

SCENIC RIM AGRIBUSINESS AND AGRITOURISM 3-YEAR ACTION PLAN 2022-2025



1. Context

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Acknowledgement of Country

Scenic Rim Regional Council acknowledges the traditional country of the Mununjali, Wangeriburra 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.

1.1 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 locals¹. As the two largest economic contributors, the Scenic Rim Regional 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 2030², providing for significant growth opportunities for the Scenic Rim's tourism offering and improve the region's economic resilience.

In 2020, the Scenic Rim Regional Council adopted the Scenic Rim Regional Prosperity Strategy 2020-2025 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.

Phase One of the Program provided farmers, food producers and rural landowners the opportunity to learn about innovation and business diversification through a series of workshops and mentoring programs. Council has initiated Phase One of the Program which 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 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)

¹ Scenic Rim Regional Prosperity Strategy 2020-2025

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





2.1 10-Year Strategic Roadmap

As part of Phase Two, Scenic Rim Regional Council developed the *Scenic Rim Agribusiness and Agritourism 10-Year Roadmap 2022-2032* (the Roadmap) to assist in guiding agribusiness and agritourism industry development in the region. The Roadmap sets out a clear path for economic growth by identifying community objectives and establishing framework of success factors and supporting initiatives to drive investment. The framework was informed through comprehensive situational research and analysis, which assessed the region's natural resources and capacity to expand, current competitive advantages, biggest economic contributors, growth projections, and documented challenges.

The research outcomes were validated through a targeted community consultation program, with more than 60 agribusiness and agritourism producers and operators, agricultural service providers, industry associations, research institutes and relevant government officials engaged.



Figure 1: the Scenic Rim Agribusiness and Agritourism 10-Year Roadmap 2022-2032

This program provided considerable insight into the existing Scenic Rim agribusiness and agritourism industries and local attitudes on the future of the region.

2.1.1 Stakeholder consultation outcomes

A number of key themes emerged during the consultation program which largely influenced the direction of the Roadmap and Action Plan.

Agribusiness and agritourism producers, operators and providers reported the following:

- 59 per cent of stakeholders engaged said that improved supporting infrastructure, such as water, telecommunications and road networks, would increase ability to expand
- 46 per cent of stakeholders said sourcing and retaining a skilled workforce is challenging
- 44 per cent of stakeholders identified government red tape as a barrier to expansion
- Through engagement with relevant Council regulatory bodies, it was made evident that many stakeholders are unaware of Council's updated policy position for agribusiness and agritourism opportunities in the Scenic Rim Planning Scheme 2020 that was adopted in March 2020. This has been acknowledged in the Roadmap.
- 28 per cent of stakeholders said transport and logistics of goods and supplies was expensive and often a barrier to operations, despite proximity to Brisbane and Gold Coast markets
- Other barriers to expansion included a lack of local education and training opportunities, limited capacity and resources.

Stakeholders prioritised infrastructure development, technological investment and 'keeping it local' when asked about their vision for the future of the Scenic Rim. There was a clear preference to support the region's economy, with many stakeholders advising they hire workers and sources goods and services locally, where possible.

Stakeholder feedback made it clear that improvements to water, road and telecommunication infrastructure were critical to the sustainability of their businesses, and potential to expand and diversify. Figure 1 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 the Scenic Rim's popularity

to Queenslanders. However, it is important note that 'keeping it local' was a top priority for both agribusiness and agritourism operators.

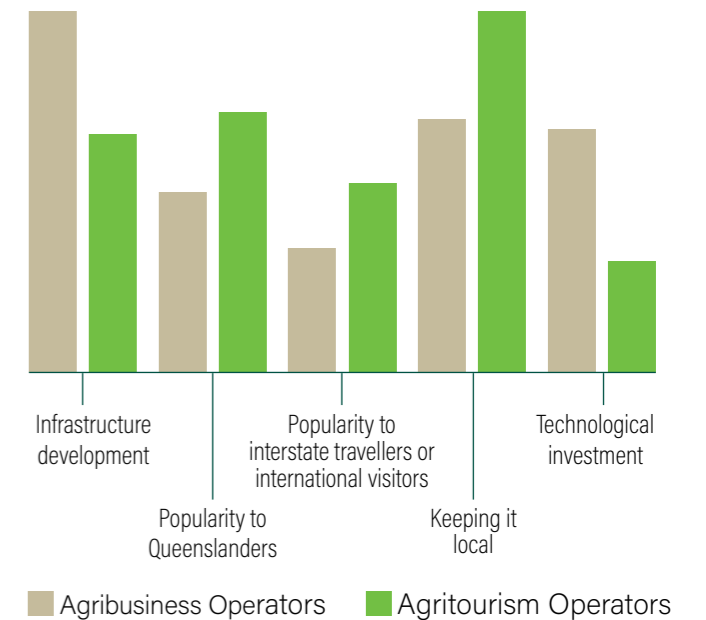


Figure 2: Stakeholder consultation priorities

Consultation with government officials, peak bodies and research institutions helped to develop an understanding of existing and future opportunities to address the challenges experienced by industry in the Scenic Rim. These stakeholders provided insight into assistance networks available to businesses in the region, and whether or not these services were accessed. By creating a database of support programs, any gaps or potential areas for improvement were identified and developed into actionable strategies.

2.1.2 Community consultation outcomes

The community consultation outcomes largely reflected the opinions of stakeholders engaged during the Roadmap's development. Agribusiness Roadmap respondents identified water security and improved transport networks as important objectives for the industry, which falls under infrastructure investment and development. Agritourism Roadmap commenters prioritised leveraging proximity to Queenslanders, and a clear theme throughout feedback was ensuring the Scenic Rim's continued authenticity.

