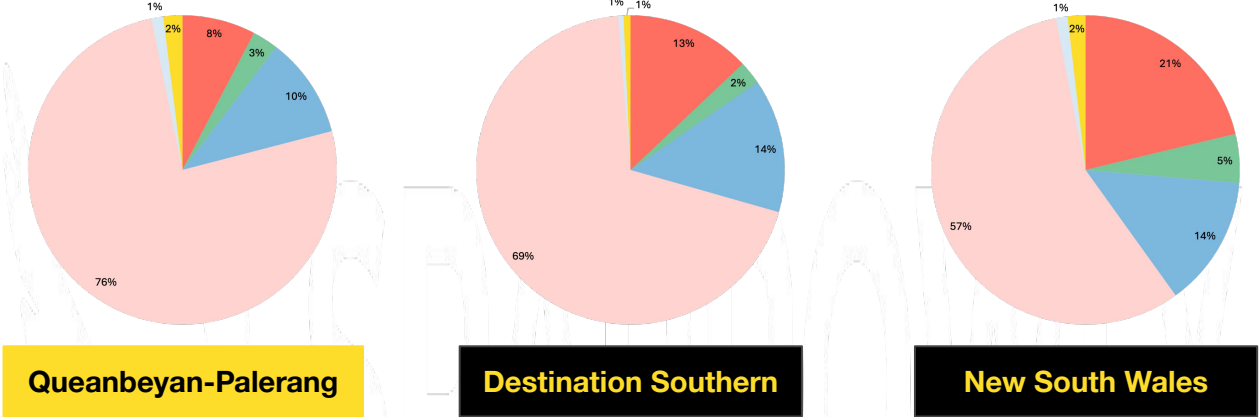


► Agriculture in Queanbeyan-Palerang

Although 76% of the businesses are engaged in livestock,¹ Queanbeyan-Palerang has a growing industry of niche agricultural produce such as black garlic and truffle,² with agriculture as a whole contributing \$43.1m to the local economy.³ Just 10km away from Canberra Airport, the city is part of the Canberra Wine District region giving it a unique position to attract visitors from major cities.⁴ To expand on the already well established agritourism profile, local producers may look beyond farm stays or truffle hunts alone and combine a greater and more collaborative regional culinary experience. This may include producer-led cooking classes, partner producer on farm events that combine earthy truffles and world class wines. It coils also include targeting the business services market through on farm photography opportunities or corporate incentive events. Following is a localised representation of the region’s commodities along with its RTO and state for added context:



References:
¹ABS, AGRICULTURAL COMMODITIES—Australia, states and territories and Local Government Areas—2020-21
²Department of Regional NSW, 'Queanbeyan-Palerang Regional Economic Development Strategy – 2023 Update'
³ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)
⁴Destination Southern NSW, 'Tablelands Destination Development 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.

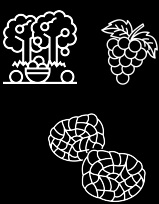
Agritourism demand is estimated to reach \$18.6 billion in Australia by 2030 (CSIRO, [Agritourism – Australian food and agribusiness](#)).

► Agritourism inspiration for Queanbeyan-Palerang

Borrodell Estate, NSW

- Skybar - Wine bar and cellar door
- Functions and weddings
- Suites and cottages
- Indulge packages - Beauty treatments, helicopter rides, horse-drawn carriages
- Sip, paint and platter
- Forage and feast truffle experience

Produce



Value add



Woodland Studio & Farm, NSW

- On farm pet friendly accommodation
- On farm studio
- Location and animal shoots

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