



CORPORATE PLAN

| 2025—2030 |



Mununjali Jagun

By Chloe Rainbow

The story behind this artwork represents Mununjali Country. Within the artworks various colours are used to represent the rivers/water ways (blue), the land (green), the sun (yellow), brown (our people).

Our totem the Gallunini- Fresh Water Hen. Is seen protecting our water ways for our people. The Gallunini watches over us and protects us Mununjali people.

Also seen is the Mibunn- Wedge Tail Eagle. The wedge tail eagle watches over us Mununjali people as our protector.

The artwork tells the story of the importance of looking after country and our animals to the Mununjali Tribe. The rivers, mountains, trees, animals all tell stories that have been passed down to us from our old people our ancestors and elders. The sun gives us daylight and warmth. The rivers give us water to drink and swim in. The land gives us places to sleep and a path to follow. The trees give us shelter, shade and bush tucker.

The animals give us food also their skins and feathers are used in traditional ways. Such as feathers for dance and skin for covering up. The stars give us a path to follow at night and light.

Within the artwork the Mununjali Jagun is represented. Showing its true beauty. It holds great importance to the Mununjali people. Looking after and caring for country is a priority. To only take what you need and always give back to country. Ask permission before you take and never be greedy.

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Acknowledgement of Country

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



MAYOR'S FOREWORD

Cr Tom Sharp | Mayor

It gives me great pleasure to present Scenic Rim Regional Council's Corporate Plan 2025-2030 which captures the strategic priorities of Council and the aspirations of our community.

I am grateful for the feedback provided by residents and business owners during the community consultation which has been incorporated in this Plan, providing lucidity of vision for our region for the next five years and beyond.

Our vision for the Scenic Rim is one of a world-renowned region, recognised for its unique natural beauty and heritage, authentic experiences and welcoming communities, supported by Council's mission of proudly delivering services and infrastructure for our community.

The Corporate Plan 2025-2030 sets the direction for Council and its partners to work towards, taking account of the opportunities and challenges facing the Scenic Rim, whether social, economic or environmental.

Although close to some of the most densely populated areas in southern Queensland, the Scenic Rim remains a thriving rural community of unique towns and villages surrounded by World Heritage-listed national parks and breathtaking scenery enjoyed by locals and visitors alike.

We have much to celebrate as a region and the Corporate Plan 2025-2030 recognises the Scenic Rim as a special place, rich in heritage and natural values.

Its lifestyle and environment are treasured by those who live and work here.

In this context, the Corporate Plan provides the framework for our region's continued growth and development, informing future planning and investment with a focus on providing value-for-money services and projects for our community.

This is underpinned by six Strategic Goals of:

- Planning and place making
- Integrated transport
- Economic development
- Connected communities
- Environment and waste
- Sport and recreation

The actions driving these goals need the outcomes of sustainability and compatibility to our rural heritage, natural history and the growth and preservation of our natural environment and leading agricultural industries. Above all, the Corporate Plan 2025-2030 recognises the partnership between Council and the community in achieving the best outcomes for the Scenic Rim and its people as we work together to realise our vision for our region.

My thanks to everyone who contributed to the community engagement in developing a plan that provides a firm foundation for our future. A place to work, live, play, invest and learn.



CEO'S MESSAGE

David Keenan | Chief Executive Officer

The Corporate Plan 2025-2030 provides renewed focus for the Scenic Rim, with Council's organisational priorities reflecting the commitment of working more efficiently and effectively for the community.

The Corporate Plan establishes the key initiatives guiding the strategic direction of Council's annual Operational Plans, through which Council delivers a wide range of projects and programs to meet community needs, and capital works plans for infrastructure essential to meet the growth of the region.

As well as providing the basis for decisions about operational priorities and the allocation of resources, the Corporate Plan defines the measures of success in meeting Council's performance objectives.

Community feedback has been valuable in shaping the Corporate Plan which has been developed in accordance with the Local Government Act 2009 and the Local Government Regulation 2012.

The Corporate Plan 2025-2030 articulates the shared vision between Council and the community for the future of the Scenic Rim and reaffirms Council's commitment to continuous improvement.

It guides Council's decision making, in line with our mission of proudly delivering services and infrastructure for our community, and sets the direction for the Scenic Rim's growth and development for the next five years.

The Corporate Plan identifies the opportunities as well as challenges facing the region and the organisation as the organisation strives to balance community needs and expectations against increasing costs and the need for financial sustainability.

The Values of Scenic Rim Regional Council – SRRC – Service, Resilience, Respect and Commitment, which were developed in consultation with staff, are redefining the organisational culture to ensure Council provides the highest levels of service for the benefit of residents, business operators and visitors to the Scenic Rim.

Under the Corporate Plan's Guiding Principles, Council aims to deliver improved outcomes for the region through Financial Sustainability, Operational Efficiency, Customer Responsiveness, a United Team, and Strategic Local Partnerships.

Council's staff are proud to serve the Scenic Rim's more than 46,000 residents, 4,500 businesses and hundreds of grassroots organisations and I am grateful for their continued efforts towards improving the way in which we work for our community.

This Corporate Plan marks a new chapter for Council and it presents exciting possibilities for the future.

A stylized, handwritten signature in dark ink, appearing to read 'DK' or similar initials, followed by a long horizontal stroke.

INTRODUCTION

Council has developed a new Corporate Plan to meet the needs of the Scenic Rim community until 2030.

All local government authorities in Queensland must have a five-year Corporate Plan that meets the requirements of the Local Government Act 2009 and the Local Government Regulation 2012.

Local Government Authorities play a key role in delivering community services. Councils also seek to develop their areas by focusing on long-term strategic goals. A Corporate Plan guides how a local government plans its services, strategies, programs and facilities. It sets priorities that feed into the budget and annual operational plans.

This Corporate Plan provides clear direction and measurable outcomes that will inform Council decisions about services, infrastructure, budgets and activities over the next five years. It identifies what issues are most important for Council and the community.

It includes:

- information about the Scenic Rim region
- key data and information about Council as an organisation
- how Council as an organisation will develop over the coming years
- areas of focus for Council's Executive Team.

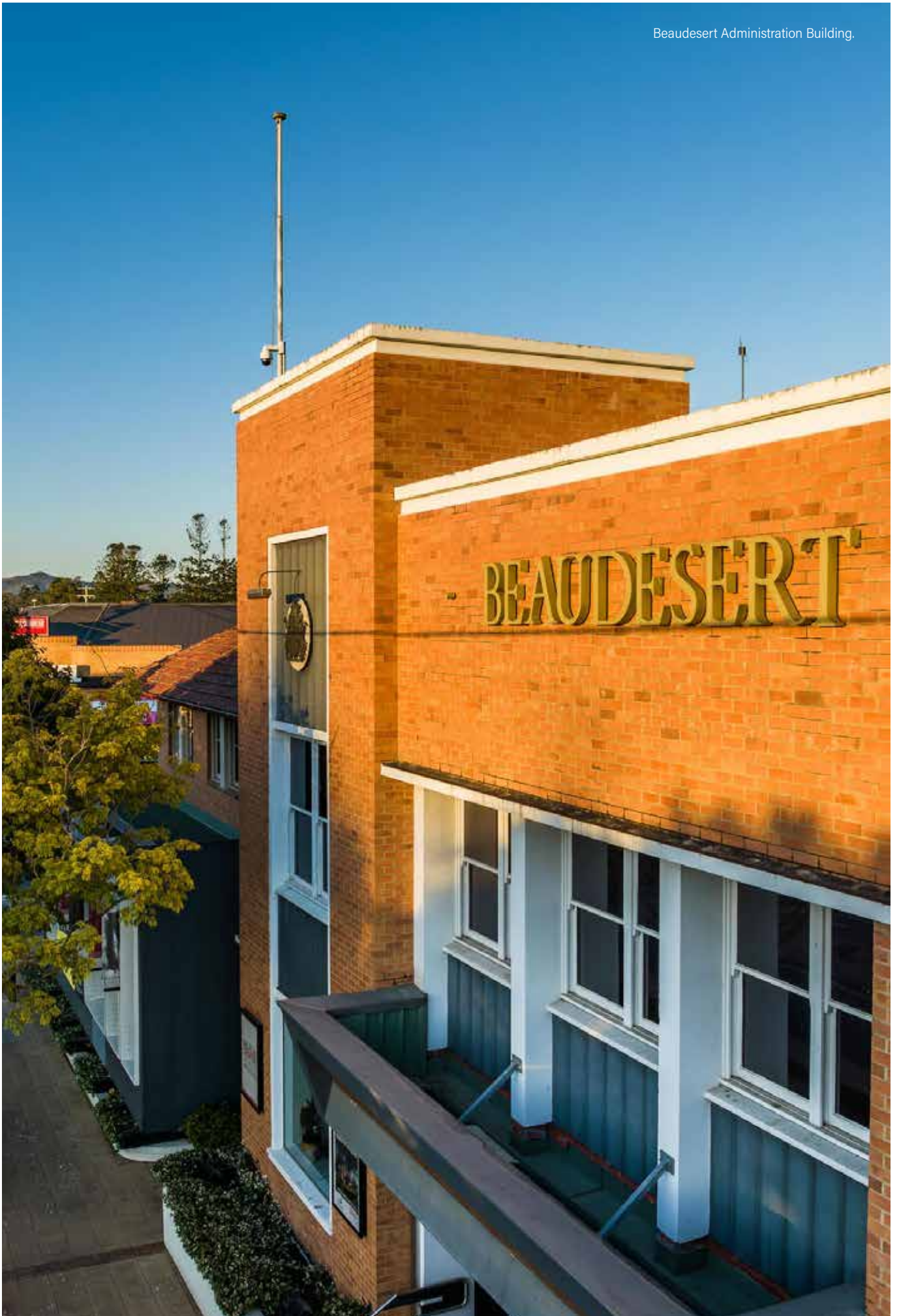
The Corporate Plan presents six Strategic Goals for the region and explains what Council is seeking to achieve over the life of the Plan.

