



CENTRE OF EXCELLENCE
FOR EDUCATION & DEMONSTRATION
OF AUSTRALIAN AGRICULTURE



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CORE PURPOSE

The AAC's **core purpose** is to improve the understanding of agricultural activity and its importance in the world. Creating a next generation of people to enter, build and promote agriculture and agricultural activity.

The AAC will be a multi-purpose facility which:

- ▲ Facilitates student interest, discovery and amazement in agriculture's food and fibre processes and the benefits of a healthy sustainable agricultural industry
- ▲ Educates, showcases and demonstrates technology and innovation in the agricultural industry
- ▲ Profiles and inspires an interest in agricultural science and technology and industry
- ▲ Provides a rural life experience for national and international tourists.

MARKET VERIFICATION



EDUCATION MARKET SEGMENT

ESTIMATED ANNUAL DEMAND (number of students)

Preschool to Year 4	2,200
Primary / Secondary school Year 5 to Year 8	33,600
Secondary school, Year 9 to Year 10	3,780
Upper Secondary school, HSC and VET	1,360
Continuing education through TAFE	400
University and agricultural college	120
TOTAL	41,460



VISITOR MARKET SEGMENT

ESTIMATED ANNUAL DEMAND (number of visitors)

Local Residents	784
Existing Upper Lachlan Visitors	26,400
New Independent Travellers	7,660
Tour and Event Groups	4,200
TOTAL	39,044



The total potential education and tourist market for the AAC has been estimated at **80,504** per annum (41,460 education visitors plus 39,044 tourist visitors) (approximately 1,800 per week) and this is consistent with a number of comparable institutions and attractions (i.e. The Sill, Howell Living Farm and the Stockman's Hall of Fame). The visitor market only includes 10% of local residents, and 20% of non business visitors to the Upper Lachlan Shire, 20% of new visitors, and less than one tour group per week.



CAPITAL & ONGOING COSTS

CAPITAL BUILD
\$38M funded through
Public/Private Partnership

- ▲ Federal Government
- ▲ State Government
- ▲ Private Funding

OPERATING COSTS
ESTIMATED
at **\$3.5M** per annum

- ▲ Wages and salaries (including on costs)
- ▲ Depreciation
- ▲ Marketing
- ▲ Educational materials and displays
- ▲ Agricultural production costs
- ▲ Insurance, telecommunications, governance and admin



ECONOMIC BENEFITS

AAC will contribute more than **\$11** million in total output to the regional economy and employment of up to **40** full-time employees every year.

OUTPUT
JOBS

DIRECT **\$4.13M**
DIRECT **FTE 19**

INDIRECT **\$7.5M**
INDIRECT **FTE 20**

AAC ENTRY

AGRICULTURAL EXPERIENCE AT ENTRY

- Digital connection to linked farms
- Map of region labelling agricultural connections
- Immediately engaging with rural regional Australia
- Tourist Information Desk
- Sale of local products



REQUIREMENTS

- Car parking
- Coach parking
- Open retail space for visitors to freely view local products
- Tourist Information Desk
- Private/ school group gathering area
- Bathrooms
- Entry gate for total AAC experience





AGRI-ZONE

REQUIREMENTS

Approximately 30 moveable pods & 5 static pods

Hand washing and disinfection facilities

Bathrooms

Easy clean display areas

Open space with high roof and glass walls

Naturally lit space

Agricultural resource library

Work spaces

INTERACTIVE EDUCATIONAL OPPORTUNITIES

Static and changing displays

Moveable pods for changeable learning experience

Hands on Australian Curriculum based learning experiences

Early childhood to adult agricultural themed learning opportunities

Interactive, exciting and vibrant environment for learning about Australian food and fibre



OUTDOOR FORMAL EDUCATIONAL ARENA



EDUCATIONAL OPPORTUNITIES

- Hands on and demonstrative education
- Delivering practical curriculum components
- Multiple programmes linking to educating industry developments, and essential agricultural learning
- Building agricultural capabilities
- Linking to laboratories, library, auditorium

