

# SCENIC RIM AGRIBUSINESS AND AGRITOURISM 10-YEAR ROADMAP 2022-2032



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## 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.

## Message from the Mayor

The Scenic Rim has a proud history and an exciting future. Lately, we have faced our fair share of challenges – fires, droughts, pandemics, floods – yet during these tough times, we have still come together as a community and have never lost sight of where we want to be in the future. We are all custodians of the Scenic Rim’s past, present and future. And as custodians, the choices and decisions we make today shape the future for coming generations.

A key success factor for the Scenic Rim in the future is a strong and growing economy. Sustainable economic development, diversification of the economy, and a vibrant and innovative business community provides Council the foundation upon which to deliver better infrastructure and services.

The Scenic Rim Agribusiness and Agritourism Industry Development 10-Year Roadmap (the Roadmap) and 3-Year Action Plan (the Action Plan) build on the traditional strengths of our region – agriculture and agribusiness – and also looks to emerging and complementary opportunities in the agritourism sector. The Roadmap and Action Plan also look at how we can build capability and capacity in the region and better promote the Scenic Rim so we can build a stronger and more resilient economy.

In looking to grow the local economy, we can never compromise our amenity and lifestyle. In fact, a laser focus on our amenity and lifestyle is critical if we are to retain and attract a skilled workforce and attract the new investment we need, in a highly contested and competitive market.

Council knows that a successful strategy is dependent on business and community input and ownership. Over the last 10 months, council officers, elected officials, and our advisors have widely consulted and tested ideas with the people and businesses who are committed to the Scenic Rim and its success. We need to remember that while we will always welcome new investors, most economic growth comes from the existing economy as businesses innovate, expand and diversify. We need to support and back these businesses.

Council understands that it can play a key role in creating an environment and culture that encourages and gives business the confidence to invest, innovate, expand, and diversify. The Roadmap and Action Plan clearly identify the role

Council can play and where we can continuously improve as an organisation. We have also identified where other tiers of government can work with the Scenic Rim, in partnership, to achieve our goals.

The Roadmap and Action Plan complement other key Council strategies such as the *Scenic Rim Community Plan 2011 – 2016*, the *Scenic Rim 2026 Corporate Plan*, and the *Scenic Rim Regional Prosperity Strategy 2020-2025*. The Roadmap and Action Plan will also help inform our budget priorities in the future.

The key to any strategy is its effective implementation and management of expectations – this is not a document that will sit on the shelf. It is both aspirational and pragmatic. It looks forward over a ten-year horizon but contains specific actions for the next three years. It is a living document and as circumstances change, our strategies may change because as a community, we must always be agile and willing to adapt in rapidly changing world.

We will also continue to engage with business and the community to monitor the Roadmap’s effective implementation. We are conscious, however, that there are some matters we cannot control. We can’t control inflation or interest rates, we know costs are increasing, and the labour market is tight. We know that forever rising insurance premiums are having a big impact on businesses across the board. Where we can, we will advocate on issues that impact the region that are outside our control. But rest assured, where we can make a difference, we will.

**Cr Greg Christensen**  
**Mayor**  
**Scenic Rim Regional Council**



# Executive Summary

## Vision

The *Scenic Rim Community Plan 2011-2026* (Community Plan) outline's the region's overarching visions and goals and guides the approach for the *Scenic Rim Agribusiness and Agritourism 10-year Roadmap 2022-2032* (the Roadmap).

The Community Plan outlines that:

**“By 2026, Scenic Rim will be a network of unique rural communities that work together and help each other, embedded in a productive and sustainable landscape.”**

This *Roadmap* further elaborates on the *Community Plan* vision particularly regarding the agribusiness and agritourism sectors within the region.

The Roadmap's vision:

**Agriculture and tourism will be the centrepieces of the local economy, enhanced by the thriving agritourism industry. Our self-reliant communities will provide a choice of quality local food, products, services, and recreation opportunities. Our community will support sustainable farms, businesses and industries and provide rewarding employment and prosperity for residents. Agricultural land will be protected from fragmentation and development, and we commit to protecting and improving rural water supplies. Our character filled towns and villages will attract tourists and visitors.**

## Pillars

This Roadmap is based on three key pillars, where capacity building is a central supporting function to the development of both the Agribusiness and Agritourism sectors.



AGRIBUSINESS

Industry engaged in agricultural primary production, the manufacture and distribution of farm equipment and supplies, the processing, storage, and distribution of farm commodities, professional and other services that support the sector



AGRITOURISM

The act of going to a region to visit a working farm or other, farm or food-related business including restaurants, markets, produce outlets and other natural attractions, for enjoyment, education, or active participation in activities and events



CAPACITY BUILDING

Initiatives that improve community wellbeing, innovation, and resilience, and drive cohesion between agribusiness and agritourism industries through shared needs and interests

## Objectives

The Roadmap leverages the region's competitive advantages to drive long-term industry growth and economic development. Informed by research and consultation with key stakeholders in the region, the Roadmap's objectives, success factors and enablers aim to harness the Scenic Rim's unique development potential and address barriers to growth by providing agribusinesses and agritourism operators with a strategic direction for the future.

The Roadmap outlines 11 objectives that align with the agribusiness, agritourism and capacity building pillars, and sets out success factors that are critical for industry development.

## Initiatives

To ensure the realisation of these objectives, 17 initiatives have been developed with the local community. These initiatives are supported by 48 specific and measurable actions which are further detailed in the *Scenic Rim Agribusiness and Agritourism 3-Year Action Plan 2022-2025* (the Action Plan). The progression of these actions will be monitored through an annual review process facilitated by Scenic Rim Regional Council, in collaboration with relevant stakeholders, which will provide valuable input to the Scenic Rim's future strategic direction.





# 1. Introduction

## 1.1 Purpose of the Scenic Rim Agribusiness and Agritourism Industry Development Program

The agriculture and tourism industries in the Scenic Rim together account for over \$400 million of the regional economy's Gross Regional Product (GRP) and employ over 4,000 locals<sup>1</sup>. As the two largest economic contributors, Scenic Rim Regional Council (Council) is committed to growing these sectors by partnering with industry to develop a coordinated regional approach. Given the nature and location of the region, many tourism experiences in the Scenic Rim relate to agricultural activities. Demand for agritourism in Australia is expected to reach \$18.6 billion by 2030<sup>2</sup>, providing for significant growth opportunities for the Scenic Rim's tourism offering and improve the region's economic resilience.

In 2020, the Council adopted the *Scenic Rim Regional Prosperity Strategy 2020-2025* (Regional Prosperity Strategy) to focus on economic growth and sustainability for the region. This framework, developed in consultation with stakeholders and the local community, aims to support regional employment growth and features 'Business and Industry Development' as one of five key priorities. In response to this, Council commenced an Agribusiness and Agritourism Industry Development Program (the Program) to support the Regional Prosperity Strategy and its priorities

with a two-phase process, building upon Council's identified economic growth areas in agribusiness and tourism, specifically agritourism.

Phase One provided farmers, food producers and rural landowners the opportunity to learn about innovation and business diversification through a series of workshops and mentoring programs. This phase was led by the establishment of the Agribusiness and Agritourism Industry Steering Group (ISG) to ensure the projects were well-informed by industry needs. As part of Phase One, 15 local producers and operators were engaged to learn new skills and develop business concepts.

The purpose of Phase Two is to further guide and drive growth and innovation within the agribusiness and agritourism sectors, in conjunction with the Phase One activities. The key outputs of Phase Two of the Program are:

- A long-term 10-year Strategic Roadmap, focussing on driving growth and innovation (hereafter, the Strategic Roadmap)
- A 3-year Action Plan that supports the 10-year Strategic Roadmap, focussing on the immediate to short-term priorities (hereafter, the Action Plan)

Council has developed this roadmap through extensive consultation with the agribusiness and agritourism communities within the region to create a strategy that reflects the goals and objectives of local stakeholders.

<sup>1</sup> Scenic Rim Regional Prosperity Strategy 2020-2025

<sup>2</sup> CSIRO, Agritourism, <https://research.csiro.au/foodag/premium-interactions/experiences-and-tourism/>

# 2. Foundations of the Roadmap

## 2.1 Vision

**Scenic Rim will be a network of vibrant towns and villages that work together and help each other, embedded in a productive and sustainable landscape. Agriculture and tourism will be the centrepiece of the economy, enhanced by the thriving agritourism industry. Our self-reliant communities will provide a choice of quality local food, products, services, and recreation opportunities. We will support sustainable farms, businesses and industries and provide rewarding employment and prosperity for residents. Our agricultural land and unique heritage will be respected. Our character filled towns and villages will attract tourists and visitors.**

## 2.2 Alignment with Scenic Rim strategic documents

Council is committed to realising the objectives of the *Scenic Rim Community Plan 2011-2026*

(Community Plan), which has a shared vision for the future of the region to become a network of unique rural communities embedded in a productive and sustainable landscape. Sustainable farming and production of quality local products are the cornerstone of this vision, supported by natural environments and vibrant towns that attract visitors. Like this Roadmap, the Community Plan was informed by the needs and wishes of Scenic Rim locals and developed in partnership with them to achieve a common goal. The Community Plan is considered the collective voice of a number of strategies, including the *Scenic Rim 2026 Corporate Plan* and the *Scenic Rim Regional Prosperity Strategy 2020-2025* (Regional Prosperity Strategy). This Roadmap has been developed to align with these key strategic documents (Figure 1) and will be supported by industry representatives including the ISG, Water for Warrill and Destination Scenic Rim, to ensure a collaborative Scenic Rim community vision for agribusiness and agritourism is achieved.

