligns with this vision by seeking to create opportunities for Aboriginal owned businesses in the FDA sector.

Through collaboration with GLaWAC and other RAP, this Strategy aims to provide training and capacity building opportunities for Traditional Owners in the sector, as well as to promote the use of Aboriginal owned products and services in the industry. By doing so, this Strategy aims to contribute to the economic development of the region and to enable Aboriginal people in Gippsland to live prosperous lives.

Local Government Areas (LGAs)

We support the vision of making Gippsland the most liveable region in Australia by 2040.

This Strategy aligns with initiatives to sustainably grow key industries like the food & fibre sector, increase digital inclusion, and progress major transport infrastructure and services. It includes recommendations at a broader destination-wide level that are subject to each relevant LGA's Rural Land Use Strategy (RLUS) and each council Plan.

STATE

Victoria State Government (VSG) & Visit Victoria (VV)

Alignment with VSG's Visitor Economy Recovery and Reform Plan (VERRP) and the Victorian Visitor Economy Master Plan 2022 (VVEMP). Both plans aim to strengthen Victoria's tourism industry by developing new experiences, products, and infrastructure to attract international, interstate, and intrastate visitors. The plans also prioritise collaboration between government, industry, and local stakeholders, and sustainable growth across all aspects of the visitor economy.

This Strategy supports these goals by promoting the region's unique strengths in the FDA sector, building new partnerships with local businesses, and investing in infrastructure and marketing to attract more visitors to the region.

Department of Jobs, Skills, Industry and Regions (DJSIR)

Alignment with two of the five strategic directions of the DJSIR's Regional Economic Development Strategies (REDS) for Victoria's nine regional partnership regions.

Supports maximising the role of the food and fibre industry in the local economy and supporting growth and diversification in the visitor economy.

The REDS provide a socioeconomic evidence base and strategic direction to activate economic development opportunities, allowing regional communities and businesses to communicate their innovative capacity, collaborate with the government, and attract investment.

NATIONAL

Australian Regional Tourism (ART)

Alignment with and supporting ART's goals of promoting sustainable and diverse agritourism experiences that benefit farmers, regional communities, and visitors.

This Strategy emphasises responsible and sustainable growth of the FDA sector that respects Country, traditions, quality, and time.

Collaboration among stakeholders is also highlighted as essential, and this Strategy encourages the adoption of a "caring for Country" approach to land custodianship. Our goals align with the recommendations and themes outlined in ART's National Agritourism Strategy Framework (NASF).

Tourism Australia (TA)

Alignment with TA's insights on immersive agritourism experiences such as aquaculture and farm experiences.

According to TA's research, there's strong interest in these experiences among higher-yielding segments and working holiday makers, and cross-sell opportunities include First Nations native food workshops and local cooking schools.

TA's 2023 Emerging Trends highlight the shift from health concerns to wealth concerns, the renaissance of indulgence, and the desire for purpose in life and travel. Additionally, inclusivity and accessibility, always-on discovery, and technological advancements are shaping the future of travel.

GIPPSLAND'S FOOD, DRINK & AGRITOURISM SECTOR

Experiential and immersive travel experiences which connect people to Gippsland's product or produce – either delivered on, or with a direct connection to, farming the land or sea.

In the context of Gippsland, agritourism involves offering visitors a unique opportunity to gain a deeper understanding of the region's aqua – and agri-business sector and the provenance of its produce.

This type of tourism supports the visitor economy while also contributing to the growth of the region's export market and promoting FFG's Gippsland Trusted Provenance brand.

Gippsland's agriculture sector includes a variety of primary production and processing activities, such as livestock, fruit, vegetables, aquaculture, dairy products, wild fisheries, nuts, wool, wine, beer, cider, spirits, and cut and native flowers.

FDA experiences in Gippsland include, but are not limited to, guided tours, epicurean experiences with provenance focus, hands-on activities, educational programs, cellar doors, cooking lessons, curated meals, on-farm accommodation, tours of heritage farming properties and homesteads, and food and wine festivals, and produce markets.



Our experience themes

Gippsland's FDA experience themes bring together food, drink, on-farm, and marine experiences in various ways to engage visitors across the region, as outlined in the following table.