In order to ensure the Plan reflects the priorities of the region, Council invited feedback from the community on the Draft Corporate Plan, from 16 April to 12 May 2025.

During the consultation, Council welcomed feedback online, through its engagement platform, Let's Talk Scenic Rim, and through hard copy submissions. There were also three opportunities for face-to-face discussions at Beaudesert, Boonah and Tamborine Mountain. Council received 171 responses to the Draft Corporate Plan and 82 people attended consultation events.

The community feedback was reviewed and analysed, and has been used to inform this Plan. The feedback was overall supportive of the vision, mission, and overall direction, although the community noted the importance of effective delivery and also wanted to ensure an ongoing dialogue with community to progress the issues highlighted in this Plan.

There was a desire for Council to provide a holistic approach to planning across all the Strategic Goals and to invest in the necessary infrastructure to support quality of life for the whole region.



ABOUT SCENIC RIM REGION

Scenic Rim is a unique and truly special region, in the heart of South East Queensland. Known for its spectacular scenery, robust economy, strong community spirit and fascinating history, the region is growing and this plan seeks to maintain quality of life for our residents while creating new opportunities for the region.

The region covers an area of 4,294 km² and is located within South East Queensland. Scenic Rim encompasses the region's chain of mountains, plateaus and peaks that extend from the coastal hinterland in the east to the Great Dividing Range in the west. Scenic Rim Regional Council formed in 2008, following local government amalgamations.

Built on the strength of its natural features and landscape, its strategic location and its lifestyle attributes, the Scenic Rim's success will be defined by a diversity of competitive businesses, a skilled and capable workforce, a vibrant visitor economy and thriving communities. The Scenic Rim is geographically in a unique position within the broader South East Queensland region and indeed the State.

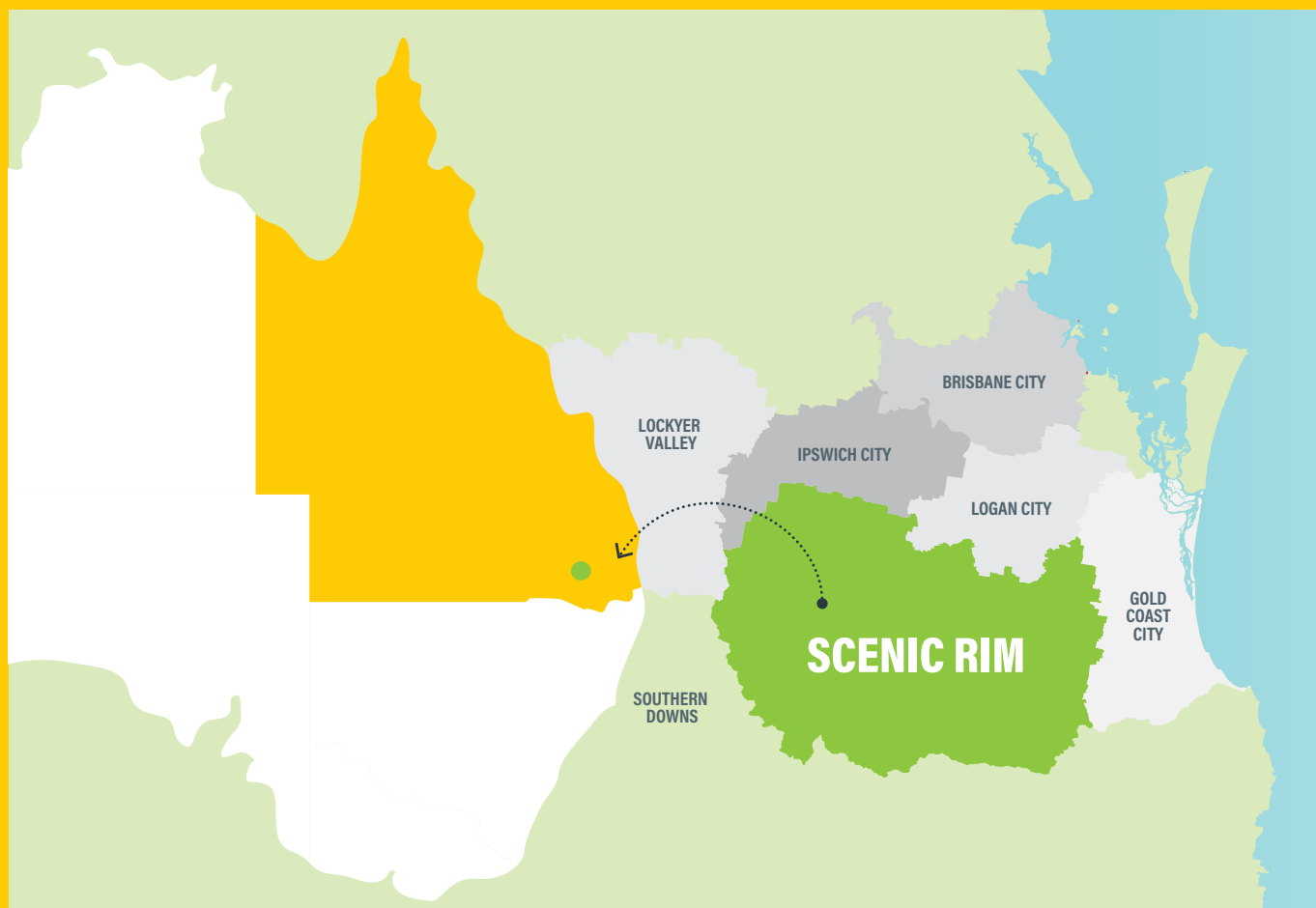
The more traditional agricultural activities remain a steadfast component of the economy with the Bromelton State Development Area (SDA) also accommodating large-scale industries and Council's waste transfer station.

The Bromelton SDA encompasses more than 15,600 hectares of industrial land and has significant potential for future growth.

While Beaudesert is the site of the main Council offices, the region has a large collection of other towns, each with their own character and history. The region has strong connections to other centres across South East Queensland including Ipswich (through the Cunningham Highway), Logan (through the Mount Lindesay Highway) and the Gold Coast (through Tamborine Oxenford Road and Beaudesert Nerang Road). The three main centres of Beaudesert, Boonah and Tamborine Mountain act as key service centres for the region and are generally aligned to their main transport linkages.

The regional economy is diverse in nature and is reliant upon the sectors of agriculture, tourism, key service sectors and construction, which service the ongoing population growth. The region has a vibrant and growing tourism sector as well as a budding wine, craft beer and spirits industry. In the western portion of the region, vegetables, cattle and dairy farming are the leading industries. The central section of the region caters for manufacturing and industrial activities as well as turf farming.

The region's primary businesses are agriculture and horticultural production and it is also known for its tourism offerings. With spectacular scenery, and with plenty to see and do, the region is popular with visitors.



With wineries, art galleries, bushwalking tracks and equine facilities, this growing community understands its roots and has a welcoming atmosphere and friendly country charm. The region includes the unique towns and villages of Beaudesert, Boonah, Tamborine Mountain, Kooralbyn, Tamborine, Beechmont, Kalbar, Aratula, Canungra, Rathdowney, Harrisville and Peak Crossing.

