

AGRITOURISM DEVELOPMENT PLAN

The Cootamundra-Gundagai region lies two hours west of Canberra, halfway between Sydney and Melbourne. The region has a strong agricultural base of cattle, sheep, crops and vineyards, combined with attractive rural landscapes and distinct seasons.



COOTAMUNDRA-GUNDAGAI AGRITOURISM DEVELOPMENT PLAN 2021-2023

Developed by Tilma Group for Cootamundra-Gundagai Regional Council November 2020

PHASE 1: ESTABLISH FOUNDATIONS (2021-2022)

Build awareness and appeal of the region's existing agritourism product through marketing and experience development. Review Council's planning process and LEP to be more supportive of developing new agritourism businesses. Develop and implement an agritourism business development program to support producers to develop and trade their agritourism offerings.

PHASE 2: ONGOING DEVELOPMENT (2023 ONWARDS)

Proactively attract investment into agritourism and support new product development.

FACTORS CRITICAL TO SUCCESS IN ACTIVATION OF THESE PROJECTS, AND ACHIEVEMENT OF THE VISION INCLUDE:

- collaboration across the region
- supportive and enabling council outlook
- adequate resourcing
- encouraging planning department with a concierge approach to support a streamlined compliance process
- farmers and producers having necessary skills in tourism
- effective biosecurity management

2. 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 Cootamundra Cheese Factory and Junea Licorice & Chocolate Factory, to create another iconic regional building that provides a quality local 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: Cootamundra Cheese Factory, Cootamundra NSW; Junea Licorice & Chocolate Factory, Junea NSW

PROJECT PURPOSE

The purpose of the plan was to identify priority projects to guide Council's and industry's activities and investments to leverage the opportunity of agritourism. This project was made possible with funding provided by the NSW Bushfire Community Resilience & Economic Recovery Fund to support community and economic recovery following bushfires.

PROJECT OVERVIEW

A review and analysis of the region's tourism and agricultural products, and of regional, state and national agritourism reports and strategic plans, revealed a number of gaps or opportunities for development.

Seven new agritourism products and experiences were recommended to help the region realise its potential as an agritourism destination, including a regional food hub at the Dog on the Tuckerbox tourist attraction, farm stays, redevelopment of an old mill, and spring and autumn harvest festivals.

A number of priority projects were identified to be implemented over the life of the plan to fulfill the plan's objectives.

The implementation of the plan will take place in two phases:

Phase 1: Establish Foundations

- Build awareness and appeal of the region's existing agritourism product through marketing and experience development
- Improve Council's planning process and local environment plan (LEP) to be more supportive of new agritourism businesses
- Work with partners to develop and implement an agritourism business development program that helps producers develop agritourism offerings

Phase 2: Ongoing development

- Proactively attract investment into agritourism and support new product development

The plan provides a framework to guide development, with a focus on on-farm diversification to support sustainability and resilience.

It clarifies responsibilities, identifies critical success factors and measures of success, and identifies funding opportunities for projects.



REFEREE

Miriam Crane
 Manager Community and Culture
 Cootamundra-Gundagai Regional Council

PO Box 420
 Cootamundra NSW 2590
 1300 459 689
 miriam.crane@cgrc.nsw.gov.au
 www.cgrc.nsw.gov.au

Read the agritourism development plan →

