

An aerial photograph of a vast green agricultural field, likely corn. A tall, lattice-structured metal tower stands prominently on the left side of the frame. A green tractor is positioned near the base of the tower. In the foreground, there are white wavy lines and a white silhouette of a mountain range.

# Scenic Rim

---

## **ECONOMIC DEVELOPMENT STRATEGY**

2026-2030

# ACKNOWLEDGEMENTS

---

## Acknowledgement of Country

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.

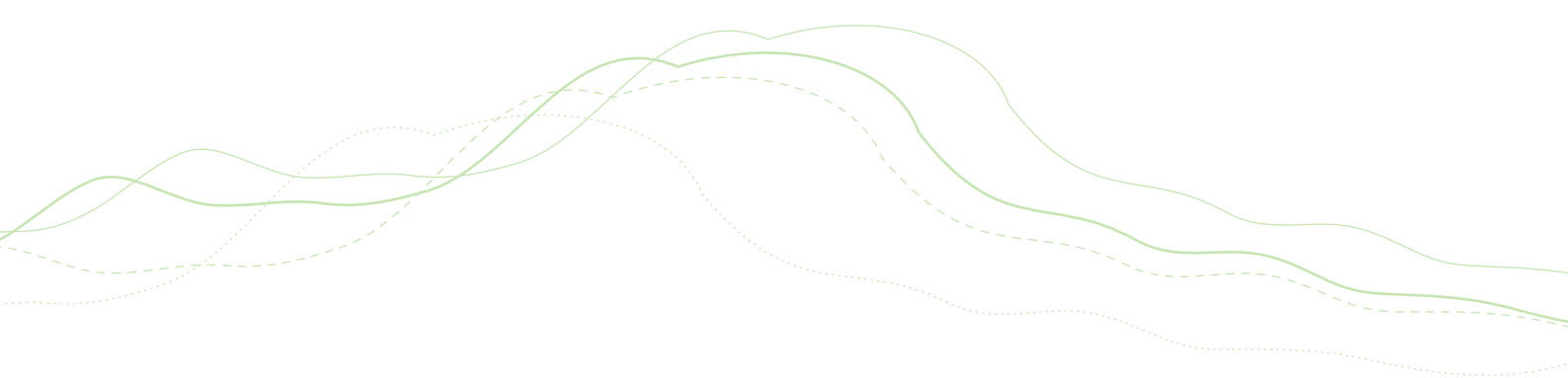
## To our partners

Council thanks the following organisations for their time and valued input to the preparation of this Economic Development Strategy

- Beaudesert Chamber of Commerce
- Boonah District Chamber of Commerce
- Canungra Chamber of Commerce
- Harrisville Progress Association
- Tamborine Mountain Business Chamber
- Destination Scenic Rim
- Brisbane Economic Development Agency
- RDA Ipswich and West Moreton
- Queensland Office of Co-Ordinator General
- Queensland Government Department of Transport and Main Roads
- Queensland Government Department of Primary Industries
- Queensland Government Department of Local Government, Water and Volunteers
- Queensland Government Department of State Development, Infrastructure and Planning
- Queensland Government Department of Customer Services, Open Data and Small and Family Business
- Queensland Government Department of Trade, Employment and Training

## To the businesses and communities of the Scenic Rim

Council thanks the many local businesses and members of the communities of the Scenic Rim who provided their views and feedback, including the more than 400 respondents to our business and community survey. Your input has been invaluable to the preparation of this Economic Development Strategy.



# CONTENTS

Mayor's Foreword .....	4
Our Vision for a Strong and Diverse Economy.....	5
Executive Summary .....	6
1. Strategy Purpose: Supporting a Strong and Diverse Economy .....	7
2. The Scenic Rim Economy: An Overview .....	8
3. Scenic Rim Socio-Economic Snapshot .....	10
4. Economic Development Focus Areas.....	12
5. Strategic Alignment and Implementation Partners .....	13
6. Economic Development Strategy Action Plan.....	15
Pillar 1: Business and Industry.....	16
Pillar 2: Tourism and Events.....	18
Pillar 3: People and Place .....	20
7. Strategy Performance Measures, Monitoring and Evaluation.....	22



# MAYOR'S FOREWORD

---

I'm pleased to share the Scenic Rim Economic Development Strategy 2026–2030; the Scenic Rim Regional Council's five-year plan for driving sustainable and inclusive growth across our region.



I am pleased that this strategy is built heavily upon partnerships with our communities, our local businesses, and all levels of government. I want to especially thank everyone who took the time to contribute to its development, including the 400 or so people who responded to our business and community survey. You helped shape the direction of this strategy significantly.

The Scenic Rim is rich in opportunity. We currently boast a strong economy, with a Gross Regional Product of \$2.5 billion, and almost 5,000 local businesses, most of which are in the agriculture, construction, tourism, health care and public administration industries. But we need to plan ahead if we want to make the most of opportunities available to us.

That's why this document delivers 32 specific actions to ensure we succeed in delivering three main pillars: helping our businesses grow and thrive; boosting the Scenic Rim's profile as a top visitor destination and major rural economy; and making sure it remains a great place to live, learn, work, visit and invest.

By focussing on areas such as business engagement, workforce development, agriculture, tourism, advocacy, planning, attracting investment, and working in close partnership with industry groups, education providers, community organisations and government, Council is committed to securing the infrastructure, skills and investment our region needs to keep building a strong, diverse economy.

Together, we're setting the stage for an even brighter future for the Scenic Rim.

**Cr Tom Sharp**

Mayor, Scenic Rim Regional Council

# EXECUTIVE SUMMARY

---

The Scenic Rim Economic Development Strategy 2026-2030 is Council's blueprint to support the region's economic growth and development over the next five years and beyond.