The aim of establishing themes is to provide industry and consumers with a roadmap to comprehend the multifaceted and diverse nature of FDA experiences across Gippsland – from the more casual setting of minibars featuring locally sourced products to the high-end dining experience of hatted destination restaurants.

The themes not only provide guidance but also spark creativity for individuals and businesses within the Gippsland FDA industry to enhance current offerings or develop new and captivating experiences.



GIPPSLAND'S FDA EXPERIENCE THEMES	FOOD	DRINK	ON-FARM	MARINE
	Included in this table are product and experience examples, accompanied by some existing experiences in the region to showcase the types of experiences that align with each theme.			
	The list is by no means exhaustive, and there is significant room for innovation and growth within each category.			
REFINED & ELEVATED	A hatted destination dining experience worth the drive. Local examples: Hoggett Kitchen , Tinamba Hotel , Sardine	A Gippsland Ultimate Winery Experience. Aspirational: click here	On-farm/ocean destination restaurant featuring local produce. Local example: Sodafish	
IMMERSIVE & TRANSFORMATIVE	An immersive farm experience with a focus on sustainability. Local examples: Wattle Bank Farm , Wild Food Farm and Café , Phillip Island Strawberries	Guided tour of the world's largest underground cider cellar. Local example: Gurneys Cider	Experience natural horsemanship and farm life with unique on-farm accommodation. Local example: Wattle Bank Farm	Guided fishing charter/tour, followed by chef preparing 'your catch' dining experience.
RESTFUL & RELAXING	In-room heat and eat farm-cooked meals featuring local produce. Local example: The Ridge House	On-vineyard self-contained cottage accommodation. Local example: The Wine Farm	Uniquely sustainable accommodation nestled on a farm. Local example: Down to Earth Farm Retreat	Fishing, kayaking, peace and enjoyment. Local example: Inverloch Kayak Fishing Leisure Tours
TASTY & CONNECTED	Innovative Food Hubs showcasing locally sourced produce in a unique and connected manner. Local example: Trulli	Cellar door tasting experience, on vineyard or at distillery/brewery (meet the winemaker, brewer, distiller). Local examples: Lightfoot Wines , Maffco Brewery and Taphouse , Dirty Three Wines , Loch Brewery & Distillery , Narkoojee Winery		Off-shore fishing charter – catch some of the region's finest for tonight's dinner. Local example: Port Albert Fishin' Charters
GRAB & GO	Local provenance retail hubs at Visitor Centres/Gippsland Experience Hubs. Aspirational: see Appendix C: Mudgee Case Study	Boutique wine store specialising in locally produced wines. Local example: The Press Cellars	Sustainable farmgate experience, local farmer/seafood markets. Local examples: Myrtlebank Roaming Farms , Warragul Farmer's Markets , Bass Strait Direct , San Remo Fishing Co-op	
LEARN & GROW	Hands-on cooking classes showcasing locally sourced produce and Native ingredients. Join food and wine tours, meet local makers to discover the origins of your meals and drinks, learn about sustainable farming practices. Local examples: Jacican , String & Salt , Inverloch Food & Wine Tours			
ONE-OF-A-KIND EVENT VENUES	Farm-based settings offering distinctive locations for hosting special occasions, such as weddings, family reunions, and corporate events. Local examples: Mewburn Park , Rivendell Farm Estate			

***TAKE A LOOK ON THE FOLLOWING PAGES FOR EXPANDED EXAMPLES OF HOW SOME EXPERIENCE THEMES ARE BEING IMPLEMENTED IN GIPPSLAND.**



Refined and elevated **TINAMBA HOTEL**

Location • Tinamba

A destination restaurant that cherishes its bricks and mortar heritage, while celebrating Gippsland's agritourism sector. Their passion for locally sourced, fresh produce and collaboration with talented chefs distinguishes Tinamba Hotel. From the first-class dining experience within the dining room, lounge and conservatory, to the relaxed atmosphere in the Amba Bar and on the outdoor veranda, the Tinamba Hotel team provide a fine example of country hospitality.

Immersive and transformative **WATTLE BANK FARM**

Location • Wattle Bank



This permaculture micro farm flourishes with gourmet mushrooms, citrus, and lush gardens. It aims to regenerate and share its wonders through Oyster Mushroom cultivation and providing opportunities for visitors to play, stay, and work. With a rustic off-grid caravan cabin and natural horsemanship experiences, it offers growth, rejuvenation, and connection amid South Gippsland's rolling hills.



