

Partnering  
for prosperity

# Scenic Rim Regional Council Regional Prosperity Leadership Alliance

## Expression of Interest

**Invitation to submit credentials to serve as a committee member of the Scenic Rim Regional Prosperity Leadership Alliance in support of the Scenic Rim Regional Prosperity Strategy 2020-2025 initiatives.**

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

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

The Scenic Rim Regional Prosperity Leadership Alliance (SRRPLA) will oversee the implementation of the *Scenic Rim Regional Prosperity Strategy 2020-2025* to ensure a diverse, strong, innovative and sustainable local economy and future for the region.

Economic development requires a concerted effort by numerous organisations working in partnership. No community can succeed in isolation. The economic development plan details the organisations Scenic Rim Regional Council is partnering with, and the actions that will be employed to deliver the economic development plan.

To this end, Council is establishing a public-private leadership alliance to support implementation of the economic development plan. Council is seeking expressions of interest from appropriately qualified members of the business community to serve on this committee.

SRRPLA will work with Council to provide strategic guidance and/or recommendations on regional economic development outcomes and key strategies, such as the actions detailed in the *Scenic Rim Regional Prosperity Strategy 2020-2025*, and other relevant strategies. This group will represent the interests and needs of the future growth and development of the Scenic Rim and act as a conduit between Council, and government agencies and industry, facilitating cooperation and collaboration and providing a hands-on direction for the prosperity of the Scenic Rim.

**SCENIC RIM**  
  
REGIONAL COUNCIL



[scenicrim.qld.gov.au](http://scenicrim.qld.gov.au)

## Qualifications for Serving on the Scenic Rim Regional Prosperity Leadership Alliance.

To serve on SRRPLA, applicants should have a relevant background in business, investment or project management. Council is seeking individuals who can meet one or more of the following criteria, including at least one of the first three qualifications.

- Own and operate a business within the Scenic Rim Local Government Area.
- Education and/or training in a business, commercial or major projects discipline including business development, employment services, customer service, finance, tourism, innovation, and other comparable business and commercial related disciplines.
- Experience managing and delivering projects that benefit the economic development of the region and promote local business to business connections.
- Enthusiasm for improving the economic vitality of the Scenic Rim region.
- Willingness to abide by the Terms of Reference (see following) established for SRRPLA.
- Willingness to attend meetings before, during and after normal work hours.
- Willingness to publicly advocate for the role of innovation and economic development in creating a diverse and growing economy for our future.
- Strong interpersonal skills.

## Roles and Functions of the SRRPLA

SRRPLA is established to provide advice to Council on the following areas:

- Assist in the implementation and review of the *Scenic Rim Regional Prosperity Strategy 2020-2025*, and other relevant strategies.
- Identify initiatives that support and improve the community vitality and economic viability through resilience of the local economy, business and industry.
- Ensuring workforce skills in the region match industry needs and enhance innovative and productive capacity of the workforce.
- Identify new models for financing projects, leverage funding and encourage funding partnerships.
- Assist in building long-term competitiveness and potentially export readiness by improving access to regional, national and international trading markets, and partnerships, clients and labour to facilitate export of regional successes.
- Identify regional, state-wide and national partnerships that contribute to influencing the policies that ultimately support growth of the local economy.
- Nurture a robust and connected start-up ecosystem.
- Promote the advantages of innovation and creativity in business and continue to build knowledge by supporting regular informational networking events.

- Develop project ideas and new opportunities for consideration by Council or other government agencies.
- Input into relevant Council policies and procedures that support a sustainable, viable and growing business sector; and
- Provide advice on National, State and Local Government infrastructure and services that are impacting on the growth potential of the region.

SRRPLA will consider major projects in both the public and private realms, except that private projects will be considered for review only if the proponent is seeking Council funding or approvals. Fully funded private projects will not fall under the purview of SRRPLA unless requested. SRRPLA will be expected to offer advice on public projects regarding their scope, location, priority and economic development benefits. This advice will strongly influence Council's decision making on major projects although the Council retains final approval authority.

The principles and values for on SRRPLA include, but are not limited to:

- Open approval to collaboration and partnership
- Decisions must be evidence based
- Conflict of interest disclosure must apply (no self-interest with this program)
- All aspects must have the highest level of confidentiality. This applies to data, decisions, anonymity of responses and evaluations.
- Local content is to be the focus.
- Strategies must be tailored to the attributes of the region.