**The strategy has been prepared by SC Lennon & Associates on behalf of Council. Informed by comprehensive research and broad consultation with businesses, the community, and stakeholders, it outlines practical initiatives designed to deliver short-to-medium term results that will support long-term economic growth across the Scenic Rim and its communities.**

Council is committed to setting the course for a diverse and healthy economy, through a strategic and informed approach to business engagement, workforce planning, place management, tourism promotion, advocacy and investment attraction. Working in collaboration with its partners in government, business and industry and the communities of the Scenic Rim, this strategy is the guiding document for Council as it works to fulfil its vision for the Scenic Rim to be a location of choice to live, learn, work, visit and invest, driven by innovation in a diversity of traditional and compatible emerging industries.

To realise the vision, this strategy presents a plan of action across three pillars, to:

- 1. Support the Scenic Rim's businesses to develop and grow;**
- 2. Enhance the Scenic Rim's profile as a premier visitor destination; and**
- 3. Nurture the Scenic Rim's appeal as a place to live, learn, work, visit and invest.**

This strategy takes a holistic approach to economic development, recognising the strong links between economic activity, community wellbeing, cultural diversity, a sense of place, and the environment. While progress will be measured through investment, jobs, and income, success will also be defined by improvements in education, skills, health, culture, and environmental sustainability. In short, it promotes growth that is grounded in the Scenic Rim's unique community, culture, and natural landscape as the drivers of its long-term economic success.

Council will lead the delivery of 32 initiatives across three pillars, in collaboration with its government, industry, business, and community partners. The actions are designed to address local challenges and unlock opportunities that will benefit the region's economic future.

This strategy aligns with Council's broader plans and priorities, guiding economic development efforts through practical, resource-based actions. Some actions build on existing work, while others will require new funding. Adopting a partnership approach, the strategy supports advocacy and collaboration with other levels of government. It will be reviewed annually and updated in 2030 to ensure it stays relevant and effective.

# OUR VISION FOR A STRONG AND DIVERSE ECONOMY

Leveraging its rich rural heritage and natural beauty, the Scenic Rim is a location of choice to live, learn, work, visit and invest, driven by innovation in a diversity of traditional and compatible emerging industries.



# 1. STRATEGY PURPOSE: SUPPORTING A STRONG AND DIVERSE ECONOMY

## Blueprint for a Strong and Diverse Economy

**The Scenic Rim Economic Development Strategy 2026-2030 is an aspirational and practical plan of action to support the sustainable economic development of the Scenic Rim and its constituent communities over the next five years and beyond.**

With a Gross Regional Product (GRP) of \$2.5 billion, the Scenic Rim has a predominantly rural-based economy driven by food production and agribusiness, construction, health care and social assistance, public administration and a growing tourism sector. While these industries will continue to support local economic activity, a growing population means that a more diversified industrial base is needed to drive future economic development.

This can be achieved by leveraging the Scenic Rim's comparative and competitive advantages, including its strategic location and proximity to markets, a growing population and workforce, the availability of industrial land anchored by the Bromelton State Development Area, the region's natural features and landscape, its well-established agricultural capabilities, its tourism assets and experiences and its lifestyle attributes.

Potential future industries, which present opportunities to diversify and grow the Scenic Rim's economy include transport and logistics, resource recovery and the circular economy, food processing, advanced manufacturing, equine activities, arts and creative industries and professional and technical services.

To realise the Scenic Rim's opportunities for growth, some key challenges will need to be addressed, including critical transport, water, energy and communications infrastructure constraints, tertiary education and training shortfalls, limited opportunities for local employment, tourism accommodation and infrastructure gaps, as well as some cultural, recreational and other community infrastructure shortfalls.

Recognising the Scenic Rim's challenges and its potential for economic growth, this strategy articulates Council's economic development focus areas, and the levers it will use to influence positive outcomes for all communities of the region, working in collaboration with its partners to deliver practical outcomes and realise the vision for a strong and diverse economy.

## Vision for a Strong and Diverse Economy

**Leveraging its rich rural heritage and natural beauty, the Scenic Rim is a location of choice to live, learn, work, visit and invest, driven by innovation in a diversity of traditional and compatible emerging industries.**

## Key Strategy Outcomes

This strategy articulates Council's commitment to play its role in supporting a strong and diverse economy through the following outcomes:

- Business growth and investment that builds on the Scenic Rim's strengths in a diversity of existing, new and emerging industries;
- The development of a strong and vibrant visitor economy, underpinned by a diversity of attractions and experiences and realised through growing visitor numbers, expenditure and value; and
- Local employment and lifestyle opportunities for the Scenic Rim's residents, ensuring population and employment growth is sustainable and in line with the community's vision for a prosperous future.

Strategy outcomes will be realised through the implementation of a suite of initiatives across three pillars that are designed to support the Scenic Rim's businesses to develop and grow; enhance the Scenic Rim's profile as a premier visitor destination; and nurture the Scenic Rim's appeal as a place to live, learn, work, visit and invest.

Embracing a collaborative approach, the strategy underpins Council's advocacy initiatives to secure support from its partners, including peak industry bodies, business chambers and industry associations, infrastructure asset owners and managers, regional development bodies and the other levels of government.

## 2. THE SCENIC RIM ECONOMY: AN OVERVIEW

### The Scenic Rim

The Scenic Rim, covering a land area of 4,300 square kilometres, includes the major townships of Beaudesert, Boonah and Tamborine Mountain, in addition to a number of unique local settlements and communities in-between. Located just one hour from the Brisbane CBD, Brisbane International Airport, Gold Coast International Airport and the Port of Brisbane, the Scenic Rim falls within the designated 2032 Olympics area.

With a population of 46,000, the Scenic Rim, with 4,951 businesses, a workforce of almost 22,000 and around 17,250 jobs, is poised for a period of sustained prosperity. Driven by opportunities for commercial, industrial and residential development, the Scenic Rim's population is forecast to grow by at least 20,000 over the next fifteen years, bringing with it both challenges and opportunities for economic development. The Scenic Rim's key attributes, which support the region's economic development, include:

- Its strategic location with direct access to key markets;
- A large and growing workforce;
- A rich rural heritage with long-standing agricultural capabilities;
- World-class nature-based tourism assets including World Heritage-listed rainforest;
- State-significant recreational and sporting infrastructure including the Queensland State Rowing Centre at Wyaralong Dam;
- Comparatively affordable, quality housing and an attractive lifestyle; and
- Competitively priced and well-located employment land.