Tasty and connected **TRULLI**

Location • Meeniyan



An Italian take on Gippsland produce.
In Meeniyan South Gippsland, Trulli is a culinary gem offering a Bakehouse, al fresco dining, Gelateria, Restaurant, and a Mobile Pizza Oven on Wheels. Inspired by the bountiful produce of their local community, the dedicated Trulli team crafts dishes infused with local love. A food lover's haven, demonstrated by visitors often asking, "Can Trulli relocate to our town?"

Tasty and connected **DIRTY THREE WINES**

Location • Inverloch



A small winery in South Gippsland, located between the Penguins and the Prom, specialising in producing exceptional Pinot Noir from three distinct "dirts." This winery is a testament to an unwavering commitment and passion by the owners who are dedicated to crafting wines that showcase the unique character of Gippsland, and a genuine connection to the region's terroir.

Grab and go **MYRTLEBANK ROAMING FARMS**

Location • Myrtlebank



A harmonious gathering of local farmers and producers have converged within a single farmgate experience. Visitors are asked to slow down and sample the produce from the land they're standing on. An honesty box with a difference. This high-tech little food cabin is stocked floor to ceiling with succulent meats and cheeses, take home dinner packs, garden-fresh produce and eggs fresh from the chook house.

One of a kind event venues **GURNEYS CIDERY**

Location • Foster



Home to the world's largest cider cellar, on 70-acres of farmland taking in views of Wilsons Promontory and Corner Inlet. Gurneys offers a premium cider tasting experience amidst their orchard of 7000 heritage cider apple trees. Visitors are invited to sample unique small-batch craft ciders, available by glass, bottle, or tasting paddle, as well as a pairing of locally-sourced cheese and meat or vegan share platters. For an extra treat, visitors can embark on an underground tour for an exclusive tasting. Gurneys also opens its extraordinary space for unforgettable gatherings and events.



STRATEGIC PRIORITIES

Our Six Strategic Priorities serve as a roadmap for Gippsland's FDA sector to achieve its vision and mission.

They help prioritise and allocate resources effectively, ensuring that everyone involved in the implementation of the Strategy is aligned and working towards the same outcomes, providing a framework for measuring progress and success.

SIX STRATEGIC PRIORITIES					
1	2	3	4	5	6
DEVELOP EXPERIENCES, BUILD REPUTATION	EMPOWER INDUSTRY LEADERSHIP & DRIVE INNOVATION	FOSTER AUTHENTIC COLLABORATION & PARTNERSHIPS	SUPPORT CAPACITY BUILDING	SUPPORT SUSTAINABLE & INCLUSIVE DIVERSIFICATION	MAXIMISE SECTOR AWARENESS & CONVERSION
Strengthen the region's identity and reputation as a producer of high-quality food and drink products, with immersive aquaculture and on-farm experiences, through investment and support for local businesses.	Support innovation and empower industry leadership to increase the value of Gippsland's food and drink products, as well as immersive experiences, to inspire growth and diversification of the agritourism sector.	Encourage genuine collaboration and partnerships by fostering greater networking and communication among industry stakeholders, thereby expanding opportunities for the development and expansion of Gippsland's FDA sector.	Build the capacity and capability of the FDA industry in Gippsland, including the development of a skilled workforce and strengthened regional supply chain.	Support the sustainable diversification of agriculture and aquaculture in Gippsland, while promoting inclusivity and community capacity building, with a focus on First Nations' products, to foster inclusive growth and strengthen the sector's long-term sustainability.	Drive awareness and encourage visitation to Gippsland's FDA sector by effectively optimising and aligning the All Kinds of Wonder and Gippsland Trusted Provenance brands, showcasing the region's distinct offerings and benefits to the world.

STAKEHOLDER & INDUSTRY INSIGHTS

Based on the input gathered from stakeholder workshops and survey results, below is a concise overview of the key themes identified as crucial to Gippsland's FDA sector's growth and success.

Please see Appendix A: Summary SWOTA Analysis – Combined Workshop & Survey Insights for more detailed insights.

STRENGTHS

POSITIVE FACTORS WITHIN YOUR CONTROL.

What does Gippsland already
do well in the FDA sector?

What do others see as
your strengths?