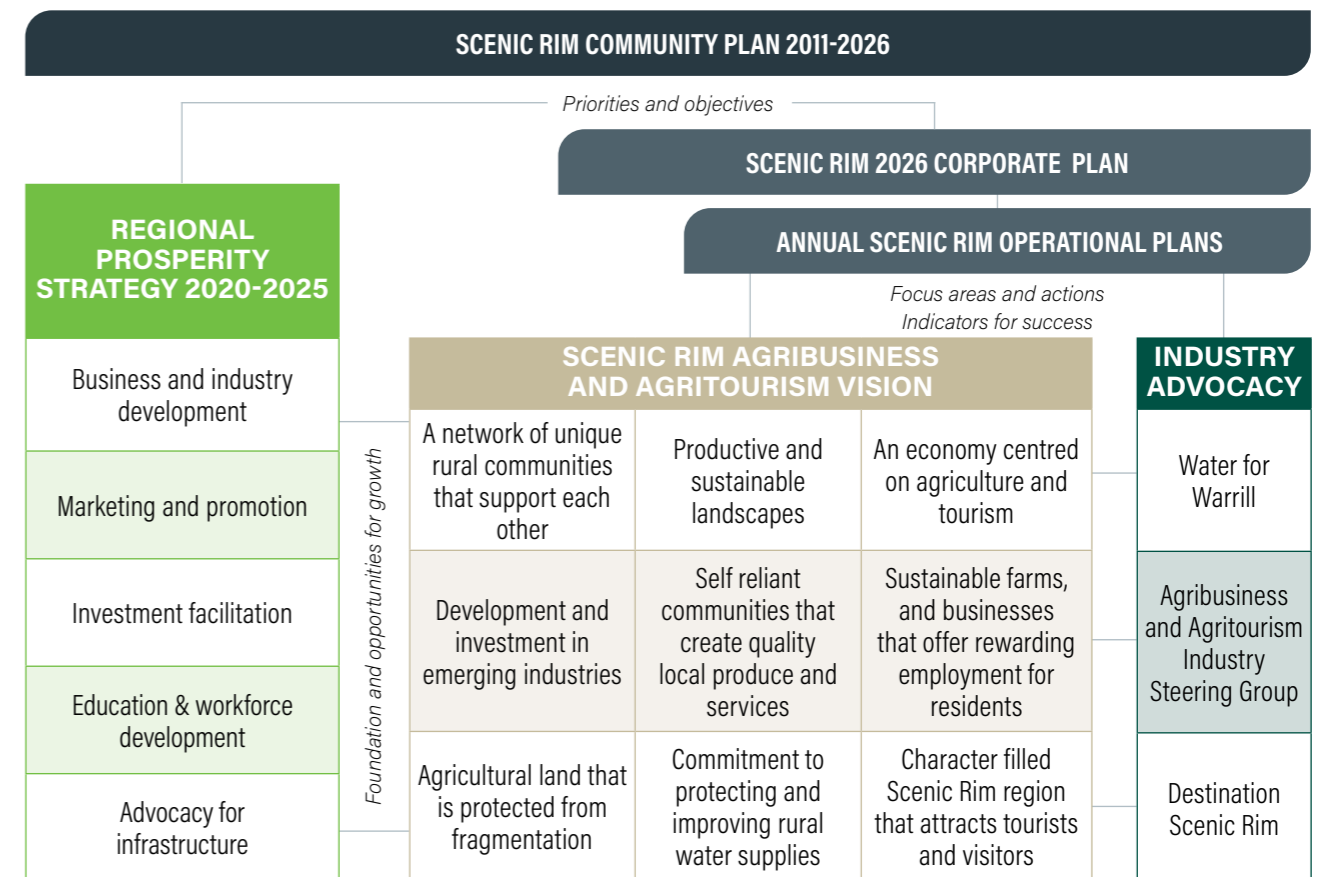


Figure 1: Strategic alignment of the Roadmap

## 2.3 Industry Development Pillars and Objectives

Regional areas that are successful in agribusiness and agritourism tend to display a common set of features, such as rich natural resources, distinctive scenic landscapes, supportive infrastructure, proximity to nearby urban centres and access to a variety of accommodation options. The Scenic Rim is home to an abundance of fertile and diverse landscapes which are close to metropolitan centres. The local industries that thrive under these environments need to be supported by

infrastructure that enables business development and accommodation capacity that grows with demand. Recognising the role these success factors play in supporting prosperous agribusiness and agritourism businesses in the Scenic Rim, the Roadmap is underpinned by the industry development objectives outlined in Figure 2

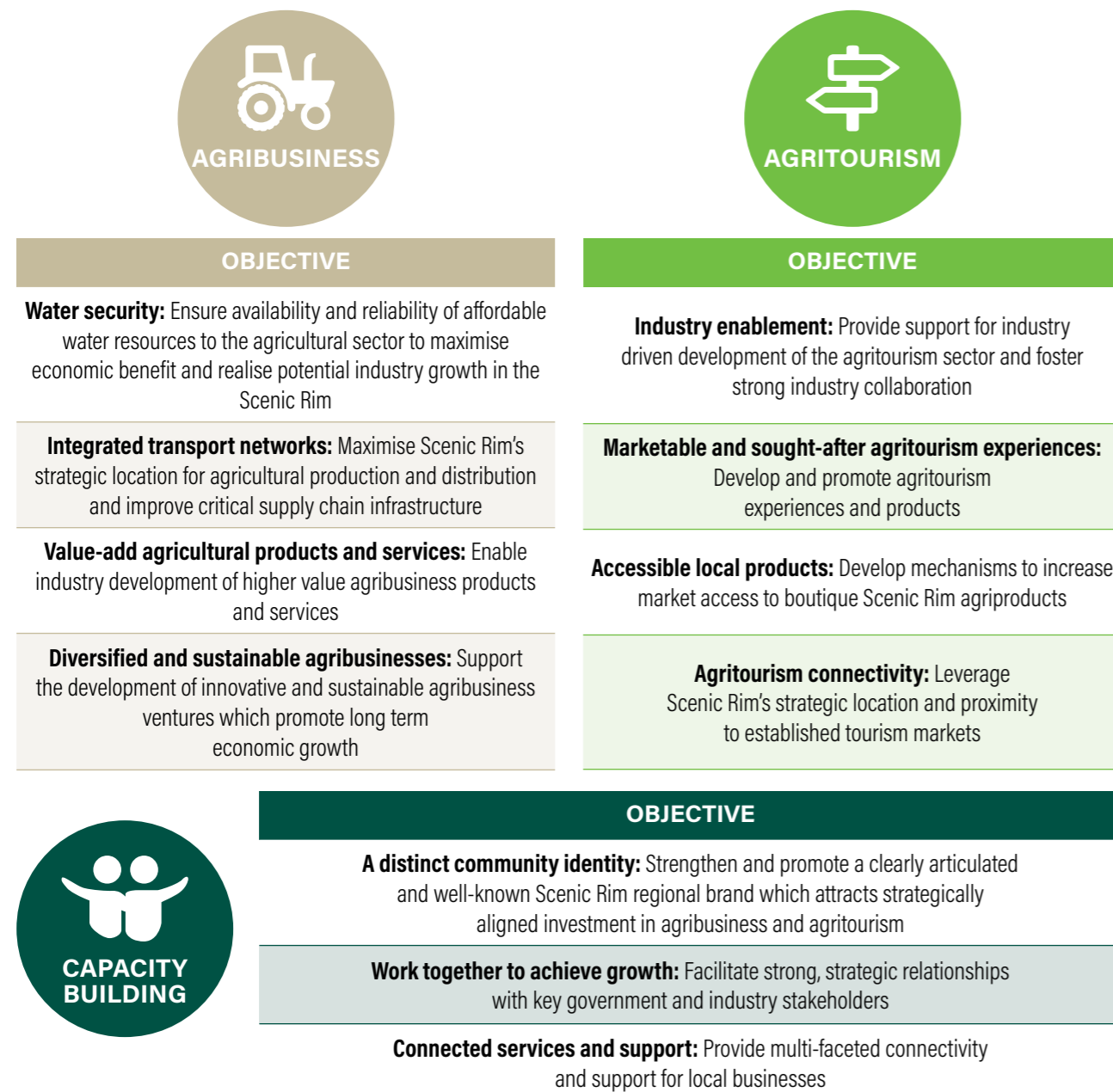


Figure 2 – Pillars and Objectives

## 2.4 Role of the Council

Council plays a leadership role in developing and implementing agribusiness and agritourism initiatives in the Scenic Rim. Collaboration with industry, key stakeholders and the community is essential in supporting the region's coordinated efforts in promoting the vision and goals of the Roadmap and help maintain focus on the recommended initiatives identified in the Action Plan. The ISG (formed under Phase 1 of the industry development program) also represent the early implementers of agribusiness and agritourism innovation and industry development initiatives and are therefore vital in demonstrating to others the benefits of innovating, diversifying or investing in agritourism businesses.

## 2.5 Defining agribusiness and agritourism for the Scenic Rim

Agribusiness and agritourism in the Scenic Rim need to reference a shared definition that respects the interdependencies and differences of both industries.

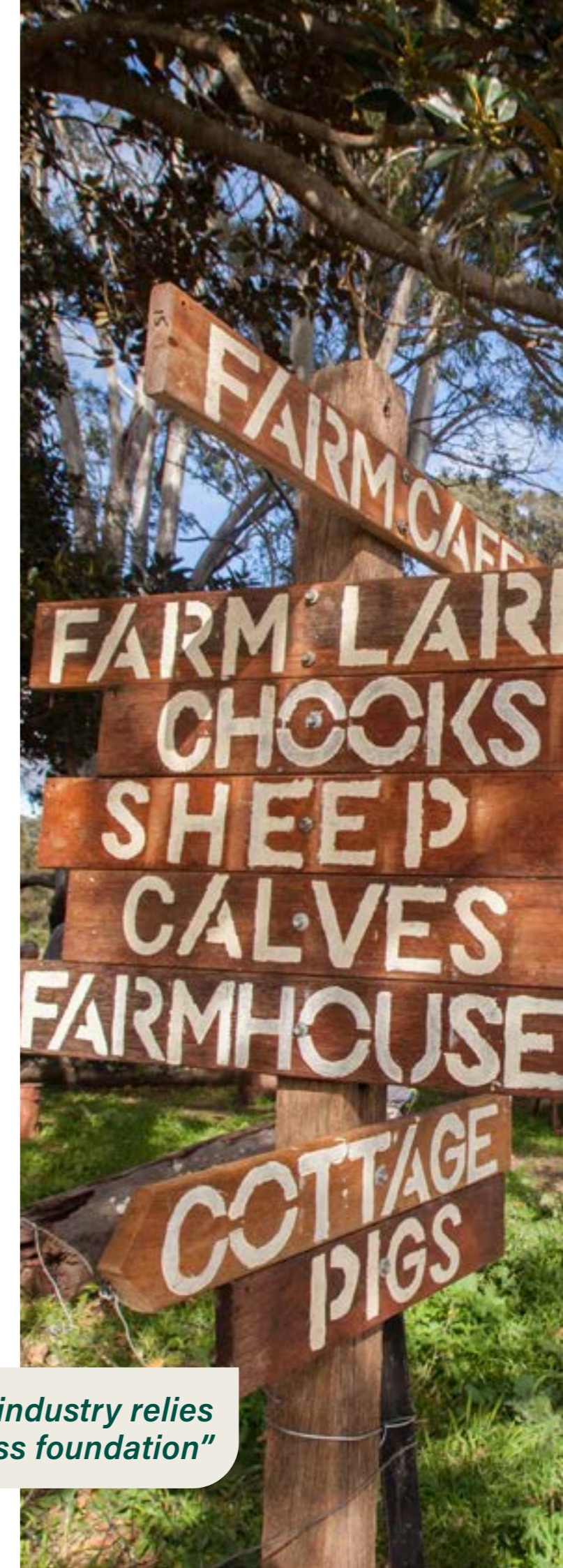
Agribusiness includes industry engaged in agricultural primary production, the manufacture and distribution of farm equipment and supplies, the processing, storage, and distribution of farm commodities, and the professional and other services that support the sector. In the Scenic Rim in 2018/19, agricultural activities contributed \$262.2 million to the local economy, with 69.1 per cent related to domestic exports<sup>3</sup>.

The Australian Department of Agriculture, Fisheries and Forestry defines agritourism as the act of going to a region to visit a working farm or other, farm or food-related business including restaurants, markets, produce outlets and other natural attractions, for enjoyment, education, or active participation in activities and events.

Strong agricultural foundations must be established in the region to enable successful diversification into agritourism activities.

