

MEDIA RELEASE



FOR IMMEDIATE RELEASE

Farmers Gain New Tools for Dry Times as Country Heartline Launches at Callubri Station

New tri-council initiative provides landholders with tools, trails and resources to strengthen drought resilience and grow agritourism across the Western Plains

Warren, NSW — Thursday 27 November 2025

Farming families across the Western Plains now have access to new resources, training tools and visitor experiences designed to build drought-ready futures, following the launch of the **Country Heartline Project** at **Callubri Station** near **Buddabadah** on **Thursday 20 November**.

Delivered through a partnership between **Bogan, Coonamble and Warren Shire Councils**, the initiative forms part of the **NSW Regional Drought Resilience Planning Program**, funded by the **Department of Primary Industries and Regional Development**. The project provides landholders with practical pathways to strengthen on-farm viability, develop farm-based tourism ventures and share the stories, landscapes and community spirit that define the Western Plains.

To help travellers and communities connect with the region, a suite of practical resources has been developed for both local communities and visitors exploring the Coonamble, Nyngan, Warren and Macquarie Marshes regions, accessible via countryheartline.com.au.

The new Country Heartline Map & Brochure offers a welcoming introduction to the rhythm of country life, highlighting the trails, stories and landscapes that define the region.

In addition, landholders can now download the **Agritourism Startup Handbook**, a step-by-step guide for anyone looking to start or grow a rural tourism enterprise.



The program also features three curated visitor routes — the **Farm Life Trail**, **Cultural Heritage & Arts Trail** and **Wetlands, Wildlife & Natural Wonders Trail** — each designed to help travellers discover and appreciate the depth, character and generosity of life in country NSW.

Country Heartline Project Lead and Warren Shire Council Economic Development & Visitation Manager, Susan Balogh, said the launch reflects the resilience and collaboration of communities across the Western Plains.

“I’d like to congratulate Bogan, Coonamble and Warren Shire Councils on bringing this vision to life,” Ms Balogh said. “Together, they’re creating real, on-the-ground opportunities for our farmers, families and communities to thrive — even when the rain doesn’t fall.

“Country Heartline is about opening our gates and sharing the rhythm of life on the land. It gives visitors the chance to feed a lamb, camp beneath a sky full of stars or see harvest through a farmer’s eyes.

“Most importantly, it supports new income streams that fit alongside farm life — helping keep businesses going, food on the table and stock fed when the seasons are tough.”

The launch event brought together landholders, operators, councillors and agritourism specialists who shared insights into diversification, drought preparedness and the region’s growing visitor economy. Demonstrations, resources and panel discussions explored how visitors, communities and Councils can work together to strengthen the future of rural areas.

“The response at Callubri Station was incredible. It really showed what’s possible when Councils, communities and industry work toward the same vision,” Ms Balogh said.

“There was a real sense of optimism in the room. Country Heartline gives us a platform to keep building on that momentum.”

For more information, please contact:

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ABOUT THE COUNTRY HEARTLINE PROJECT

The Country Heartline is more than a road trip, and greater than a destination — it's an invitation to slow down and discover the heart of country life. Flowing through **Coonamble, Nyngan and Warren**, the Heartline weaves together landscapes, communities and stories shaped by the seasons and strengthened by resilience.

Born from drought-resilience planning and delivered in partnership by **Bogan, Coonamble and Warren Shire Councils**, the project provides practical pathways for landholders while celebrating the character and generosity of the Western Plains.

The Project:

- **Supports farmers and landholders** to diversify their income through farm stays, farm-gate experiences, tours and other authentic moments shared on the land
- **Showcases the beauty and character** of the Western Plains, inviting visitors to connect with the landscapes, people and stories that define rural Australia
- **Creates new tourism opportunities** that bring income into small towns, helping keep local businesses, schools and community services strong — even during tough seasons
- **Strengthens wellbeing and social connection** across rural and remote communities, building resilience through pride, shared experience and cultural exchange