The Bromelton State Development Area (SDA), located approximately six kilometres west of Beaudesert on the national rail freight network, contains around 1,800 hectares of industrial land designated for difficult-to-locate industries. This presents enormous opportunity for large-scale high-impact industrial development in the Scenic Rim by providing for the growing demand for greenfield industrial land for activities of state and national significance.

### Key Socio-Economic Metrics at a Glance

Selected metrics highlighting the Scenic Rim's socio-economic profile are provided as follows, with additional data presented overleaf.



The Scenic Rim (Local Government Area) has approximately **46,000 residents** (ABS 2024 estimate), projected to **increase to 67,000 by 2041**.



There are **17,251 jobs** located in the Scenic Rim and 21,969 employed residents, with around 40% of working residents travelling to locations outside the region to work.



There is a need to plan for an **additional 11,000 dwellings** and at least **7,600 jobs in the region by 2041**.



The Scenic Rim LGA has an **unemployment rate of 4.0%** (March 2025) compared to 3.8% for Regional QLD and 4.0% for Queensland.



There are **4,951 businesses** in the Scenic Rim LGA, most of which are small businesses and two-thirds of which are non-employing.

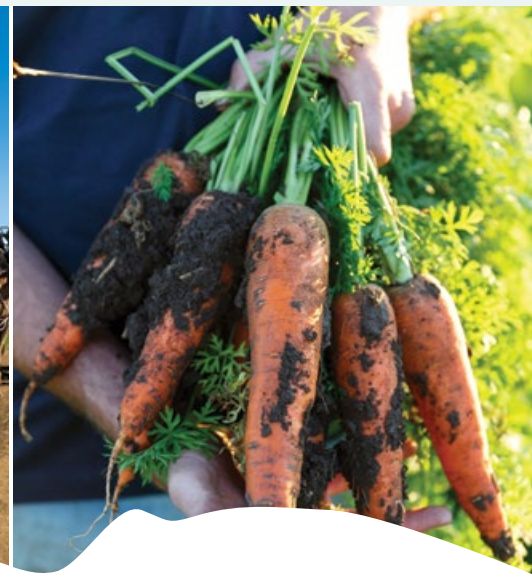
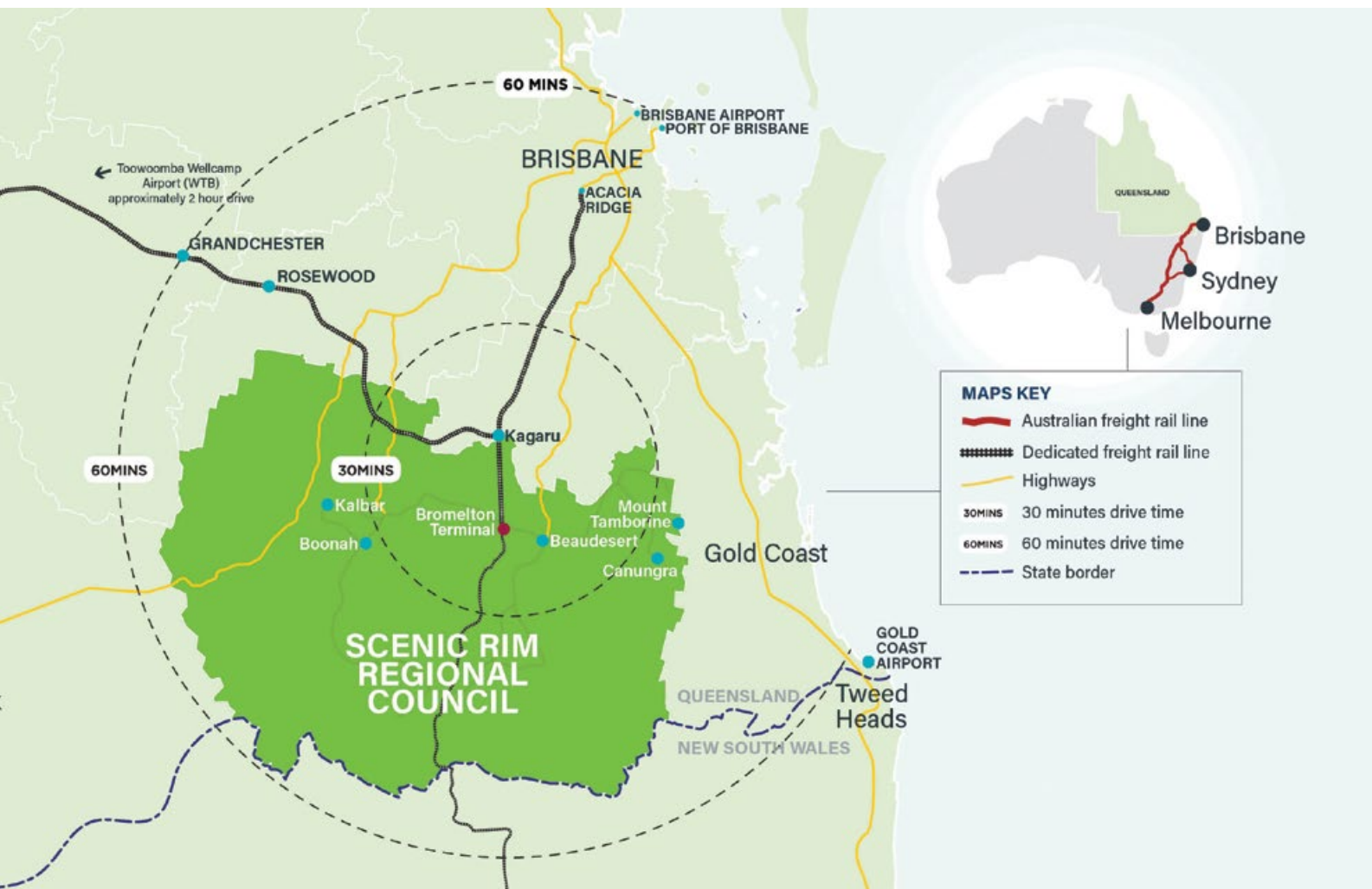


Key industries (in value and employment terms) include **agriculture, tourism, health, education, construction** and **public administration**.



