

BUILDING COMMUNITY AND FARM RESILIENCE IN RESPONSE TO UNCERTAIN TIMES

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CHESTNUT BRAE

*Recognised as one of the top
10 Agritourism destinations
in the world.*



The Questions

- ▣ What we did and why
- ▣ Is it Sustainable ?
- ▣ Why is it important to the Region?
- ▣ How can it Benefit your Business?
- ▣ How can it Benefit the Region?

WHAT IS SUSTAINABLE TOURISM ?

“ Tourism that takes full account of its current, present and future economic, social and environmental impacts, addressing the visitor’s needs ,the industry, the environment and local communities.”

Ref: UN World Tourism Organisation

Minimise the Negatives

- ▣ Damage to the Environment
- ▣ Economic Leakage
- ▣ Overcrowding



Maximise the Positives

- ▣ Job Creation
- ▣ Cultural Heritage
- ▣ Wildlife Preservation
- ▣ Landscape



Why is Sustainable Important



1. Create Better Experiences for Visitors & Locals



2. Reduce Overtourism/Protect the Natural Environment



3. Support the Local Community

- ▣ \$250 a visitor shared in the Community each day
- ▣ (\$60 from backpackers)

\$35 Meals

\$48 Shopping

\$130 Accommodation

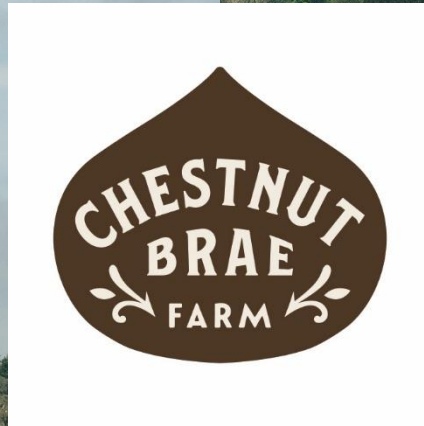




4. Foster Learning and Cultural Understanding



Our Journey



30%

Farm stay

30%

Agri Tourism

40%

**Farming Sweet
Chestnuts and Pigs**





chestnutbrae.com.au

Our Priorities

A step-by-step guide



Farm Sustainably

Build

Work with

Lead in Market

Educate Customers

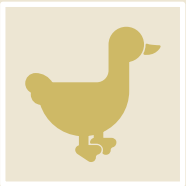
Environmental Conservation



Accredited Organic
Farm practicing
Sustainable
Agriculture



20% of land left as
Native Flora



Over 60 species of
birds recorded on far



Wildlife tours
conducted for guests



Local Employment Generation and Economic Benefits

**For every guest that
comes to the farm
they spend on
average \$250 a day
in our community
of Nannup.**

**Our Business
policy is to buy
Local.**

**Recommend
where else to
visit during the
day**





Our Aim...Show other Farmers how to Win at Agri tourism

- ▣ Price Maker Strategies**
- ▣ Story tellers**
- ▣ New Source of revenue**
- ▣ Connecting with Customers**
- ▣ Experience not Product thinking**

How do you Implement as a Region ?



PROMOTE: Local Accommodation in Rural Settings





PROMOTE: Rural Tourism for Environmentally Conscious



Where else can you find...