2.2 Purpose of the Action Plan

To ensure the objectives of the Roadmap are achieved and the success factors for Scenic Rim agribusiness and agritourism are realised, the Scenic Rim Agribusiness and Agritourism 3-Year Action Plan 2022-2025 expands on the 26 initiatives and provides short to medium-term actionable strategies that align with the overarching vision for the region.

The Action Plan includes clearly defined action ownership, measurable outcomes, timeframes, and resourcing considerations to drive the development of the agribusiness and agritourism industries in the Scenic Rim.



OBJECTIVE

Water security: Ensure availability and reliability of affordable water resources to the agricultural sector to maximise economic benefit and realise potential industry growth in the Scenic Rim

Integrated transport networks: Maximise Scenic Rim's strategic location for agricultural production and distribution and improve critical supply chain infrastructure

Value-add agricultural products and services: Enable industry development of higher value agribusiness products and services

Diversified and sustainable agribusinesses: Support the development of innovative and sustainable agribusiness ventures which promote long term economic growth

2.3 Industry Development Pillars and Objectives

Each action in the Plan corresponds with an initiative and success factor, which provides the framework to achieve agribusiness and agritourism industry development objectives which have been developed to ensure long-term industry development economic outcomes for the region. These objectives are outlined in Figure 1.



OBJECTIVE

Industry enablement: Provide support for industry driven development of the agritourism sector and foster strong industry collaboration

Marketable and sought-after agritourism experiences: Develop and promote agritourism experiences and products

Accessible local products: Develop mechanisms to increase market access to boutique Scenic Rim agriproducts

Agritourism connectivity: Leverage Scenic Rim's strategic location and proximity to established tourism markets



OBJECTIVE

A distinct community identity: Strengthen and promote a clearly articulated and well-known Scenic Rim regional brand which attracts strategically aligned investment in agribusiness and agritourism

Work together to achieve growth: Facilitate strong, strategic relationships with key government and industry stakeholders

Connected services and support: Provide multi-faceted connectivity and support for local businesses

2.4 Roles and responsibilities

Scenic Rim Regional Council

The Scenic Rim Regional Council plays a governance and leadership role in owning, driving and tracking the progress of the agribusiness and agritourism initiatives in the Scenic Rim. The Council will coordinate and support the region's various industry groups in promoting the vision and goals of the Strategic Roadmap and help them maintain focus on the recommended initiatives identified in the Action Plan. The Council also plays a key role in advocating for the Scenic Rim at Queensland and Australian Government levels to ensure the needs of the region are represented in broader government policy and initiatives.

Destination Scenic Rim

Destination Scenic Rim will play a supportive role to Council in ensuring agritourism and community building objectives are achieved to enable the realisation of the vision of the Roadmap. As successful agritourism operators, Destination Scenic Rim will be able to provide first-hand experience to existing and emerging ventures in navigating the regulatory and operational aspects of the industry.

Water for Warrill

The Water for Warrill Ltd Board was established in August 2021. The Board represents a cross section of agricultural industries, including horticulture, dairy and poultry. Their primary objective is to see more secure and reliable water available to agricultural producers in the Scenic Rim. Water for Warrill plays a supportive role in ensuring agritourism and capacity building objectives meet the needs of businesses seeking to grow in the Scenic Rim.

Queensland and Australian Governments

The Queensland and Australian Governments play critical roles in supporting the Scenic Rim Regional Council, business, industry and the community achieve their vision for the agribusiness and agritourism sectors. Whether this be through policy settings, planning and regulatory frameworks, supporting soft and hard infrastructure and provision of financial support. A shared and common vision from the Scenic Rim community is the foundation from where this support can be built upon. Relevant Queensland and Australian Government agencies and departments (for example Transport and Main Roads, Agriculture and Fishers, Seqwater, Trade and Investment Queensland, Regional Development Australia, Australian Rail Track Corporation) will be consulted to support the development and/or delivery of actions to ensure continued alignment with all levels of government priorities.

Industry Associations and research institutions

Industry Associations and research institutions, particularly those that were consulted during the development of the Roadmap, such as GrowCom, Queensland Farmers Federation, Queensland Dairyfarmers' Organisation, CSIRO, and the University of Queensland, will be engaged to support and/or lead the delivery of actions, providing expert insights and analysis to ensure Scenic Rim agribusinesses and agritourism operators are able to expand and thrive under the Roadmap's direction.

"Scenic Rim agribusinesses and agritourism operators are able to expand and thrive under the Roadmap's direction."



Figure 3 – Pillars and Objectives

3. The 3-Year Action Plan

The 3-Year Action Plan provides a clear strategy for agribusiness and agritourism industry development in the Scenic Rim, aligned with the 10-year Roadmap (see Appendix A). Each action has a timeframe for implementation and advice regarding its priority. While the Plan prioritises short-term actions that can achieve immediate

outcomes, future actions have been included to support the longer-term initiatives outlined in the Roadmap. These actions will be reviewed and updated accordingly to ensure currency.

Table 1 outlines the relevant timeframes while Table 2 provides descriptions for prioritisation.

TABLE 1: TIMEFRAMES

TERM	TIMEFRAME*
Short	1-2 years
Medium	3-5 years
Long	6-10 years

* Timeframes denote when the action should be considered and / or implemented, not a completion time

TABLE 2: PRIORITIES

PRIORITY	DESCRIPTION
Low	Low impact – action supports some stakeholders and has potential to create long-term economic benefit
Medium	Medium impact – action supports many stakeholders and will likely create long-term economic benefits
High	High impact – action supports a significant portion of stakeholders and will almost certainly create short and long-term economic benefits

3.1 Actions Overview

Figure 2 presents an overview of the 53 proposed actions by term and priority. There is a concentration of short term, high priority actions that can be targeted in the near term to achieve high impact benefits for the agribusiness and agritourism industries and broader community. There is also a balanced representation of medium term actions to ensure sustainable benefits over the Strategic Roadmap's 10-Year period.