REQUIREMENTS

- Auditorium seating for 100
- Hand washing and disinfection facilities
- Bathrooms
- Easy clean display areas
- Naturally lit space
- Functional space with movable shearing stands, and yards for real life learning
- Flat screen monitor
- Connected to interactive educational centre
- Able to enclose for weather conditions





CAFE

REQUIREMENTS

- Table seating for 80
- Commercial kitchen
- Serving counter & display counter
- Light nutritional food and snacks
- Cool store
- Outside seating space for school groups
- Viewing over Junior Agri-Zone area
- Hand washing and disinfection facilities

NUTRITION EDUCATIONAL OPPORTUNITIES

- Nutritional food consumption
- Sustainable and seasonal food use
- Indigenous food
- Indoor/Outdoor
- Located in main centre
- Oriented to connect with local seasonal produce



JUNIOR AGRI-ZONE

EDUCATIONAL OPPORTUNITIES

Sensory interaction with Agricultural theme
Using toy farm equipment and activities
Adjacent to cafe
Located in main centre
Oriented to connect children with "cool ag"



REQUIREMENTS

Hay bales to climb and sit on
Petting of farm animals
Little tables and chairs for activities
Large work tables with storage
Cool store
Naturally lit space
Movable set up for changeable play activities and cleaning
Hand washing and disinfection facilities
Staff assistance





PADDOCK TO PLATE RESTAURANT (STAGE 2)

REQUIREMENTS

- Table seating for 60
- Easy clean commercial kitchen
- Hydroponic walls
- Cool store
- Naturally lit space
- Movable set up for education/ hospitality training
- Flat screen monitor and camera above cooking bench
- Connected to interactive educational centre showing whats happening at the AAC
- Hand washing and disinfection facilities

CONNECT TO LOCAL SEASONAL PRODUCE

- Located in area before main centre for evening use without having to enter centre
- Oriented to connect with local seasonal produce
- Training for hospitality & cooking
- Nutritional food consumption
- Sustainable/ seasonal food use
- Indigenous food
- View to outside



BUNKHOUSE ACCOMMODATION (STAGE 2)

FUNCTIONAL ESSENTIAL INFRASTRUCTURE

Blending with whole agricultural centre feel

Functional, basic accommodation for groups



REQUIREMENTS

Accommodation for
200 in 4 blocks

Bathroom

Bunk bedding

Separate teacher
accommodation connected
to bunkhouse

Easy access to outdoor
learning area

Hand washing and
disinfection facilities





LOCATION

CROOKWELL, UPPER LACHLAN SHIRE,
SOUTHERN TABLELANDS, NSW



TURNING INTEREST INTO ACTION

BE AN INAUGURAL MEMBER

1. School Membership purchased before 30 Sep 2019
\$800. After opening School Membership including
online access \$1000
2. Individual Membership purchased before 30 Sep 2019
\$200. After opening Individual Membership \$250
3. Industry Partner \$30,000 per year
4. In-kind Partner providing materials/assistance to achieve
establishment or ongoing operation of the AAC
5. Capital Investor (book AAC presentation at your site)

PARTNER BENEFITS

1. Name on partner board in AAC entry
2. Holding of partner promotional material
3. Link on AAC website to partners website
4. 2 x Employee memberships
5. Use of AAC logo to promote partnership
6. Collaborate to deliver 1 product demonstration per year
7. Use of your products/processes in Agri-Zone curriculum
based hands on displays. (display size and design
finalised with centre design)
8. Only the AAC can provide education and demonstration
to the broader population in one place. Ability to
capitalise on AAC network and communication channels
9. Growth of your brand/profile through centre education
and broader understanding
10. The AAC is a Company Limited by guarantee, registered
with ACNC, and has DGR status. The centres operation is
not for profit and functions for the survival and success
of the Agricultural Industry.



Partnering with the Australian Agricultural Centre puts your industry or company in a unique position to offer direct exposure to the client.