The formal commitment expected of SRRPLA members will be more often during establishment phase and may then become be no more than one meeting quarterly, although any member may call for additional meetings in order to expedite projects and to meet any relevant deadlines, particularly concerning funding. In line with the responsibilities outlined above, members will be expected to play an active role in espousing the benefits of economic development within the business community.

Interested parties can refer to the *Scenic Rim Regional Prosperity Strategy 2020-2025* [www.scenicrim.qld.gov.au/rps](http://www.scenicrim.qld.gov.au/rps) for additional information on economic development and the strategic initiatives and opportunities that Council seeks to support.

If you are interested in serving on the Scenic Rim Regional Prosperity Leadership Alliance please formally express your interest by filling out the form below then sending this pdf via email to [prosperity@scenicrim.qld.gov.au](mailto:prosperity@scenicrim.qld.gov.au). or click the 'submit form' button below once complete.

Please submit EOI by **Monday 14 February 2022**.

## Questions?

Please contact the Council's Regional Prosperity team via 07 5540 5111 or [prosperity@scenicrim.qld.gov.au](mailto:prosperity@scenicrim.qld.gov.au).

# EXPRESSION OF INTEREST FORM

## YOUR INFORMATION

<b>Business name:</b>	<input type="text"/>	<b>Contact name:</b>	<input type="text"/>
<b>Postal address:</b>	<input type="text"/>		
<b>Street address:</b>	<input type="text"/>		
<b>Phone Number:</b>	<input type="text"/>	<b>Mobile:</b>	<input type="text"/>
<b>Email:</b>	<input type="text"/>	<b>Website:</b>	<input type="text"/>

## YOUR SUPPORTING STATEMENT

Explain why you would be a valuable member of the committee in accordance with the attributes outlined in the **Terms of Reference** (see following) and how you could contribute to the committee's work from an economic development/business improvement/investment perspective.

In submitting my Expression of Interest, I acknowledge that if the application is accepted, I must accept the requirements as outlined in the SRRPLA Terms of Reference.

<b>Signature:</b>	<input type="text"/>	<b>Date:</b>	<input type="text"/>
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## CONTEXT

Scenic Rim Regional Council (Council) has an important role to play in supporting the local economy and the region's future prosperity.

Local governments are the only body structured to service the local community and are attuned to local needs, constraints and opportunities. Through the local economy, Local Government can also support broader community wellbeing, deliver many positive social outcomes as well as support the general prosperity of the community.

Local Government has numerous levers to create an environment conducive to growth and prosperity. The diagram below highlights the core areas of local government influence, which include:

- **Advocate:** Local Government can advocate for policy change and infrastructure investments from the State and Federal Governments. For the Scenic Rim region, stakeholders felt advocacy was a key role for the Council, particularly as it pertains to road infrastructure and internet connectivity.
- **Facilitate:** Local governments can facilitate key outcomes for the community and the local economy through working in partnership with the other levels of government and the private sector. Council plays an important role in marketing the region as a place of business as well as a tourism destination. Council also plays a lead role in facilitating local business growth and business investment, in conjunction with other key agencies.
- **Plan:** Local governments have a statutory responsibility for local planning. Council needs to ensure an efficient and proactive planning policy, particularly as it relates to development approvals and managing strategic growth.
- **Provide services:** Local governments provide a range of important and valuable services, including infrastructure, waste collection, place-making and multiple other services. Targeted and strategic investments across key centres would not only make a positive contribution to community wellbeing but also have potential flow-on benefits for the local economy and employment growth.
- **Regulate:** Through a sound regulatory framework, local governments provide certainty for existing businesses, potential investors and the community. It is recognised the important regulatory role that Council plays, which to be responsive and understanding of the diverse local environments that exist across the Scenic Rim region.

Local government's work should be complementary to private industry sector efforts, not competitive or duplicative.

On that basis, the intention is to seek input and support from the business community and other organisations and agencies by establishing the Scenic Rim Regional Prosperity Leadership Alliance (SRRPLA) to work with Council to provide strategic guidance and/or recommendations on regional economic development outcomes and key strategies, such as the actions detailed in the *Scenic Rim Regional Prosperity Strategy 2020-2025*, and other relevant strategies.

