

## DOG ON THE TUCKERBOX REGIONAL FOOD HUB

This attraction is currently part of an existing major development taking place, though inclusions have not been established yet. A showcase of produce from Cootamundra, Gundagai, Snowy Valleys and Hilltops would add value to this development and provide a gateway to a major food-producing region in NSW. Inclusion of a regional produce café/ food outlet and Visitor Information Centre to promote the agritourism across the region is recommended.



"This Food Hub on the Hume Highway will provide an anchor point and a hook to draw more visitors off the highway and into these destinations."

### Location:

Hume Hwy (8km north of Gundagai)

### Benchmark examples:

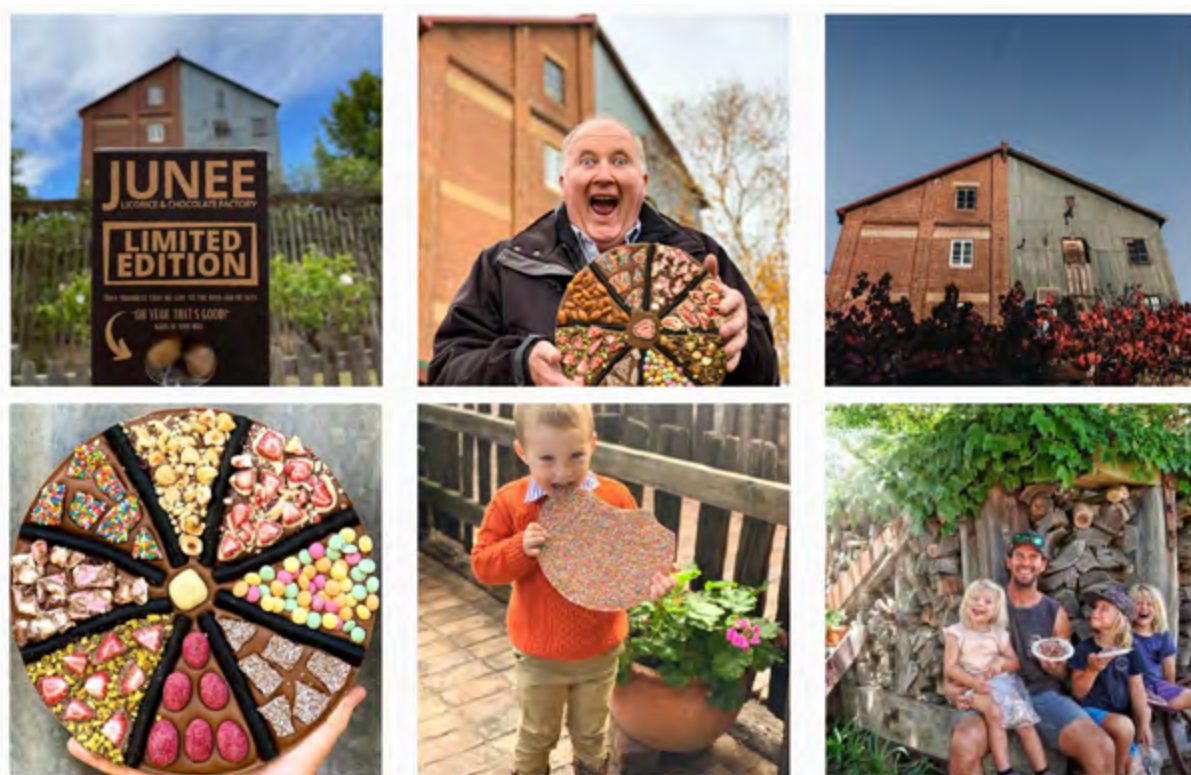
[The Farm](#), Byron Bay NSW

## THE OLD MILL REDEVELOPMENT

Council has commenced the process of calling for expressions of interest for the development of this site. Based on the review and analysis that has taken place with this plan it is strongly recommended that this development includes an immersive experience that connects visitors to local produce and agriculture. There is opportunity for this mill site to link in with the Coolamon Cheese Factory and Junee Licorice & Chocolate Factory, to create another iconic repurposed building that provides a quality hero tourism attraction.

Some suggested uses of the site include one or a combination of the following:

- Artisan bakery using local produce
- Winery cellar door - wine collective to showcase all wine from the region
- Craft beverage manufacture
- Tourism facilities (accommodation, function centre, etc)
- Destination dining with a focus on local produce
- Special events celebrating and promoting local produce



**Location:**  
Gundagai

**Benchmark examples:**

[Coolamon Cheese Factory](#),  
Coolamon NSW

[Junee Licorice & Chocolate Factory](#),  
Junee NSW



## FARM STAYS

Farm stays are popular accommodation types and with the creation of Airbnb and Hipcamp, there is now enhanced opportunity for farmers to enter this sector with minimal fuss. Council is encouraged to support farmers in renovating old shearing sheds and workers quarters to create tourism accommodation, or riverside campsites on their land. This support could be in the form of waiving development application fees and by making permitting straight-forward.