In 2024, the Scenic Rim's **Gross Regional Product (GRP) was \$2.5 billion**, up 1.4% on the previous year and up 2.4% pa on average over 10 years.

Sources: Australian Bureau of Statistics (2021), Scenic Rim Growth Management Strategy 2041, Department of Employment and Workplace Relations Small Area Labour Markets Data (March 2025), economy.id and NIEIR (2025) and SC Lennon & Associates

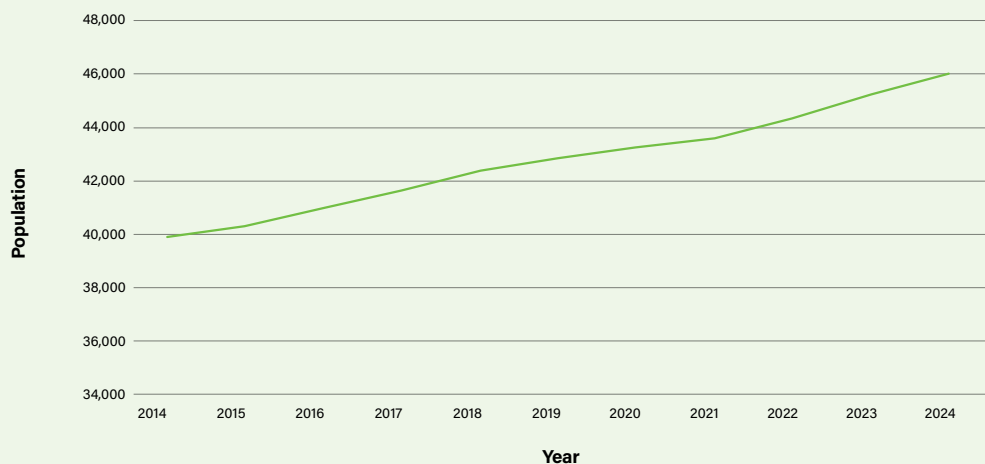


### 3. SCENIC RIM SOCIO-ECONOMIC SNAPSHOT

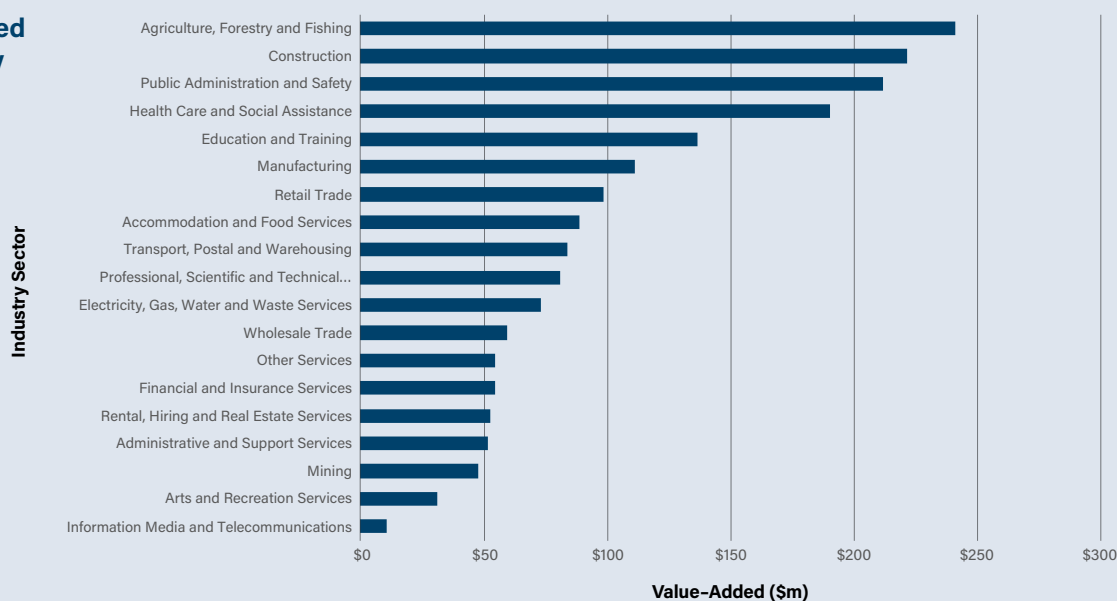


Sources: ABS Census (2021), ABS Counts of Australian Businesses (June 2024), Dept. Employment and Workplace Relations (March 2025), Tourism Research Australia (2024), economy.id and NIEIR (2025) and SC Lennon & Associates