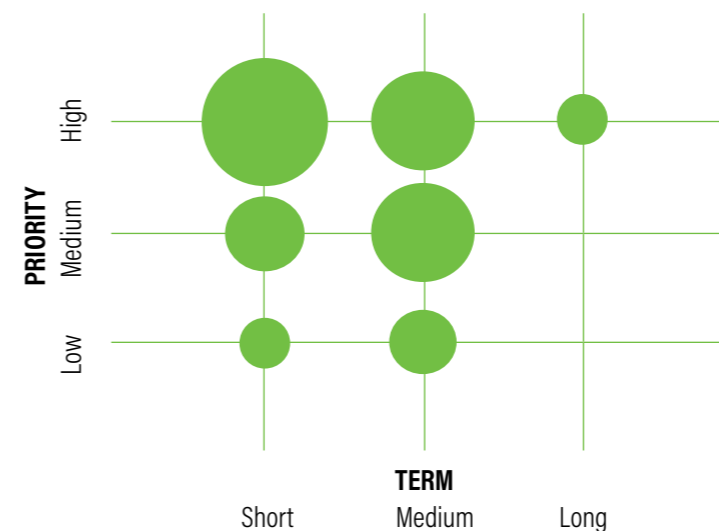


Figure 4: Summary of All Actions by Term and Priority

Target industries index

The index (Section 2.8 of the Roadmap and far right column of Appendix A) was developed 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 is included in the Roadmap and 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.

3.2 Measuring benefits

Given the Scenic Rim is a regional locality and the agritourism industry is emerging, there is limited baseline information to accurately measure action benefits. Therefore, to maximise economic growth and industry development opportunities, base cases should be quantitatively or qualitatively established to enable accurate tracking of outcomes and achievement of key performance indicators (KPIs).



4. Funding opportunities

The strategies outlined in the Action Plan will often be funded by existing programs, however, may require additional Council allocation or external funding.

4.1 Internal

Some short-term and smaller scale actions will be funded by Council. Some actions will not require additional funding allocation and will be able to be completed with existing resources.

Existing funding secured by Council

As a result of the FY21 Budget, Council expects to receive grants and subsidies from both Queensland and Australian governments which may benefit the agribusiness and agritourism sectors in the Scenic Rim. The below list demonstrates Council's ability and success in applying and receiving government grants and subsidies, which can be leveraged in future years if funding assistance is required for the development of agribusiness and agritourism in the region.

Some the funding and grants already secured by Council include:

- Two Unite & Recover Community Stimulus Packages - \$4 million
- Maturing Infrastructure Project Pipeline - \$328,000

- Building Our Regions - \$5.4 million
- Bushfire Subsidy 2019 - \$857,000
- Flood damage subsidy 2020 - \$2.3 million
- Works for QLD COVID-19 grant - \$1.4 million
- Local Roads and Community Infrastructure Program grant - \$1.1 million
- Grant for Mahoney Road Floodway upgrade - \$420,000
- Building Better Regions – Adventure/Eco Tourism Strategy - \$47,000
- Building Better Regions – Smart Region Strategy - \$38,500
- QLD Reconstruction Authority – Tourism Recovery Fund - \$1.4 million
- QLD Bushfires Economic Recovery - \$68,000
- Drought Communities Program grant - \$385,000.

The programs listed above interact with the objectives and actions outlined in this plan, and synergies can be leveraged to use existing funding to inform and contribute to delivery of this action plan.

4.2 External

In the event that Council requires additional or external funding to implement an action, there are a number of Queensland and Australian Government programs that may be suitable, and align with the focus areas of the 10-Year Roadmap.

4.2.1 Australian Government Grants and Funding

Building Better Regions Fund

The \$1.04 billion Building Better Regions Fund (BBRF) supports the Australian Government's commitment to driving economic growth and building stronger and more resilient regional communities. Grant funding is available through two funding streams:

- Infrastructure projects stream which supports construction of new infrastructure or the upgrade or extension of existing infrastructure
- Community investments stream which supports community development activities such as a new or expanded local events, strategic regional plans and leadership and capability building.

In the 2021 Budget, the Australian Government released the fifth round of BBRF funding which specifically allocates funding towards supporting tourism-related infrastructure projects, mitigating the economic impact of the COVID-19 pandemic on the region's tourism industry, as well as providing support to regional and remote Australia through funding community investment projects.

Local Roads and Community Infrastructure Program

The Australian Government committed an additional \$500 million to the Local Roads and Community Infrastructure Program in the 2022-23 Budget. This funding is available to local councils to deliver priority local road and community infrastructure projects, supporting communities to recover from COVID-19 and drive employment. From 1 January 2022, councils have been able to access funding through Phase 3, with projects under the Program to be delivered by 30 June 2023. The increased funding available under the Phase 3 Extension includes a longer delivery window and allows local governments to continue to invest in projects that will positively impact their community.

Agri-Business Expansion Initiative

The Australian Government is investing \$72.7 million to help Australian agribusinesses expand their export markets through the Agri-Business Expansion Initiative (ABEI). Announced on 23 December 2020, ABEI is part of a long-term strategy and commitment by the government to help achieve sustainable growth and resilience in our agribusiness exports.