Understanding of agricultural products and processes is the key to increasing value, building students numbers, widening market share. The AAC will create an understanding through visitation numbers, newsletters, demonstration days, short courses, online memberships and programs, digital marketing, and strong partnerships.

Stronger relationship to clients building a higher conversion rates and repeat sales. Additional sales encouraged through a relationship with the AAC will provide additional funds to invest in research and development of new products or programs.



TERMS AND CONDITIONS

Any seed funding or memberships are non refundable. Any partnerships for capital funding, in-kind or ongoing funding will be subject to a Memorandum of Understanding with the AAC Ltd valid for 2 years from date of agreement.

The MoU will outline all commitments and will be made legal through a written agreement once total capital funding to open the Australian Agricultural Centre has been sourced.

The MoU will act as proof of private investment in the establishment of the Australian Agricultural Centre Ltd for application of grant funding.

The MoU provides permission of both parties to promote, without disclosing agreement details, the agreement to be partners in the project to build the Australian Agricultural Centre.

AAC holds Public Liability Insurance.

Strict privacy and confidentiality of any AAC planning, design or information will be agreed to by any partners through a Confidentiality Agreement.

All AAC Directors and Committee Members shall be bound by Code of Conduct and confidentiality of meetings, projects and arrangements will be maintained at all times.

POSSIBLE AAC EXTERIOR DESIGN





SCENARIO 1

LOCAL VISITORS, MOTHER AND CHILD

TIME: COUPLE OF HOURS



Robyn & Ella live in the Upper Lachlan Shire. Robyn enjoys taking Ella to the AAC as it has a nice cafe and it is fun for Ella in the Junior Agri-Zone.



It's a quick 5 minute drive from Robyn & Ella's and close to town so Robyn can do some jobs.



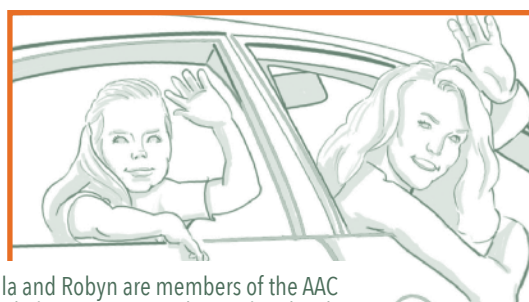
Robyn runs into Meg. Meg loves coming to the AAC for an hour or two, for a coffee and to entertain the kids.



Robyn & Meg keep an eye on their children in the Junior Agri-Zone while they use a front end loader, pat a lamb, and pot their own seedling.



On they way home Megs daughter Grace tells her mum she would like to own some sheep one day.



Ella and Robyn are members of the AAC and plan to return on the weekend with some other friends to play.



SCENARIO 2

REGIONAL NSW VISITORS, COUPLE

TIME: HALF A DAY



Daryl and Marianne felt like heading out for lunch. They live in Bowral. They had heard of this new Paddock to Plate Restaurant at the Australian Agricultural Centre and thought they might give it a try.



1.5 hours later they arrive at the Centre. Such an easy location to find and so close to town



The restaurant looks out over the property and has large glass windows for the view.



Marianne remembered she has a friends birthday coming up and she always likes to send her something locally produced. The Tourst Information Centre & Gift shop is right next to the restaurant and she says to Daryl, "I need to pop in there before we go home".



Daryl and Marianne are amazed at the menu, and love that it is all locally produced.

Daryl notices that the Restaurant also has cooking, and restaurant training. He takes a flyer with the next round of courses for their son who is just about to finish school.



Daryl and Marianne enjoy their delicious meal in the relaxed atmosphere at the Paddock to Plate Restaurant.



Daryl and Marianne hear there is a large group from Bathurst having lunch, and say, how they enjoyed it so much they might bring a group of friends next time.