Strengths identified for Gippsland's FDA sector include a diverse range of high-quality produce, a strong connection of produce to place, sustainable and ethical practices by producers, a variety of country and coastal experiences and produce, world-class dairy and cheese, industry heroes and West Gippsland located within a 1-to-1.5-hour drive distance from Melbourne.

Collaboration, networking, and support are also strong, with businesses working together and supporting each other, and industry organisations providing research and promoting the region's produce.

Authentic stories and innovation are prevalent, with producers willing to engage with visitors and share their stories. Gippsland has a strong position and momentum in the industry, with a good reputation and increased awareness of the region.

The region has a strong sense of seasonality and ideal climatic conditions, established festivals and events, natural vistas and views, and good accessibility and infrastructure.

The industry is experiencing growth, with many new businesses opening, farms diversifying into agritourism, and a good selection of wineries and craft beer producers.

First Nations consultation with GLaWAC identified several strengths, including the recognition and protection of Traditional Owners (TOs) Indigenous Cultural and Intellectual Property (ICIP), close collaboration with DG and FFG, local chefs' interest in traditional native ingredients, a unique market position with no competition, GLaWAC Bush Café and Art Gallery, the Native Foods & Botanicals Strategy, the FFG's GTP brand extension 'Grown & sold on Gunaikurnai Country', and Gippsland's diverse landscape.

WEAKNESSES

NEGATIVE FACTORS WITHIN YOUR CONTROL.

What does the destination
not do particularly well?

Where do you have fewer
resources than others?

What are others likely to
see as weaknesses?

Gippsland's FDA sector has identified various weaknesses, including inconsistent local-level marketing efforts from Local Government Authorities (LGAs) which may not always align with the destination's brand, inconsistent/lack of promotional funds available, farmer engagement, quality of tourism products and experiences, housing and workforce, infrastructure, services and regulations, perception and reputation, and distances and accessibility.

The region's diversity is both a strength and a weakness, as it makes it difficult for the public to identify Gippsland's unique offerings. There is also a lack of resources for content creation, inconsistent opening hours, and scattered agritourism success stories. Additionally, farmers may not have the necessary skill set to begin an agritourism business, resulting in a lack of engagement from farmers.

The quality of produce may not be matched with visitor experiences, some well-known producers are hesitant to develop or offer visitor experiences, and there is a need for more sophisticated and boutique products and experiences. Gippsland may be considered expensive, with high production costs and prices of goods. The lack of volume infrastructure on dining/drinking trails, limited farm gate experiences, and limited guided tours are further weaknesses in tourism products and experiences.

The lack of strong hospitality education opportunities/facilities, limited career path opportunities, staff shortages, and limited housing availability make it challenging to attract and retain good chefs and other FDA workers. Moreover, council long turnaround times for processing applications, inadequate parking, poor parks and playgrounds, and restricted onsite parking have been identified as infrastructural weaknesses.

The perception and reputation of Gippsland may also be a weakness, with the region often seen as the "poor cousin" to other established regions. Service delivery is variable, and there is a lack of understanding of tourists' culture and behaviour from different cultural backgrounds. Finally, the large distances between attractions, limited public transport, fuel stations, and poor phone coverage and internet connectivity further limit accessibility to the region.

The weaknesses identified by First Nations consultation with GLaWAC are the potential struggle of Aboriginal operators and suppliers to keep up with the growing demand for Indigenous tourism and native ingredients. Indigenous tourism businesses growing at their own pace may also miss out on tourism opportunities.

OPPORTUNITIES

POSITIVE FACTORS OUTSIDE OF YOUR CONTROL.

What opportunities are open to you?

What trends could you take advantage of?

Gippsland has enormous potential in the FDA sector, which includes aqua – and agri-tourism, local food and drink experiences. The region can explore several opportunities, including harvesting events, building clusters of experiences and offerings, leverage visitors who come to Wilsons Promontory National Park, the Lakes, and Walhalla for their premium nature experiences by integrating high-quality food and drink experiences, packaging tour experiences, and creating an Aboriginal owned epicurean product for Gippsland with GLaWAC. Additionally, Gippsland can develop cultural heritage tours and indigenous cultural experiences, support for recreational fishing and water sports, and destination fishing villages to capitalise on its strengths in the region's wilderness, aboriginal heritage, and diverse produce.