<sup>3</sup> Scenic Rim Regional Prosperity Strategy 2020-2025

**“A successful agritourism industry relies on a strong agribusiness foundation”**





## 2.6 Drivers for industry development – the Scenic Rim competitive advantage

In October 2021, the Scenic Rim was listed as the only Australian destination in Lonely Planet’s 2022 Best in Travel Guide. This is a testament to the region’s world-class agricultural, food, wine and tourism offerings which have continued to thrive by harnessing authentic community values, despite facing significant challenges over the past two years. The Scenic Rim is well positioned to take advantage of its strengths and grasp opportunities to further develop, innovate and grow its agribusiness and agritourism industries. There are five key competitive advantages the Scenic Rim can leverage to stimulate growth, including:

- **Location:** referring to the region’s proximity and ease of access to major SEQ population centres, freight hubs and airports such as Brisbane, Gold Coast and Toowoomba
- **Size:** referring to the expansive coverage of the LGA which spans from the Tamborine Mountain and Lamington National Park in the east to Tarome and Moogerah in the west, leading to diversity in both landscape and industry
- **Establishment:** referring to the authentic ‘country charm’, century-old industry and community culture
- **Demand:** referring to the ever-growing trend in consumer demand for organic and sustainability sourced local produce
- **Biodiversity and sustainability:** referring to Scenic Rim’s unique environment and eco-friendly tourism, and business offerings

*“the Scenic Rim was listed as the only Australian destination in Lonely Planet’s Best in Travel 2022 guide.”*

### 2.6.1 Proximity to Brisbane, Logan, Ipswich, and the Gold Coast

With SEQ being one of the fastest growing regions in Australia, the Scenic Rim can leverage the area’s population, increased government investment and proximity to major domestic and international freight and passenger routes across land, sea, and air. Industry can rely on century old business hubs and freight routes, as well as local employment and knowledge.

**The Scenic Rim is unlike its neighbouring regional areas and urban centres. Despite its proximity to SEQ regions, the Scenic Rim emanates its relaxed living, rural lifestyle opportunities’ and sense of community. This unique sense of place has been bolstered by the increasingly popular consumer choice to ‘support local’ and provides an opportunity for the Scenic Rim to unlock potential in its strong agribusiness and agritourism industries.**

### 2.6.2 Production capability and potential to expand

An abundance in natural resources positions the Scenic Rim to meet regional, national, and international demand and the investment appetite of the agriculture industry. Currently, the largest agricultural economic contributor in the Scenic Rim is livestock (poultry and cattle), representing around 52 per cent of the total agricultural contribution. Agricultural capabilities also include horticulture, dairy, aquaculture, and a globally recognised expertise in a wide range of livestock breeding and unique fruits. Local producers and operators have expressed clear interest in business growth and diversification, with more than 75 per cent of stakeholders engaged during the development of the Roadmap either currently in the process of expanding or would like to but need more support. Based on the Scenic Rim’s capabilities and proximity to distribution networks, value-adding activities and expansion opportunities can be explored to drive industry development, particularly as the challenges identified in Section 2.7 are addressed through the implementation of this Roadmap.

### 2.6.3 Authenticity

The Scenic Rim’s authenticity is cherished by its residents, business operators and visitors. Adventurer, naturalist and tourism pioneer, Arthur Groom, coined the phrase Scenic Rim in the mid-twentieth century to describe the chain of mountains which wrap around the valleys between Brisbane and Tamborine Mountain. As identified in the Community Plan, locals value the rural community and strong social networks that the smaller population provides, and visitors join them in appreciating the heritage and character of the diverse range of towns, friendly community nature and relaxed country atmosphere<sup>4</sup>. This feedback has been reflected in the Roadmap’s stakeholder consultation phase, with businesses expressing a keen desire for the Scenic Rim to maintain its authenticity as it develops and grows.

<sup>4</sup> Scenic Rim Regional Council. Scenic Rim Community Plan 2011-2026. <https://www.scenicrim.qld.gov.au/downloads/file/615/item-3-1-att1-updated-sr-community-plan-2011-2016-ccs-agenda-18-sept-2018-pdf>

<sup>5</sup> Australian Government, Dept of Agriculture, Water and the Environment, 2020

<sup>6</sup> Growcom. Future Fields. 2022. <https://www.growcom.com.au/wp-content/uploads/2022/06/Future-Fields-Final-Report-Web.pdf>

<sup>7</sup> Birch, D, Memery, J & Kanakarathne, M. (2017). *The Mindful Consumer: Balancing egoistic and altruistic motivations to purchase local food.*

### 2.6.4 Strong demand for organic and sustainability sourced produce

Food and beverage consumption has dramatically evolved in recent years, with food safety, nutrition content, health, sustainability, and animal welfare being prioritised by many. This has led to the growing popularity for ‘farm to table’ food and drink. In Australia, over 90 per cent of fresh food on kitchen tables is grown and produced by Australian farmers<sup>5</sup> and the local food movement is gaining momentum, driving uptake in visitation at farmers markets and food festivals. Sustainability is a key pillar of the Growcom ‘Future Fields’ program, which sets out an ambitious vision for where the Queensland fresh produce sector and supply chain wants to be in 10 years<sup>6</sup>. The ‘Future Fields’ program sets out a path for producers to keep up with and capitalise on consumer trends and sustainability expectations.

In the regional Queensland context, SEQ residents have reported that being ‘locally-sourced’ is an important factor when selecting food and drink<sup>7</sup>. There is increased demand for specialist retailers that appeal to consumer desire for local and boutique producers. The Scenic Rim has already tapped into this market, with many local producers supplying small scale grocers and restaurants across SEQ. The unique offering that the region’s producers provide is a clear competitive advantage that can be harnessed if roadblocks are addressed.

### 2.6.5 Eco-based destination

As a large region, the Scenic Rim can offer a wealth of different experiences to tourists as well as land for business investment and expansion. Its varied environments allow a diverse range of products to be grown, in comparison to other regions, which are often forced to rely on one or two commodities. Niche products such as finger limes, coffee, macadamias, and camel or sheep milk-based products are examples of artisanal produce in the Scenic Rim, and provide opportunity for diversification into agritourism. While there are traditional tourism offerings in the region such as rainforests, luxury accommodation and adventure activities, this is where the Scenic Rim provides its ‘point of difference’ in its capability to offer farm stays, animal experiences, produce showcasing, and ‘off the beaten track’ and sustainable offerings.

## 2.7 Stakeholder Consultation

Targeted engagement with key industry and government stakeholders, including local producers and tourism operators, informed the understanding of opportunities and challenges for agribusiness and agritourism in the region. Engagement by sector is broken down in Figure 3. The outcomes of this engagement validated industry research and has underpinned the development of the Roadmap, its initiatives, and the Action Plan.

Stakeholder engagement will remain an integral part of the Roadmap and Action Plan, and Council will continue to consult with the market, particularly with local bodies and producers to ensure the ongoing support and buy-in.

### 2.7.1 Stakeholders engaged

Over 60 stakeholders were engaged in one-on-one consultations to inform the Roadmap's development. Activities such as the *Farm2Plate Exchange*, *Eat Local Week* and *Winter Farm Gate*

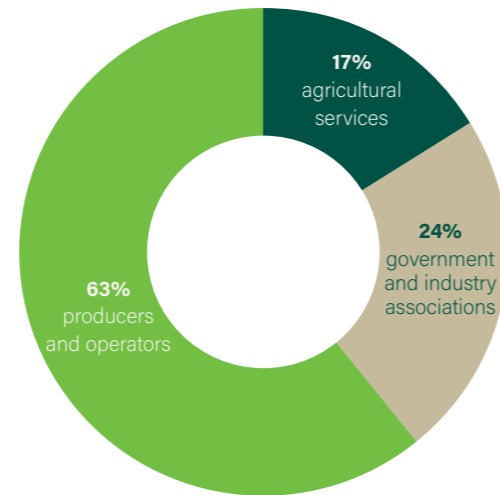


Figure 3: Stakeholder engagement by sector

*Trail* also provided valuable insights into Scenic Rim community sentiment and local business operations. Table 2 provides an overview of the types of stakeholder that informed the development of the Roadmap.

TABLE 2: STAKEHOLDERS ENGAGED IN COMMUNITY CONSULTATION

PRODUCERS / OPERATORS	AGRICULTURAL SERVICES	INDUSTRY ASSOCIATION / RESEARCH	GOVERNMENT
Agritourism operators	Fertiliser suppliers	Destination Scenic Rim	State Member for Scenic Rim
Fruit and vegetable growers	Waste management	Queensland Dairy farmers' Organisation	Federal Member for Wright Assistant Minister
Dairy farmers	Logistics	Queensland Farmers Federation	Trade and Investment Queensland
Beef and cattle grazing	Rendering	AgForce	Department of State Development, Local Government, and Planning
Pork	Machinery	Growcom	Department of Employment, Small Business and Training
Poultry	Agronomy	Egg Farmers of Australia	Department of Agriculture and Fisheries
Equine	Business support	Water for Warrill Working Group	Department of Transport and Main Roads
Nuts	Real estate services	University of Queensland School of Agriculture	Wine and Tourism Recovery Officer
Camel products	Manufacturing		Australian Rail Track Corporation
Wine tourism	Feed		Regional Development Australia
Breweries			Queensland Rural and Industry Development Authority
Farm to plate			Seqwater
Food processing			
Nursery			

The Scenic Rim is home to many successful agricultural and agritourism businesses that have built a solid foundation for agricultural prosperity and growth. Diversification and uptake of new technologies can also drive business innovation, more efficient operations, and sustainable industry development. New industries, such as advanced manufacturing and processing, renewable energy, waste and recycling, and high-tech agricultural research and development have the potential

to support established agricultural businesses to achieve sustainable growth. Once these opportunities are realised, available resources may be used to explore future opportunities, such as biofuels and large-scale industry, where demand is identified. Table 3 outlines the Scenic Rim's current, emerging, and future industries, informed by the community consultation program and industry trends.

TABLE 3: SCENIC RIM AGRIBUSINESS AND AGRITOURISM INDUSTRIES

CURRENT	EMERGING	FUTURE OPPORTUNITIES
Agricultural services	High-tech agricultural innovations	Biofuels
Poultry	High-tech agricultural research and development	Large-scale industry
Equine	Energy from waste	Education programs
Beef cattle	Food processing	Recycling
Dairy farming	Transport	
Aquaculture	Farm doors	
Logistics	Breweries and distilleries	
Animal by-products	Agribusiness conference / roadshows	
Fertilisers		
Turf		
Coffee		
Camels		
Farm stays		
Wineries		



## 2.7.2 Stakeholder engagement outcomes

Attracting and developing new industries is part of the longer-term plan for regional prosperity, however the realisation of economic and social benefits is largely driven by the expansion, innovation, and diversification of existing businesses. Therefore, it is critical to identify the enablers which will allow local innovative businesses to grow and address any barriers which may be limiting expansion and innovation.