SCENARIO 3

PRIMARY SCHOOL VISIT FROM SYDNEY BUS LOAD OF 30 PRIMARY SCHOOL CHILDREN PLUS ACCOMPANYING TEACHERS

TIME: OVERNIGHT STAY

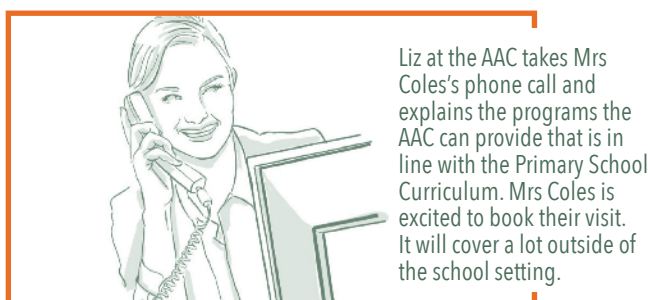


Mrs Coles is a Year 5 teacher at Forestville Primary in Sydney. Mrs Coles is planning her trip to Canberra for her students. Each year they visit The War Memorial, Parliament House and Questacon.

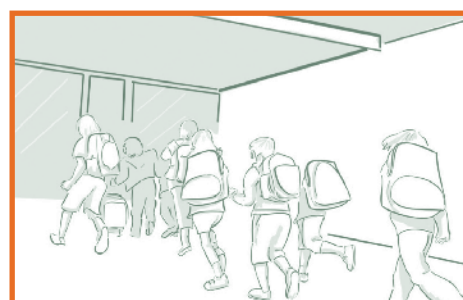


Mrs Coles is looking through the Canberra Excursions magazine and sees the Australian Agricultural Centre.

Seeing that the AAC is just a short diversion on the way to Canberra she looks at coordinating a visit.



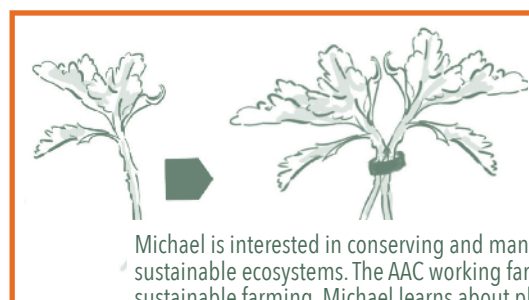
Liz at the AAC takes Mrs Coles's phone call and explains the programs the AAC can provide that is in line with the Primary School Curriculum. Mrs Coles is excited to book their visit. It will cover a lot outside of the school setting.



The children arrive on the bus after 3 hrs drive. They are taken to the bunkhouse accommodation to drop off their bags. The children are given a packed lunch before they begin their AAC Agrizone experience.



The children explore various interactive displays. Andrew is discovering cells in microorganisms under the microscope, he is having so much fun identifying the cells structure and he doesn't realise it also covers ACSSU149 of Stage 4 Living World.



Michael is interested in conserving and managing sustainable ecosystems. The AAC working farm demonstrates sustainable farming. Michael learns about plant cloning techniques. ACSSU112 of the Stage 4 Living World.



After a fun day of interactive learning using Agricultural products and processes, Mrs Coles is overwhelmed by what the children have learnt at the hands on educational centre.



Mrs Coles catches up with Liz at the Information Centre in the entry to the AAC and books next years visit to the AAC.