To market and promote the region, Gippsland can leverage the pinot coast brand proposition, prepare trip itineraries that appeal to a selection of markets, promote sustainable tourism, and work with providers to offer experience packages to visitors. The region can also focus on authenticity and provenance by defining "real authenticity", safeguarding, and expanding the FFG's GTP brand/stamp.

Gippsland can improve its destination development by investing in building on the destination's foodie profile, facilitating industry to think creatively and innovatively. The region can also offer business and industry support through a tool kit to assist with a tourism business path, industry engagement, education, and offering training for businesses in marketing, social media, and other relevant areas.

Furthermore, Gippsland can capitalise on events and festivals by building a Gippsland-wide, annual event, creating more single-product events, and more street festivals/markets to promote local foodies. Finally, Gippsland can improve its infrastructure to support the FDA sector with safe roads, clean wayside stops with toilet facilities, and signage, more mountain bike trails, recreational fishing and water sports, and more signposting and tourism info.

Opportunities identified by First Nations consultation with GLaWAC include the continuation of conducting oyster trials with the potential to develop experiential cultural 'ocean produce' tourism, increasing cultural awareness training and Reconciliation Action Plans across the tourism sector, capacity building to meet the strong demand for immersive cultural tourism experiences, the growing Aboriginal business sector, growing awareness of bush and native food tourism, creating a well-defined process for non-Indigenous tourism businesses to consult and follow cultural protocols, and fostering mutual respect and cultural awareness between the tourism sector and Aboriginal businesses.

THREATS

NEGATIVE FACTORS OUTSIDE OF YOUR CONTROL.

What could potentially harm you?

What is your competition doing?

What threats do your weaknesses expose?

The Gippsland region faces a range of threats in the FDA sector, primarily due to climate change and environmental factors, biosecurity and biodiversity, competition and market positioning, business challenges and skill shortages, community and social challenges, leadership and investment, and infrastructure.

Unreliable weather patterns and natural disasters affect agricultural productivity, and biosecurity threats pose a risk to on-farm experiences, which include a rise in insurance costs.

Competition from franchises and convenience shopping is a challenge, as are other regions investing heavily in positioning themselves as epicurean destinations.

Rising costs, compliance with regulations, bureaucracy, and lack of skills and resources are business challenges.

Other challenges include migrant workers leaving hospitality due to COVID and farmers' perception of tourism.

Leadership and investment are crucial to drive strategy and change. Infrastructure challenges include electricity blackouts and poor road conditions.

The threats identified by First Nations consultation with GLaWAC include difficulties in encouraging the younger generation to take up tourism opportunities (often a fear of misrepresenting culture), non-Indigenous businesses falsely representing and selling native foods/botanicals as culturally authentic, ICIP theft undermining consumer confidence, industry expectations of free cultural consultation/training devaluing the inherent value of ICIP, and challenges in locating and nurturing culturally strong traditional owner individuals to become tour guides with the right personality traits to deliver culturally authentic and entertaining experiences.

ASPIRATIONS

AMBITIOUS GOALS (THINK BLUE-SKY, UNCONSTRAINED BY PRACTICALITIES).

What's the optimal outcome?

How can strengths and opportunities translate into visionary goals for the destination?

The stakeholders identified aspirations for the Gippsland region to elevate its FDA sector. In terms of infrastructure and facilities, they suggest the establishment of consolidated facilities and food cooperatives in each cluster, as well as an online trading platform, more and consistent funding, and an Industry Ready Program.

Upgrades in Wi-Fi infrastructure, public infrastructure, transport links, and affordable housing are also identified.

Epicurean experiences and events such as iconic destination restaurants, quality unique dining experiences within our premium nature experience precincts (such as Wilsons Prom), and more/consistently hatted restaurants are recommended.

The stakeholders also suggest the creation of a stronger pinot noir reputation and a hero experience in the Ultimate Wineries of Australia. They recommend celebrity chef ambassadors and influencers, daily fresh food markets, virtual markets, and farm gate experiences with recipe ideas and local wine pairings.

A consistent DG funding model to elevate marketing and positioning of Gippsland as a leading culinary destination, with connection to eco-certification and FFG's GTP brand were also highlighted as being of critical importance.

