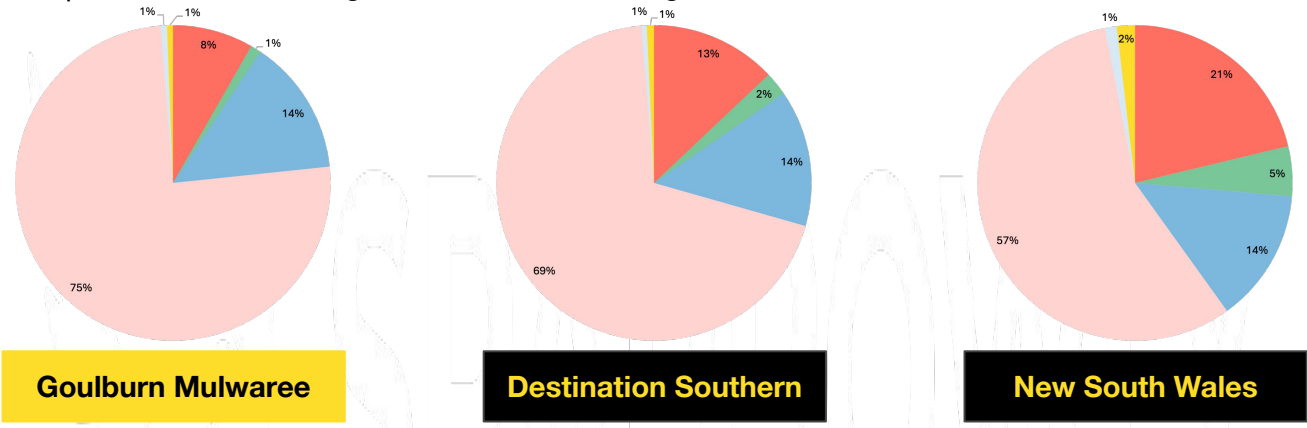


► Agriculture in Goulburn Mulwaree

Goulburn is an important drives gateway, connecting Sydney, Melbourne and Canberra. The region is known for its international quality wool¹ and a notable 75% of businesses engaged in livestock production.² Agriculture production as a whole contributes \$51.1m to the local economy.³ Its visitor economy is steadily growing and is regarded as an important destination within the tablelands region, accounting for 39% of all visitors within the region.⁴ Goulburn, through collaboration with surrounding regions is in a prime position to develop drive trail campaigns that celebrate the diverse produce of the tablelands region throughout the year. Local producers may support by offering on farm cafes and restaurants. To encourage greater length of stay, producers may expand on the regions well renowned wool production through educational tours or experiential farm stays. Following is a localised representation of the region’s commodities along with its RTO and state for added context:



References:
¹Destination Southern NSW, 'Southern New South Wales Destination Management Plan 2022-2030'
²ABS, AGRICULTURAL COMMODITIES—Australia, states and territories and Local Government Areas—2020-21
³ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)
⁴Goulburn-Mulwaree Council, 'Goulburn Mulwaree Destination Action Plan 2020-2025'

► 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 Goulburn Mulwaree

McKeown's Rest Luxury Farm Stay, Oberon NSW

- Interactive farm tours
- Experiential on farm bed and breakfast
- Educational experiences
- On farm live music

Produce



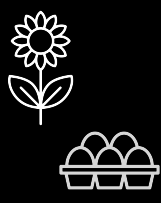
Value add



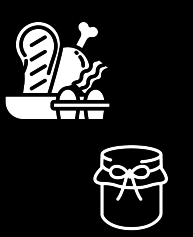
Farm & Co Cudgen, NSW

- Pick your own sunflowers
- Farm tours
- Online and on farm retail
- On farm cafe and restaurant
- On farm weddings and leisure events

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