The stakeholder consultation process identified several challenges experienced by the agricultural and tourism sectors that are preventing the Scenic Rim from realising its full potential. Addressing these challenges has the potential to transform opportunities into future expansion and development projects, benefiting both industries and the region more broadly. Existing and emerging agribusiness and agritourism operators need the right information and Council-led support to overcome these barriers, which is what this Roadmap intends to do. Figure 4 demonstrates the stakeholder priorities identified by agribusinesses and agritourism operators throughout the consultation process. Agribusinesses generally valued infrastructure development and investment in technology, while agritourism operators were interested in increasing popularity to Queenslanders. However, it is important to note that 'keeping it local' was a top priority for both agribusiness and agritourism operators.

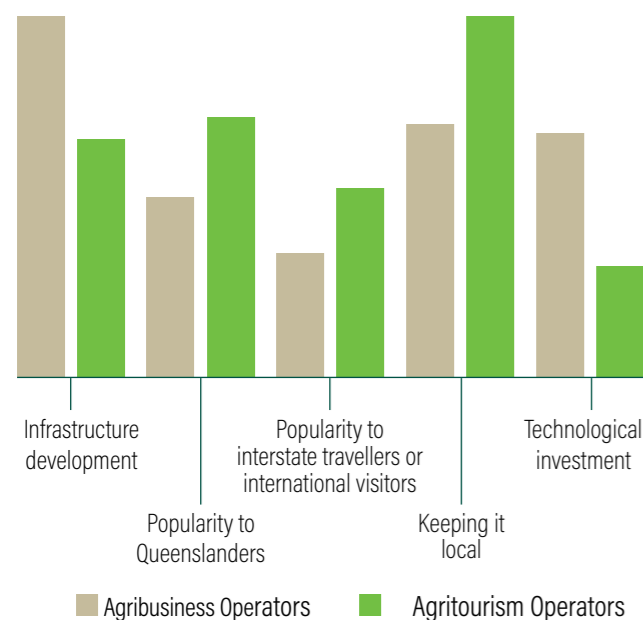


Figure 4: Agribusiness priorities

The key barriers to expansion, innovation and development that were identified through the stakeholder consultation process include:

- Agribusinesses and agritourism operators need high-reliability water supply** – Availability of water is crucial to the success of agricultural developments. Accessible water data is required to support the case for investment in additional water infrastructure including:
  - Identifying and evaluating water resources, capture and storage options
  - Identifying and testing the commercial viability of irrigated agriculture opportunities
  - Assessing potential environmental, social, and economic impacts of water resource and irrigation development.
- Successful agribusinesses of all sizes require efficient supply chain and logistics networks** – Upgrading the transport system must be a priority to reduce cost incurred by Scenic Rim agribusinesses to access supplies and distribute products. For boutique producers, collaborative and tailored supply chain networks are required to achieve economies of scale and be commercially. It was also identified that there is a critical issue with local small-scale meat processing, which is an essential service for many boutique businesses.

This service must be future proofed to ensure these producers can continue to thrive. Key points to consider are, Mount Lindesay Highway upgrades, B-Double access, economies of scale for small producers, and access to refrigerated transportation.

- As the region's popularity grows, demand has increased for skilled local workforces** – The availability of agricultural workforce including horticultural pickers has been significantly worsened by the impact of COVID-19. Agricultural industries are struggling to find and keep skilled employees that live locally. This challenge has been driven in part by a lack of affordable housing and educational opportunities in the region, and for the agritourism sector more broadly.

- The Scenic Rim needs region-wide, reliable telecommunications and internet connectivity** – There is a clear requirement for improved and upgraded telecommunications infrastructure in the region. This issue received considerable attention from Queensland and Australian Governments following the 2019/20 bushfire season, however stakeholders continue to report gaps in connectivity. Currently, the Scenic Rim Local Government Area (LGA) has 145 identified mobile blackspots on the Australian Government's Mobile Black Spot Database<sup>8</sup>.
- Visitors and locals would like better social and supporting infrastructure for tourism** – Due to its diverse landscape, the Scenic Rim region is geographically divided into three key sub-regions that have different operational, agricultural, and climatic environments. Agribusinesses tend to be clustered in the West and Central regions, while tourism and accommodation is primarily offered in the Eastern region. The significant increase (11 per cent<sup>9</sup>) in domestic daytrips to the Scenic Rim during recent COVID-19 travel restriction periods has highlighted areas for improvement in the current social and tourism infrastructure to support higher car and foot traffic, such as roads, parking, and public amenities.
- Balancing regulatory requirements and industry development** – Businesses require more information to successfully navigate the planning system to support expansion and diversification. The Scenic Rim Planning Scheme 2020 introduced several improvements that have further facilitated tourism and diversification pathways, but there are still gaps in local knowledge and understanding of these improvements and the planning and development processes generally. Queensland and Australian Government development approval processes and regulatory barriers for intensive agricultural operations have also stalled expansion for some industries.

- Industry should be benefitting from government support** – Businesses need to be made aware of the role that Council, Queensland Government agencies and other industry organisations can play in facilitating business development. Government and industry resources are not being leveraged to their full potential. Many businesses are unaware of available programs or find the process to apply for help too onerous.

Industry feedback was critical to the development of the Roadmap. To confirm its suitability, stakeholders were re-engaged to comment on the draft initiatives and actions. The key themes expressed during the Roadmap's stakeholder consultation process are displayed in Figure 5. These themes embody the foundation of the Roadmap, ensuring it continues to address the needs and wants of local agribusiness and agritourism producers and operators.



Figure 5 - Key themes raised during the stakeholder consultation

<sup>8</sup> Australian Government, Mobile Black Spot Database, <https://data.gov.au/dataset/ds-dga-7be6e3ee-043a-4c47-a6eb-a97702419ccd/distribution/dist-dga-c6b211ad-3aa2-4f53-8427-01b52a6433a7/details?q=>

<sup>9</sup> Lucid Economics, Value of Tourism in the Scenic Rim Region, 2021



## 2.8 Roadmap Overview

Figure 6 provides a summary of the Roadmap, its overarching vision, pillars and objectives of

agribusiness and agritourism development in the Scenic Rim.

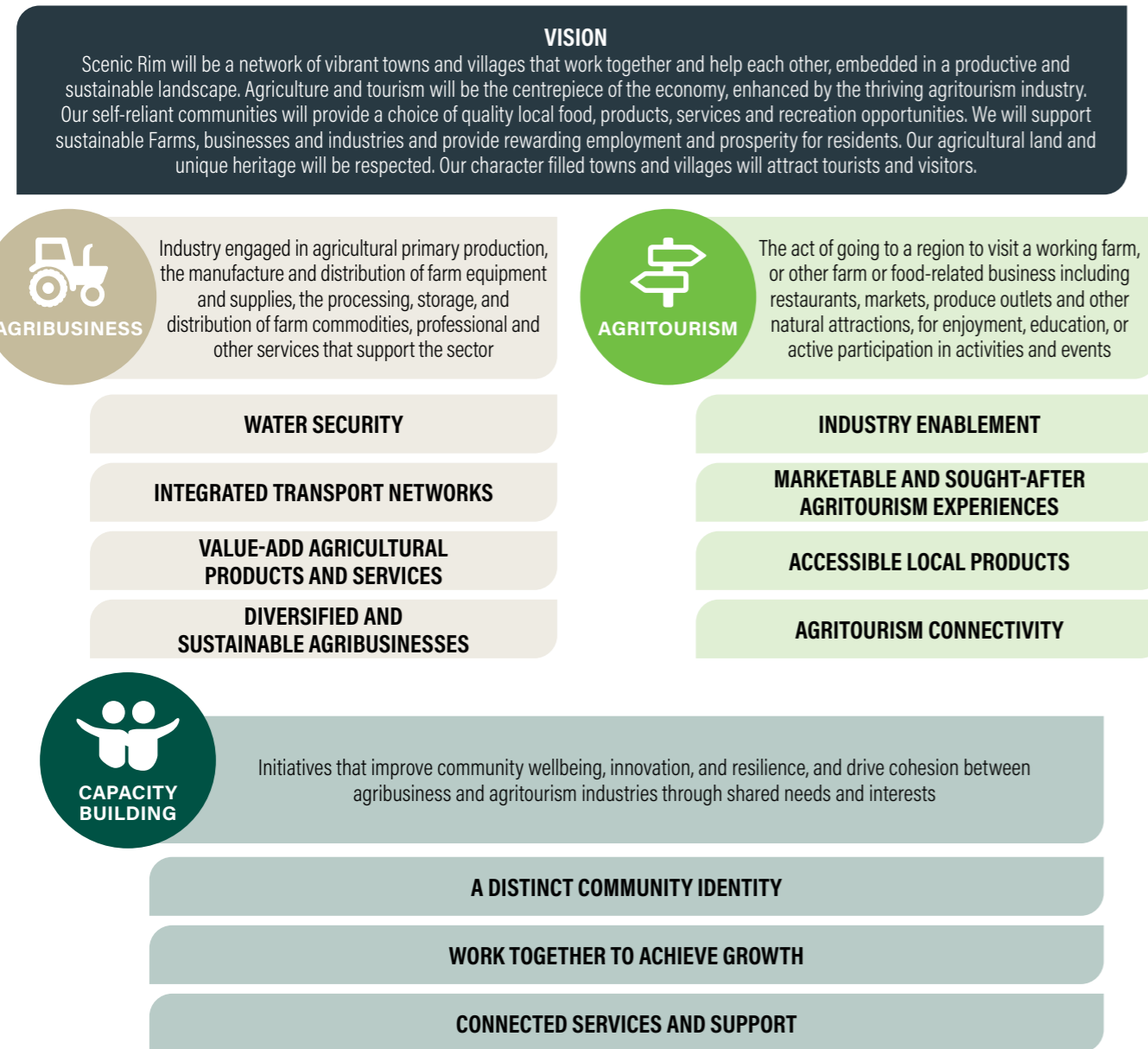


Figure 6: Agribusiness and Agritourism 10-Year Industry Development Roadmap overview

## 2.9 Actions Index

Each objective of the Roadmap is underpinned by specific initiatives and actions to drive industry development and growth. This index aims to assist all Scenic Rim agribusiness and agritourism operators in identifying where they fit into the Roadmap, i.e. what initiatives and actions may support them the most. The index demonstrates

the intrinsic link between the agribusiness and agritourism sectors. It highlights that both agribusiness and agritourism operators are likely to benefit from actions in each other's Roadmaps, and that capacity building will support the agri-industry as a whole, to foster long-term sustainable growth. Detail on the initiatives and actions is provided in subsequent sections.