ABEI is jointly delivered by the Department of Agriculture, Water and the Environment and Austrade, in close collaboration with industry. Key elements of the initiative overseen by the department include matched grants for government and industry associations to work together on market expansion, boosted in-country engagement activities, accelerated work on technical market access and greater collection and delivery of market intelligence to exporters. Through ABEI, Austrade is delivering scaled up support to over 2,000 agri-food exporters each year.

Export Market Development Grants

Austrade's Export Market Development Grants (EMDG) program helps Australian businesses grow their exports in international markets. These grants encourage small to medium enterprises to market and promote their goods and services globally.

Small to medium enterprise (SME) exporters can apply for three different grants over eight years (not necessarily consecutively) for eligible promotional activities. Grants are available in three stages, called tiers. Each tier provides a different level of support for SMEs as they grow their export markets. The lengths of these grants reflect the different stages of an exporter's journey.

Tier 1: Ready to export

- First time exporters
- Two years and maximum \$40,000 per financial year.

Tier 2: Exporting and Expanding

- For businesses who are exporting and
- Expanding export promotion activities
- Three years and maximum \$80,000 per financial year.

Tier 3: Exporting, expanding and strategic shift

- For businesses who are exporting and
- Expanding export promotion activities and making a strategic shift, for example targeting a new market or a new type of customer
- Three years and maximum \$150,000 per financial year.

Grants for representative bodies

Assistance for industry bodies and alliances (representative bodies) extends to training members who are new to export to become export-ready. Representative bodies will continue to have access to financial assistance for promotional activities on behalf of their members in international markets, with grants of up to three years and up to \$150,000 per financial year.

Digital Services to Take Farmers to Markets

In the 2022-23 Budget, the Australian Government committed \$127.4 million to this initiative, building on the Busting Congestion for Agricultural Exporters package. This investment supports the delivery of government agricultural export systems and services to exporters, farmers, and producers.

Emissions Reduction Fund

The Emissions Reduction Fund is a voluntary scheme that provides incentives for a range of organisations and individuals to adopt new practices and technologies to reduce their emissions.

The Emissions Reduction Fund provides ongoing opportunities for farmers and land managers to participate in emissions reduction and carbon sequestration (capture and storage of carbon) projects.

Under the scheme, landowners and farmers who adopt approved Emission Reduction Fund methods can earn Australian Carbon Credit Units. These units can be sold to the government or on the secondary private market to generate additional income streams, while benefitting the environment.

Emissions reduction methods set out the rules for estimating emissions reductions from different activities. There are a number of approved methods available for agriculture and

vegetation management; these are available on the Department of Industry, Science, Energy and Resources website.

The Department of Agriculture, Water and the Environment is delivering the Australian Government's Agriculture Biodiversity Stewardship Package, including the Carbon + Biodiversity Pilot. This Pilot is trialling arrangements to reward farmers for improving on-farm biodiversity together with carbon projects under the Emissions Reduction Fund.

Accelerating Commercialisation Grants

Accelerating Commercialisation which provides small and medium businesses, entrepreneurs and researchers with access to expert advice and funding to help get a novel product, process or service to market.

Accelerating Commercialisation provides expert guidance and support to help you commercialise novel products, processes and services and find a commercialisation solution that is right for you.

The Accelerating Commercialisation program consists of:

- Commercialisation Guidance – guidance and assistance to develop the commercialisation potential of your novel product, process or service

- Accelerating Commercialisation Grants – financial assistance to help commercialise your novel product, process and service.

The program benefits include:

- Expert advice and guidance
- Up to \$500,000 of matched project funding for Research Commercialisation Entities and Eligible Partner Entities
- Up to \$1 million of matched project funding for all other eligible applicants.

Mobile Black Spot Program

The Department of Infrastructure, Transport, Regional Development and Communications is administering a \$380 million commitment by the Australian Government to the Mobile Black Spot Program (the Program) to invest in telecommunications infrastructure to improve mobile coverage and competition across Australia.

The Program is supported by co-contributions from Queensland and Australian governments, mobile network operators (Optus, Telstra, TPG Telecom Ltd (formerly Vodafone) and Field Solutions Group), businesses and local communities.

It is anticipated that Round 6 of the program is due to open in the near future, however no date has been confirmed.



4.2.2 Queensland Government Grants and Funding

Rural Economic Development Grants

The Queensland Rural and Industry Development Authority's (QRIDA) Rural Economic Development (RED) Grants offer up to \$200,000 as a co-contribution grant to strengthen primary production sectors and bolster rural communities.

The RED Grants Scheme was initially funded to an amount of \$10 million over three funding rounds. An additional \$3.3 million has been made available for a fourth funding round.

Grants are available up to \$200,000 with a 50 per cent cash contribution requirement from applicants to fund projects which provide unique opportunities to generate economic and employment opportunities related to primary production value chains across rural and remote Queensland.

Example projects eligible under the scheme could include:

- The development of new products or markets
- Improved business processes where such investment creates employment.

'Taste farm life' agritourism campaign

On 7 May 2021, the Minister for Agricultural Industry Development and Fisheries announced a \$2 million campaign to give Queensland tourists a 'taste of farm life'. As part of the Queensland Government's Economic Recovery Plan, the state has launched the 'Taste farm life' agritourism campaign to attract visitors to farms, helping farmers diversify their incomes. The aim is to encourage tourists to visit agribusinesses, such as those located in the Scenic Rim, which offer a variety of food and farm experiences, including farm gate sales, food and wine sampling, farmer's markets, pick-your-own fruits and vegetables experiences, farm stays, and food and farm festivals.