This Terms of Reference provides the framework for how the SRRPLA will function and is designed to provide clear direction on the roles and responsibility of the SRRPLA.

## PURPOSE

The SRRPLA represents the interests and needs of the future growth and development of the Scenic Rim. It provides a conduit between Council, and government agencies and industry, facilitates cooperation and collaboration and provides a hands-on direction for the prosperity of the Scenic Rim.

## BACKGROUND

Council recognises the importance of good communication and collaboration between stakeholders in order to inform awareness, build industry capacity and share a vision for a sustainable and prosperous economy. Council seeks to continue the work of the Regional Skills Investment Strategy Reference Group to support and secure the opportunities the Scenic Rim region has to offer through lifestyle and natural advantages. Competitive strengths, combined with a range of market drivers, create a range of future growth opportunities, such as:

- **Agribusiness:** Opportunities span a number of agricultural sectors including the growing of produce, raising of livestock and food/beverage processing. The opportunity includes boutique-style, high-value products as well as large-scale opportunities.
- **Tourism:** Tourism has been a key growth opportunity over the last decade and this growth can continue with additional investment into attractions, commissionable product, accommodation and other supporting infrastructure.
- **Creative industries and business development services:** The region's natural features and diversity already cater to numerous creative businesses and with increased digital connectivity across the region, this segment of the economy can continue to grow. Additionally, the region currently imports a range of professional services (many of them creative). With suitable infrastructure (both physical premises and internet connectivity), these micro-to small- businesses can also grow into the future. This opportunity would also include start-ups and entrepreneurs.
- **Health and wellbeing:** This opportunity reacts to changing population demographics (the ageing of the population) as well as the amenity of the region, which combined make the area attractive for a range of aged care and retirement living options. Additionally, the natural brand of the region also caters for alternative health and wellness offerings. While these businesses exist today, there is a growing market for these types of wellbeing services and Scenic Rim's proximity to Brisbane and the Gold Coast provides a large future consumer market.
- **Waste-to-value:** Bromelton SDA has strategic land approvals in place to also support large-scale recycling and waste-to-value businesses.
- **Transport and logistics:** SCT Logistics already has a large operation in Bromelton SDA. With the imminent arrival of Inland Rail, proximity to Brisbane and the Port of Brisbane, Bromelton SDA has the potential to become the new logistics hub for Southeast Queensland over the next 20 years.
- **Large scale industry:** Bromelton State Development Area has been designed for large-scale, high-impact and difficult-to-locate industry. This opportunity includes bio futures (i.e., biofuels and bioenergy projects), renewable energy projects and large-scale food processing operations.
- **Education and Workforce Development:** Working with local education providers, state agencies and educational institutions to develop local skills to ensure that residents have the right skills for the current jobs in the region, as well as jobs for the future.

Providing increased focus on the above opportunities will support the creation of valuable local employment for local residents.

(Note: not all industry sectors have been listed, which does not intend to specifically exclude any one industry and should opportunities arise to work with other sectors, it is the intent of the SRRPLA to explore these).

## ROLES AND FUNCTIONS OF THE SRRPLA

The SRRPLA is established to provide advice to Council on the following areas:

- Assist in the implementation and review of the *Scenic Rim Regional Prosperity Strategy 2020-2025*, and other relevant strategies.
- Identify initiatives that support and improve the community vitality and economic viability through resilience of the local economy, business and industry.
- Ensuring workforce skills in the region match industry need and enhance innovative and productive capacity of the workforce.
- Identify new models for financing projects, leverage funding and encourage funding partnerships.
- Assist in building long-term competitiveness and potentially export readiness by improving access to regional, national and international trading markets, and partnerships, clients and labour to facilitate export of regional successes.
- Identify regional, statewide and national partnerships that contribute to influencing the policies that ultimately support growth of the local economy.
- Nurture a robust and connected start-up ecosystem.
- Promote the advantages of innovation and creativity in business and continue to build knowledge by supporting regular informational networking events.
- Develop project ideas and new opportunities for consideration by Council or other government agencies.
- Input into relevant Council policies and procedures that support a sustainable, viable and growing business sector; and
- Provide advice on National, State and Local Government infrastructure and services that are impacting on the growth potential of the region.