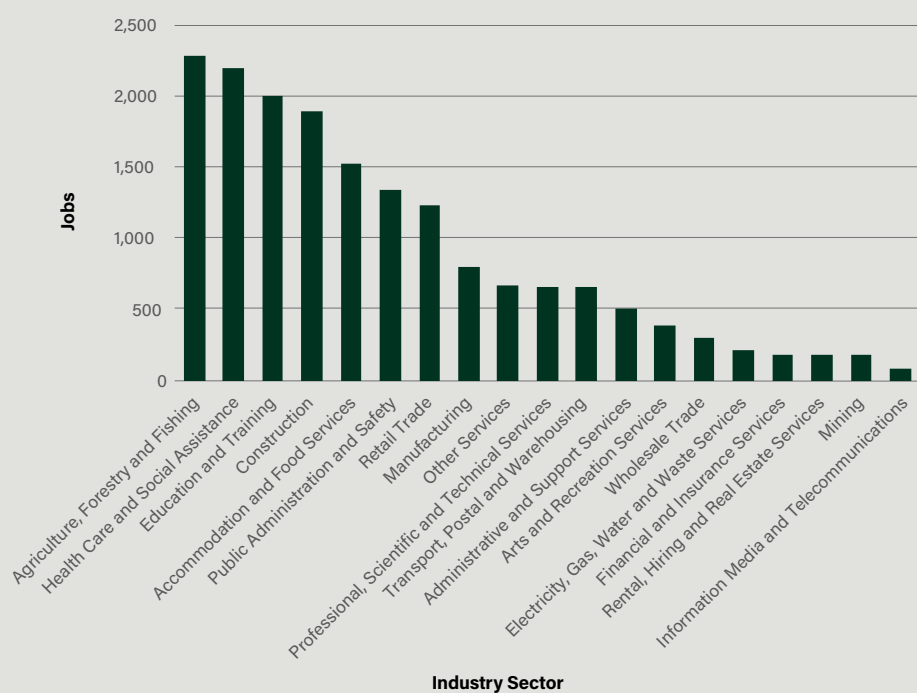
## Population Scenic Rim 2014-2024



## Value-Added by Industry Scenic Rim 2023/24



## Local Jobs by Industry Scenic Rim 2023/24



## 4. ECONOMIC DEVELOPMENT FOCUS AREAS

### Council's Economic Development Support Activities

Council is committed to providing the foundations for growth by working to strike a balance between lifestyle and economic opportunity for all communities of the Scenic Rim. Through the delivery of the actions presented in this strategy, Council supports, facilitates and promotes economic development through **six focus areas**:

### Council's Economic Development Focus Areas

1

#### **Business and Industry Engagement**

Council encourages established and emerging enterprise development, innovation and capacity by connecting businesses with a range of resources and support services to build capability and resilience and to encourage and promote local business and employment growth.

2

#### **Investment Attraction**

Council works with all levels of government to facilitate private sector investment by promoting what the region and its communities offers prospective investors (its value proposition). It markets and facilitates investment opportunities and priority projects, promoting the development of existing and emerging new industries.

3

#### **Tourism Promotion and Visitor Servicing**

Council promotes visitation and visitor spend throughout the Scenic Rim through branding, marketing & promotion, infrastructure and facilities investment, accessibility and visitor servicing.

4

#### **Workforce Planning Support**

Council partners with education and tertiary training providers, business and industry and key government agencies to encourage the development of workforce capacity and capabilities, bringing stakeholders together to develop a future-focused, and appropriately skilled workforce in the Scenic Rim.

5

#### **Planning and Place Management**

Council maintains a regulatory and land use planning framework that supports population, transportation, workforce and business growth while protecting and enhancing the Scenic Rim's built and natural assets, providing and managing infrastructure and services to facilitate economic activity of an appropriate scale and nature.

6

#### **Advocacy and Partnership-building**

Council engages regularly with its partners to provide a unifying voice for the Scenic Rim's communities and its businesses when lobbying government and other decision-makers on economic and infrastructure issues and in promoting the Scenic Rim as a place in which to live, learn, work, visit and invest.

Through its key economic development support functions and guided by this strategy, Council is committed to the implementation of 32 individual actions to fulfil its vision for a strong and diverse economy.



# 5. STRATEGIC ALIGNMENT AND IMPLEMENTATION PARTNERS

## A Collaborative Approach to Economic Development

Council's commitment to promoting economic development throughout the region does not occur in isolation, and key to supporting the development of the Scenic Rim's economy is strong connections across departments within Council.

Designed to support its commitment to build a strong and diverse economy, the Scenic Rim Economic Development Strategy is aligned with and supports other Council strategies and key regional strategies external to Council's operations.

Equally important as connections across departments within Council is strong partnerships between Council and other key agencies and organisations. In delivering the Economic Development Strategy, Council promotes a collaborative approach to economic development with its key partners including:

- Council of Mayors SEQ and neighbouring councils;
- Key State and Federal Government departments and agencies;
- Regional Development Australia Ipswich and West Moreton;
- Tourism industry stakeholder organisations;
- The Scenic Rim's business chambers;
- Key asset owners and infrastructure managers;
- Community groups;
- Education and training providers; and
- Business owners and residents.

In delivering this strategy, Council promotes a collaborative approach to economic development with its partners in government, as well as the region's other important contributors to economic development including education and training providers, key asset managers, major project proponents, industry bodies and local businesses.

## Strategic Alignment Scenic Rim Economic Development Strategy





# 6. ECONOMIC DEVELOPMENT STRATEGY ACTION PLAN

## Economic Development Strategy Pillars

This Economic Development Strategy contains 32 actions across three pillars focussed on:

- 1. Supporting the Scenic Rim's businesses to develop and grow;**
- 2. Enhancing the Scenic Rim's profile as a premier visitor destination; and**
- 3. Nurturing the Scenic Rim's appeal as a place to live, learn, work, visit and invest.**

The actions are presented in the following pages, under each of the three pillars. Reflecting Council's focus areas for economic development, they represent 'Council-led'

initiatives that involve specific tasks and an allocation of Council's human, physical and financial resources. They include key advocacy initiatives, where delivery relies on a partnership approach.

Designed to encourage economic activity that capitalises on the unique character and features of the Scenic Rim, to help fulfil the vision for a strong and diverse economy, the actions are outcomes-focussed with an emphasis on what needs to be done to promote positive economic development outcomes throughout the region.

Each action is assigned a level of indicative timing according to whether it is a high (short-term) measure (to be implemented in Year 1), a medium-term initiative (Years 2 and 3) or a longer-term initiative (Years 4-5). Implementation partners are also identified.