AGRIBUSINESS ROADMAP			
OBJECTIVE	INITIATIVE	ACTION	INDUSTRIES
WATER SECURITY	1.1	1.1.1	■ ■ ■
	1.2	1.2.1	■ ■ ■
		1.2.2	■ ■ ■
	1.3	1.3.1	■ ■ ■
INTEGRATED TRANSPORT NETWORKS	1.4	1.4.1	■ ■ ■
		1.4.2	■ ■ ■
		1.4.3	■ ■ ■
		1.4.4	■ ■ ■
		1.4.5	■ ■ ■
	1.5	1.5.1	■ ■ ■
1.5.2		■ ■ ■	
1.5.3		■ ■ ■	
VALUE-ADD AGRICULTURAL PRODUCTS AND SERVICES	1.6	1.6.1	■ ■ ■
		1.6.2	■ ■ ■
		1.6.3	■ ■ ■
		1.6.4	■ ■ ■
		1.6.5	■ ■ ■
		1.6.6	■ ■ ■
DIVERSIFIED AND SUSTAINABLE AGRIBUSINESSES	1.7	1.7.1	■ ■ ■
		1.7.2	■ ■ ■
		1.7.3	■ ■ ■
	1.8	1.8.1	■ ■ ■
		1.8.2	■ ■ ■
1.8.3	■ ■ ■		

LEGEND: ■ Small Scale Agriculture ■ Large Scale Agriculture  
 ■ Small Scale Agritourism ■ Large Scale Agritourism  
 ■ Industrial or Logistics

AGRITOURISM ROADMAP			
OBJECTIVE	INITIATIVE	ACTION	INDUSTRIES
INDUSTRY ENABLEMENT	2.1	2.1.1	■ ■ ■
		2.1.2	■ ■ ■
		2.1.3	■ ■ ■
		2.1.4	■ ■ ■
MARKETABLE & SOUGHT-AFTER AGRITOURISM EXPERIENCES	2.2	2.2.1	■ ■ ■
		2.2.2	■ ■ ■
		2.2.3	■ ■ ■
ACCESSIBLE LOCAL PRODUCTS	2.3	2.3.1	■ ■ ■
		2.3.2	■ ■ ■
AGRITOURISM CONNECTIVITY	2.4	2.4.1	■ ■ ■
		2.4.2	■ ■ ■
		2.4.3	■ ■ ■
		2.4.4	■ ■ ■

CAPACITY BUILDING ROADMAP			
OBJECTIVE	INITIATIVE	ACTION	INDUSTRIES
A DISTINCT COMMUNITY IDENTITY	3.1	3.1.1	■ ■ ■
		3.1.2	■ ■ ■
		3.1.3	■ ■ ■
3.2	3.2.1	■ ■ ■	
	3.2.2	■ ■ ■	
WORK TOGETHER TO ACHIEVE GROWTH	3.3	3.3.1	■ ■ ■
		3.3.2	■ ■ ■
		3.3.3	■ ■ ■
3.4	3.4.1	■ ■ ■	
3.5	3.5.1	■ ■ ■	
CONNECTED SERVICES AND SUPPORT	3.6	3.6.1	■ ■ ■
		3.6.2	■ ■ ■
	3.7	3.7.1	■ ■ ■
		3.7.2	■ ■ ■
3.8	3.8.1	■ ■ ■	
	3.8.2	■ ■ ■	

# 3. The Agribusiness Strategic Roadmap

## 3.1 Agribusiness in the Scenic Rim

Agriculture, and its associated agribusinesses, are an important contributor to the Scenic Rim economy accounting for 14 per cent (both directly and indirectly) of the GRP. The Scenic Rim has wide variety of fresh produce and livestock, and a growing boutique and organic product offering.

The Scenic Rim 'brand' promotes local products, often sustainably or ethically produced, which are sold into a growing market of source conscious buyers. Being strategically positioned near major freight routes and SEQ, the Scenic Rim agricultural industry is an integral part of the Queensland and Australian food supply chain. Themes for agribusiness development in the Scenic Rim are depicted in Figure 7.

### KEY STATISTICS

- The estimated Agricultural Gross Value Product for 2020-2021 was \$249.74 million which comprised of<sup>10</sup>:
  - ▶ Livestock disposals accounted for 58.75%
  - ▶ Lifestyle horticulture 14.06%
  - ▶ Vegetables 12.94%
  - ▶ Livestock products 11.48%
  - ▶ The remainder was accounted for by crops, fruit and nuts.
- Supports 2,304 total jobs
- 14.7 per cent employment from agriculture, forestry, and fishing (compared to Queensland average of 3.2 per cent)
- 25.5 per cent businesses registered as agriculture, forestry, and fishing
- Intensive animal agriculture including 2 piggeries, 30 poultry farms and 8 cattle feedlots
- The estimated Agricultural Gross Value Product has increased by 7.2% since 2015-2016.

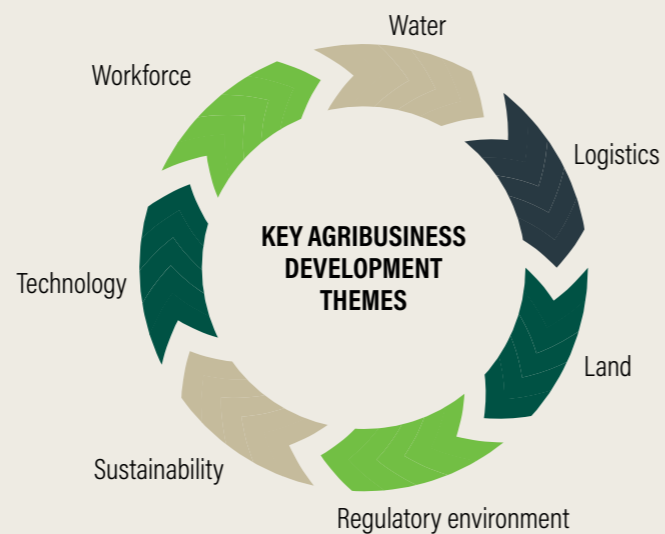


Figure 7: Agribusiness development themes

<sup>10</sup> Economy ID. Scenic Rim Regional Council Economic Profile, 2022

## 3.2 Industry Development Objectives for Agribusiness

Regional economic development initiatives assist in fostering agribusiness projects, which in turn promote participation in local activities and improve regional social and economic values. The Agribusiness Development Objectives (Table 4) aim to strengthen the economic foundation that agriculture provides for the Scenic Rim and

establish a successful and resilient industry that supports the community. These objectives were informed by the development considerations displayed in Figure 7 and are supported by critical success factors to achieving the roadmap's vision. The Agribusiness Roadmap embodies the values of the Regional Prosperity Strategy Pillars that support the creation of valuable employment for locals by encouraging agribusiness growth.

TABLE 4: AGRIBUSINESS DEVELOPMENT OBJECTIVES AND SUCCESS FACTORS

OBJECTIVES	SUCCESS FACTORS
<b>WATER SECURITY:</b> Ensure availability and reliability of affordable water resources to the agricultural sector to maximise economic benefit and realise the potential industry growth in the Scenic Rim	Highly reliable water supply
	Innovative water storage, supply, and reuse technologies
	Successful development of the additional water infrastructure
<b>INTEGRATED TRANSPORT NETWORKS:</b> Maximise Scenic Rim's strategic location for agricultural production and distribution and improve critical supply chain infrastructure	High-capacity, reliable road, and rail networks
	Development of freight and logistics hubs
	Effective integration of regional transport networks with major planned local and Queensland infrastructure projects
<b>VALUE-ADD AGRICULTURAL PRODUCTS AND SERVICES:</b> Enable industry development of higher value agribusiness products and services	Increased capacity and extension of agribusiness supply and value chains
	Improved resilience for critical agribusiness supply chain points
	Industry-led investment and employment
<b>DIVERSIFIED AND SUSTAINABLE AGRIBUSINESSES:</b> Support the development of innovative and sustainable agribusiness ventures which promote long term economic growth	Realised benefits of the region's natural agricultural attributes
	Planning pathways that support agribusiness diversification
	Distinctive and attractive natural landscape qualities of rural areas and a primary focus on rural zones for agricultural production
	Resilient, sustainable, and technologically advanced agribusinesses

### 3.3 Initiatives and Actions

The institutional drivers of agribusiness relate to natural resource availability and security, supportive infrastructure, processing capability and regulatory support. Government and private sector investment into emerging technologies can create more resilient agribusinesses by increasing efficiencies and enabling diversification and innovation. However, there must be sufficient demand for, and value placed on agribusiness products. Therefore, it is imperative that the Scenic Rim identity remains strong, and the provenance story is championed. This is Scenic Rim's unique point of difference and the primary driver of the agribusiness sector's potential. Recent trends show increasing demand for high quality, sustainable, organic produce, and best practice farming techniques. Agribusinesses across the region are already implementing strategies to achieve these attributes and are well placed to leverage the abundant rich and fertile land available.

#### 3.3.1 Water Security

Water is critical to agricultural sustainability and development. 56 per cent of businesses engaged in the development of the Roadmap that said infrastructure improvements were required for expansion identified water as a key barrier. Secure and affordable water supply will drive economic outcomes for Scenic Rim agribusinesses. Improving resilience of the existing system, as well as ensuring positive social and environmental outcomes will be considered when implementing the associated actions and assessing the success factors.

##### **INITIATIVE 1.1: SUPPORT AND ADVOCATE FOR THE DEVELOPMENT OF AN INVESTMENT-GRADE BUSINESS CASE FOR THE WATER FOR WARRILL IRRIGATION PROJECT**

- **ACTION 1.1.1:** Provide council support or resourcing to assist the progression of the Water for Warrill project through to detailed business case phase.

##### **INITIATIVE 1.2: IDENTIFY AND ADVOCATE FOR OTHER PRIORITY WATER INFRASTRUCTURE PROJECTS THAT ENABLE LONG TERM WATER SECURITY**

- **ACTION 1.2.1:** Investigate feasibility of connecting water services to the Bromelton State Development Area.
- **ACTION 1.2.2:** Collaborate with Seqwater to support outcomes of the planned water availability study, due to be completed in 2026, to guide identification and investment for water access projects to support agricultural development.

##### **INITIATIVE 1.3: MAXIMISE ECONOMIC AND AGRICULTURAL BENEFITS OF SECURE, HIGH-RELIABILITY WATER RESOURCES THROUGH STRATEGIC PLANNING AND PROTECTION OF AGRICULTURAL LAND**

- **ACTION 1.3.1:** Periodically investigate the performance of existing agricultural precincts and assess the viability and enabling factors for existing and potential agricultural precincts. This includes considerations for water and energy connectivity, planning and development guidelines, strategic economic development and future-proofing the agribusiness sector through water security.

#### 3.3.2 Integrated Transport Networks

The Australian Government has committed \$14.5 billion to deliver Inland Rail to support critical freight movement along the east coast rail networks. The project is expected to achieve a freight transit time of less than 24 hours between Melbourne and Brisbane and improve freight movement along the corridor. The proposed Inland Rail route in SEQ runs proximate to Bromelton on its way through to Brisbane. Given this strategic alignment, the associated efficiencies of Inland Rail could be leveraged by local agribusinesses to become more efficient and reach broader markets. In addition to Rail, and given the expansive Scenic Rim region, there is identified demand for high-capacity road networks that support the movement of freight and smaller-scale deliveries that allow for expected growth in production and distribution in the Scenic Rim.