Note: Australian Regional Tourism is currently working in partnership with Airbnb to support agritourism development across regional Australia - [learn more here](#)



★ 4.99 (81)  
Farm stay - Lower Mangrove  
The Loft; Kyangatha - waterside retreat  
\$175 AUD / night



★ 4.87 (107)  
Farm stay - Laguna  
Fernances Creek Farmstay: Sleep in a Vineyard  
\$98 AUD / night  
\$98.00 AUD total



★ 4.97 (72)  
Farm stay - Lower Mangrove  
The Barn; Kyangatha - relax and rejuvenate  
\$195 AUD / night



★ 4.98 (192)  
Farm stay - Robertson  
Spiral House - Luxury Couples Retreat  
\$262 AUD / night



★ 4.99 (275)  
Farm stay - Fitzroy Falls  
Japanese Studio Fitzroy Falls  
\$240 AUD / night



★ 5.0 (44)  
Farm stay - Kangaroo Valley  
Terrewah Farm sustainable Guesthouse  
\$326 AUD / night

**Location:**  
Region wide

**Benchmark examples:**  
[Scenic Rim](#) QLD on Hipcamp  
[Aussie Farm Stays](#) on Airbnb

# COOLAC/WALLEDBEEN PROVIDORES AND HARVEST TRAILS

Develop a master plan for Coolac and/or Wallendbeen to encourage small farm providore and farm gate development, creating an agritourism hotspot just off the Hume, Burley Griffin and Olympic Highways, which provides produce direct to consumers and suppliers.

Council is encouraged to re-zone a section of land to allow for small titles and providores, enabling tree changers from Canberra, Sydney and Melbourne (in addition to locals) to invest in land to develop value add premium agricultural products that can be sold directly to consumers and suppliers with farm gate sales, pick your own sales and harvest trails.



## Location:

Coolac and/or Wallendbeen

## Benchmark examples:

[Harvest Trails](#)

[Northern Rivers](#) NSW

[Freeman's Organic Farm](#), Currumbin QLD, who have successfully diversified into tourism



## SEASONAL FESTIVALS

Further developing existing events such as Cootamundra Wattle Time, it is recommended to develop and host two larger-scale spring and autumn seasonal 'harvest' events (on a long weekend where possible) of food produced within 100km of the Shire. Include tasting plates, product/wine tasting, showcases of local chefs and produce, and associated events such as farm tours and on-farm meals. Use the event to build networking and collaboration between producers, and to trial new products, such as short term PR collaborations (e.g. Wagga's strawberry beer collaboration between a strawberry farm and a microbrewery).



### Location:

Cootamundra and Gundagai

### Benchmark examples:

[Harvest Festival](#), Northern Rivers NSW

[Orange FOOD Week](#), Orange NSW

[Scenic Rim Eat Local Week](#), Scenic Rim QLD

## TOUR OPERATORS

There is opportunity to attract tour companies or local entrepreneurs to develop and deliver new tours that bring together and showcase the agritourism across the region.

Tour suggestions include:

- Tour of wheat farm and mill
- Conqueror Mill tours
- Tour combining meatworks and sheep farm
- Regenerative farming
- Region wide farm tours i.e. visit multiple farms for half or full day

Tap into the new tour company opening in Temora focused on the 55+ market<sup>17</sup> and Riverina Agricultural Tours.



### Location:

Region wide

### Benchmark examples:

[Cotton Farm & Gin Tour](#), Moree NSW

[Yakult](#), Dandenong South VIC – tour of working factory

[Agricultural Tours Riverina](#), NSW

[Southern Forests Regional Tours](#), WA

[Creative Tours & Events](#), Maroochydore QLD – private tour operator bundles product

## BREWERY/DISTILLERY/CELLAR DOOR

Unique boutique drink experiences are a growing trend, with opportunity for the region to attract investment into a brewery, distillery or cellar door (or all of these). This provides an opportunity to use local produce to create distinctive drinks connected to the agricultural story of the region, whether that be beer, wine, gin, whiskey, cider or something completely different.

Note: there are some existing operators that are exploring these opportunities, with Council encouraged to support their developments.



**Location:**  
Region wide

**Benchmark examples:**

[Whitton Malt House](#), Whitton NSW (field to glass)

[Barellan Beer](#), Barellan NSW

[Husk Distillers](#), Northern Rivers NSW (paddock to bottle)

[Silos Estate](#), Berry NSW – cellar door with accommodation and functions

[Heifer Station](#), Orange NSW – family friendly cellar door and wedding venue