## OPERATIONS

- The SRRPLA is an economic advisory committee and primary contact will be with the Regional Prosperity and Communications business unit of the Council.
- The Regional Prosperity team will communicate recommendations made by the SRRPLA to the Council.
- The SRRPLA is encouraged to initiate matters for examination which fall within its Terms of Reference.
- The role of the SRRPLA (as an economic advisory committee only) precludes it or its members from directing Council officers on any matter. Additionally Council officers are not bound by any advice put forward by the SRRPLA. Council officers are bound, however, to submit relevant SRRPLA recommendations to the Council for its consideration and determination.
- Where considered necessary, the SRRPLA may form project based sub-committees (known as Working Groups) from its own membership, as well as other external expertise, as required.
- The SRRPLA will meet a minimum of four times per annum.

## MEMBERSHIP

- The SRRPLA membership should reflect a diversity of professional and industry sector interests.
- Initial membership will be drawn from the transition of the Regional Skills Investment Strategy Reference Group members to establish the SRRPLA, and expanded where necessary through Expressions of Interest to include other key representatives, which will be endorsed by Council.
- Business community members shall be secured through an Expressions of Interest process or by submittal of qualifications and interest statement. Business community representatives shall serve two year terms.
- The SRRPLA will ideally consist of representatives from, but not limited to, the following businesses, and government agencies and organisations:
  - Council- nominated representatives:
    - Mayor (or delegate) and one Councillor (or delegate),
    - General Manager Customer and Regional Prosperity, and
    - Representatives from the Regional Prosperity and Communications, and Planning and Development business units
  - Destination Scenic Rim - Chief Executive Officer
  - Representative/s for the Scenic Rim region's Chambers of Commerce (maximum of two members to represent the five Chambers of Commerce)
  - Minimum of five, maximum of 10 members from the business community, with a spread across the various industries sectors
  - Scenic Rim Agribusiness and Agritourism Industry Steering Group - Chair
  - Water for Warrill Group - Chair
  - Brisbane Economic Development Agency - nominated representative/s
  - Department of Employment Small Business and Training - nominated representative/s
  - Department of State Development, Infrastructure, Local Government and Planning – nominated representative/s
- The following organisations will be invited to nominate representatives to participate in the SRRPLA as ex-officio members with no voting rights:
  - Office of the Coordinator-General
  - Regional Development Australia Ipswich and West Moreton - Chief Executive Officer
  - Department of Agriculture and Fisheries - nominated representative
  - Trade and Investment Queensland - nominated representative
  - Tourism and Events Queensland - nominated representative
  - Department of Transport and Main Roads - nominated representative
  - Scenic Rim Regional Council elected officials - Councillors
- Other agencies which may be invited to participate from time-to-time as observers (with no voting rights) include:
  - Department of Natural resources, Mines and Energy
  - SEQWater - nominated representative
  - Energy Queensland/Yurika - nominated representative
  - Economic Development Queensland - nominated representative
  - Member for the Division of Wright or nominated representative
  - Member for Scenic Rim or nominated representative
  - Urban Utilities (UU) - nominated representative

- Specialist participation can be sought as warranted for more complex or potentially controversial initiatives.
- Other members of the Council's Executive Leadership Team shall act as ex-officio members of the SRRPLA and attend as and when required.
- Other Council officers, government representative and business community members may be invited to attend meetings as observers (with no voting rights) for specific projects and when otherwise relevant to the responsibilities of the SRRPLA,
- In the situation where the above-mentioned organisations cease to exist then representatives of those organisations will no longer hold a position on the SRRPLA.
- In the situation where the above-mentioned organisations change name but maintain the same constitution, then the SRRPLA Terms of Reference will be adjusted to reflect the name change, and the representatives will maintain their position on the SRRPLA
- Initial membership will be endorsed by Council. Membership decisions thereafter will be through an expression of interest process and recommended by the SRRPLA to Council for endorsement.
- Each member is permitted to nominate a proxy that can attend meetings in their place, where necessary. The nominated proxy will provide relevant comments/feedback about the meeting attended to the member they are representing.
- Working Groups may be formed and meet and be disbanded, as required, and will provide input into the main SRRPLA meeting via minutes/reports prepared by the Working Group. Membership of the Working Group will be by nomination from members within the SRRPLA, be chaired by a SRRPLA member, and can also include non-members for the life of the project, as approved by the SRRPLA.
- Representatives from relevant Working Groups (who are not members of SRRPLA) will be kept informed via minutes and agendas and invited to attend SRRPLA meetings on an as needs/availability basis. These representatives will have 'observer' status.
- SRRPLA members that do not attend three consecutive SRRPLA meetings will be required to provide evidence to support their continued membership of the SRRPLA. If suitable evidence is not provided, then that individual may forfeit their membership.
- Meetings will be held principally at a Scenic Rim Regional Council venue in Beaudesert (either Administration Centre or The Centre), or in other suitable venues to suit the business of the SRRPLA.

