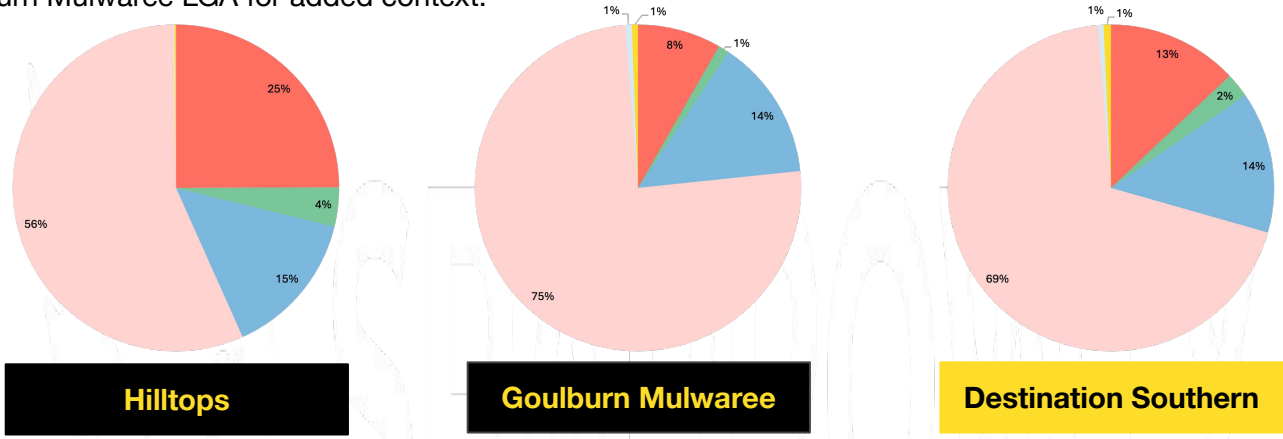


## ► Agriculture in Destination Southern

Destination Southern NSW boasts a diversity of produce with cattle farming for livestock and dairy production, aquaculture, wine and fruits.<sup>1</sup> Agricultural production within the Destination Southern region is valued at \$1.01b and within the region, Hilltops contributes nearly half of this value at \$502.6m.<sup>2</sup> Destination Southern NSW has an established agritourism offering with a substantial focus on experiences surrounding food and wine.<sup>1</sup> Well connected sub-regions such as Goulburn<sup>3</sup> can host drive trail campaigns with farm stays and educational tours in a hub and spoke model connecting surrounding regions. As the most developed agritourism region, Hilltops, farmers can further diversify into “escape” offerings through experiential stays, adventure activities or paddock to plate dining. Following is the localised agriculture representation of the RTO, along with Hilltops LGA and Goulburn Mulwaree LGA for added context:



References:  
<sup>1</sup>Destination Southern NSW, 'Southern New South Wales Destination Management Plan 2022-2030'  
<sup>2</sup>ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)  
<sup>3</sup>Destination Southern NSW, 'Tablelands Destination Development Plan 2020-2025'

■ Cereals and other crops ■ Fruit and nuts  
 ■ Hay and silage ■ Livestock  
 ■ Nurseries, cut flowers or cultivated turf ■ Vegetables

## ► Agritourism in Australia

Agritourism is thriving in Australia, providing visitors with immersive experiences across the agricultural value chain, while helping farmers maximise economic returns and promote long-term sustainability.






This global trend, driven by a desire for educational and sustainable interactions with agriculture, particularly through culinary adventures, not only preserves farmland but also presents opportunities for destinations to showcase their unique offerings.

Agritourism demand is estimated to reach \$18.6 billion in Australia by 2030 (CSIRO, [Agritourism – Australian food and agribusiness](#)).

## ► Agritourism inspiration for Destination Southern

### Grandveve Birchs Bay, Tasmania

- Sheep milk cheese tastings
- Distillery tastings
- Retail shop
- Sheep milk skin care
- Milking demonstration (ag-tech)

Produce	Value add
	
	
	
	

### Villages in the valley trail, WA

- Vineyard tastings and demonstrations
- Orchard tours
- Farm gate sales of chestnuts, cheese and
- Cideries, distilleries and craft brewery tastings

### Epicurean Way Road Trip, SA

- Pick your own fruits (cherry, apple, pear, strawberries)
- Distilleries
- Farm shops - produce sampling (Jams, condiments)

## ► How to get started?

Sparrowly Group is a leader in agritourism strategy, education and delivery having delivered development programs across Australia. We work with farmers and industry to support a thriving visitor economy. For more information on our Agritourism offering or general questions on how to begin your regions diversification journey please contact Giovanna Lever at [giovanna@sparrowly.com](mailto:giovanna@sparrowly.com)