On 30 June 2023, the Scenic Rim had an estimated resident population of 45,248, which was 917 more people than in 2022 (2.07 per cent increase). The region is expecting significant growth during the life of this Plan. At the time of the last Census in 2021, the Scenic Rim had a lower proportion of children under 18 (21.5 per cent) and a higher proportion of persons aged 60 or older (30.1 per cent), than regional Queensland.

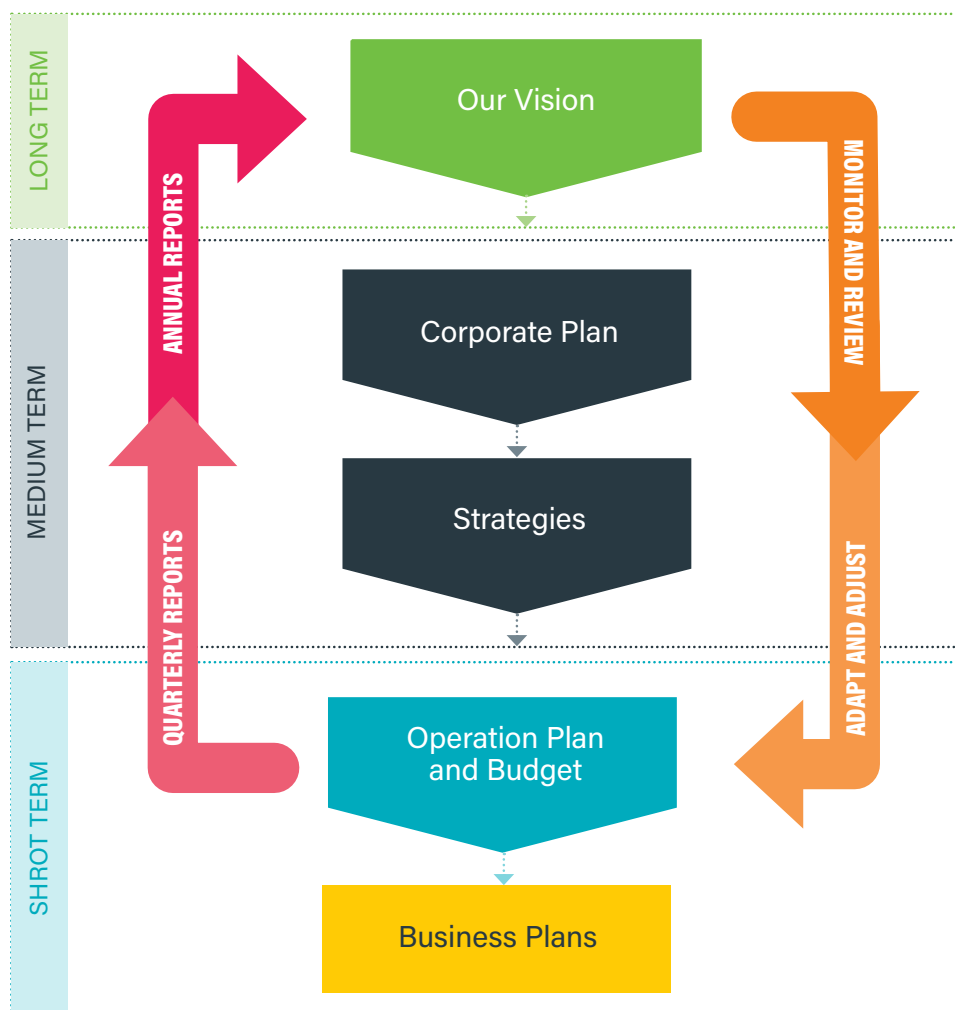
While the parents and homebuilders (aged 35-49) made up the biggest service age group cohort at 18.4 per cent of the population, the Scenic Rim has a larger proportion of 'empty nesters and retirees' (14.5 per cent compared to 12.2 per cent) and a smaller percentage of the 'young workforce' cohort (9 per cent compared to 12.4 per cent), than regional Queensland.

Community spirit and the strength and resilience of the region's residents is celebrated as something which makes the region special. The area has strong identity and as Scenic Rim welcomes new residents and businesses, the region will continue to evolve and change. Understanding these changes will help guide Council in planning future service delivery.

IMPLEMENTING THE CORPORATE PLAN

Council has a range of planning and reporting tools which help it to plan both for the long term and the short term.

This Plan, sets the long term vision, informs investment priorities and Council decisions. Each year Council sets its Operational Plan and Budget, which feed into the day to day work of Council teams and delivery of projects. The diagram below shows the connection between the Corporate Plan, and other plans and strategies. Progress is reported both through quarterly reports showing progress against the Operational Plan and budget, as well as through the Annual Report.



In implementing the Corporate Plan, Council undertakes a range of different roles. Council will:

- Deliver
- Facilitate
- Partner
- Educate
- Advocate
- Regulate

OPERATIONAL PLANNING

The Operational Plan is a legislative requirement which sets out the activities which Council will deliver each financial year to progress the Corporate Plan. The Operational Plan is aligned to the budget and progress is reported quarterly.

SERVICE DELIVERY

Delivery of services is core to Council's mission. Council delivers a wide range of services, which are outlined in Council's Service Catalogue. The Service Catalogue sets out details about the services which are provided to the community, how much those services cost and how performance is measured.

A service is something which delivers benefit to the region. Some services are needed every day by our residents and others might only be accessed once in a while. Some things provide a direct benefit to the user, where others might improve safety for the wider community or ensure legislative requirements are being met consistently. Local government often provides services which would otherwise not be provided by commercial sector organisations.

All Council's services contribute in some way to the delivery of this Corporate Plan. Some services Council delivers because there is a legislative role local government plays, but others are delivered in response to demand from the community or to provide benefits to the region.

Service delivery contributes to making the region a great place to live and visit. Our parks, libraries, roads, footpaths and swimming pools all contribute to quality of life for our residents. The way Council is managed, through internal services such as financial management, information technology, records and human resources all impact the community. Delivery of services directly supports the achievement of Council's Strategic Goals.

There is a direct relationship between the delivery of services and Council's budget. Delivery of services requires both Council staff and funding for materials and services. While Council always strives to deliver the best possible service and will always look for ways to be more efficient with its resources, increasing service standards or delivering services to more people, will usually need more money. This balance between meeting the needs of our community while minimising the cost of the services which are provided, is a key focus for Council during the life of the Corporate Plan. The Service Catalogue and the levels of service and costs which are defined in that document, are critical to this discussion.

IMPLEMENTING THE CORPORATE PLAN

More details about each of the service listed below, including performance targets and allocated budget, is included in Council's Service Catalogue.