The actions will be implemented over the course of the five-year plan in line with determined priorities and the availability of resources to progress the initiatives identified. Some of the actions seek to build on or continue initiatives already in place, some are already resourced while others require additional resourcing.





## PILLAR 1: BUSINESS & INDUSTRY

Support the Scenic Rim's  
Businesses to Develop and Grow



**Council is committed to attracting and facilitating investment to the region through initiatives that capitalise on the area's comparative and competitive advantages while being cognisant of the community's desire for economic growth that is compatible with the Scenic Rim's natural features and landscape and its unique lifestyle.**

As a Small Business Friendly Council, Council is committed to initiatives to help build the Scenic Rim's local business and employment base, supporting **micro and small-to-medium sized enterprises** to grow and prosper. As it is often a first point of contact for prospective new businesses and those seeking information on business support services or opportunities to expand, Council plays an important role in facilitating the delivery of information on government grants, business support programs, regulatory matters and locations for investment. Council can also support business start-ups and small businesses through the provision of entrepreneurship and innovation infrastructure support, such as business incubators and accelerators.

Looking ahead, the Scenic Rim's economic development lies in the continued development of its growing visitor economy (see Pillar 2) and new, **high-value forms of agricultural production**, as well as the realisation of opportunities associated with emerging sectors including **resource recovery and the circular economy**,

**transport and logistics** and **advanced manufacturing**.

Support for these industries requires continued investment in the Scenic Rim's enabling infrastructure including transport, communications, water, energy and industrial land.

When these 'driver' industries flourish, demand for the Scenic Rim's other sectors, including health and community services, education (including **tertiary education**), professional services, retail trade and construction, will also grow. Other industries not captured in standard data sets, which can build on the Scenic Rim's arts, history and heritage, as well as its natural advantages, such as the **equine industry** and the **creative industries**, also present opportunities for further exploration.

The Scenic Rim's agricultural sector (led by vegetable production and livestock slaughtering) is the region's largest industry by value and is its largest employer. There are opportunities to value-add to the sector's output through, for example, more intensive use of agricultural land and food processing. By encouraging and supporting the agricultural sector to adopt new technologies and agribusiness practices to drive productivity, the Scenic Rim will be better positioned to tap into opportunities in a world where the demand for food and fibre is ever-increasing.

The opportunity for large-scale industrial development of state and national significance in the Scenic Rim cannot be understated. The **Bromelton State Development Area (SDA)** just six kilometres from Beaudesert on the national freight network, includes 1,800 hectares of industrial land that is designated for high impact and difficult-to-locate industries.

Located on the route of the Inland Rail, the Bromelton SDA was originally established to enable the State to identify, preserve, plan and develop land suitable for large scale activities requiring direct access to the rail system, as well as special industries requiring separation from built up areas and large permanent buffers. It includes land designated for rail dependent industry, medium to high-impact industry and special industry.

Appropriately buffered by other industrial and rural land uses, the Bromelton SDA presents enormous opportunity for large-scale high-impact industrial development in

the Scenic Rim that is of regional, state and national significance. This includes, for example, **regional waste management and resource recovery industries, alternative energy, difficult-to-locate agricultural industries** such as poultry farming, **large-scale manufacturing** and **freight and logistics** operations.

While two of the thirteen sections of Inland Rail were previously proposed for the Scenic Rim, one of those sections has since been cancelled and the other remains the subject of an Environmental Impact Statement. While the potential benefits of Inland Rail for the Scenic Rim should not be discounted, land that is currently held by the Australian Rail Track Corporation (ARTC) for the Inland Rail could potentially be re-purposed for commercial uses such as an industrial park. The opportunity for Council to acquire and manage the development this land for industrial use should be explored.

Pillar 1 contains 10 key initiatives, presented below.

## Initiatives

ACTION		IMPLEMENTATION PARTNERS	INDICATIVE TIMING
1.1	Prepare a Scenic Rim small business innovation hub opportunities and options analysis to support start-up, home-based and micro-businesses requiring a professional workspace to develop, expand and network.	Business chambers; RDA Ipswich and West Moreton; State Government; industry stakeholders	Year 1
1.2	Work with the State Government to determine future industries at the Bromelton SDA.	State Government; industry stakeholders	Year 1
1.3	Work with key stakeholders to secure land, road and other key infrastructure upgrades needed to accommodate a regional waste management facility at the Bromelton SDA.	State Government; industry stakeholders	Year 1
1.4	Explore, in collaboration with the Australian Rail Track Corporation and the State Government, the opportunity to re-purpose ARTC land at Bromelton for commercial uses such as an industrial park or technology park.	ARTC; State Government	Year 1
1.5	Through the Small Business Friendly Charter, work with business chambers to deliver business networking functions and awards and facilitate access to available small business mentoring and support services.	Business chambers	Year 1
1.6	As part of the Small Business Friendly program, promote Council's business concierge service to facilitate the planning and regulatory pathway to business establishment or expansion in the Scenic Rim.	State Government	Year 1
1.7	Inform and support industry investment with the delivery of current and planned employment land supply reports.	State Government; industry stakeholders	Year 1
1.8	Prepare and promote a renewed Scenic Rim Investment Prospectus.	State Government; industry stakeholders	Year 2
1.9	Design a planning and investment enabling strategy to support the Scenic Rim's agribusiness and agritourism sector, that identifies solutions to issues such as land zoning, overlays, development approvals and infrastructure requirements.	State Government; Business chambers; agribusiness and agritourism operators; Destination Scenic Rim	Year 3
1.10	Engage with the Scenic Rim's equine sector to identify growth opportunities and investment priorities.	Industry stakeholders	Year 3



## PILLAR 2: TOURISM & EVENTS

Enhance the Scenic Rim's Profile  
as a Premier Visitor Destination



**Tourism is an important contributor to the Scenic Rim's economy, accounting for 11% of all jobs in the region (compared to the Queensland average of 10%) and 10% of the region's industry value-added (compared to 8% for Queensland).**

The Scenic Rim's appeal as a visitor destination is defined by its natural features and key recreational assets including six National Parks and ancient UNESCO World Heritage listed Gondwana rainforests; scenic mountain ranges, native forests, waterfalls and waterways, lakes and rural farmland; food, wine and beverage producers; nature resorts; glamping and ecotourism accommodation; camping and caravan sites; and a wide range of nature-based activities. These attractions provide a firm base on which to continue to diversify and grow the Scenic Rim's visitor economy, through food and beverage tourism, eco-tourism, adventure tourism, cultural tourism and events.