## DECISION MAKING AND VOTING RIGHTS

- The Chair of the SRRPLA may allow an appropriate alternate to attend a meeting in place of a member who is unavailable. For the purpose of a quorum the alternate shall be counted as a member and shall have full voting rights on that occasion. Ex-officio members and invited guests do not have voting rights.
- SRRPLA decisions are normally reached by general agreement of the members present as determined by the Chair, unless a vote is requested by any member. In the latter case, the vote shall rest upon a simple majority of those present and will normally be conducted by a show of hands. In the event of a tie, the Chair shall have an additional casting vote. The vote shall normally be recorded in the minutes.

## QUORUM

A quorum will constitute half of the regular membership plus one.

## CHAIR

The inaugural Chair of the SRRPLA will be the Mayor of Scenic Rim Regional Council in recognition of the strategic role that the SRRPLA has in guiding the efforts of Council and in support of the growth and development and regional prosperity of the Scenic Rim region.

After 12 months, the Chair will be appointed from among the members and endorsed by Council, for a maximum term of two years.

The General Manager Customer and Regional Prosperity is the Executive Officer of the SRRPLA.

## SECRETARIAT

The secretariat support will be provided by the Regional Prosperity team, who will arrange meetings, venues, agendas, record keeping, and attend to recorded actions.

## MEETING AND MINUTES

Meetings will be held approximately quarterly and shall be scheduled in accordance with the need depending on emergent issues, and the implementation of actions, plans and milestones.

Members must forward agenda items to the secretariat 10 working days prior to a scheduled meeting.

Agendas and supporting papers for each meeting will be circulated to members in advance, one week prior to scheduled meetings, but no later than 48 hours prior.

SRRPLA must keep minutes of its meetings. The minutes/actions of each meeting will be prepared by the Secretariat in consultation with the SRRPLA Chair and Executive Officer. Once approved by the Chair, full copies of the minutes/actions, including attachments, will be distributed to all members no later than 20 working days following each meeting.

## MEMBER PROTOCOL AND EXPECTATIONS

The member protocols and expectations include, but are not limited to:

- Committee members will have a demonstrated interest in sustainable and prosperous growth in the Scenic Rim economy.
- Members should have a strong service orientation.
- Members will have a willingness to contribute, and be capable of informing and motivating others.
- Members must act honestly and in good faith; not make improper use of information or their position and avoid any conflict of interest by declaring any interest to the Chair, prior to the commencement of any meeting.
- Members may at times be exposed to confidential information, and as a result must not disclose any confidential information unless specifically authorised to do so.
- Members must not engage in any conduct or behave in any manner that may discredit the SRRPLA or Council.
- Members will share a desire to assist economic development and to present programs and services of quality and relevance to the community.
- It is desirable that SRRPLA members enjoy a significant profile or position in the community or their respective industry to enable effective advocacy for the region.
- Members must have a passion for the Scenic Rim region for continued growth of the economy.
- Members will bring their personal knowledge and industry experience to bear on issues of relevance.
- Members will have the ability and willingness to be an ambassador for the Scenic Rim region and to represent the region positively to the media (in consultation with Council), organisations and visitors.
- Breaches of these protocols may result in membership for that individual or organisation being rescinded.

## REPORTING AND REVIEW

Minutes of each SRRPLA meeting will be reported to the next practical meeting of Council together with any Leadership Alliance recommendations.

The Secretariat shall prepare any such reports to Council in conjunction with the Chair and Executive Officer.

Council, in consultation with SRRPLA will review these terms of reference every two years, if required, or as often as it considers necessary.

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



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