##### **INITIATIVE 1.4: INVESTIGATE THE REGION'S TRAFFIC AND DISTRIBUTION NETWORKS TO IDENTIFY CRITICAL FREIGHT ROUTES AND PRIORITY MULTI-MODAL INFRASTRUCTURE REQUIREMENTS TO ENABLE EFFICIENT DISTRIBUTION VIA ROAD AND RAIL**

- **ACTION 1.4.1:** Undertake a local road network assessment focussing on freight and logistic movements, capacity and demand to identify critical network routes and priority infrastructure requirements.
- **ACTION 1.4.2:** Collaborate with the Department of Transport and Main Roads (TMR) on undertaking an updated study for TMR's Mount Lindesay- Beaudesert Strategic Transport Network Investigation.
- **ACTION 1.4.3:** Undertake strategic corridor alignment planning for future major road upgrades including the Bromelton North South Arterial.
- **ACTION 1.4.4:** Review heavy vehicle restrictions and determine constraints and benefits of amendments to heavy vehicle access on local road networks.
- **ACTION 1.4.5:** Continued collaboration with Australian Rail Track Corporation (ARTC) to leverage freight efficiencies associated with the Inland Rail project.

##### **INITIATIVE 1.5: IMPROVE CRITICAL SUPPLY CHAIN INFRASTRUCTURE TO ENABLE EFFICIENT DISTRIBUTION OF SCENIC RIM PRODUCTS TO MARKET AND FREIGHT AND LOGISTICS MOVEMENTS**

- **ACTION 1.5.1:** Undertake planning to facilitate development of distribution hubs for boutique and large-scale producers, and intermodal facilities, including the Inland Rail Interface Improvement Program.
- **ACTION 1.5.2:** Integrate identified priority local transport infrastructure into Council's forward capital works program.
- **ACTION 1.5.3:** Develop and provide local network insights to TMR to support investment identification and approvals for Queensland road infrastructure.



### 3.3.3 Value-added agricultural products and services

Scenic Rim domestic exports account for 69.1 per cent of the region's agriculture industry, which is substantially higher than the SEQ average of approximately 30.7 per cent. Agribusiness in the region farm some of Queensland's leading food and beverage products and would benefit from local or nearby processing capability and efficient distribution networks. If the Scenic Rim's unique, premium, and high-demand products can reach consumers, businesses will thrive and have the opportunity to expand.

The Bromelton State Development Area (SDA) provides considerable opportunity for the Scenic Rim agricultural industry, however the potential for this area to emerge as a regional economic cluster requires better industry and government collaboration. It should be noted that water security needs to be considered with respect to further development within the Bromelton SDA. It is also understood that multi-species and smaller-scale processing is critical for boutique producers and operators in the regional to ensure economic viability. Best practice case studies and development proposals, such as the Kalfresh Scenic Rim Agricultural Industry Precinct and the Bundarra Berkshires micro-abattoir in Barham, have informed the development of key actions to support local processing and value-add initiatives.

#### INITIATIVE 1.6: INCREASE LOCAL PROCESSING AND MANUFACTURING CAPABILITIES THAT SUPPORT AGRIBUSINESSES OF ALL SCALES

- **ACTION 1.6.1:** Investigate critical supply chain points (i.e., local abattoir) to ensure ongoing viability of boutique scale producers.
- **ACTION 1.6.2:** Promote the economic benefits of value-adding activities such as increased local employment and industry skills development.
- **ACTION 1.6.3:** Periodically investigate the performance of existing industrial locations and continue strategic identification of potential locations and/or guidelines that will support development of large scale, high economic value, high intensity agricultural activities, such as manufacturing, processing, and feed lots within the Scenic Rim.

- **ACTION 1.6.4:** Maximise opportunities for agri-industrial development and advanced manufacturing within the Bromelton State Development Area.
- **ACTION 1.6.5:** Periodically investigate the performance of existing agri-industrial precincts and planning policy as well as the promotion of these to local businesses and residents. Continue to identify enabling planning qualifiers and potential locations for establishment of potential agri-industrial precincts, including considerations for water and energy connectivity, planning and development guidelines, strategic economic development and future-proofing the agribusiness sector through value-added products and services.
- **ACTION 1.6.6:** Continue to advocate for adequate power supply infrastructure that supports business expansion and development into emerging industrial areas.

### 3.3.4 Diversified and sustainable agribusiness

The Scenic Rim is home to fertile farmland that supports a wide range of livestock and commercial horticulture. While boutique farming and small-scale production creates a well-balanced region, high-economic value agriculture provides for significant development and employment opportunities. The agribusiness sector remains a vital contributor to the Scenic Rim economy. Farmers across Australia are being asked to generate more from less – grow higher quality produce and create more economic value, often from decreasing water, labour, and soil resources. The Scenic Rim's landscape and abundant resources creates opportunities for wide-spread improvements to agricultural production. New approaches and technologies will help the industry build economic resilience at both the individual grower and overall sector levels.

#### INITIATIVE 1.7: ENABLE DIVERSIFICATION OF PRODUCTS, SERVICES AND REVENUE STREAMS FOR AGRIBUSINESS

- **ACTION 1.7.1:** Develop enabling pathways for product and service diversification of agribusinesses, and promote relevant, available funding opportunities for growth.

- **ACTION 1.7.2:** Identify opportunities to leverage the region's natural agricultural attributes through an Agricultural Land Assessment to use industry research, regional climate and soil analysis and mapping to support higher value and diverse farming practices.
- **ACTION 1.7.3:** Establish local agronomist program to improve access to services for local producers to improve agribusiness resilience and diversification.

#### INITIATIVE 1.8: PROMOTE EXISTING AGRIBUSINESS SUSTAINABILITY PRACTICES AND ENCOURAGE INDUSTRY LEADING SUSTAINABILITY PRACTICES AND INNOVATION

- **ACTION 1.8.1:** Support and promote agribusiness development that relies on sustainable practices and technologies such as regenerative farming, renewable energy, natural capital, and water recycling.
- **ACTION 1.8.2:** Identify and promote industry-leading sustainability practices within the Scenic Rim which meet contemporary consumer ethical standards.
- **ACTION 1.8.3:** Connect agribusiness with research institutions to drive sustainability and diversification through emerging technologies and trends.

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***“Agribusinesses feed and clothe the nation – we farm, so you don’t have to”***

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# 4. The Agritourism Strategic Roadmap

## 4.1 Agritourism in the Scenic Rim

Tourism is an important contributor to the Scenic Rim's economic prosperity, delivering around \$108 million to the regional economy and 1,978 local jobs in the year ending March 2021. The region's success in delivering eco-based tourism has been internationally recognised in Lonely Planet's *Best in Travel 2022* guide. The Scenic Rim attracts tourists through its scenery, world heritage-listed national parks, lakes and dams, cafes and restaurants, galleries, and wineries.

Commercial attractions showcase local produce and hospitality, providing opportunity and employment in the Scenic Rim both at point of sale and at the farm gate. Tourism interest has been magnified by demand for day trips and the domestic weekender market driven by travel restrictions due to COVID-19. Themes for agritourism development in the Scenic Rim are depicted in Figure 8.

### KEY STATISTICS

- 35,000 visitors attended *Eat Local Week* in 2019
- Tourism split in the Scenic Rim: East region – 50 per cent, Central region – 32 per cent, West region – 18 per cent
- \$180 million contribution (tourism) to Scenic Rim economy for the year ending March 2021
- 1.3-million-day trips to the Scenic Rim in 2018/19
- 94 per cent domestic visitors
- 11 per cent increase in domestic day trips during the COVID-19 pandemic

<sup>11</sup> Lucid Economics, *Value of Tourism in the Scenic Rim Region, 2021*

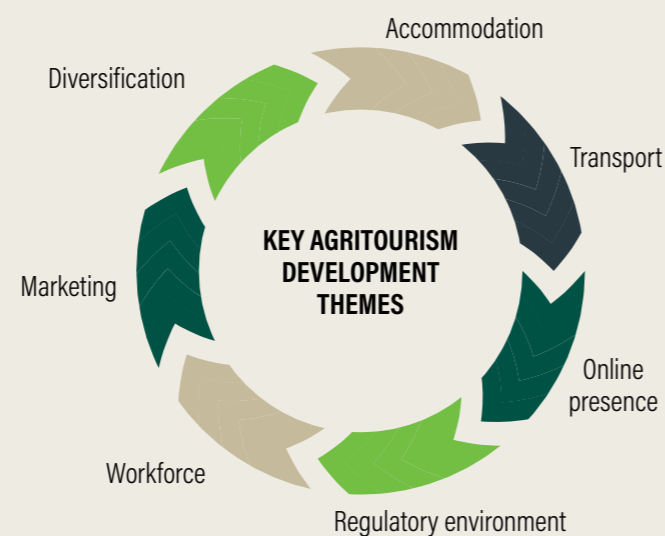


Figure 8: Agritourism development considerations

## 4.2 Industry Development Objectives for Agritourism

Agritourism offerings allow agribusinesses to diversify their farm-related income and add value to their products, increasing overall resilience. Agritourism can often be labour and resource intensive, and Council is committed to providing pathways for agribusinesses to become more efficient. The Agritourism Development Objectives (Table 5) aim to promote business diversification opportunities and allow for the full benefits of agriculture in the Scenic Rim to be realised.

These objectives are underpinned by the development considerations in Figure 8 and enabled by key success factors which harness the plentiful opportunities available to agritourism in the Scenic Rim due to an ever-growing demand for unique adventure and nature-based tourism experiences. Tourists are looking for new experiences, and the region's expansive and diverse landscapes are complementary to the development of a wide range of agritourism offerings to support this demand.

TABLE 5: AGRITOURISM DEVELOPMENT OBJECTIVES AND SUCCESS FACTORS

OBJECTIVES	SUCCESS FACTORS
<b>INDUSTRY ENABLEMENT:</b> Provide support for industry driven development of the agritourism sector and foster strong industry collaboration	Growth in agritourism product offerings including on-farm activities and accommodation while respecting the unique landscape and heritage of the Scenic Rim Strong ties and open communication between Council, agribusiness and agritourism operators
<b>MARKETABLE AND SOUGHT-AFTER AGRITOURISM EXPERIENCES:</b> Develop and promote agritourism experiences and products	Diverse agritourism products that showcase the Scenic Rim's attributes Local, interstate, and international awareness and engagement with Scenic Rim agritourism
<b>ACCESSIBLE LOCAL PRODUCTS:</b> Develop mechanisms to increase market access to boutique Scenic Rim agriproducts	Development of a hub-and-spoke model farm door and shop front facilities focussed on the region's towns and villages to support their ongoing vibrancy, sense of place and economic development Increased online presence and functionality for local agritourism operators
<b>AGRITOURISM CONNECTIVITY:</b> Leverage Scenic Rim's strategic location and proximity to established tourism markets	Increased connectivity and reliability of public and private transport for agritourism purposes Development of Scenic Rim's online agritourism presence

### 4.3 Initiatives and Actions

CSIRO has identified agritourism as a key growth area for Australia's regional economy for the next decade, with a nationally projected total expenditure of \$18.6 billion by 2030 (growing at approximately 5 per cent per annum)<sup>12</sup>. This unique diversification opportunity can enable financial resilience for businesses, agricultural workers, and support local transport, accommodation, and retail industries.

#### 4.3.1 Industry enablement

As an emerging industry, defined planning pathways are still being established to support the development of agritourism offerings across the region. To ensure regulatory processes not only allow, but encourage agritourism led diversification, manageable, tailored and, where possible, flexible development approval processes are required.