Business Growth Fund Program

The Business Growth Fund targets high-growth small and medium-sized businesses looking to accelerate growth. The program makes funds available for the purchase of specialised equipment to help the business unlock growth potential, increase production, expand workforce and maximise economic returns. The fund is administered by the Department of Employment, Small Business and Training (DESBT). The funding is available as a single upfront payment of up to \$50,000 with the applicant also funding at least 25 per cent of the project cost. To access this funding, the business must have a clear business plan and defined opportunity for growth, capacity to finance growth and ability to demonstrate how the purchase will help meet otherwise unachievable growth demand.

Business Basics Grants Program

Administered by DESBT, the Business Basics grants program provides support to businesses to increase core skills and adopt best practice. This fund supports five priority activities:

- Training and coaching
- Website building or upgrading
- Professional business advice
- Strategic marketing services
- Business continuity and success.

Made in Queensland

The Made in Queensland program is a Queensland Government initiative to support competitiveness, productivity, innovation and high-skilled job opportunities for small to medium manufacturers or processors through access of new technologies. The program has supported 75 advanced manufacturing projects in Queensland since 2017, and is estimated to have produced over 930 jobs over five years and approximately \$92 million in private sector investment. 40 per cent of these projects are being delivered in regional Queensland generating 370 jobs over the next five years. As the Scenic Rim is a key location for producers and processors, the \$40 million grants program may be of benefit to the Scenic Rim in becoming more internationally competitive and adopt innovative processes and technologies.

Building our Regions Program

The Building our Regions program supports local government infrastructure projects in regional communities that generate job and economic growth opportunities. The \$365 million program focuses on job creating infrastructure to improve economic conditions and liveability for regional communities.

Advanced Manufacturing

The Queensland Government recognises the importance of the manufacturing industry and its role in economic growth. With a vision for Queensland to become international market leaders in the delivery of advanced manufacturing technologies, systems, products and services, the government is committed to investment for the

industry. Scenic Rim's agribusiness and agritourism industry has strong players in manufacturing and processing and industry innovation is key to further growth and development. Support for these types of businesses in the region may be supported by the Advanced Manufacturing program.

5. Monitoring and reporting

5.1 Purpose

To ensure the achievement of the Action Plan's measurable outcomes and KPIs, and therefore progress of the 10-year Roadmap's objectives, transparent monitoring and reporting is imperative.

5.2 Monitoring and Reporting Plan

The Scenic Rim Regional Council will implement a monitoring and reporting plan to track the implementation of actions and achievement of objectives. Additionally, key economic development indicators, including labour force figures, planning approvals, GRP (by industry), value added, and tourism visitation data will be reviewed and captured annually to track overall industry growth and economic development. Regular monitoring and reporting will inform any future updates required to the Action Plan to ensure its success and re-development at the end of its three-year life. The monitoring and reporting plan is outlined in Table 3.

TABLE 3: MONITORING AND REPORTING PLAN

MONITORING / REPORTING ACTION	FREQUENCY
Short-term initiatives, actions and KPIs	Within 1 year and on an annual basis thereafter
Medium-term initiatives, actions and KPIs	Within 2 years and on an annual basis thereafter
Long-term initiatives, actions and KPIs	Within 4 years and on a biennial basis thereafter

Appendix A: Scenic Rim Agribusiness and Agritourism 3-Year Action Plan

AGRIBUSINESS			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
Water Security: Ensure availability and reliability of affordable water resources to the agricultural sector to maximise the immediate economic benefit and realise the potential industry growth in the Scenic Rim	<ul style="list-style-type: none"> Highly reliable water supply Innovative water storage, supply and reuse technologies Successful development of the additional water infrastructure 	1.1 Support and advocate for the development of an investment-grade business case for the Water for Warrill irrigation project	1.1.1 Provide Council support or resourcing to assist the progression of the Water for Warrill project through to detailed business case phase.
		1.2 Identify and advocate for other priority water infrastructure projects that enable long term water security	1.2.1 Investigate feasibility of connecting water services to the Bromelton State Development Area.
		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.	
		1.3 Maximise economic and agricultural benefits of secure, high-reliability water resources through strategic planning and protection of agricultural land	1.3.1 Periodically investigate the performance of existing agricultural precincts and assess the viability and enabling factors for both these existing and potential agricultural precincts. This including considerations for water and energy connectivity, planning and development guidelines, strategic economic development and future-proofing the agribusiness sector through water security.
Integrated transport networks: Maximise Scenic Rim's strategic location for agricultural production and distribution, and improve critical supply chain infrastructure	<ul style="list-style-type: none"> High-capacity, reliable road and rail networks Development of freight and logistics hubs Effective integration of regional transport networks with major planned local and State infrastructure projects 	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	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.
			1.4.2 Collaborate with DTMR in undertaking an updated study for DTMR's Mount Lindesay- Beaudesert Strategic Transport Network Investigation.
			1.4.3 Undertake strategic corridor alignment planning for future major road upgrades including the Bromelton North South Arterial.
			1.4.4 Review heavy vehicle restrictions and determine constraints and benefits of amendments to heavy vehicle access on local road networks.
			1.4.5 Continued collaboration with Australian Rail Track Corporation (ARTC) to leverage freight efficiencies associated with the Inland Rail project.
		1.5 Improve critical supply chain infrastructure to enable efficient distribution of Scenic Rim products to market and freight and logistics movements	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 and Scenic Rim Agricultural Industry Precinct.
		1.5.2 Integrate identified priority local transport infrastructure into Council's forward capital works program.	
1.5.3 Develop and provide local network insights to DTMR to support investment identification and approvals for QLD government road infrastructure.			