Arts and Culture

Biodiversity and Climate Change

Campgrounds

Communications and Marketing

Community Development

Contracts and External Works

Customer Contact and
Community Engagement

Corporate Performance

Development Services

Disaster Management and Recovery

Economic Development and Tourism

Facilities Maintenance
and Management

Financial Services

Fleet Management

Governance and Internal Audit

Human Resources

Information Services and Technology

Infrastructure Planning and Delivery

Library Services

Park Maintenance

Plant and Fleet Maintenance

Procurement and Supply

Property Management

Rates and Revenue

Regional Events

Regulatory Services

Road Maintenance and Operations

Strategic and Land Use Planning

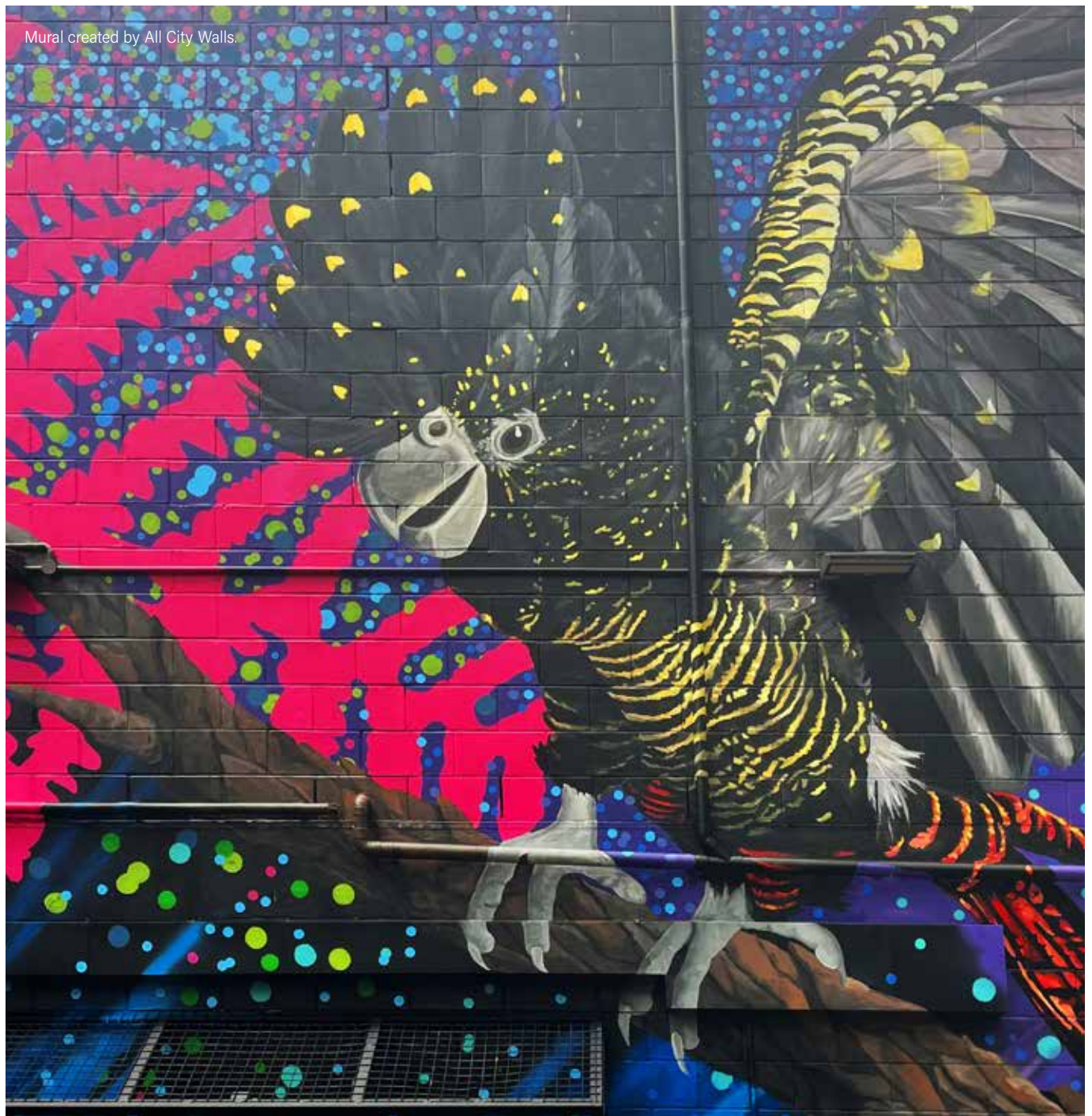
Swimming Pools

Waste Management

Work Health, Safety and Wellbeing

MEASURING SUCCESS

Council monitors progress with its budget, service delivery, Operational Plan and Corporate Plan on an ongoing basis. The Corporate Plan includes performance indicators which will help Council to demonstrate progress against the Strategic Goals. Progress is reported each year through the Annual Report. Progress against the annual Operational Plan and Council's service delivery is reported to Council on a quarterly basis.



Mural created by All City Walls.



Rathdowney.



Boonah Visitor Information Centre.



Kalbar.

PLAN ON A PAGE

VISION — THE SCENIC RIM IS A WORLD-RENOWNED REGION, RECOGNISED FOR ITS UNIQUE NATURAL BEAUTY AND HERITAGE, AUTHENTIC EXPERIENCES AND WELCOMING COMMUNITIES.



MISSION — PROUDLY DELIVERING SERVICES AND INFRASTRUCTURE FOR OUR COMMUNITY.

VALUES
SERVICE
.....
RESILIENCE
.....
RESPECT
.....
COMMITMENT
.....



GUIDING PRINCIPLES

- **F**inancial sustainability
- **O**perational efficiency
- **C**ustomer responsiveness
- **U**nited team
- **S**trategic local partnerships



STRATEGIC GOALS

- **Planning and place making**
Our regional growth and local community places are enhanced through thoughtful planning.
- **Integrated transport**
Our integrated transport network is connected and accessible.
- **Economic development**
Our economic growth is strong and businesses are supported.
- **Connected communities**
Our communities are connected, inclusive, resilient and healthy.
- **Environment and waste**
Our natural environment is well managed, and our waste and emissions are reduced.
- **Sport and recreation**
Our sport and recreation opportunities meet the needs of our residents and visitors.

VISION, MISSION, VALUES

This Corporate Plan sets out the vision for the region, the mission for the organisation and the values that apply to everything Council does and relate to everyone within the organisation.

VISION

Council's vision sets out the long-term ambition for the Scenic Rim region. In developing the vision, Council considered the opportunities and challenges facing the region. It provides a clear direction for Council and its partners to work towards. The vision is an aspirational statement, which is specific to this area and considers the environmental, economic and social aspects of the region. The vision will inform Council's decision making and expresses an exciting future for this region.

.....

The Scenic Rim is a world-renowned region, recognised for its unique natural beauty and heritage, authentic experiences and welcoming communities.

.....

MISSION

The mission seeks to clearly explain the overall purpose of Council. Council's primary role is service delivery and management of assets. The mission focuses on those core functions and is specific about the focus for the organisation being service delivery and infrastructure.

.....

Proudly delivering services and infrastructure for our community.

.....



VALUES

The values express how Council works as an organisation. The values shape the organisational culture and help to define expected behaviours. Council's values were developed in consultation with its employees and in response to a staff survey.

The values, which spell out SRRC, Scenic Rim Regional Council, articulate the strong commitment to **SERVICE** of the community. In recent years, Council has faced many challenges and changes, and the value of **RESILIENCE** represents the importance of adapting and recovering quickly when facing tough situations together. **RESPECT** relates to the importance of respectful relationships both internally and with residents and stakeholders. **COMMITMENT** is the final value which represents Council's dedication to long-term goals.

The goals and priorities in this Plan require a great deal of effort, patience and a long-term approach. Embedding values into the organisational culture

enhances team dynamics and strengthens the overall effectiveness and reputation of the organisation.

To support the corporate values, each has a supporting statement that helps every member of the organisation to understand and demonstrate the values, no matter what role they undertake.

- The value of service means being able to apply a consistent and positive approach towards internal and external customers and the community.
- Resilience is the ability to respond under pressure, recover from a challenge, manage adversity and view the experience of overcoming obstacles as a learning opportunity.
- To demonstrate respect, it is expected that everyone acts respectfully to others, accepting each person's individuality and their role.
- Commitment means the level of commitment towards tasks in the workplace including commitment to Council's goals, mission, and vision.



FOCUS

GUIDING PRINCIPLES

Council's guiding principles underpin everything it does. These principles represent how the organisation operates and makes decisions. They apply to both day-to-day service delivery and the delivery of the strategic goals in this Plan.

Council identifies and manages strategic risks as part of the risk management framework. The **FOCUS** guiding principles will help to address identified risks facing the organisation.

Five guiding principles, which together will shape a new organisational development program, spell out the word **FOCUS**. This sets out the things which, over the next five years, will be a focus for Council to develop and improve the way the organisation operates.

A **FOCUS** on **financial sustainability** will deliver value for money. This will be achieved through responsible management of resources, robust budget processes, asset management planning that supports effective maintenance and renewal of assets, and a strategic approach to procurement.

A **FOCUS** on **operational efficiency** will help to streamline Council's systems and processes. Over the next five years, Council needs to update IT systems and undertake a program of continuous improvement activities

to drive efficiency and effectiveness. Operational effectiveness also depends on robust governance processes that include policy, audit and risk management.

A **FOCUS** on **customer responsiveness** continues to be a top priority for Council. Council wants to make sure that doing business with the organisation is as easy as possible and that residents and stakeholders find Council to be responsive. It is important to provide accurate information at the appropriate time and ensure engagement is inclusive and accessible.

A **FOCUS** on supporting a **united team** will provide impact across all aspects of the Corporate Plan. It will create a safe and positive workplace culture for the team at Council. Developing leaders and listening to employees will create the foundation for a strong culture. Attracting and retaining talent and valuing the contribution employees make to the region is an ongoing priority for Council.

A **FOCUS** on **strategic local partnerships** will allow Council to deliver on a challenging and ambitious program. Strategic goals will require support from other organisations and new partnerships will be needed to enable Council to work collaboratively with others for the benefit of the region.

ORGANISATIONAL CHANGE OUTCOMES

To support the effective implementation of the **FOCUS** Guiding Principles, the Operational Plan will include activities which support the delivery of key outcomes. Each of the five guiding principles has defined outcomes which Council seeks to achieve by 2030. Achievement of the outcomes will require a program of activities which will be presented annually through Council's Operational Plan, and tracked quarterly through performance reports.