PROMOTE: Heritage Tourism



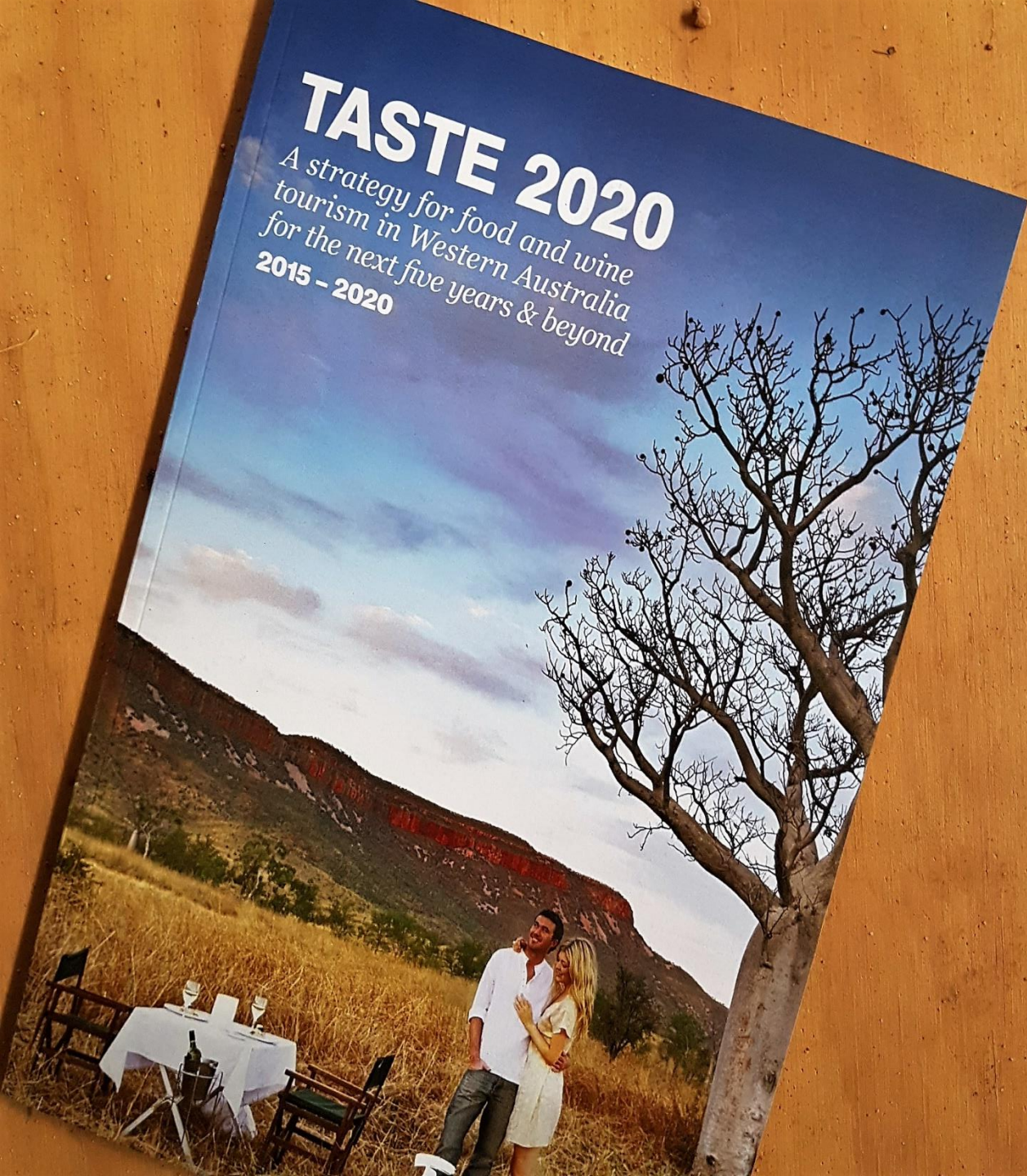


PROMOTE: Local, Sustainable Food



TASTE 2020

A strategy for food and wine
tourism in Western Australia
for the next five years & beyond
2015 - 2020



Peel Region

CRAFT BEER & WINE TRAIL



Kununurra to Esperance

WESTERN AUSTRALIAN DISTILLERY TRAIL



Peel Region

CRAFT BEER & WINE TRAIL



WA
FOOD & WINE
TRAILS

Manjimup & Pemberton

SOUTHERN FORESTS WINE TRAIL



WA
FOOD & WINE
TRAILS

The Best of the West

An Agritourism Journey of Western Australia

9-15 March 2025