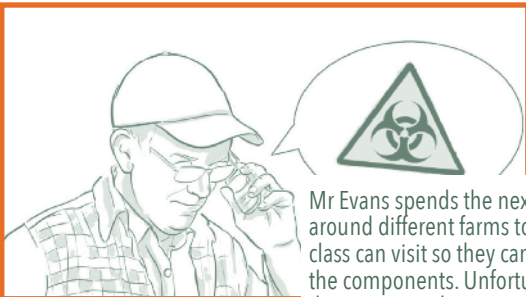


SCENARIO 4

HIGH SCHOOL VISIT FROM REGIONAL NSW

BUS LOAD OF 30 HIGH SCHOOL YR 11 STUDENTS PLUS ACCOMPANYING TEACHER

TIME: 5 NIGHT STAY



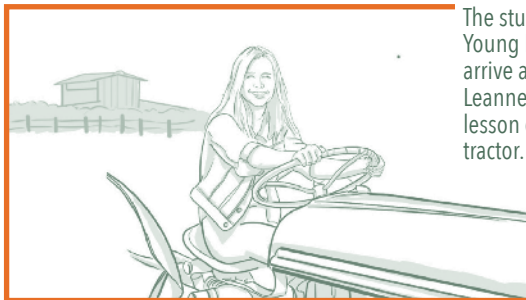
Mr Evans spends the next week calling around different farms to see if the class can visit so they can complete the components. Unfortunately with the increasing biosecurity issues it is getting harder to find somewhere.



Mr Evans sees the link to the Australian Agricultural Centre webpage and how the students can complete many components in one place. He also sees the school can become an online member so he can complete some work in the classroom to prepare for the visit.



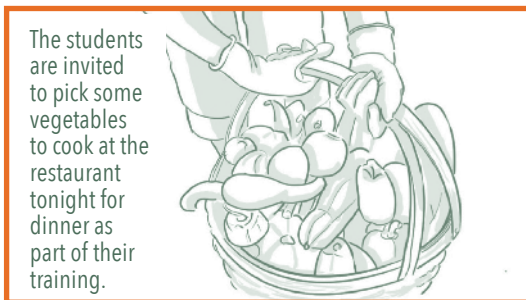
Mr Evans calls Liz to book in. He wants to stay for the week so the students can do some of the 20 hours of work placement at the AAC. He joins the online access and starts the preparation for the AAC visit.



The students of Young High School arrive at the AAC. Leanne has the first lesson driving the tractor.



Steve, Michelle and Murray are in the outside all weather learning area, learning about stock handling.



The students are invited to pick some vegetables to cook at the restaurant tonight for dinner as part of their training.



Mr Evans and the students enjoy their dinner at the Paddock to Plate Restaurant.



After a week of on site practical lessons using the lab, and the demonstrative farm. The students have completed the practical components of the Primary Industry Certificate, saving Mr Evans hours in the classroom.

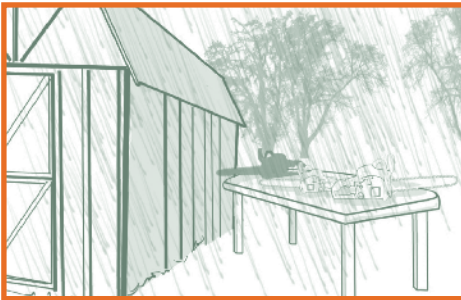


SCENARIO 5

TAFE STUDENTS

BUS LOAD OF 20 TVET STUDENTS PLUS ACCOMPANYING TEACHER

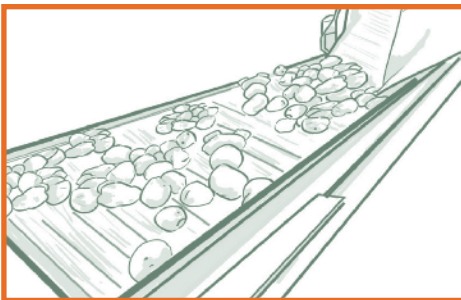
TIME: 1 DAY



The teachers at TAFE are delivering the Agriculture Cert III & IV. Being in a relatively urban environment they need easier access to trees to cut when delivering the chain saw training. The teachers arrive at the AAC to the outdoor education area.



It is really bad weather today, the students are under cover, and the AAC has access to several trees to use for the training.



The teachers at TAFE also coordinate for the students to visit the potato processing facility, to tie in with their production horticulture component of the certificate.

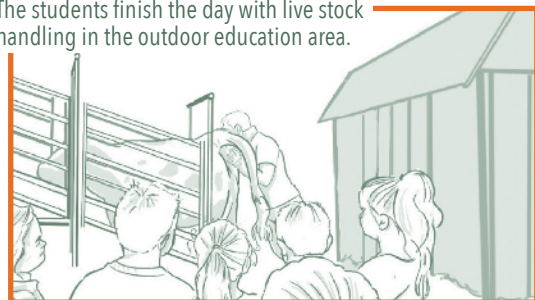


Georgie, the TAFE teacher, talks to Suzie the education manager at the AAC as she sees the need for Farm Manager Training and hopes that the AAC can assist with this need.