#### INITIATIVE 2.1: CONTINUE TO INVEST IN AGRITOURISM DEVELOPMENT, CREATING STRONG RELATIONSHIPS BETWEEN THE AGRITOURISM INDUSTRY AND COUNCIL, AND SUPPORTING EMERGING STRATEGIES AND BUSINESSES

- **ACTION 2.1.1:** Periodically assess the performance of existing agritourism planning policies (including the awareness of these policies). Continue to identify potential changes in policy that support agritourism growth through enabling guidelines and planning mechanisms to encourage development of agriculture related experiences and accommodation.
- **ACTION 2.1.2:** Partner with industry associations such as Destination Scenic Rim to provide streamlined information to potential agritourism operators, including fact sheets and educational materials on planning approval processes, and relevant agritourism updates to the *Scenic Rim Planning Scheme 2020*.
- **ACTION 2.1.3:** Support workforce development and training initiatives to provide skilled workforce in agritourism, including investigation of locally based programs.
- **ACTION 2.1.4:** Develop a Scenic Rim accommodation strategy targeted towards identifying subregions with a shortfall in available accommodation and therefore priority areas for accommodation and infrastructure investment.

#### 4.3.2 Marketable and sought-after agritourism experiences

Consumers interests in food provenance and rich nutritional profiles has bolstered popularity of locally sourced agriculture and eco-based agritourism experiences. The motivation behind this interest is related to favourable beliefs towards the traceability of food and the propensity to buy locally. The COVID-19 pandemic has also increased demand for local activities that provide a unique and memorable experience. Scenic Rim's unique offering has been heralded by the region's listing in Lonely Planet's *Best in Travel 2022* guide, however enabling these successful factors must be supported by a strong focus on marketing and communication strategies which leverage local provenance stories and agritourism histories.

#### INITIATIVE 2.2: DEVELOP AND INVEST IN STRATEGIES TO PROMOTE THE SCENIC RIM'S AGRITOURISM VALUE PROPOSITION, PRODUCTS, AND EXPERIENCES

- **ACTION 2.2.1:** Leverage Scenic Rim's competitive advantage as the only Australian destination to be recognised in Lonely Planet's Best in Travel 2022 list.
- **ACTION 2.2.2:** Continue to support industry through popular events and initiatives such as the *Scenic Rim Farm Gate Trail*, *Eat Local Week*, and agriculture industry events.
- **ACTION 2.2.3:** Develop and invest in a coordinated marketing campaign for Scenic Rim agritourism for domestic and international markets.

<sup>12</sup> CSIRO, Agritourism, <https://research.csiro.au/foodag/premium-interactions/experiences-and-tourism/>

#### 4.3.3 Accessible local products

As the Scenic Rim's agritourism industry grows, so will demand for local products and interest in the region's businesses. To ensure visitors can experience all that the Scenic Rim has to offer, streamlined access to products must be facilitated to ensure producers can operate efficiently and benefits are realised region wide.

#### INITIATIVE 2.3: IDENTIFY STRATEGIES TO INCREASE ACCESS TO LOCAL PRODUCTS FOR VISITORS, LOCAL BUSINESSES, AND PROXIMATE MARKETS. THESE STRATEGIES WILL FOCUS ON USING THE REGION'S TOWNS AND VILLAGES AS CENTRAL FOCUS POINTS

- **ACTION 2.3.1:** Identify strategic locations for hub-and-spoke model farm doors, or centralised outlets for local food, beverage and other products, and support industry led development of collective farm-to-shop distribution facilities which support the vibrancy and sustainability of existing towns and villages.
- **ACTION 2.3.2:** Investigate online development strategies, identify opportunities for efficiencies in supporting the region's boutique primary producers and agritourism operators to develop online and product management capabilities for proximate large markets, which may include support for agritourism operators to join well known accommodation and product platforms such as Airbnb etc.

#### 4.3.4 Agritourism connectivity

Successful agritourism offerings require consumers. Increased visitation to the Scenic Rim must be supported by viable transport options, particularly for popular and emerging locations or local events, such as *Eat Local Week* and *Farm Gate Trail*. Multiple accessibility options that connect proximate markets will make visiting the Scenic Rim an easy choice for locals and Queenslanders.

#### INITIATIVE 2.4: DRIVE AGRITOURISM MARKET GROWTH THROUGH INCREASED PHYSICAL AND ONLINE CONNECTIVITY TO MARKETS

- **ACTION 2.4.1:** Investigate development of common-use digital tools for agritourism including apps which connect visitors with local offerings and deals.
- **ACTION 2.4.2:** Improve public transport accessibility from nearby population centres and domestic and international passenger ports.
- **ACTION 2.4.3:** Collaborate with public and private SEQ transport operators to implement targeted transport options to support local events and peak agritourism periods from major population centres.
- **ACTION 2.4.4:** Investigate parking and amenity access in key agritourism and tourism locations to maximise the experience of visitors and minimise the impact on operators and mitigate local resident tourism fatigue.





# 5. Capacity Building for Agribusiness and Agritourism

Capacity building objectives, success factors and enablers have been identified during development of the Roadmap that will facilitate sustainable growth of both the agribusiness and agritourism sectors, and the Scenic Rim region more broadly. The Scenic Rim community is proud of its agricultural history and the agribusiness and agritourism industries can support the region's economic activity by collaborating to build a foundation of shared values, all while keeping it local.

## 5.1 Industry Development Objectives for Capacity Building

The capacity building objectives outlined in Table 6 strategically align with the goals and pillars

of the Regional Prosperity Strategy to ensure a coordinated effort that supports the overarching Scenic Rim regional vision. Achievement of these objectives will be enabled by the realisation of critical success factors that drive long-term industry wide development and foster a strong sense of agricultural community values.

Climate change risk will be considered within the objectives of this pillar. Climate change is occurring and affecting the Scenic Rim's natural environment. The effects of climate change will continue to impact on the entire region and adapting to these changing conditions will be a challenge for all industries.

**TABLE 6: CAPACITY BUILDING OBJECTIVES**

OBJECTIVES	SUCCESS FACTORS
<b>A DISTINCT COMMUNITY IDENTITY:</b> Strengthen and promote a clearly articulated and well-known Scenic Rim regional brand which attracts strategically aligned investment in agribusiness and agritourism	A clear region-wide value proposition
	A strong community with shared values
	Vibrant towns and villages
<b>WORK TOGETHER TO ACHIEVE GROWTH:</b> Facilitate strong, strategic relationships with key government and industry stakeholders	Strong ties and open communication between Council, agribusiness and agritourism operators
	Productive working relationships between Council, industry, and government
<b>CONNECTED SERVICES AND SUPPORT:</b> Providing multi-faceted connectivity and support for local businesses	Collaborative agribusiness and agritourism industry and support networks
	Improved communications infrastructure and technology
	Access to government funding and grants for local agribusiness and agritourism ventures

## 5.2 Initiatives and Actions

With careful planning to achieve a common goal, the agribusiness and agritourism industries can enable each other's development and success. This Roadmap is underpinned by initiatives and actions that support the shared values of the Scenic Rim community, its residents, local producers and operators, business owners, and visitors.

### 5.2.1 Promotion of a distinct community identity

Prosperous agribusiness and agritourism industries in the Scenic Rim require skilled and reliable workforces, shared understanding of values, and a regional identity that is well known and attractive to visitors. The Scenic Rim has an established country charm, rural lifestyle, and picturesque hinterland; however, a prominent agricultural foundation story is critical to agribusiness and agritourism industry development. In the Scenic Rim, this story has been developed over multiple generations by local farmers and agricultural and tourism operators who are passionate about their work and what the Scenic Rim has to offer. The Scenic Rim agricultural legacy must be supported by a next generation of skilled workers with the same attitude and principles

### INITIATIVE 3.1 DEVELOP A CLEARLY ARTICULATED SCENIC RIM VALUE PROPOSITION THAT REFLECTS COMMUNITY VALUES AND IDENTITY

- **ACTION 3.1.1:** Define and promote the diversity of opportunity within the Scenic Rim, to maintain a balance between boutique agritourism and agribusiness, and large scale, high-economic value agribusiness.
- **ACTION 3.1.2:** Consider developing and investing in a Scenic Rim product certification scheme.
- **ACTION 3.1.3:** Continue to deliver Council's Vibrant Active Towns and Villages initiative under the *Operational Plan 2020 - 2021* and develop social infrastructure to attract skilled workforce and tourism.

### INITIATIVE 3.2: DEVELOP FOCUSED INVESTMENT ATTRACTION STRATEGIES FOR AGRIBUSINESS AND AGRITOURISM, ALIGNED WITH THE SCENIC RIM'S VALUE PROPOSITION

- **ACTION 3.2.1:** Identify priority agricultural and agritourism sub-sectors for growth aligned to the Scenic Rim identity, to facilitate and target investment attraction.
- **ACTION 3.2.2:** Promote benefits of the Scenic Rim *Investment Attraction Incentives Program Policy* to potential developers and operators.

### 5.2.2 Work together to achieve growth

Local workforce capability must have region-wide transport accessibility, housing and accommodation options, social infrastructure and better phone and internet connectivity. By improving community resources, transport, and telecommunications networks, and increasing housing options, more residents will be able to work and access services locally. This will improve Scenic Rim's self-containment and enable sustainable regional economic growth<sup>13</sup>. Better social infrastructure, such as clean public toilets and parks, will also improve tourist experiences, promoting return and frequent visits, also driving industry development.

The Scenic Rim agribusiness and agritourism industries are uniquely placed to support each others' growth. For example, high-value economic agribusiness means higher regional investment, jobs, and infrastructure development, allowing for those who offer more boutique products and services to have access to better roads, schools, and social services. On the other hand, agritourism promotes the Scenic Rim identity and the region's agricultural and lifestyle offerings. This not only attracts people to the area but has the potential to stimulate longer-term investment in both industries. However, boutique producers require support to ensure their 'story' can reach potential customers and visitors. Innovative supply chain networks and local collaboration is critical to ensuring these success factors are realised.

It must also be noted that collaboration will occur across a number of sectors and consideration will be given to other emerging industries and needs. For example, the possible increase in water demand due to the emerging 'hydrogen economy'.

### INITIATIVE 3.3: PROVIDE LOCAL INSIGHTS TO CONTRIBUTE TO QUEENSLAND GOVERNMENT LED PROJECTS WHICH SUPPORT STRATEGIC OUTCOMES FOR THE REGION

- **ACTION 3.3.1:** Facilitate workshops, town halls and let's talk forums to encourage open communication and build trust with agribusiness operators in the Scenic Rim to better understand their needs and roadblocks to growth.
- **ACTION 3.3.2:** Through ongoing consultation with Queensland Government agencies including Department of State Development, Infrastructure, Local Government and Planning (DSDILGP), advocate for regional planning policy in the upcoming revision of *ShapingSEQ* that supports the sustainable growth of the Scenic Rim region's towns and villages and enhanced regional transport networks that can enable agribusiness and agritourism industry development.
- **ACTION 3.3.3:** Promote improvements for agribusiness and agritourism development made in the Draft Major Amendment to the *Scenic Rim Planning Scheme 2020*, and actively seek industry feedback to understand impact.