The 2032 Olympic Games and Paralympic Games present an opportunity to attract visitors from Australia and around the world to visit and explore the Scenic Rim, lifting the region's profile nationally and internationally. The Games also present a raft of associated challenges in the form of enabling infrastructure, accommodation and key facilities. The region's recreational facilities represent some of its greatest assets. In order to capitalise on these assets to grow the region's visitor economy, it is essential that Wyaralong Dam remains the preferred destination for Olympic rowing and canoeing, creating a legacy that will sustain rowing into the long-term.

A large number of visitors to the Scenic Rim are day-trippers, many of whom explore the region for its local food and beverage offerings. Home to beef and dairy farms, wineries, bespoke cooking classes, cafes and gourmet restaurants, each year the region celebrates its food and agriculture during Eat Local Month. There is

potential to grow the region's strong drive tourism market with promotion and investment in enabling infrastructure including transport and signage. To further develop the sector and grow both the domestic overnight and international visitor markets, investment in a diversity of short-stay accommodation is needed, while the region's existing and prospective agri-tourism operators also require support navigating the regulatory and land use planning environment.

The Scenic Rim is a certified ECO Destination recognised for its strong, well-managed commitment to ongoing improvement of sustainable practices and the provision of high-quality nature-based tourism experiences. For the Scenic Rim, certification provides a credentialed and recognisable foundation upon which to target the growing number of domestic and international travellers who are demanding authentic, unique, and sustainable visitor experiences.

With some parts of the Scenic Rim such as Tamborine Mountain suffering from 'over-tourism' in peak periods, there is potential to expand the scope of project opportunity to provide a more equitable distribution of tourism benefits throughout the region. For example, the Scenic Rim section of the Bethania to Beaudesert Rail Trail is a key asset for the region that, with the necessary investment, can be developed and promoted for the benefit of local businesses and communities. Promoting the diversity of tourism experiences on offer will help disperse visitors throughout the Scenic Rim, encouraging them to stay for longer, spending more time and money in the region.

Pillar 2 contains 12 key initiatives, presented below.

## Initiatives

ACTION	IMPLEMENTATION PARTNERS	INDICATIVE TIMING
2.1 Prepare a new Scenic Rim Destination Management Plan to address existing and potential new visitor markets.	Industry stakeholders and representative groups	Year 1
2.2 Utilise the short-stay accommodation audit and opportunities study to inform strategic advocacy for investment in visitor accommodation of an appropriate scale in suitable locations throughout the Scenic Rim.	Industry stakeholders and representative groups	Year 1
2.3 Ensure that Wyaralong Dam remains the preferred destination for Olympic rowing and canoeing, creating a legacy that will sustain rowing into the long-term	State Government	Year 1
2.4 Develop a strategic approach to events planning and promotion which leverages the 2032 Olympic and Paralympic Games.	Industry stakeholders and representative groups	Year 1
2.5 Continue to invest in promotion of 'Eat Local Month' as a pillar of the Scenic Rim's visitor experience.	Industry stakeholders and representative groups	Year 1
2.6 Engage with tourism organisations and industry stakeholders to promote the Scenic Rim's ECO certification as central to its profile as a visitor destination.	Industry stakeholders and representative groups	Year 1
2.7 Provide support to Scenic Rim businesses to become ECO certified enabling them to provide high-quality recognisable products to consumers whilst increasing the region's sustainable development goals.	Industry stakeholders and representative groups	Year 2
2.8 Re-visit, review and refresh the Scenic Rim's destination branding to encapsulate the region's diverse tourism product.	Industry stakeholders and representative groups	Year 2
2.9 Prepare a business case advocating for funding in support of investment in the Scenic Rim section of the Bethania to Beaudesert Rail Trail.	Industry stakeholders and representative groups; State Government	Year 3
2.10 Design a signage strategy to elevate the presentation of the Scenic Rim and to disperse visitors throughout the region.	Industry stakeholders and representative groups; State Government	Year 3
2.11 Attract to the Scenic Rim major events which will complement the region's events calendar.	Industry stakeholders and representative groups	Year 4
2.12 Curate an App-based Scenic Rim digital heritage trail (using QR codes) to highlight points of historical significance, natural features and First Nations culture, to facilitate visitor dispersal and connectivity between towns and attractions.	Industry stakeholders and representative groups	Year 5



## PILLAR 3: PEOPLE & PLACE

Nurture the Scenic Rim's  
Appeal as a Place to Live,  
Learn, Work, Visit and Invest



**The people of the Scenic Rim are its most important resource, and a stable and growing population will underpin the economic and social viability of all communities of the region. Council is a place-maker, utilising its land use planning, regulatory and infrastructure investment levers to continually enhance the region's lifestyle attributes.**

Community consultation suggested there is a strong appetite for continual investment in initiatives that will activate retail and commercial activity in the Scenic Rim's town centres such as town entry signage, streetscaping, amenities, murals and events. These and other town

centre initiatives can be designed and developed as a partnership between local businesses (though the business chambers) and community members with Council support.

Council also recognises the challenges that need to be addressed to elevate the Scenic Rim's appeal to both existing and prospective new residents and businesses, as well as visitors. These challenges include critical transport infrastructure shortfalls, digital connectivity (mobile phone and Internet) limitations, water security, adequate provision of housing to attract and retain residents, health care, aged care and access to tertiary

education. Council will continue to prioritise investment in the Scenic Rim's critical enabling infrastructure and services in the interest of community need while advocating for sustained levels of investment from the other tiers of government.