Suzie is very happy to provide an extended service to TAFE as the AAC has the demonstrative farm with a farm manager and can assist with education and training.

The students finish the day with live stock handling in the outdoor education area.





SCENARIO 6

INDUSTRY PROVIDERS DEMONSTRATING AGRICULTURAL PRODUCTS & PROCESSES

50 AGRICULTURAL INDUSTRY WORKERS

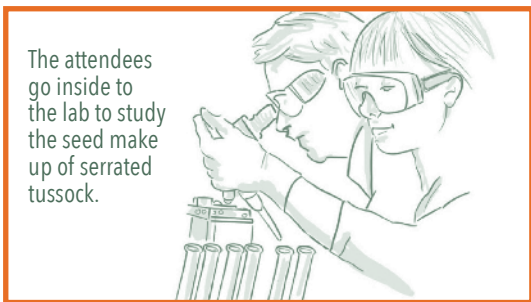
TIME: 1 DAY



Ruth from Upper Lachlan Landcare is coordinating the next Landcare event for the Upper Lachlan and its surrounds. She calls Liz at the AAC to book the Outdoor Education Area.



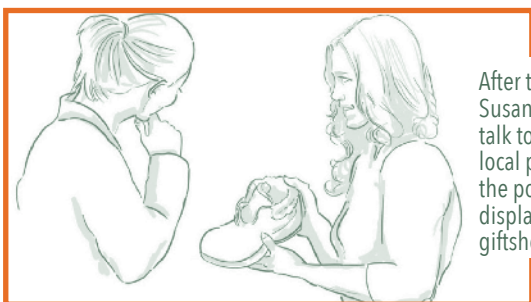
Ruth is holding a Serrated Tussock workshop Hoes to Helicopters and uses the facilities at the AAC for audio visual, and catering purposes.



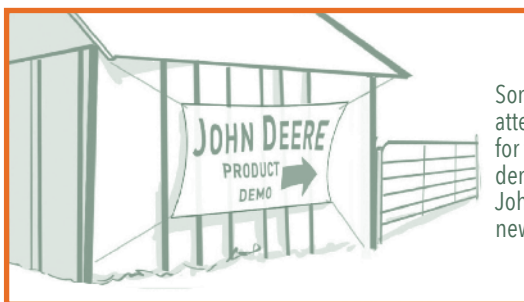
The attendees go inside to the lab to study the seed make up of serrated tussock.



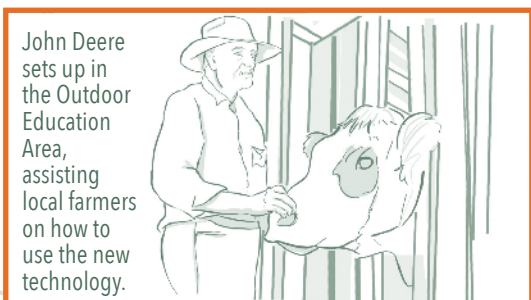
The herbicide company attends the workshop to demonstrate the new technology in the application of the herbicide saving farmers time and money in identifying the correct plant.



After the workshop Susan decides to talk to Liz about her local produce and the possibility of displaying it in the giftshop.



Some of the attendees stay on for the afternoon demonstration by John Deere for the new cattle crush.



John Deere sets up in the Outdoor Education Area, assisting local farmers on how to use the new technology.



Steve goes home after attending two very important educational workshops, making his operation more sustainable and profitable.



