



AUSTRALIAN AGRICULTURAL CENTRE

The Australian Agricultural Centre will be a multipurpose facility to educate, showcase and demonstrate technology and innovation in the agricultural industry.



ABOUT THE AAC

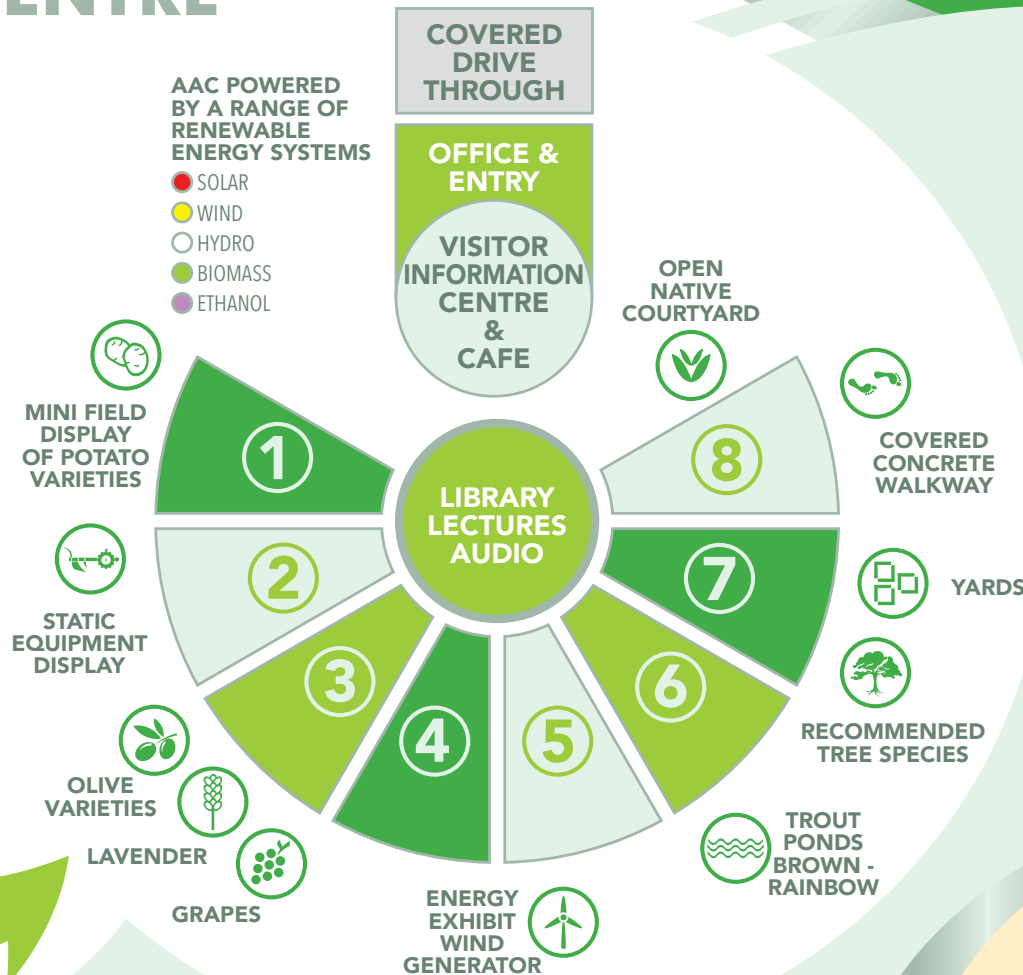
The AAC is a unique concept which aims to dynamically present the agriculture of today. Its focus will be on two core activities: tourism and educating Australia's young people about the land in an innovative and motivational environment. The concept proposes:

- ▶ multi-purpose agri-technology / innovation demonstration
- ▶ field production
- ▶ small scale manufacturing
- ▶ energy alternatives
- ▶ interactive and themed displays
- ▶ innovative developments in agriculture.

- 1 POTATO PROCESSING, PACKAGING EXPORT, CHIPS & CRISPS, WORKING MODELS, PLANT VODKA DOMESTIC
- 2 POTATO TECHNOLOGY & FIELD PRODUCTION, MICRO-PROPAGATION, WORKING DISPLAYS
- 3 OTHER DEVELOPING CROPS: OLIVES, LAVENDER, WINE, HONEY
- 4 ALTERNATIVE RENEWABLE ENERGY, COUNTRY ENERGY, LINEAR ENERGY, WIND TURBINE, WATER GAS, HYDRO
- 5 LANDCARE, ABORIGINAL TRADITIONAL FOOD/ LAND PRACTICES, AQUACULTURE
- 6 NUTRICIAN AND HUMAN HEALTH
- 7 PRIME LAMBS EXPORT AUSTRALIAN MEAT LIVESTOCK CATTLE
- 8 SHEEP - WOOL TECHNOLOGY

AAC POWERED BY A RANGE OF RENEWABLE ENERGY SYSTEMS

- SOLAR
- WIND
- HYDRO
- BIOMASS
- ETHANOL



NATIONAL ATTRACTION

The Australian Agricultural Centre will be a national attraction encompassing:

- ▶ 100+ hectare site
- ▶ a multi-purpose facility
- ▶ working model farm
- ▶ education:
 - ▶▶ students and farmers
 - ▶▶ domestic
 - ▶▶ international
- ▶ demonstrative centre
- ▶ agri-tourism educating public
 - ▶▶ interactive
 - ▶▶ immersive
- ▶ paddock to plate restaurant
- ▶ accommodation



FOR MORE INFORMATION

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WHY AN AAC?