F	O	C	U	S
FINANCIAL SUSTAINABILITY	OPERATIONAL EFFICIENCY	CUSTOMER RESPONSIVENESS	UNITED TEAM	STRATEGIC LOCAL PARTNERSHIPS
<p>Budget planning is responsible, complies with the Queensland Financial Sustainability Framework, and ensures funds are appropriately allocated for services and strategic priorities.</p> <p>Revenue streams are maximised and new revenue options explored.</p> <p>Expenditure controls prevent waste and support informed decisions about how resources are allocated.</p> <p>Asset management practices are mature and provide quality data to support planning and maintenance.</p> <p>Strategic procurement ensures value for money and supports delivery of services.</p> <p>Property acquisition, disposal and management are strategic and support Council's long-term goals.</p>	<p>Council's Service Catalogue includes clear service standards, performance information and costings.</p> <p>Modern and effective technology systems support service delivery.</p> <p>A corporate improvement program drives efficiency and improves services.</p> <p>Performance reporting is clear, timely and supports decision-making, and benchmarking allows comparison with similar councils.</p> <p>Council projects are well coordinated and managed.</p> <p>Decision-making processes are robust, transparent and supported by relevant information.</p> <p>Audit provides assurance and identifies opportunities for improvement, with risk management being embedded in operational planning.</p>	<p>Clear standards for service are established and communicated through an updated Customer Charter.</p> <p>Processes are made easier, and customers are informed about progress with their requests.</p> <p>Customers receive prompt and appropriate responses to enquiries and complaints.</p> <p>Feedback guides Council's service planning and drives improvements to overall customer experience.</p> <p>Accurate, clear and timely communication, online and through individual communication channels, is consistently provided.</p> <p>Inclusive and accessible engagement opportunities inform Council decisions.</p>	<p>The safety and wellbeing of workers is consistently supported as a top priority.</p> <p>A positive, values-driven culture is evident across the whole organisation.</p> <p>Council invests in learning and development, with a focus on leadership skills. .</p> <p>Council uses innovative approaches to attract and retain talent.</p>	<p>Effective advocacy supports external investment in regional priorities.</p> <p>External funding is secured to support delivery of priorities.</p> <p>Partnerships have clear purposes and robust governance processes.</p> <p>Scenic Rim is represented at key local government industry events and forums.</p> <p>Volunteers and community groups contribute to Council's Vision and Strategic Goals.</p>

FOCUS

SERVICES

Later in this Plan, key community services are listed under each of the Strategic Goals. However, there are a range of services which support the whole of Council and contribute directly to the **FOCUS** Guiding Principles:

- Communications and Marketing
- Customer Contact and Community Engagement
- Corporate Performance
- Facilities Maintenance and Management
- Financial Services
- Fleet Management
- Governance and Internal Audit
- Human Resources
- Information Services and Technology
- Plant and Fleet Maintenance
- Procurement and Supply
- Property Management
- Rates and Revenue
- Work Health, Safety and Wellbeing



MEASURES

FINANCIAL SUSTAINABILITY

Operating surplus ratio.

Debt service ratio.

Asset sustainability ratio.

OPERATIONAL EFFICIENCY

Expenses per property assessment.

Project Delivery Status.

Service delivery targets met

Efficiency savings

CUSTOMER RESPONSIVENESS

Customer Satisfaction with Scenic Rim Regional Council.

Level of community engagement.

Responsiveness to customer requests

UNITED TEAM

Long Term Injury Frequency Rate.

Employees overall satisfaction with working at Scenic Rim Regional Council.

Employee turnover rate

STRATEGIC LOCAL PARTNERSHIPS

External funding secured

Number of advocacy engagements

Volunteering

STRATEGIC GOALS

INTRODUCING OUR STRATEGIC GOALS

This Corporate Plan, through its mission, commits Council to the continued delivery of services and infrastructure as outlined in the Service Catalogue and Capital Works Program. In addition to the ongoing delivery of community services and management of community assets, Council has identified six strategic goals that represent the key areas of focus and investment for the next five years.

A strategic goal represents an area of work where Council recognises the need for planning, investment and change, over and above the delivery of existing services.

They require long-term planning, additional investment, advocacy and partnerships to achieve outcomes for the community.

Each strategic goal is outlined in more detail on the following pages. They include outcomes that remain relevant throughout the life of this Corporate Plan, as well as signature projects, which are significant pieces of work that will be progressed during the next five years. The priorities in this Plan are specific, measurable, and achievable. The Plan also sets out the supporting strategies to guide the work towards the overall strategic goal. Measures will be developed to help Council demonstrate progress.

Staffsmith Park, Tamborine Mountain.







Harrisville



1.

PLANNING AND PLACE MAKING

INTRODUCTION

From strategic land use planning at a regional level, to local master planning for towns and villages, Council plays a key role in shaping the future of the region. As the region grows, it is important that town, village and neighbourhood planning reflects the character and heritage of the Scenic Rim. This needs to be balanced with meeting community needs and ensuring a great lifestyle for residents.

SETTING THE SCENE

Scenic Rim Regional Council's foresight and its vision for the region's growth was celebrated at the Planning Institute of Australia's 2022 Awards. The Strategic Planning Project Award for Excellence was awarded to the draft Scenic Rim Growth Management Strategy 2041. The award is presented to projects that demonstrate vision and innovation and is a significant achievement in the planning sector.

The Beaudesert Town Centre Revitalisation will deliver infrastructure and streetscape improvements in the heart of the town. It will maintain the unique character of the area and create welcoming public spaces.

1. PLANNING AND PLACE MAKING

The revitalisation project provides a relaxed rural atmosphere while supporting social and economic outcomes for the Beaudesert community. The benefits include improved pedestrian access, new planting including shade trees, space for community gatherings and events, and public artwork. Extra car parking and stormwater improvements will improve safety and mitigate flooding. The Beaudesert Town Centre Revitalisation is jointly funded by the Australian Government and Queensland Government in association with Scenic Rim Regional Council.

In late 2024, Council sought expressions of interest from members of the community to join Master Plan Committees for Canungra, Kalbar and Kooralbyn.

Participants will provide input in to the development of plans that will guide the future of these three centres. It is envisaged that the Master Plans will examine current and future growth, as well as identifying critical the infrastructure needed to support and service the current and future population forecasts.

DID YOU KNOW?

- The region is projected to grow significantly, reaching an estimated population of **64,679** by 2041. This represents an increase of over **19,000** when compared to the estimated population of **45,248** at 30 June 2023.

- Council anticipates significant growth in the next ten years, particularly around Beaudesert with an average of around 600 new lots and dwellings per year in Beaudesert alone.
- There will be increasing demand for Council resourcing and services to support this level of growth.

WHAT WE HEARD

- "...suggest an increased focus on affordable house and preserving local character in development"
- "Current families like living here because of the regional feel"
- "reflect the values of the community and the impacts on the community"

STRATEGIC GOAL

Our regional growth and local community places are enhanced through thoughtful planning.

OUTCOMES

- 1.1** Planning for Queensland and the South East Queensland region is informed by community views, with Council actively contributing to planning policy at state and regional levels.
- 1.2** Growth and development is thoughtfully planned through the Scenic Rim Planning Scheme, which is current and aligned with both Queensland Government requirements and the Growth Management Strategy 2041.

Kalbar.



Kooralbyn.



Canungra.



- 1.3** Local planning and community engagement informs investment in Council-owned and controlled land in key population centres across the region, supports activation of community places and spaces, and celebrates the unique character of each place.

SIGNATURE PROJECTS

- Review the Scenic Rim Planning Scheme by 2030 in line with legislative requirements, and decide, based on that review, whether to amend or replace the Planning Scheme.
- Explore opportunities to support diverse housing options through the Local Housing Action Plan.
- Complete local Master Plans for Kalbar, Canungra, and Kooralbyn, to inform urban design and investment in upgrades to Council-owned land and facilities and commence engagement for other small towns across the region.
- Complete parking and pedestrian upgrades at Gallery Walk Precinct at Tamborine Mountain².

STRATEGIES AND PLANS

- Scenic Rim Planning Scheme 2020
- Growth Management Strategy 2041
- Local Housing Action Plan
- Local Heritage Register

SERVICES

- Development services
- Strategic land use planning

MEASURES

- Planning Scheme is amended in a timely manner.
- Master Plans are in place for populations centres, informed by community engagement.
- Residents and visitors feel the region has a rural atmosphere.

¹Proudly funded by the Queensland Government's South East Queensland Community Stimulus Program in association with Scenic Rim Regional Council ²Jointly funded by the Australian Government and the Queensland Government in association with Scenic Rim Regional Council.





2.

INTEGRATED TRANSPORT

INTRODUCTION

A key focus over the next five years will be to progress integrated transport solutions for the growing region. Council roads, cycleways and footpaths are important to meet the needs of the community. Council also plays a key role in advocating to and working in partnership with other levels of government to improve connectivity. This helps ensure the Scenic Rim gets the transport infrastructure needed to support the region's growth. Building, maintaining and advocating for transport infrastructure will be a key focus for Council in the next five years.

