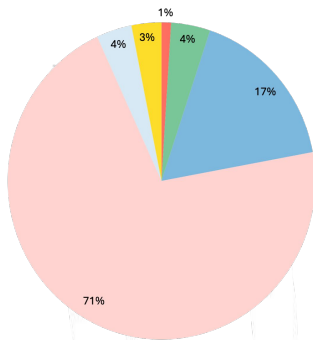


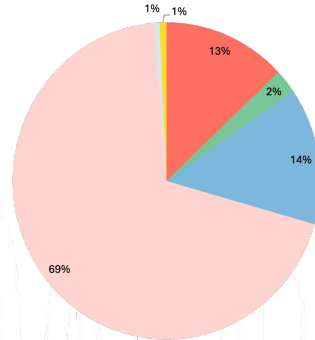
Eurobodalla Shire Agritourism Snapshot

► Agriculture in Eurobodalla Shire

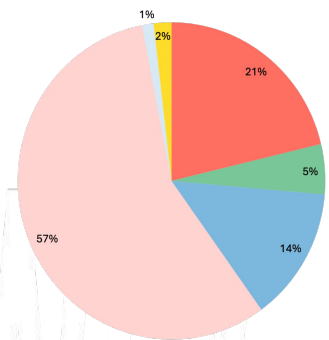
Eurobodalla comprises the Far South Coast region and is a popular nature-based and culinary tourism destination.¹ The Eurobodalla food trail is a great showcase of the region's agri and aqua culture that includes olives, dairy, wines and the famous oysters.² Agriculture, forestry and fisheries contributes \$23m³ to the local economy with 71% of businesses engaged in livestock production.⁴ Although there is significant focus on showcasing the finished product in the region through culinary offerings, demonstrating how its made through workshops and guided tours by producers can add more value to the dining experience. The region is close to Sydney and Canberra, and the appeal of a relaxing getaway through farm stays for visitors in unique dwellings has potential to be a key driver to the region's agritourism industry. Following is a localised representation of the region's commodities along with its RTO and state for added context:



Eurobodalla Shire

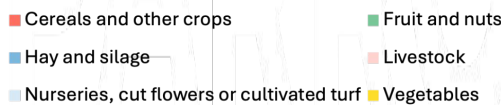


Destination Southern



New South Wales

References:
¹Eurobodalla Shire Council, "Draft Destination Action Plan 2023-2028"
²Eurobodalla, "Food Trail"
³ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)
⁴ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)



► 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.

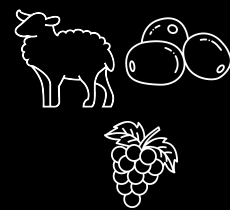
Agritourism demand is estimated to reach \$18.6 billion in Australia by 2030 (CSIRO, [Agritourism – Australian food and agribusiness](#)).

► Agritourism inspiration for Eurobodalla Shire

Green Olive at Red Hill, VIC

- Picnics at the farm
- Functions & events
- Bush food
- Olive grove
- Vineyard

Produce



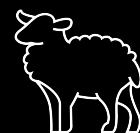
Value add



Windy Station, Quirindi, NSW

- Accommodation (Converted Shearers Quarters and Cottage)
- Events and creative production (photoshoots)
- Woolshed open days
- Long table lunch in cotton fields
- Educational dining experiences

Produce



Value add



► 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