Key to the development of competitive businesses and strong industries in the Scenic Rim is a capable workforce that is equipped with the skills required to meet the needs of businesses so that they can compete effectively in a constantly evolving economic environment. Council pro-actively promotes local jobs for its resident workers. It will continue to take the lead in addressing workforce needs and opportunities by

liaising with business and industry, business chambers and peak industry bodies, as well as the wider region's education and training providers and key government agencies, to help address the Scenic Rim's workforce planning priorities.

Consistent with its approach to providing support for workforce planning and development, Council will continue to collaborate with its partners in industry, government, the community and in the education and training sectors to establish the case for the delivery of a Country University Centre in the Scenic Rim.

Pillar 3 contains 10 key initiatives, presented below.

## Initiatives

ACTION	IMPLEMENTATION PARTNERS	INDICATIVE TIMING
3.1 Continue to work with government, industry and the education and training sectors to progress the business case and advocate for a Country Universities Centre (CUC) in the Scenic Rim.	State Government; Federal Government; education and training sectors; industry stakeholders	Year 1
3.2 Lead a collaborative approach to monitor and assess changes in population growth scenarios for the Scenic Rim and plan accordingly for any impacts on security of regional water supply.	State Government	Year 1
3.3 Undertake a Scenic Rim 'Jobs of the Future' study to establish and address the region's workforce planning priorities.	RDA Ipswich and West Moreton; State Government	Year 1
3.4 Support schools in the Scenic Rim to connect with industry opportunities and the jobs of the future.	RDA Ipswich and West Moreton; business chambers; Education and training sectors	Year 2
3.5 Work with retailers and other businesses to facilitate sustainable town centre place activation opportunities (e.g. upgrades to streetscapes, parks and walkways, art installations, retail pop ups, promotion and incentive schemes).	Business chambers; industry stakeholders	Year 2
3.6 Continue advocacy on the Scenic Rim's enabling transport infrastructure priorities.	RDA Ipswich and West Moreton; State Government	Year 2
3.7 Investigate business issues regarding digital connectivity shortfalls, reliability issues and coverage during emergencies and adverse weather events, to inform targeted advocacy efforts.	RDA Ipswich and West Moreton; State Government	Year 2
3.8 Promote the Scenic Rim as a location of choice for professional service providers / 'knowledge workers'.	Business chambers	Year 3
3.9 Develop and deliver a Welcome to the Scenic Rim information pack for new businesses.	Business chambers	Year 3
3.10 Embrace and promote new transport technologies to provide environmentally friendly options for residents and visitors to the Scenic Rim, including advocacy for additional EV charging stations throughout the region.	State Government	Year 4

# 7. STRATEGY PERFORMANCE MEASURES, MONITORING AND EVALUATION

## Measuring and Monitoring Strategy Outcomes

The initiatives presented in this five-year strategy have been developed with reference to the overarching aspirations for the Scenic Rim's economy, consideration of the region's economic status as well as broader economic trends, impacts and influences in a constantly-evolving economic landscape.

As a whole-of-Council strategy that has been prepared in the context of Council's broader program of work and strategic objectives, this strategy will be implemented in line with determined priorities as well as the availability of resources and the capacity of Council to progress the initiatives identified.

Aligned with the Scenic Rim Community Plan and designed to help realise the vision for a strong and diverse economy, the strategy's implementation progress and identified priorities will be used to inform ongoing operational planning, budget allocation and project/program delivery.

Some of the strategy actions seek to build on or continue initiatives already in place, some are already resourced while others require additional resourcing (depending on implementation priorities), either from internal or external sources such as government grants.

To ensure it is working effectively in collaboration with its partners towards addressing its strategic objectives and the vision for the future economy, Council will continually monitor, assess and report on the implementation of the actions and the achievement of key milestones.

Means of monitoring and evaluating implementation progress will include the use of both 'output' measures related directly to the recommended actions in this strategy and their implementation as well as some broader 'outcome' metrics.

## Key Performance Measures

Strategic planning **outcome metrics**, which will be monitored and measured using authoritative data sources to track the Scenic Rim's economic development, include the following:

- Population growth (as measured by population and housing growth rates).
- Employment creation (an increase in local jobs in the Scenic Rim LGA).
- Employment self-sufficiency (more local jobs for the Scenic Rim's resident workers).
- Levels of workforce participation and employment (as measured by labour force participation and employment / unemployment rates).
- New businesses (as measured by the net change in local business registrations).
- Increased construction activity (as measured by building approvals data).
- Greater economic diversity (as measured by industry diversity indices).
- Economic activity and productivity (as measured by increases in GRP value per capita).
- Tourism activity (as measured by growing visitor numbers, expenditure and yield/value).

**Output measures** that will be used to monitor progress on set tasks include:

- Tracking progress of actions contained in this strategy – implementation rates (ongoing).
- Success in attracting, retaining and assisting businesses as well as supporting business start-ups, captured through targeted business and industry engagement (ongoing).
- Success in attracting and growing major events.
- Business confidence and community satisfaction surveys on Council's approach to supporting, promoting and facilitating the region's economic development in line with this strategy.

The Scenic Rim Economic Development Strategy 2026-2030 will be reviewed annually to ensure that implementation priorities reflect the key challenges, opportunities and priorities of the day.



## Contact us

---

PO Box 25  
82 Brisbane Street  
Beaudesert QLD 4285

p: (07) 5540 5111  
e: [mail@scenicrim.qld.gov.au](mailto:mail@scenicrim.qld.gov.au)  
w: [www.scenicrim.qld.gov.au](http://www.scenicrim.qld.gov.au)

---

**For further information, contact  
the Economic Development Team**

e: [business@scenicrim.qld.gov.au](mailto:business@scenicrim.qld.gov.au)  
w: [www.investscenicrim.qld.gov.au](http://www.investscenicrim.qld.gov.au)

