



Scenic Rim Regional Council

Regional Prosperity

Annual Report Card 2021-2022

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 Beaudesert Enterprise Precinct and Inland Rail present a wealth of opportunities for the further growth and development of The Scenic Rim region.

The Scenic Rim economy has continued to show remarkable resilience and this Report Card is delivered in the context of significant disruptions to the region due to the pandemic and the disaster events that have impacted the Scenic Rim since late 2019. Despite all these challenges, 2021-2022 was a year of significant achievements.

This Report Card highlights the achievements and outcomes delivered across the five pillars over the period from July 2021 to June 2022.

GOAL: TO CREATE VALUE JOBS FOR LOCAL RESIDENTS

Acknowledgement of Country : Scenic Rim Regional Council acknowledges the traditional country of the Mununjali, Wangerriburra and Ugarapul Peoples of the Scenic Rim. We recognise that the Scenic Rim continues to have connections to cultural, spiritual, environmental, and economic importance and respect connection to Country. We pay our respects to Elders past, present and emerging, acknowledging the important role Aboriginal and Torres Strait Islander peoples play in shaping the future of our Region.



Business and Industry Development

Council adopted the *Scenic Rim Smart Region Strategy 2022-2032* on 21 June 2022, a landmark strategy for investment in smart technologies and commitment to smart collaboration, planning, design and local services.

The first of its kind, the *Scenic Rim Smart Region Strategy 2022-2032* will leverage innovative technologies, innovation and data to enhance the liveability, workability and sustainability of the region. The vision of the strategy is to be an accessible and serviced region with a vibrant, sustainable and prosperous economy and community. This will be achieved through investment in smart technologies and innovation focused in the areas of:



Economy: leading an innovative and progressive economy attracting growth and investment.



Place: Enabling resilient and sustainable management to future-proof communities and the environment.



Community: Creating inclusive, liveable, and supported communities that attract and retain residents.

A partnership between Council and industry, announced in August 2021, aimed to deliver a 10-year roadmap and a three-year action plan for the Scenic Rim's agribusiness and agritourism operators.

In November 2020, PricewaterhouseCoopers were engaged to commence consultation with Scenic Rim agribusiness and agritourism operators to finalise the 10-year roadmap and three-year action plan, which included the needs and requirements of the region's food and beverage producers, processors and distributors, the identification of gaps in the system and opportunities for efficiencies.

Note: *Scenic Rim Agribusiness and Agritourism 10-Year Roadmap and Three-Year Action Plan* was adopted by Council in September 2022.

1710 Businesses Engagements -

Business engagement has been well above target due to the ongoing delivery of business development programs, proactive stakeholder engagement for strategy development and Queensland Small Business Month activities.



2 Business networking

breakfasts were held in May and November 2022, attracting more than **180** attendees.

7 tourism operators

participated in the **11** week Best of Brisbane Region Experiences Support Program. This program is a mentoring and capability development program, delivered in partnership with Brisbane Economic Development Agency.



The Scenic Rim Entrepreneurial Hub Online Program was delivered to **30** participating businesses.

The Scenic Rim Supply Chain Capability Program concluded on 14 June 2022, with:

19 Scenic Rim suppliers engaged in the program.

Over **70** hours total of individual mentoring provided.



Queensland Small Business Month (QSBM) included:



19 events

230 participants

- Launch of the Shop Scenic Rim gift card program.
- Business Breakfast held on 20 May 2022.
- Financial support provided to the Tamborine Mountain Chamber of Commerce and Industry and the Boonah District Chamber of Commerce to deliver events as part of QSBM.



Ian and Margie Douglas from The Lime Caviar Company

The Lime Caviar Company won Business of the Year, Regional Prosperity Award. As well as providing an opportunity to showcase the region's industry-leading businesses, the awards also sent a strong message to potential investors and jobseekers about the Scenic Rim's opportunities.

series of CrisisReady workshops organised by Council and delivered by EarthCheck in September and October 2021, including bushfire-impacted businesses, Binna Burra Lodge and O'Reilly's Rainforest Retreat, to develop skills and business continuity plans needed to manage their businesses through future disruptions.

Tourism Industry Capacity and Capability Development Program



Promoted to industry as the 'Tourism Digital Marketing Assistance Program'. By 31 March 2022, **53** tourism businesses and operators received support to increase consumer access to, and awareness of, their products and services.

2021 Scenic Rim Business Excellence Awards



celebrated the achievements of local businesses. The awards attracted **65** nominations from 49 businesses across **11** nomination categories. **210** guests attended the event at Boonah Cultural Centre.

Tourism Business Resilience Building Program

24 tourism operators from **22** businesses registered for a

Council expenditure by Location - 24%, This is under the targeted **35%** for the quarter as the result of an absence of specialist suppliers within region for capital works materials and services, and a decision to opt for value for money outside of the region.



Location	2020-2021	% of Total Expenditure	2021-2022	% of Total Expenditure	change in % of total expenditure
Scenic Rim	\$17,961,581	32%	\$17,956,088	24%	-8%
Gold Coast	\$4,205,400	8%	\$6,062,706	8%	0%
Brisbane and Moreton	\$28,157,665	51%	\$45,078,593	60%	9%
Rest of Queensland	\$204,844	0%	\$564,792	1%	1%
Outside of Queensland	\$5,209,502	9%	\$6,038,367	8%	-1%
TOTAL	\$55,738,992		\$75,700,546		\$19,961,554

Investment Facilitation



53 pre
lodgement
meetings



51 concept meetings

313
development
applications
received



318 determined

Building Approvals total value **\$182** million (\$123m residential/\$59m non-residential), the highest value since a peak for the region in 2016–2017 of **\$195** million (\$140m in 2020–2021)



15 potential development applicants supported through case management.