SETTING THE SCENE

Council is undertaking a Local Government Infrastructure Plan amendment. A key deliverable is an Integrated Transport Plan, which will help identify future transport infrastructure needs for the region. It will help define policies, goals and designs for how Council intends to successfully move people and goods now and in the future.

2. INTEGRATED TRANSPORT

The Integrated Transport Plan will serve as a strategic decision-making tool for Council and provide a long-term approach for improving transportation within the Scenic Rim. In 2024, Council undertook a community engagement process to inform the development of the Integrated Transport Plan. As a result, 163 residents engaged in this comprehensive process, which included online and face-to-face engagement. Community members highlighted safety and connectivity as key priorities for the Plan.

Council continues to undertake work each year to maintain, upgrade and expand the region's large network of footpaths, cycleways and roads. Detailed condition assessments and usage data inform this planning. Council invests tens of millions of dollars each year on transport networks. Some upgrades rely on external funding.

DID YOU KNOW?

- There are **130** bridges in the region: **68** concrete and the rest are timber or other construction.
- The region has **1,771 km** of roads which are maintained by Council, and a further **527 km** under the responsibility of the Department of Transport and Main Roads.

WHAT WE HEARD

- "add bike and walking paths in all towns"
- "I would like to see the transport network focusing on bringing Public Transport to more areas"
- "We need safe roads, with footpaths or shoulders on our roads for bikes to ride and community can walk safely"

STRATEGIC GOAL

Our integrated transport network is connected and accessible.

OUTCOMES

- 2.1** Well-planned transport infrastructure supports long-term community needs across the region and connects to key locations outside the region.
- 2.2** Council's local road network is maintained and systematically upgraded through a strategic asset management approach and the capital works program is effectively delivered.
- 2.3** The community has improved access to safe and convenient routes for walking and cycling.
- 2.4** Disruption resulting from disaster management impacts on roads is minimised through timely repairs and infrastructure is rebuilt with improved resilience.



SIGNATURE PROJECTS

- Advocate for public transport services and key road upgrades, including Mount Lindesay Highway, Coulsen, Beaudesert Bypass, Canungra Bypass and the Boonah to Kooralbyn Road.
- Develop and deliver a local road investment program to upgrade local roads, with investment decisions informed by asset management planning.
- Implement a new road drainage initiative that includes drainage enhancements as part of routine maintenance activities, to support longevity of gravel roads.
- Collaborate with partners to create clear transport plans to support regionally significant events in the region, including road links, public transport and active transport connections.
- Deliver phase one of the Beaudesert to Bethania Rail Trail and advocate for additional stages.

STRATEGIES AND PLANS

- Integrated Transport Plan (in development)
- Local Government Infrastructure Plan

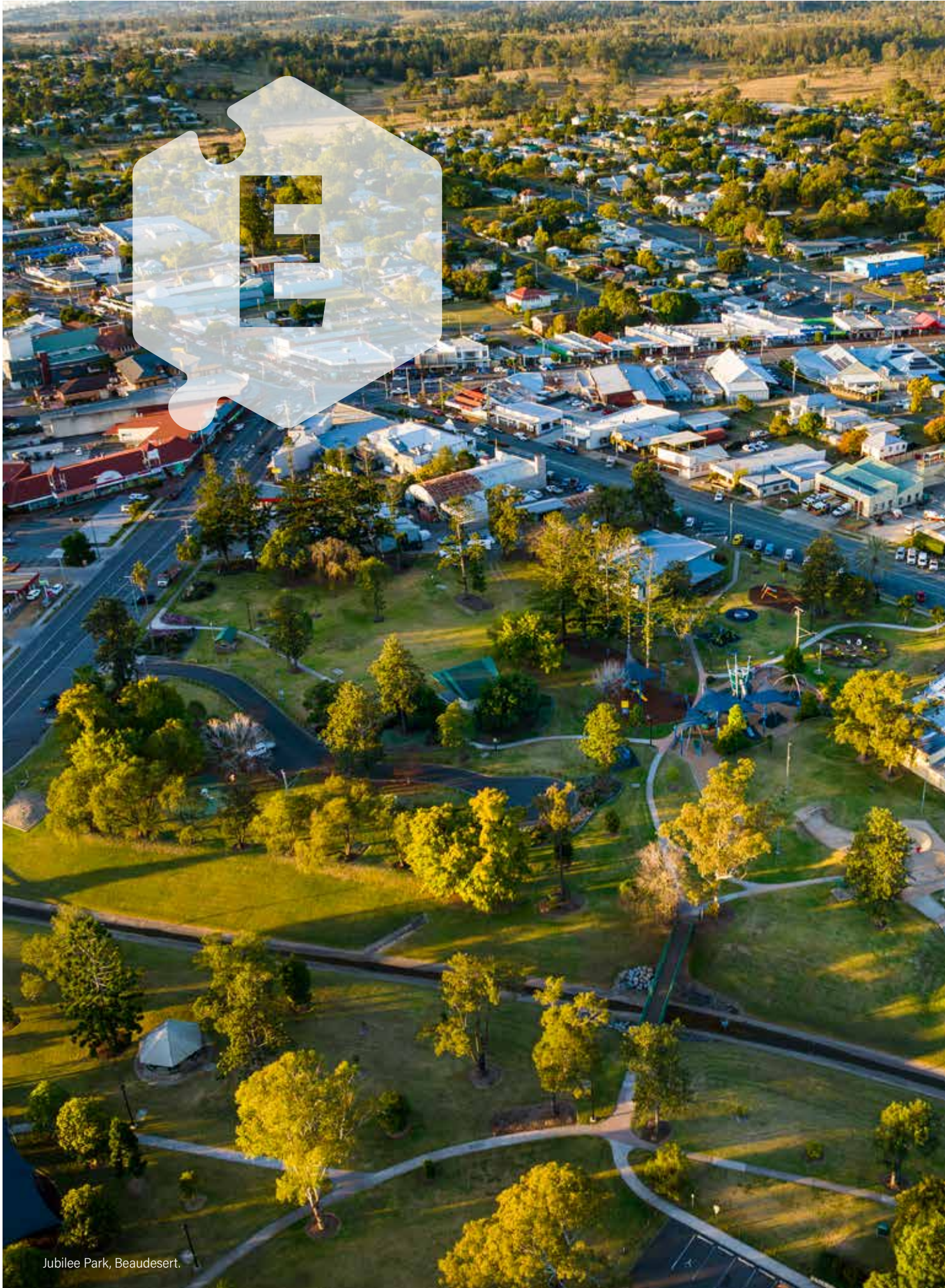
SERVICES

- Contracts and external works
- Roads and traffic

MEASURES

- Reduce average travel time between selected towns in the region.
- Number of major accidents within the region.
- Number of kilometres of dedicated cycleways and walking paths.
- Effective management of infrastructure repairs related to disaster events.

³Queensland government funding



Jubilee Park, Beaudesert.



3.

ECONOMIC DEVELOPMENT

INTRODUCTION

Supporting businesses across the region, both large and small, is a priority for Council. Attracting and developing new jobs with a diverse economy is vital to the future of the region. As a world-renowned tourism destination, Council will continue to support the growth of the region's tourism businesses, as well as accommodation and other businesses servicing visitors across the region. This will contribute to the sustainable management of the region's economy and local lifestyle.

SETTING THE SCENE

The Scenic Rim is a beautiful region in South East Queensland with a thriving economy, rich with opportunities and resources.

The regional economy is diverse and includes agriculture, tourism, key service sectors, and a construction sector that services ongoing population growth. The region has a growing tourism sector, including a range of destinations such as Tamborine Mountain, Canungra, Boonah and Koorabyn Valley, as well as a growing wine, craft beer and spirits industry.

2. ECONOMIC DEVELOPMENT

Following the success of Eat Local Week, Council delivered the region's first ever Eat Local Month in 2023. It brought economic benefits to the region, building Scenic Rim's reputation as one of Australia's most authentic paddock-to-plate farming experiences. The event, which began in 2011 with an attendance of 900, has grown to a month-long celebration of 139 events in June 2023, attracting 11,697 visitors.

Most came from outside of the region. The Scenic Rim's Eat Local movement is award winning, having won a silver in 2022 and bronze in 2023 and 2024 at the Queensland Tourism Awards in the Excellence in Food Tourism category.

In 2025, Scenic Rim achieved ECO Destination Certification with Ecotourism Australia, being the sixth in Queensland and twelfth in Australia to earn this prestigious recognition.

