

Partnering
for prosperity

Scenic Rim Regional Council Regional Prosperity Strategy Annual Report Card

2020 - 2021

In February 2020, Scenic Rim Regional Council adopted the region's first ever strategy focused on economic growth. The *Scenic Rim Regional Prosperity Strategy 2020-2025* sets a clear direction and roadmap for our future economic growth and sustainability. It supports the vision shared by Council and our community for a region that enjoys a sustainable and prosperous economy, as outlined in the *Scenic Rim Community Plan 2011-2026*.

The Strategy is designed to enhance our focus on the priorities that support our existing regional business community, while also ensuring we are properly prepared to welcome new contributors as part of our long-term pursuit of sustainability. In addition to the traditional agricultural industries that underpin our local economy, the Scenic Rim has a vibrant and growing tourism sector. Major infrastructure projects such as Inland Rail and the expansion of large-scale industries present a wealth of opportunities for the further growth and development of our region.

This Report Card highlights the achievements and outcomes delivered across the five pillars over the period from the Strategy's adoption, in February 2020, to June 2021.

Goal: To create valuable jobs for local residents

After a challenging 18 months, Scenic Rim Regional Council is on track to deliver key activity and initiatives from the *Scenic Rim Regional Prosperity Strategy 2020-2025*.

As COVID impacts continued to disrupt, as a region we have been fortunate to have minor exposure to the virus, and witnessed demonstrated resilience through the community and businesses.

We are committed to fostering a culture of continuous improvement within the organisation to ensure we evolve our service delivery and operations to meet the needs and expectations of the community.

The *Scenic Rim Regional Prosperity Strategy 2020-2025* will continue to provide the framework for Council, community, businesses and partners to deliver projects into 2022.

Complementary to this Annual Report Card is the *Scenic Rim Regional Council Annual Report*.

Acknowledgement of Country

We acknowledge the Traditional Owners and custodians of the land within the Scenic Rim and we pay respect to their Elders past, present and future.

SCENIC RIM

REGIONAL COUNCIL



scenicrim.qld.gov.au

BUSINESS AND INDUSTRY DEVELOPMENT

COVID ECONOMIC STIMULUS PACKAGE

Range of initiatives delivered including:

33 applications

received by the Façade Improvement Scheme and Digital and E-Commerce Grant Scheme



\$38,776

of funds awarded



\$123,878

in local expenditure generated

SMALL BUSINESS FRIENDLY COUNCIL



In February 2021, in collaboration with the region's five Chambers of Commerce and the Office of the Queensland Small Business Commissioner, Scenic Rim became the second Council in Queensland to sign the charter to become a Small Business Friendly Council'. This charter recognises Council's commitment to ensure fair procurement and prompt payment terms, to communicate and engage, to support resilience and recovery, and to simply administration and regulation.

EVENTS AND ENGAGEMENT



70

participants

in resilience and mentoring program across agribusiness/ agritourism/ retail/hospitality

200

participants

in Small Business Month

350

attendees

over **4** business breakfasts



201

direct businesses engagements

140

attendees to Tourism Showcase

IN PROGRESS:

- ECO Destination Accreditation
- Smart Region Strategy
- Adventure and nature-based tourism strategy
- Agri sector 10 year road map and 3 year action plan

COMPLETE:

- Establishment of Local Tourism Organisation– Destination Scenic Rim (DSR)
- Funding to enable employment of Chief Executive Officer for DSR
- Establishment and mentoring of Industry Steering Group for Agri business and Agri tourism sector



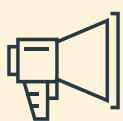
MAXIMISE LOCAL BUYING BY COUNCIL FOR COUNCIL

Council expenditure by location

LOCATION	2019/2020	% of total expenditure	2020/2021	% of total expenditure	change in % of total expenditure
Scenic Rim*	\$18.9m	28%	\$17.9m	32%	4%
Gold Coast	\$11.7m	18%	\$4.2m	8%	-10%
Brisbane and Moreton	\$29.4m	44%	\$28.2m	51%	7%
Rest of Queensland	\$0.7m	1%	\$0.2m	0%	-1%
Outside Queensland	\$6.1m	9%	\$5.2m	9%	0%
TOTAL	\$66.8m		\$55.7m		

* ↑ 4% increase in total Council local expenditure

INVESTMENT FACILITATION



Appointment of real estate partner to market Beaudesert Enterprise Precinct

266 development applications received and

269 determined



Building approvals total value

\$140m

35 pre-lodgment meetings held and **34** concept meetings conducted

New website landing page:

Why Do Business in the Scenic Rim?