There is a desire for First Nations native foods and cultural experiences to be integrated into the food and drink scene, and increased aqua and agritourism/farm-based opportunities diversifying the tourism sector. The stakeholders suggest a pedal-to-produce experience trail, seafood and rail trail connections to epicurean adventures, for example Gippsland Gondola, a 1000 ha mountain bike park, and more on-farm experiential stays.

Gunaikurnai aspirations, identified through consultation with GLaWAC, are to showcase native ingredients and produce with a focus on provenance and cultural stories to foster pride in their culture among all visitors and locals – and showcased at premier venues across the state, position Indigenous tourism experiences in Gippsland as a top drawcard for visitors, and the potential to develop a highly immersive and sought-after Aboriginal cultural and native food experience on the 100 hectares of land purchased at Wilsons Prom, with the first step being community consultation.

APPENDICES & OTHER SOURCES

Appendices

Appendix A: Summary SWOTA Analysis – Combined Workshop & Survey Insights	PREPARED BY HIPSCOTCH
Appendix B: An Integrated Philosophy – Detailed Strategic Alignment	PREPARED BY HIPSCOTCH
Appendix C: Case Study ‘Mudgee Region’s rise as a leading Australian foodie destination’	PREPARED BY HIPSCOTCH

Other Sources

Towards 2030 Gippsland Destination Management Plan	DESTINATION GIPPSLAND
Visitor Economy Workforce Development Action Plan 2023-25	DESTINATION GIPPSLAND
Gippsland Regional Economic Development Strategy	VICTORIA STATE GOVERNMENT – DEPARTMENT OF JOBS, SKILLS, INDUSTRY AND REGIONS
Victoria’s Visitor Economy Recovery & Reform Plan	VICTORIA STATE GOVERNMENT – DEPARTMENT OF JOBS, SKILLS, INDUSTRY AND REGIONS
National Agritourism Strategy Framework	AUSTRALIAN REGIONAL TOURISM
Future of Demand – Experience Fact Sheet ‘Immersive Agritourism’	TOURISM AUSTRALIA
Gippsland LGA Rural Land Use Strategies	VARIOUS
The New Era of Food Tourism: Trends & Best Practices for Stakeholders	SKIFT GLOBAL INSIGHT
Australian Food and Agribusiness	CSIRO
Tasmanian Agri-tourism Strategy 2019	TASMANIAN GOVERNMENT – DEPARTMENT OF STATE GROWTH

GLOSSARY OF ABBREVIATIONS

ACRONYM	DESCRIPTION
AEDSG	Aboriginal Economic Development Strategy Gippsland
AKOW	All Kinds of Wonder, Gippsland's tourism brand
ART	Australian Regional Tourism
ATDW	Australian Tourism Data Warehouse
BLCAC	Bunurong Land Council Aboriginal Corporation
DG	Destination Gippsland
DJSIR	Department of Jobs, Skills, Industry and Regions
DMP	Towards 2030 Gippsland Destination Management Plan
FDA	Food, Drink & Agritourism
FFG	Food & Fibre Gippsland
GLaWAC	Gunaikurnai Land and Waters Aboriginal Corporation
GRP	Gippsland Regional Partnership
GSEC	Gippsland Social Enterprise Collective
GTP	Gippsland Trusted Provenance Brand (by FFG)
ICIP	Indigenous Cultural and Intellectual Property
LGA	Local Government Area
LVA	Latrobe Valley Authority
MGFWS	Melbourne Good Food & Wine Show
MTB	Gippsland Mountain Bike Association

ACRONYM	DESCRIPTION
NASF	National Agritourism Strategy Framework
OG	One Gippsland
RAP	Registered Aboriginal Parties
RDV	Regional Development Victoria
REDS	Regional Economic Development Strategies
RLUS	Rural Land Use Strategy
SMT	Sydney Melbourne Touring route
STRATEGY	Towards 2030 Gippsland Food, Drink & Agritourism Strategy
SWOTA	Strengths, Weaknesses, Opportunities, Threats and Aspirations Analysis
TA	Tourism Australia
TO	Traditional Owner
UNWTO	The United Nations World Tourism Organisation
VERRP	Visitor Economy Recovery and Reform Plan
VEWDAP	Visitor Economy Workforce Development Action Plan 2023–2025
VSG	Victoria State Government
VV	Visit Victoria
VVEMP	Victorian Visitor Economy Master Plan 2022
WG	Wine Gippsland