AGRIBUSINESS						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
<ul style="list-style-type: none"> Material increase in agricultural water availability and supply Investment in, and development of, large-scale water infrastructure Increase in agricultural production and exports Engagement with Seqwater and gain understanding of specific infrastructure improvements required to meet the water security initiatives and actions Engagement with Seqwater on the planned water availability study 	Short	High	Council (C&RP)	Water for Warrill Ltd QLD and Australian Government Agencies Seqwater		■ ■ ■
	Medium	Medium	QLD Government Agencies	Scenic Rim Strategic Coordination Group Seqwater QUU Bromelton SDA businesses and landowners		■ ■
	Medium	High	Council (C&RP)	Seqwater QLD Government Agencies		■ ■
	Long	High	Council (C&RP)	QLD Government Agencies Seqwater	1.2.1	■ ■ ■
<ul style="list-style-type: none"> Reduced transportation time between key distribution points and market along critical freight and logistics routes Increased local road and rail network capacity Investment in improving local supply chain network infrastructure 	Short	High	Council (A&ES and C&RP)	Local agribusiness and freight and logistics operators QLD and Australian Government Agencies		■ ■ ■
	Medium	Medium	Council (A&ES and C&RP) QLD and Australian Government Agencies	Scenic Rim Strategic Coordination Group		■ ■
	Medium	High	QLD and Australian Government Agencies	Scenic Rim Strategic Coordination Group Council (A&ES and C&RP)		■ ■
	Medium	Low	QLD and Australian Government Agencies	Local agribusiness and freight and logistics operators	1.4.1	■ ■
	Medium	Medium	Council ARTC Australian Government Agencies	Local agribusiness and freight and logistics operators	1.4.4	■ ■
	Medium	High	Council (C&RP) Kalfresh Pty Ltd Industry representative groups	Local agribusiness and freight and logistics operators QLD and Australian Government Agencies	1.4.1	■ ■ ■
	Medium	High	Council (A&ES)			■ ■ ■
Medium	High	Council (A&ES)	QLD and Australian Government Agencies	1.4.1	■ ■ ■	

LEGEND:

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

AGRIBUSINESS			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
Value-added agricultural products and services: Enable industry development of higher value agribusiness products and services	<ul style="list-style-type: none"> Increased capacity and extension of agribusiness supply and value chains Improved resilience for critical agribusiness supply chain points Industry led investment and employment 	1.6 Increase local processing and manufacturing capabilities that support agribusinesses of all scales	1.6.1 Investigate critical supply chain points (i.e. local abattoir) to ensure ongoing viability of boutique scale producers.
			1.6.2 Promote the economic benefits of value-adding activities such as increased local employment and industry skills development.
			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, higher intensity agricultural activities, such as manufacturing, processing, and feed lots within the Scenic Rim.
			1.6.4 Maximise opportunities for agri-industrial development and advanced manufacturing within the Bromelton State Development Area.
			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.
			1.6.6 Continue to advocate for adequate power supply infrastructure that supports business expansion and development into emerging industrial areas.
Diversified and sustainable agribusinesses: Support the development of innovative and sustainable agribusiness ventures which promote long term economic growth	<ul style="list-style-type: none"> 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 	1.7 Enable diversification of products, services and revenue streams for agribusiness	1.7.1 Develop enabling pathways for product and service diversification of agribusinesses, and promote relevant, available funding opportunities for growth.
			1.7.2 Identify opportunities to leverage the region's natural agricultural attributes through an Agricultural Land Assessment to utilise industry research, regional climate and soil analysis and mapping to support higher value and diverse farming practices.
			1.7.3 Establish local agronomist program to improve access to services for local producers to improve agribusiness resilience and diversification.

AGRIBUSINESS						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
<ul style="list-style-type: none"> Increased local capacity in processing and manufacturing Increased employment Supply chain resilience Development uptake in Bromelton SDA Agribusiness Planning qualifiers and/or spatial clusters identified for priority development and communicated to industry 	Short	High	Council (C&RP) Industry representative groups	Local agribusiness and freight and logistics operators QLD Government Agencies	1.4.1	
	Short	Medium	Council QLD Government Agencies	Local producers and operators		
	Short	High	Council (C&RP)	Local agribusiness and value-add manufacturers	1.6.1	
	Medium	High	Council (C&RP) QLD Government Agencies	Scenic Rim Strategic Coordination Group	1.6.1	
	Medium	Medium	Council (C&RP)	QLD Government Agencies	1.6.4	
	Medium	Medium	Council	Utility operators QLD Government Agencies		
<ul style="list-style-type: none"> Increased diversity in agribusiness products and services within the region Carbon reductions in agribusiness activities Research and development grants Engagement with Seqwater to promote effective and sustainable water usage 	Short	High	Council (C&RP) Industry Representative Groups	QLD Government Agencies	2.1.1	
	Short	High	Council (C&RP) QLD and Australian Government Agencies	Local agronomy services Research organisations Seqwater		
	Medium	Medium	Industry Representative Groups	Council (C&RP) Local agronomy services Local growers and producers	1.7.2	

LEGEND:

Small Scale Agriculture
 Large Scale Agriculture
 Small Scale Agritourism
 Large Scale Agritourism
 Industrial or Logistics

AGRIBUSINESS			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
		1.8 Promote existing agribusiness sustainability practices and encourage industry leading sustainability practices and innovation	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.
			1.8.2 Identify and promote industry-leading sustainability practices within the Scenic Rim which meet contemporary consumer ethical standards.
			1.8.3 Connect agribusiness with research institutions to drive sustainability and diversification through emerging technologies and trends.