The region has a range of innovative and growing businesses. For example, Plasvacc Pty Ltd, which is a local manufacturer of veterinary biologics for horses, dogs, and camels. Its Kalbar facility is one of a kind in Australia and from here the business exports high-quality blood plasma products to 15 countries. A world leader in veterinary pharmaceuticals, Plasvacc has a dedicated research team proactively identifying new products to care for animals. It has facilities in the United Kingdom and the United States, which are managed from the production facility and headquarters in the Scenic Rim.

DID YOU KNOW?

- The Scenic Rim is close to Brisbane and the Gold Coast, two international airports, a large consumer market of **3.9** million people and an available workforce of **1.2** million people.
- The Scenic Rim's agriculture forestry and fishing sector accounts for **12.7%** of the value of the region's economy for the 2023/2024 period (NIEIR 2024).
- The region has a **\$2.44b** economy in Gross Regional Product (NIEIR 2024)
- There are **4,951** local businesses in the region (ABS 2024).
- The region has **17,251** local jobs (NIEIR 2024).
- Agriculture Forestry and Fishing is the largest employment sector (2023–2024), with **2,280** jobs.

WHAT WE HEARD

- "Would like to see stronger emphasis on supporting local businesses and circular economy principles."
- "Make it easy for small businesses to open/operate."
- "It is the environmental beauty that draws visitors to the area, who then support local businesses and bring economic growth to the region."

STRATEGIC GOAL

Our economic growth is strong and businesses are supported.

OUTCOMES

- 3.1** Economic growth and employment opportunities are created through promoting and developing the region's competitive strengths.
- 3.2** Industry partnerships create unique visitor experiences, helping to build a sustainable tourism industry.
- 3.3** Small businesses are recognised and supported.
- 3.4** Planning and advocacy for digital and economic infrastructure supports regional lifestyles and economic opportunities.

SIGNATURE PROJECTS

- Provide additional land for industrial and commercial businesses across the region to support economic growth and a diverse range of industries.
- Build relationships with local businesses across various industry sectors and across the region to create a mechanism for ongoing dialogue and create the opportunity for Council to be able to assist and support local businesses.
- Investigate options for tertiary education facilities to provide enhanced opportunities for residents.
- Continue to develop Eat Local Month as the region's signature food tourism event.
- Promote and advocate for the Bromelton State Development Area, including progressing the development of a business case for the Bromelton SDA to determine what infrastructure planning, sequencing, prioritisation, and capital investment is required to activate the SDA, under the SEQ City Deal.

STRATEGIES AND PLANS

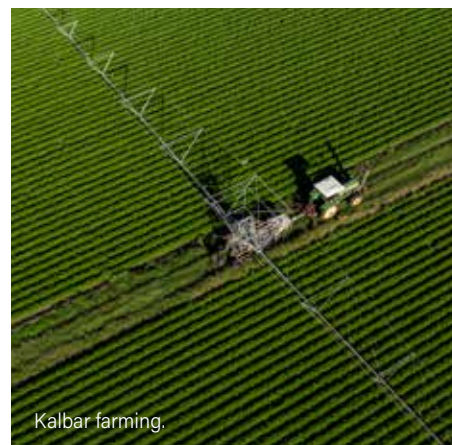
- Regional Prosperity Strategy 2020–2025
- Nature-Based Tourism Strategy 2023–2032
- Agribusiness and Agritourism 10-year Roadmap 2022–2032
- Agribusiness and Agritourism 3-year Action Plan 2022–2025
- Scenic Rim Smart Region Strategy 2022–2032
- Economic Development Strategy (in development)

SERVICES

- Economic Development
- Regional Events

MEASURES

- Regional Gross Domestic Product.
- Scenic Rim Regional Council spend on local providers.
- Monetary contribution to region from tourism related industries.
- Regional employment rate, new jobs and retained jobs.
- Overall expenditure on industry investment.
- Number of Registered Businesses.



Kalbar farming.



Beadesert shops.



Bromelton Poultry Silos.



Kalfresh.

Kalfresh Field.



Local produce.



Boonah shopping strip.





Australia Day 2024, Fun in the Park event.



4.

CONNECTED COMMUNITIES

INTRODUCTION

Council plays a key role in developing a sense of community and belonging across the region by delivering projects, programs, events and activities. Collaborating with other agencies and levels of government, Council can play its part in tackling complex challenges in our region. This includes advocating for service delivery and working in partnership to deliver innovative solutions. Disaster preparedness, recovery from previous disaster events and resilience to respond to future events remain a key area of focus for Council.

SETTING THE SCENE

Scenic Rim Libraries, which includes four libraries and a mobile library vehicle, provides a valuable community service.

Council libraries offer free membership to residents, with access to books, magazines, online services and digital resources. Recent highlights included the new library at Tamborine Mountain and new mobile library vehicle in 2023. Public libraries are a partnership between local government and the Queensland Government through the State Library of Queensland. Scenic Rim Libraries gratefully acknowledges the financial support of the Queensland Government and the State Library of Queensland.

4. CONNECTED COMMUNITIES

Council supports and strengthens the social and cultural fabric of the communities of the Scenic Rim through a range of art and heritage programs. These include public art, performances, movies, exhibitions, creative grants and three community and cultural venues, Council supports opportunities for connection and wellbeing, helping to promote a sustainable and thriving creative region.

Council collaborates with key partners to prepare for disasters and supports the community to prepare and stay safe. The Disaster Dashboard provides information on weather warnings, road conditions and other emergency information. Council leads the Local Disaster Management Group and Local Recovery Group, which help to coordinate efforts with relevant stakeholders.

Community events, such as Queensland Day, school holiday programs and Cuppas in the Communi-tea help the community to come together and build a strong sense of belonging. Since 2009, Council's Youth Leadership Program has supported young people across the Scenic Rim. It focuses on leadership development skills and increasing understanding of government processes.

DID YOU KNOW?

- There were **181,439** visits to Council's libraries in 2023–2024, with **153,165** physical items loans and **53,974** digital loans.
- Council's cultural and community centres hosted **1,882** events in 2023–24 with **58,798** people attending.
- Council issued more than **\$350,000** to community organisations in 2023–2024 through the Community Grants Program and more than **\$60,000** to arts projects through the Regional Arts Development Fund.
- Around **14.7** per cent of Scenic Rim residents are actively engaged in volunteering, which is above the Queensland average of **11.31** per cent⁴.

WHAT WE HEARD

- "Don't forget about the smaller communities in the Scenic Rim. Get out and about and chat to people in these areas."
- "Council should formalise partnerships, provide operational support, and create open, two-way communication channels that help community-driven initiatives thrive."
- "Supporting the coordination of volunteer response during natural disasters or weather events, and more enhanced disaster preparation."

STRATEGIC GOAL

Our communities are connected, inclusive, resilient and healthy.

⁴<https://sgsep.com.au/projects/sgs-wellbeing-index>

OUTCOMES

- 4.1** Community venues are contemporary, appropriate and support a diverse range of services and programs, and benefits from facilities are maximised through increased usage and access.
- 4.2** Residents have diverse opportunities for meeting together, learning, creating and enhancing their health and wellbeing.
- 4.3** Local community organisations and creative industries are strengthened through grants, training and advice.
- 4.4** Community has a strong sense of identity, the region's heritage is respected and partnerships with First Nation communities progress reconciliation.
- 4.5** The community is resilient and the region is well prepared to respond to and recover from disaster events, through local disaster management arrangements.
- 4.6** Council collaborates with partners to improve community safety and address complex social issues such as domestic and family violence and homelessness.

SIGNATURE PROJECTS

- Progress detailed planning and construction of a contemporary and appropriate library for Beaudesert.
- Develop a Community Safety Partnership with key agencies to address crime prevention and community safety issues.
- Develop a Youth Strategy, in consultation with the region's young people and in partnership with relevant agencies and groups, to address priority issues and inform planning for facilities, opportunities and services that are relevant and accessible to young people in the region.

- Deliver significant public art projects that celebrate the heritage of the region and activate public spaces.

STRATEGIES AND PLANS

- Scenic Rim Local Disaster Management Plan and associated sub-plans.

SERVICES

- Arts and Culture
- Community Development
- Disaster Management
- Library Services
- Regulatory Services

MEASURES

- Residents level of preparedness for disaster/emergencies.
- Residents level of community connectivity.
- Expenditure on funding (including grants) for creative industries.
- Community physical and mental health status.
- Key community health indicators e.g. obesity, diabetes, lifespan of population.



Boonah Waste and Resource Recovery Facility.



Bromelton landfill.





5.