Scenic Rim Investment Attraction Project – Lucid Economics has been engaged to develop a suite of investment attraction marketing materials and activities to support growth, investment and employment creation in the region.

Strategic Planning Draft Major Amendment to the Scenic Rim Planning Scheme 2020 prepared, which includes:

- Changes to the Planning Scheme that make it easier to develop small scale craft breweries
- Support for tourism development in the region's Township zoned land
- Changes to support industrial activities at a scale that is intended in the region's Industry zoned land

Education and Workforce Development

Training opportunities through the Scenic Rim Agriculture Skills Development Program were offered to the community already working in the agricultural industry or considering entering the sector.



104 qualifications awarded in areas across forklift operation, grader or dozer driving, working with agricultural chemicals and in the fields of horticulture, building and construction.



Marketing and Promotion

The Scenic Rim received international recognition as a leading tourism destination in October 2021 when it was ranked number eight in the 'Top 10 Regions for 2022' in global travel authority Lonely Planet's Best in Travel listing. This was a major coup for the Scenic Rim as it was the only Australian region to achieve a ranking in the top 10.

With our region poised to capitalise

on the anticipated resurgence of domestic and international tourism, it was pleasing to see the Council's 'Welcome to the Scenic Rim...Richest Place on Earth, in Australia' campaign receive a gold award in the Richard Power Award for Tourism Marketing and Campaigns category at the Queensland Tourism Awards in November 2021.



Local farmers, producers, tourism operators and entertainers

impacted by the July 2021 COVID-19 lockdown in the greater Brisbane area received a boost from Council following the cancellation of several Scenic Rim Eat Local Week events.



Council funded **\$95,000** to Destination Scenic Rim as per a funding agreement. In addition to this, Council redirected **\$40,000** to Destination Scenic Rim Farm Gate Trails on 28 August and 23 October 2021, and the remaining **\$59,256.68** was repurposed to support the development of other regional events. The additional funding enabled Destination Scenic Rim to promote the Farm Gate Trail to a wider audience and engage professional photographers and a videographer.

Based on a post-event survey from the August event each event generated an estimated **\$7** million of revenue for local farmers and producers, **5,000** unique visitors spending on average **\$200** per visitor, and 1,500 visitor nights to the region with over **70** percent of visitors likely to recommend the event.

Regional Events



Council supported the **2022 Clydesdale Spectacular**, which attracted **6,728** primary-purpose visitors from outside of the region over two days, resulting in **10,109** visitor nights in the region and contributed approximately **\$2** million to the region's economy.

The Long Sunset - In April 2022, **5000+** people descended on the region for The Long Sunset, a boutique regional music festival delivered in collaboration with Queensland Music Festival (QMF). Headlined by brother-sister indie-folk duo Angus and Julia Stone, the inaugural event brought **\$4.82** million in economic return to the Scenic Rim and Brisbane Region.

Council coordinated **Escape** in May 2022 with participation from **41** local tourism operators providing outdoor recreation activities across the region.

The eleventh Scenic Rim Eat Local Week, featuring over **125** events across the region, attracted **34,499** attendees with **\$1.9** million economic contribution to the region.

10 destination-driven events (estimated economic impact of \$5.3m) were supported by the Regional Events Grants Program with a return on investment of **241:1**

Tourism Campaigns

The refreshed Visit Scenic Rim (VSR) destination website, which is a source of travel inspiration, information and bookings for visitors to the region, went live in early June 2022.

Highlights included:

56,696 leads to VSR website from campaign activity



133,607 leads to tourism operators from website or digital campaigns

\$46M of campaign value generated above paid media spend



Advocacy for Infrastructure

Council lobbied for critical infrastructure through SEQ City Deal – More than **\$7.76** million in funding will kickstart planning for priority transport, economic and liveability projects across Scenic Rim, through the SEQ City Deal announced 21 March 2022. The deal incorporates **\$5** million investment aimed at unlocking the Bromelton State Development Area.

- Continued support for Water for Warrill irrigation proposal, which will potentially provide **\$305M** in direct economic benefit and **1,340** jobs at completion.
- Three Strategic Coordination Group meetings held** – proactively encourage government agencies including Office of the Coordinator General, Department of Transport and Main Roads, Department of State Development, Infrastructure, Local Government and Planning to develop strategic enabling infrastructure.
- Council advocacy resulted in two tenements to explore the operation of coal seam gas in the Scenic Rim to be withdrawn, following an announcement from Minister for Resources Scott Stewart. Minister for Resources Scott Stewart advised company Arrow Energy has withdrawn its application to renew the permits to explore coal seam gas just outside of Beaudesert. The announcement comes after Arrow Energy's 10-year campaign encountered opposition from locals across the Scenic Rim in a bid to halt the exploration.



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



Total funded amount
\$14,924,160
Total Council Contribution
\$7,260,854



Australian Government

Total funded amount
\$27,308,943
Total Council Contribution
\$9,699,964



Queensland Government



Australian Government

Total funded amount
\$17,612,345
Total Council Contribution
\$1,200,226

www.scenicrim.qld.gov.au/grants-received-council

Looking Ahead

Council will continue to implement and build on the success of the *Scenic Rim Regional Prosperity Strategy 2020-2025* by:

- Driving awareness, visitation and tourism investment through Scenic Rim destination marketing brands, such as 'The Richest Place on Earth, in Australia';
- Delivering a tactical destination marketing campaign in conjunction with industry;
- Working with agri-sector to facilitate growth and capitalise on opportunities in agri-business and agritourism;
- Championing the Bromelton State Development Area (SDA) partnership;
- Continuing to engage local businesses in exploring opportunities for increasing local spending, and
- Developing Council's Inventory Procurement Plan, highlighting opportunities available for local suppliers.

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