With the increasing interest in where our food comes from and sustainable agriculture, the public is looking for learning opportunities and 'lived' experiences. Visitors who are looking for a fresh organic locally produced meal, or an opportunity to buy locally produced products will also enjoy an authentic agricultural experience.

The AAC can:

- ▶ promote and market Australian agriculture
- ▶ educate landowners, including the next generation of farmers
- ▶ encourage upskilling of the existing rural work force
- ▶ be interactive and educational for school children of all ages
- ▶ display agriculture and landcare to domestic and international tourists
- ▶ demonstrate and promote farm industry service providers
- ▶ demonstrate and educate international students and visitors
- ▶ provide ideas and assistance to small acreage farmers

TOURISM

Research has indicated the AAC could attract up to 250,000 visitors a year through domestic and international tourists and students, coach and self drive day tours, school excursions, off campus tertiary study programs, and agri sector enterprises, exhibitions, seminars, field days and training.

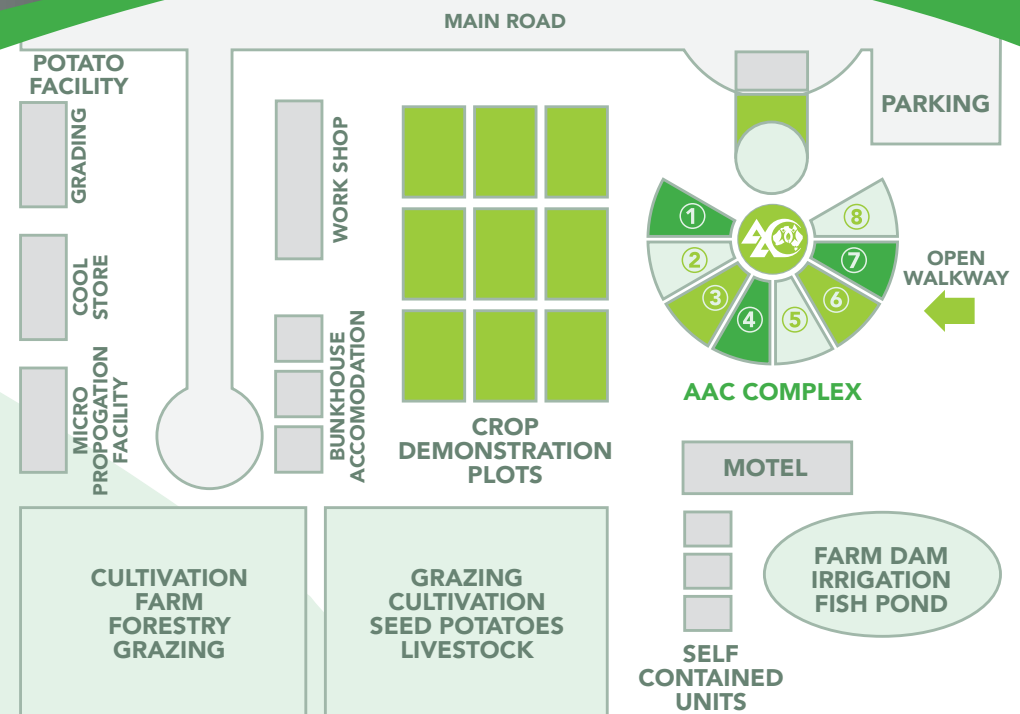
EDUCATION

Education is a major focus of the AAC, targeting the next generation of farmers, international students, technological developments in agriculture and rural life experiences for tourists through open days and a visitors centre.

PROPOSED LOCATION

The AAC would be located at Crookwell, NSW within the Upper Lachlan Shire. The Shire is strongly rural in its character and is known for its fine wool production, prime lambs, beef production, potato production, history and picturesque countryside. Crookwell is also home to the Crookwell Wind Farm which was the largest wind farm in Australia when built in 1998.

Crookwell is in close proximity to major hubs and a quarter of Australia's population is within 2.5hr drive. Crookwell is well serviced and has an efficient road transport network, located approximately 23 minutes from the Hume Highway. This is one of the reasons tourist numbers have increased steadily over the past 15 years. The Canberra International Airport is a valuable link into the region and provides easy access to the AAC.



SUPPORT FOR THE AAC

The AAC is supported by Upper Lachlan Shire Council, local businesses, agricultural industry groups, the NSW Farmers Association (Goulburn Branch), RDA Southern Inland, Tablelands Farming Systems and the Primary Industries Education Foundation Australia.