AGRITOURISM			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
Industry enablement: Provide support for industry driven development of the agritourism sector and foster strong industry collaboration	<ul style="list-style-type: none"> 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 and agribusiness operators 	2.1 Continue to invest in agritourism development, creating strong relationships between the agritourism industry and Council, and supporting emerging strategies and businesses	<p>2.1.1 Periodically assess the performance of existing agri-tourism 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.</p> <p>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 <i>Scenic Rim Planning Scheme 2020</i>.</p> <p>2.1.3 Support workforce development and training initiatives to provide skilled workforce in agritourism, including investigation of locally based programs.</p> <p>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.</p>
Marketable and sought-after agritourism experiences: Development and promotion of agritourism experiences and products	<ul style="list-style-type: none"> Diverse agritourism products that showcase the Scenic Rim's attributes Local, interstate, and international awareness and engagement with Scenic Rim agritourism 	2.2 Develop and invest in strategies to promote the Scenic Rim's agritourism value proposition, products, and experiences	<p>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.</p> <p>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.</p> <p>2.2.3 Develop and invest in a coordinated marketing campaign for Scenic Rim agritourism for domestic and international markets.</p>

AGRIBUSINESS						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
<ul style="list-style-type: none"> Increased diversity in agribusiness products and services within the region Carbon reductions in agribusiness activities Research and development grants Engagement with Seqwater to promote effective and sustainable water usage 	Short	High	Industry Representative Groups QLD and Australian Government Agencies	Local agronomy services Local growers and producers Council (C&RP)	1.7.3	
	Medium	Medium	Industry Representative Groups QLD and Australian Government Agencies	Council (C&RP) Local growers and producers		
	Medium	High	Council (C&RP) QLD Government Agencies	Universities and research organisations Industry bodies	1.7.3	

AGRITOURISM						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
<ul style="list-style-type: none"> Increase in agritourism operators Expanded offerings for existing agritourism operators Increase in on-farm events Increase in agritourism experiences Increase in agritourism accommodation capacity 	Short	High	Council (C&RP)	QLD Government Agencies Local Industry	1.7.1	
	Short	High	Council	Destination Scenic Rim Local Industry		
	Short	Medium	QLD Government Agencies	Council (C&RP) Registered Training Organisations Industry Representative Groups Schools Local Industry		
	Short	Medium	Council (C&RP)	Industry Representative Groups QLD and Australian Government agencies Destination Scenic Rim	2.1.3	
<ul style="list-style-type: none"> Increased local, interstate and international agritourism visitors Increased visitors at key events (compare to pre-COVID levels and COVID levels) 	Short	High	Council (C&RP) Destination Scenic Rim	Industry Representative Groups QLD Government Agencies Local Industry		
	Short	High	Council (C&RP) Destination Scenic Rim	Industry Representative Groups QLD Government Agencies Local Industry		
	Short	High	Council (C&RP) Destination Scenic Rim	Industry Representative Groups Local Industry	2.2.1	

LEGEND:

Small Scale Agriculture Large Scale Agriculture Small Scale Agritourism Large Scale Agritourism Industrial or Logistics

AGRITOURISM			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
Accessible local products Develop mechanisms to increase market access to boutique Scenic Rim agriproducts	<ul style="list-style-type: none"> Development of 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 	2.3 Identify strategies to increase access to local products for visitors, local businesses and proximate markets	2.3.1 Identify strategic locations centred on the region's towns and villages 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.
			2.3.2 Investigate online engagement strategies, identify opportunities for efficiencies in supporting the region's boutique agri-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.
Agritourism connectivity: Leverage Scenic Rim's strategic location and proximity to established tourism markets	<ul style="list-style-type: none"> Increased connectivity and reliability of public and private transport for agritourism purposes Development of Scenic Rim's online agritourism presence 	2.4 Drive agritourism market growth through increased physical and online connectivity to markets	2.4.1 Investigate development of common-use digital tools for agritourism including apps which connect visitors with local offerings and deals.
			2.4.2 Improve public transport accessibility from nearby population centres and domestic and international passenger ports.
			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.
			2.4.4 Identify parking and amenity access shortfalls in key agritourism and tourism locations and facilitate investment to maximise the experience of visitors and minimise the impact on operators and mitigate local resident tourism fatigue.

CAPACITY BUILDING			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
A distinct community identity: Strengthen and promote a clearly articulated and well-known Scenic Rim regional brand which attracts strategically aligned investment in agribusiness and agritourism	<ul style="list-style-type: none"> A clear region-wide value proposition A strong community with shared values Vibrant Towns and Villages 	3.1 Develop a clearly articulated Scenic Rim value proposition that reflects community values and identity	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
			3.1.2 Consider developing and investing in a Scenic Rim product certification scheme
			3.1.3 Continued delivery of Council's Vibrant Active Towns and Villages initiative under the Operational Plan 2020 - 2021 and develop social infrastructure to attract skilled workforce and tourism
		3.2 Develop focussed investment attraction strategies for agribusiness and agritourism, aligned with the Scenic Rim's value proposition	3.2.1 Identify priority agricultural and agritourism sub-sectors for growth aligned to the Scenic Rim identity, to facilitate and target investment attraction
			3.2.2 Promote benefits of the Scenic Rim Investment Attraction Incentives Program Policy to potential developers and operators

AGRITOURISM						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
Increased availability and sales of local agri-products	Short	High	Council (C&RP) Industry Representative Groups	Local Growers and Producers	1.5.1	
Increased online presence of local agritourism operators	Short	Medium	Council (C&RP) Destination Scenic Rim	Industry Representative Groups Local Industry	2.2.3	
Increased online booking facilities for agritourism experiences						
Increased online points of sale for agri-products						
Increased availability of agritourism products Increased visitors to the region Increased accommodation overnight stays	Medium	Medium	Council (C&RP) Destination Scenic Rim	Council (C&RP) Local Industry QLD Government Agencies Industry Representative Groups	2.3.2	
	Medium	High	QLD Government Agencies	Council (C&RP) Destination Scenic Rim		
	Short	Medium	Council (C&RP)	SEQ Transport Operators Destination Scenic Rim		
	Medium	Medium	Council (C&RP and A&ES)		2.1.4	