Ongoing promotion of Scenic Rim Incentives Approach and Infrastructure Deferral Guidelines

MARKETING AND PROMOTION

RICHEST PLACE ON EARTH CAMPAIGN

Over the past two years, the Scenic Rim has been beset by a series of disasters including crippling multi-year drought, bushfires and the impact of COVID.

Through Bushfire Fire Recovery Funding, Council mounted a campaign that would reignite visitor interest in the region, convert that interest to bookings and help tourism operators claw back what they had lost.

Total investment
\$380,970

\$1,102,616
total campaign value received
(equating to added value of
\$721,646)

9%
increase YOY
Facebook traffic

200% increase
YOY in leads to operators, through
destination marketing campaign
in market July-Sept 2020 and
Jan-Feb 2021

\$1m+ editorial
coverage achieved
across TV, radio
print and online

360% increase YOY in
customer leads generated to
Scenic Rim tourism operators'
websites and booking platforms

14.3%
increase YOY
visitors to Council's

50% increase YOY in
visitscenicrim.com.au
website engagement

5
Visitor Information Centres

Budget stretch =
to **289%**

Attended **2**
consumer and
trade events



Launched
What's On Scenic Rim
website



EVENTS

13 regional events
supported by
\$39k in grants

Estimated
Economic
Impact
\$4.3m



COVID-19 impacts and assumptions

The COVID-19 pandemic, which struck the world in early 2020, had an initial impact on the local tourism industry, which at the time was only just recovering from the impact of crippling drought and bushfires.

Travel restrictions, border closures and lock downs prevented many people from engaging in tourism activities and tourism operators from being able to trade. However, with international borders closed, Queenslanders started travelling within their own state and the Scenic Rim was one of the regions that benefited from this, due to its close proximity to major markets, wide open spaces and natural attractions.

As a result the region has fared much better than many regions across Queensland and rebounded very swiftly to record highs.

Visitor trips March
2019 to March 2020

down 4.5%

Visitor trips March 2020
to March 2021

up 15.2%

(At the same time visitor trips to Brisbane dropped by -54%, the Gold Coast by -39%, the Tweed by -46% and the Sunshine Coast by -15%. The only other region to increase was the Southern Downs, which rose by +8%.)

VISITOR EXPENDITURE

Total spend 2017-2020
\$72.83m



Total spend 2018-2021
\$81.54m
(12% increase)

ECONOMIC CONTRIBUTION TO TOURISM

YE March 2020

	Gross Regional Product	Employment
Direct	\$69.5m	1,085
Indirect	\$68.2m	429
Total	\$137.7m	1,513

YE March 2021

	Gross Regional Product	Employment
Direct	\$61.9m	967
Indirect	\$60.8m	382
Total	\$122.7m	1,349

Visitor Information Centres

Council provides financial support to the region's 5 Visitor Information Centres, as well as mentoring and brochures for dissemination to visitors. Through a Bushfire Recovery Grant, Council undertook a critical review of the Canungra VIC, looking at its operations, location including traffic movements and parking and model for provision of visitor services. This report will provide a pathway for Council to pursue funding for future improvements.



2020 Get Ready Queensland Resilient Australia Awards **Winner** and Resilient Australia Awards **Highly Commended** for Scenic Rim Farm Box (Economic Stimulus Package initiative)

EDUCATION AND WORKFORCE DEVELOPMENT

Conducted quarterly Regional Skills Investment Strategy Reference Group meetings



Engaged with **198 employers**

600+ businesses entered in engagement database

Supported **56** businesses with employment outcomes



and **60** businesses with training outcomes

350 attendees and **35** exhibitors at

World of Work Business and Careers Expo

2 pilot projects in hospitality and agriculture to engage, train and place new workers into entry level roles



ADVOCACY FOR INFRASTRUCTURE

Successfully advocated and secured funding from the Interface Improvement Program (Inland Rail) for a study of local road connections to the SCT Logistics terminal and Bromelton SDA

Assistance and support provided to local operators for the State's Growing Tourism Infrastructure Fund resulting in

\$2.2m funding secured



10 Point Plan

developed and advocated in lead up to 2020 State Election



Led development of feasibility study for Water for Warrill irrigation proposal



Lobbied for critical infrastructure through SEQ City Deal



To enable a range of activity and projects, Council actively seeks funding through a variety of channels.

Source: scenicrim.qld.gov.au.



Total funded amount

\$20.2m

Total Council contribution
(declared in application)

\$7.7m



Australian Government

Total funded amount

\$26.05m

Total Council contribution
(declared in application)

\$18.55m



Queensland Government



Australian Government

Total co-funded amount

\$8.890m

Total Council contribution
(declared in application)

\$214,450

For further information or if you would like to connect with Council's Regional Prosperity team, please contact on 07 5541 5111 or prosperity@scenicrim.qld.gov.au

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