ENVIRONMENT AND WASTE

INTRODUCTION

Scenic Rim has a unique and spectacular natural environment. About one-fifth of Queensland's plant species can be found in the region. The McPherson Ranges are nationally recognised as a place of significant biodiversity. Rainforests of the Scenic Rim (Mount Barney and Lamington Plateau) are part of the Central Eastern Rainforest Reserves of Australia, a World Heritage listed area.

Council has an important stewardship role for the region, and as a landowner itself, has a key role to play in managing the environment. The scenery and natural features of the region are critical to the economic activities of the region, including agriculture and tourism, as well as providing benefits to the community. Careful management of Council land and reserves for environmental benefit, managing the biodiversity of the region, and biosecurity are key areas of focus over the next five years.

Council also plays a key role in managing waste. It supports Queensland's goal for a zero-waste society, where waste can be avoided, reused or recycled.

5. ENVIRONMENT AND WASTE

SETTING THE SCENE

Council's Environmental Grant Program provided almost \$180,000 in 2024-2025, supporting projects to help protect threatened species including koalas, platypus and greater gliders, as well as combat invasive weeds. The program reflects Council's commitment to working with the Scenic Rim community to preserve and enhance the region's unique natural environment.

The One Million Trees Program, which launched in 2019, has successfully provided trees and a variety of native plants for projects including erosion control, butterfly, bird and insect gardens, food for koalas and plantings to encourage greater biodiversity.

In line with Queensland's Waste Management and Resource Recovery Strategy 2019, Council is committed to reducing the impact of waste on the environment, transitioning to a circular economy for waste, and building economic opportunity through resource recovery. Council's efforts in supporting the community in reducing waste have seen an increase in resource recovery and a reduction in waste generation per capita.

Key achievements of 2023-2024 included the delivery of Council's waste education programs in schools and the introduction of bin health checks to prevent recyclable items from ending up in landfill. Resources recycled during 2023-2024 included 4,811 tonnes of mulch, 2,216 tonnes of cardboard, 100 tonnes of e-waste, 94 tonnes of tyres, 49 tonnes of waste oil, 43 tonnes of batteries and 33 tonnes of paint.

DID YOU KNOW?

- Scenic Rim is celebrated for its UNESCO World Heritage Gondwana rainforests.
- The region has nine national parks and conservation parks, covering more than **84,400** hectares.
- There are more than **200** rare or threatened species within the region.
- Council collects waste from more than **16,000** household bins every week.

WHAT WE HEARD

- "The area is unique and needs to be protected!"
- "...indicate the importance of our Environment to the Scenic Rim ... It is an integral part of every Scenic Rim resident's identity."
- "There is a lot of evidence & research on the impacts of the environment & wildlife and the health of those in those communities."
- "Our creeks, roadsides and hillsides are covered in weeds and vines."

STRATEGIC GOAL

Our natural environment is well managed, and our waste and emissions are reduced.

OUTCOMES

- 5.1** The region's natural environment and biodiversity is managed effectively, in partnership with the community.
- 5.2** Priority biosecurity risks and their impacts on the region are minimised.



Koala in a tree.



Canungra Depot and Waste Transfer Station



Cameron Falls, Tamborine Mountain.

- 5.3** Progress towards net zero emissions and greater resilience to climate change impacts are achieved.
- 5.4** Water security throughout the region is improved.
- 5.5** Waste is managed to reduce its impact in the environment, support a circular economy and build economic opportunity.
- 5.6** Council reserves and unoccupied land are managed, and acquisition of environmental land provides environmental benefits.

SIGNATURE PROJECTS

- Develop and deliver weed and pest management programs.
- Deliver waste education programs and provide additional recycling facilities which assist the community to reduce waste to landfill per household.
- Collaborate with key partners to manage Council-controlled fire trails across the region.

STRATEGIES AND PLANS

- Biodiversity Strategy 2015–2025
- Scenic Rim Biosecurity Plan 2023–2028
- Climate Change Roadmap 2024–2034
- Climate Change Three Year Action Plan 2024–2026
- Waste Management and Resource Recovery Strategy 2021–2026
- Flying Fox Management Strategy 2023–2028

SERVICES

- Biodiversity and Climate Change
- Waste Management

MEASURES

- Level of regional biodiversity.
- Number of identified endangered/vulnerable species.
- Health of regional waterways and associated riparian areas.
- Proportion of landfill to recycle, recover and reuse.
- Area of native vegetation cover.





6.

SPORT AND RECREATION

INTRODUCTION

Council acknowledges the contribution of sport and recreational groups across the region, largely driven by volunteers. Working in partnership with the community, Council is keen to increase the number and diversity of opportunities for participation. This will lead to a more active region and a range of economic and community benefits. Supporting these partnerships, as well as infrastructure and regional events, remains a key priority for Council.

SETTING THE SCENE

Council's Sport and Recreation Plan 2024–2034 guides investment and service strategies, supports a wide range of activities and provides a comprehensive, modernised strategy. The Plan guides efforts in this space, delivering sustainable and inclusive sport and active recreation programs. Council is determined to drive the future growth of the Scenic Rim's sporting community from now until well beyond the Brisbane 2032 Olympic and Paralympic Games. Achieving the necessary infrastructure for sport and recreation requires a partnership approach and the clear priorities articulated in the Plan will help gain support from other levels of government.

6. SPORT AND RECREATION

The Be Healthy and Active Program supports community wellbeing and provides the community with free and low-cost access to activities. The program provides accessible, inclusive and affordable opportunities for individuals to engage in health and wellness activities, offering a diverse range of more than 50 activities aimed at promoting an active lifestyle. Activities support physical and mental wellbeing, strengthen community connections, and support healthier lifestyles. With attendances of approximately 1,000 each month on average, these activities continue to make a meaningful impact and are valued by the Scenic Rim community.

DID YOU KNOW?

- Council provides land and facilities to support approximately **60** sports, recreation, and other community clubs, including tennis, football, equestrian and scouts.
- Council provides and maintains **109** public parklands.
- Council owns four public swimming pools, with access agreements in place for a further two state government-owned pools in the region.
- Attendance at swimming pools in 2023–2024 was more than **130,000** people.
- Walking is one of the most popular recreational activities in our region.

WHAT WE HEARD

- “Sports and recreation facilities and opportunities are important for all.”
- “Consider accessibility more deeply, and ensure recreational spaces are multipurpose and cater to all age groups.”
- “More green space, increase parks, plant more trees.”

STRATEGIC GOAL

Our sport and recreation opportunities meet the needs of our residents and visitors.

OUTCOMES

- 6.1** Sport and recreational infrastructure in the region is well-maintained and fit for purpose.
- 6.2** Stronger partnerships with sporting organisations drive increased participation.
- 6.3** The region hosts high quality and accessible sporting events and unique recreational opportunities.



Wyaralong Dam, Meebun Day use area.



Fassifern Cobras Soccer field.



Moriarty Park, Canungra.

SIGNATURE PROJECTS

- Support sports facilities that encourage broad and inclusive participation in sport and recreation activities, including new and upgraded facilities suitable for disability access and female participants.
- Deliver a program of activities and training that supports local organisations and volunteers to improve health and wellbeing across the region through sport and recreation activities.
- Develop a new Parks Strategy to inform planning, maintenance and investment in parks and open spaces across the region.
- Engage with community to refresh and update the Spring Creek Master Plan, to provide direction for public open space and facilities in Beaudesert and support future funding and partnerships.
- Explore opportunities for new open space and sports land and facilities in accordance with the Sport and Recreation Plan 2024-2034, including a multi-sport precinct in Beaudesert.

- Continue to advocate for Wyaralong Dam to host 2032 Olympic rowing and canoe events.

STRATEGIES AND PLANS

- Sport and Recreation Plan 2024–2034
- Playground Strategy 2019–2029
- Public Amenities Strategy 2021–2031
- Parks Strategy (under development)

SERVICES

- Park and Landscape Maintenance
- Swimming Pools

MEASURES

- Community satisfaction with sporting facilities.
- Number of national, international, regional events held at Scenic Rim region venues.
- Total number of participants in regional sports activities.
- Sporting venues catchment areas.
- Disability access to Council sport and recreational venues.

Join the
Conversation
today

Let's talk
Scenic Rim

YOUR FEEDBACK IS IMPORTANT

Effective community engagement is the cornerstone of good decision-making and benefits both the community and the Council. Council's is committed to high-quality community engagement, leading to meaningful outcomes across the region on topics and local issues that impact the community.

As Council progresses the implementation of this Plan, community can continue to have a say and contribute to shaping the future of Scenic Rim.

Register on *Let's Talk Scenic Rim* (letstalk.scenicrim.qld.gov.au) to stay informed about community consultations, project updates and to provide feedback online.







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