CAPACITY BUILDING						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
Defined Scenic Rim agribusiness and agritourism value proposition and community identity	Short	High	Council (C&RP)	Industry Representative Groups QLD Government Agencies		
	Medium	Low	Industry Representative Groups	Council (C&RP) Local growers and producers Destination Scenic Rim		
	Medium	High	Council (A&ES and C&RP))	Local communities and industry		
Increased awareness of Scenic Rim Investment Attraction Incentives Program Policy resulting in program uptake	Short	Medium	Council (C&RP)	Industry Representative Groups QLD Government Agencies	1.6.3; 1.7.2; 2.3.1	
	Short	Low	Council (C&RP)	New and existing businesses (retention, expansion and attraction)		

LEGEND:

Small Scale Agriculture Large Scale Agriculture Small Scale Agritourism Large Scale Agritourism Industrial or Logistics

CAPACITY BUILDING			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
Work together to achieve growth: Facilitate strong, strategic relationships with key government and industry stakeholders	<ul style="list-style-type: none"> Strong ties and open communication between Council and agribusiness operators Productive working relationships between Council, industry and government 	3.3 Provide local insights to contribute to QLD government led projects which support strategic outcomes for the region	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.
			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.
			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
		3.4 Undertake strategic planning to maximise economic benefits and legacy of the 2032 Olympic Games	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 QLD Government for planning and delivery
		3.5 Develop a skilled local workforce and training opportunities to support agribusiness and agritourism industries	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)
Connected services and support: Providing multi-faceted connectivity and support for local businesses	<ul style="list-style-type: none"> 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 	3.6 Continued engagement with stakeholders and development of strong business and support networks	3.6.1 Promote and facilitate ongoing industry participation in implementation of the agribusiness and agritourism strategy through industry bodies such as Industry Steering Groups, and Destination Scenic Rim
			3.6.2 Review of Scenic Rim's Business Directory to increase agribusiness and agritourism inclusion

CAPACITY BUILDING						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
<ul style="list-style-type: none"> Long-list of opportunities and recommendations that support agribusiness and agritourism industries developed, with input from ISG, DSR and Water for Warrill board. Inclusion of recommendations in submission to revision of ShapingSEQ Increased successful agribusiness and agritourism development applications Increased awareness of policies in place to support agritourism and agribusiness in the Scenic Rim Planning Scheme 2020 Increased complying and exempt development Reduced planning approval timeframes Engagement with Seqwater to gain understanding of sustainable water development 	Short	High	Council (C&RP)	Local Industry Industry Representative Groups		
	Short	High	Council (C&RP)	Local Industry Industry Representative Groups QLD Government Agencies		
	Short	High	Council (C&RP) Industry Representative Groups	Local Industry QLD Government Agencies, including Seqwater		
<ul style="list-style-type: none"> List of identified priority projects aligned to Brisbane 2032 and Scenic Rim objectives Involvement in QLD Government led Brisbane 2032 planning and delivery of the Games 	Long	High	Council (C&RP and A&ES)	SEQCOM QLD government agencies Industry Representative Groups Destination Scenic Rim	2.1.3	
<ul style="list-style-type: none"> Number of local Registered Training Organisations Increased local qualification and certification offerings Course completion rates Retention of local entry-level workforce population 	Medium	High	QLD Government Agencies	Council (C&RP) Local Industry Schools Registered Training Organisations		
<ul style="list-style-type: none"> Regular monitoring and review of the Agribusiness and Agritourism strategy in consultation with industry 	Medium	Medium	Council (C&RP)	Chambers of Commerce Industry Representative Groups Destination Scenic Rim QLD Government Agencies		
<ul style="list-style-type: none"> Increased presence of agribusiness and agritourism in Council's business directory 	Short	Low	Council (C&RP)	Local Industry Chambers of Commerce Industry Representative Groups Destination Scenic Rim		

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

CAPACITY BUILDING			
OBJECTIVES	SUCCESS FACTORS	INITIATIVES	ACTIONS
		3.7 Region-wide improvements in telecommunication and internet connectivity and infrastructure	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 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.
		3.8 Advocate for available government grants and funding for regional agribusiness and agritourism development	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 3.8.2 Continue to seek funding for Council to deliver strategic priorities through available government grant programs.

CAPACITY BUILDING						
MEASURABLE OUTCOMES / KPIS	IMPLEMENTATION TIMEFRAME	PRIORITY	IMPLEMENTATION LEAD	KEY STAKEHOLDERS	RELATED ACTIONS	TARGET INDUSTRIES
<ul style="list-style-type: none"> Increased phone and internet coverage throughout the region Uptake of emerging telecommunications technologies 	Short	High	Council (C&RP)	QLD and Australian Government Agencies		
<ul style="list-style-type: none"> Funding for telecommunication infrastructure improvements Implementation of telecommunications improvements and infrastructure. 	Medium	Low	QLD and Australian Government Agencies	Council (C&RP) Industry Representative Bodies		
<ul style="list-style-type: none"> Grants and Funding Concierge Program established Uptake of government support 	Short	High	QLD and Australian Government Agencies	Council (C&RP) Industry		
<ul style="list-style-type: none"> Funding made available for strategic priorities 	Short	High	Council (C&RP)	QLD and Australian Government Agencies Industry Representative Groups		

LEGEND:

Small Scale Agriculture
 Large Scale Agriculture
 Small Scale Agritourism
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This action plan has been informed by research and content development by PricewaterhouseCoopers (PwC).

SCENIC RIM



REGIONAL COUNCIL

scenicrim.qld.gov.au