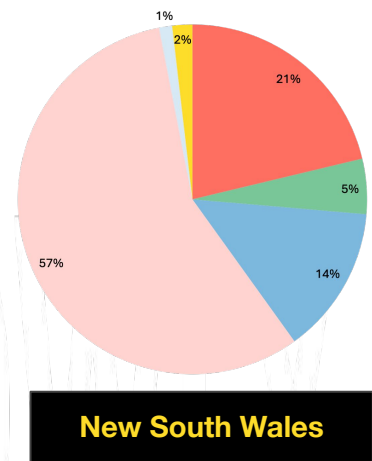
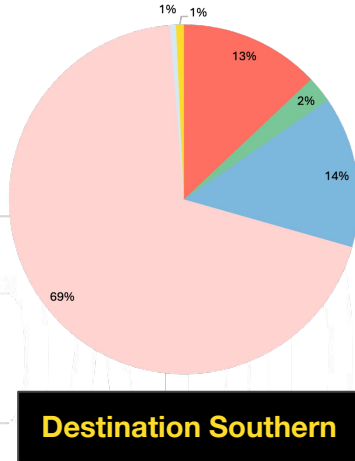
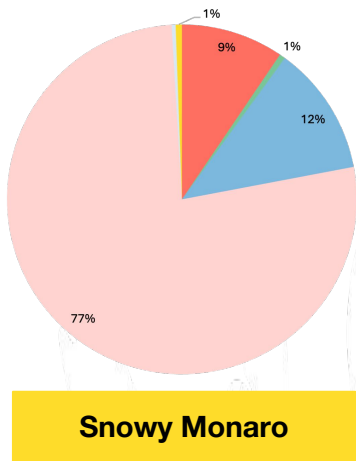


► Agriculture in Snowy Monaro

With sheep, beef and grain farming as the main primary produce, agriculture, forestry and fisheries are one of the key engines of growth,¹ contributing \$137m to the local economy.² The region's tourism is thriving as it is Australia's only true Alpine region attracting adventure seekers.³ During peak season, farms can provide accommodation, stargazing experiences, camping, on farm hikes or trails to support the snow season. Producers in Snowy Monaro can alternatively offer off-season activities such as mountain biking, walking trails cooking lessons, tours and farm stays. Leveraging the regions' connectivity to Sydney via air and close proximity to Canberra, Snowy Monaro has the potential to be a true year round tourism destination. Following is a localised representation of the region's commodities along with its RTO and state for added context:



References:
¹Snowy Monaro Regional Council, 'Snowy Monaro 2018-2022 Regional Economic Development Strategy'
²ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)
³ACT Government, 'Canberra Region Economic Development Strategy'

■ 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.

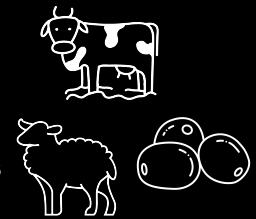
Agritourism demand is estimated to reach \$18.6 billion in Australia by 2030 (CSIRO, [Agritourism – Australian food and agribusiness](#)).

► Agritourism inspiration for Snowy Monaro

Oak Marsh Farms, Merivale, WA

- Cattle Farm
- Farm Tour
- Mountain Biking
- Farm Stay and Eco Cottages
- Night time farm animal experiences

Produce



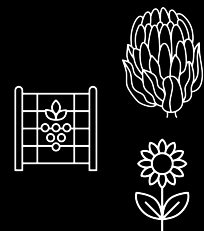
Value add



Bosman hermanus, South Africa

- Wine tastings
- Sense of Smell Workshops, and Create Better - Nature Journaling Experience
- Glamtrails - hikes through vineyards and vegetation, Horse riding tour and lunch
- Self guided nature walks

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