SCENARIO 7

SPECIAL INTEREST LEARNING COURSES

30 PEOPLE

TIME: 1 DAY



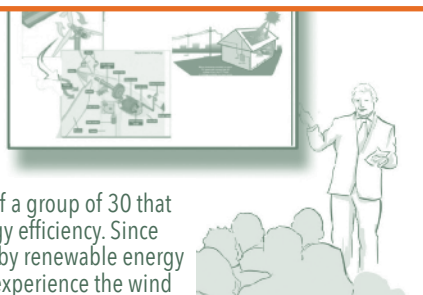
Di sees a local advert in the Canberra Times: "Permaculture Course at the Australian Agricultural Centre". Di calls Anne and suggests that they both pop up to Crookwell for the day it's only 1.5 hours away to do this course.



Di and Anne have always been interested in energy efficiency and sustainable organic agriculture. They liked the idea of going somewhere new.

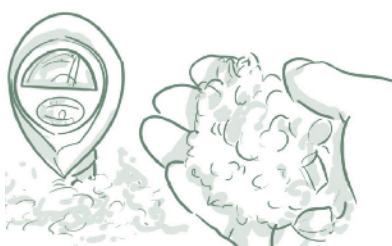


Di and Anne arrive at the AAC. Liz welcomes them at reception and gives them a voucher for lunch and a drink. The ladies are given a map to get around to the Outdoor Education Area.

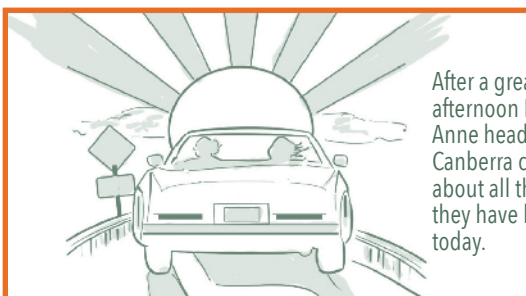


Di and Anne are part of a group of 30 that are interested in energy efficiency. Since the centre is powered by renewable energy the ladies are able to experience the wind turbine simulator and also see the effects of adopting solar energy into their life.

After lunch from the cafe the group learns about soil tests and the nutrients and microbes that are important to soil conditions.



A much needed coffee and a slice of cake at the cafe get everyone ready for learning about community gardens.



After a great afternoon Di and Anne head back to Canberra chatting about all the things they have learnt today.



Di calls her local community garden group and organises for a group to come to the next day course on Agroecology.

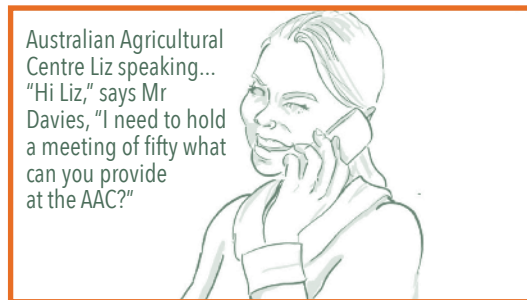
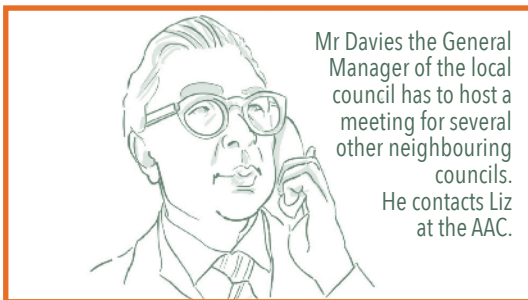


SCENARIO 8

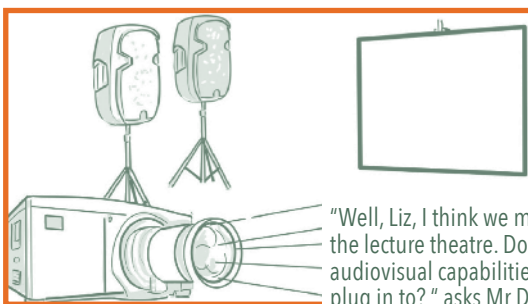
CONFERENCE GROUPS

100 PEOPLE

TIME: 1 DAY



Or you can utilise our lecture theatre and we can bring in platters when you require them.



NOTES



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