<sup>13</sup> Urban Development Institute of Australia, Western Australia Division Incorporated. 2013. EMPLOYMENT TARGETS: SELF-SUFFICIENCY AND SELF-CONTAINMENT. <https://www.udia.com.au/employment-targets-self-sufficiency-and-self-containment/>

**"It's important that the Scenic Rim stays authentic as it grows"**



### INITIATIVE 3.4: UNDERTAKE STRATEGIC PLANNING TO MAXIMISE ECONOMIC BENEFITS AND LEGACY OF THE 2032 OLYMPIC GAMES

- **ACTION 3.4.1:** Identify and pursue priorities to support Scenic Rim's role in the 2032 Olympic Games, including infrastructure, accommodation and transport improvements that will create legacy benefits to the region, and partner with Queensland Government for planning and delivery.

### INITIATIVE 3.5: DEVELOP A SKILLED LOCAL WORKFORCE AND TRAINING OPPORTUNITIES TO SUPPORT AGRIBUSINESS AND AGRITOURISM INDUSTRIES

- **ACTION 3.5.1:** Support the growth of a skilled, local workforce with workforce development and training initiatives in the agribusiness and agritourism sectors, including investigation of locally based programs and pilots (e.g., school-based work experience programs).

### 5.2.3 Connected services and support

Local and State Governments have a commitment to the community to create vibrant regions where residents can live and work, safely. Both levels of government provide a number of support measures, however without successful partnerships, often these opportunities can be missed. Reliable intra-regional public transport options allow for residents and visitors to navigate the expansive region with ease. The planned update of the SEQ Regional Plan provides an opportunity for the unique needs of the Scenic Rim to be considered at a Queensland Government level.

Telecommunication connectivity is a priority for locals, and supporting infrastructure is essential to business growth. Not only must agritourism business have reliable internet and phone connectivity for their day-to-day operations, in the COVID-19 'new normal', visitors are required to check-in online, as per Queensland Government mandates. There is also an opportunity for both agribusiness and agritourism to achieve productivity improvements through automated and digital solutions, which are not possible without regional connectivity.

### INITIATIVE 3.6: CONTINUED ENGAGEMENT WITH STAKEHOLDERS AND DEVELOPMENT OF STRONG BUSINESS AND SUPPORT NETWORKS

- **ACTION 3.6.1:** Promote and facilitate ongoing industry participation in implementation of the agribusiness and agritourism strategy through industry leaders and peak bodies such as Industry Steering Groups, and Destination Scenic Rim.
- **ACTION 3.6.2:** Review Scenic Rim's Business Directory to increase agribusiness and agritourism inclusion.

### INITIATIVE 3.7: REGION-WIDE IMPROVEMENTS IN TELECOMMUNICATION AND INTERNET CONNECTIVITY AND INFRASTRUCTURE

- **ACTION 3.7.1:** Increase connectivity by advocating for strategic improvements to internet and phone connectivity across the region through initiatives such as the Australian Government's Mobile Black Spot Program.
- **ACTION 3.7.2:** Assist businesses to identify and adopt suitable emerging technologies for alternative technological connectivity, for example nbn's Alternative Voice Services trial, nbn Sky Muster Satellite program and Starlink.

### INITIATIVE 3.8: ADVOCATE FOR AVAILABLE GOVERNMENT GRANTS AND FUNDING FOR REGIONAL AGRIBUSINESS AND AGRITOURISM DEVELOPMENT

- **ACTION 3.8.1:** Establish a program that assists local business to identify and apply for available government grants and funding for industry development, export, and commercialisation of agritourism and agribusiness products and services.
- **ACTION 3.8.2:** Continue to seek funding for Council to deliver strategic priorities through available government grant programs.



# 6. Case studies

Strategic roadmaps are valuable tools for government (Federal, State and Local) to establish clear and measurable goals for an industry or region, and specific actions to drive achievement. As a nationally significant industry, there are numerous agriculture-based roadmaps and action plans aimed at developing the sector on a domestic and international scale. The National Farmers' Federation's (NFF) *2030 Roadmap*<sup>14</sup> and CSIRO's *Food and Agribusiness Roadmap*<sup>15</sup> are current examples of how defining strategic industry objectives with aligned actions can deliver measurable outcomes.

## 6.1 National Farmers Federation 2030 Roadmap

The NFF launched Australian Agriculture's Plan for a \$100 Billion Industry in 2018. The 2030 Roadmap is underpinned by five pillars, each with supporting aspirations and metrics: Customers and the value chain; Growing sustainability; Unlocking innovation; People and communities; and Capital and risk management. Each year, the NFF reports on the Roadmap's progress to date. A selection of key aspirations and outcomes in the 2021 Report Card<sup>16</sup> are outlined in Table 7.

**TABLE 7: 2030 ROADMAP PROGRESS**

ASPIRATION	2021 OUTCOME
<b>CUSTOMERS AND VALUE CHAIN:</b> Australian agriculture has world-leading market access, and the capacity to maximise the economic benefits	Australian Government funding of \$400 million for biosecurity capability
	New free trade agreements including the United Kingdom Free Trade Agreement (UKFTA) and Pacific Agreement on Closer Economic Relations (PACER) Plus
	New funding for the Agri-Business Expansion Initiative
	Appointment of the Special Representative for Australian Agriculture (export markets)
<b>GROWING SUSTAINABILITY:</b> Australian agriculture has cemented a competitive advantage and productivity gains by embracing a carbon neutral approach.	Agriculture sector recognised for role in reducing and requesting greenhouse gas emissions
	\$214.9 million in funding for soil management through the National Soil package and release of a new soil carbon method under the Emission Reduction Fund
	Agricultural Innovation Australia has undertaken initial scoping and consultation on a cross-industry 'Climate Initiative'
<b>UNLOCKING INNOVATION:</b> Public and private R&D efforts work seamlessly to translate world-class research into tools and services which give Australian agriculture a competitive edge	Australian Government released its National Agriculture Innovation policy Statement with a clear plan to modernise agriculture innovation
	Eight Drought Resilience and Adoption and Innovation Hubs launched across Australia
	Agricultural Innovation Australia now operational with appointment of Board and Chief Executive
<b>PEOPLE AND COMMUNITIES:</b> There is a clear career pathway to attract workers and develop their skills, with tailored streams for new entrants through to seasoned professionals	AgCAREERSTART launched as a new pathway for young Australians
	Introduction of AgUP to support the development and upskilling of Australia's agricultural workforce

<sup>14</sup> National Farmers' Federation (2018). *2030 Roadmap – Australian Agriculture's Plan for a \$100 Billion Industry*. [https://nff.org.au/wp-content/uploads/2020/02/NFF\\_Roadmap\\_2030\\_FINAL.pdf](https://nff.org.au/wp-content/uploads/2020/02/NFF_Roadmap_2030_FINAL.pdf)

<sup>15</sup> CSIRO (2017). *Food and Agribusiness – A Roadmap for unlocking value-adding growth opportunities for Australia*. <https://www.csiro.au/en/work-with-us/services/consultancy-strategic-advice-services/csiro-futures/agriculture-and-food/agribusiness-roadmap>

<sup>16</sup> National Farmers Federation (2021). *Roadmap Report Card*. [https://nff.org.au/wp-content/uploads/2021/12/2021\\_2030\\_Roadmap\\_Report\\_Card\\_FINAL.pdf](https://nff.org.au/wp-content/uploads/2021/12/2021_2030_Roadmap_Report_Card_FINAL.pdf)



## 6.2 CSIRO Food and Agribusiness Roadmap

CSIRO's Food and Agribusiness Roadmap was released in 2017, recognising the sector's contribution to the Australian economy and potential for growth. The Roadmap notes that agribusiness growth cannot be sustained through productivity improvements alone, instead suggesting the pursuit of innovation, new technologies and value-add opportunities to support global competitiveness. The Roadmap sets out three key industry opportunities: products for health and wellbeing, sustainable solutions; and premium interactions. To realise these opportunities, five enablers for growth underpinned by business and ecosystem actions are identified, including:

1. Traceability and provenance
2. Food safety and biosecurity
3. Market intelligence and access
4. Collaboration and knowledge sharing
5. Skills.

The traceability and provenance enabler prioritises keeping food processing onshore and better differentiating Australian food products<sup>17</sup>. Progress on this enabler is demonstrated through Australian Government reporting that in 2020, 90 percent of the daily food consumed in Australia was produced by Australian farmers<sup>18</sup>.

The Roadmap also focusses on strengthening exports and value-add to products. Progress on this priority is clear, with the value of agricultural exports increasing from \$40 billion report in the Roadmap in 2017, to \$64.9 billion in 2022-2023 despite significant challenges, including severe weather events such as drought, floods and fire, as well as the unprecedented impact of the COVID-19 pandemic.

<sup>17</sup> Ms Kate Langford. CSIRO. (2017). *Mapping out Australia's food future*. <https://www.csiro.au/en/news/News-releases/2017/Mapping-out-Australias-food-future>

<sup>18</sup> Department of Agriculture Water and the Environment. (2021). *Delivering Ag2030*. <https://www.agriculture.gov.au/sites/default/files/documents/ag-2030.pdf>

# 7. Implementation and tracking progress

## 7.1 3-Year Action Plan

Council has developed a *Scenic Rim Agribusiness and Agritourism 3-Year Action Plan* (the Action Plan) which expands on the identified initiatives in this Roadmap, to drive and manage implementation of the initiatives and actions identified in this Roadmap and to ensure the objectives are achieved.

The Action Plan focuses on short to medium-term strategies that initiate and progress the overarching 10-year Roadmap. The Action Plan will include clearly defined action ownership, measurable outcomes, timeframes, and resourcing considerations to drive the development of the agribusiness and agritourism industries in the Scenic Rim.

It is critical to monitor and review the Roadmap's progress over the 10-year period, particularly regarding the realisation of specific actions and economic outcomes. Key performance indicators will measure progress and the success of the Roadmap.

Progress measured against these indicators will also inform any updates required to the Action Plan, and iterative development of future strategies that support the Scenic Rim's strategic objectives.



Figure 9: the Scenic Rim Agribusiness and Agritourism 3-Year Action Plan

# 8. Acknowledgements

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AQUIS Farm	Hydroganics Pty Ltd	Running Creek Beef
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Australian Rail Track Corporation	Jon Krause MP - Member for Scenic Rim	Scenic Rim Farm Box
Bromelton Free Range Poultry	Kalfresh Vegetables	Scott Buchholz - Federal Member for Wright
Department of Agriculture, Forestry and Fishing	Mark Platell (producer)	SCT Logistics
Department of Employment, Small Business and training	Mark Wilson (producer)	Seqwater
Department of State Development, Infrastructure, Local Government and Planning	McInnes Dairy	Singh Enterprises
Department of Tourism, Innovation and Sport	Moffatt Fresh Produce	Soil Systems Australia
Department of Transport and Main Roads	Moira Farming	Summer Land Camel Farm
Destination Scenic Rim	Neuendorf Farming	Trade and Investment Queensland
Egg Farmers of Australia	Nindooibah	Tamborine Mountain Coffee Plantation
Elders (Beautesert)	Picnic Real Food Bar	Tamborine Mountain Distillery
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**SCENIC RIM**



REGIONAL COUNCIL