

THE FUTURE OF AGRIBUSINESS ON THE SUNSHINE COAST

WHERE TO INVEST?

The Sunshine Coast Business Council presents the Future of Agribusiness on the Sunshine Coast conference.

This event will bring together local industry representatives from across a wide range of sectors to contribute their expertise and knowledge in planning the future of agribusiness in terms of expansion and investment opportunities.

Please join us at this invitation-only event where we hope to define a positive future for the agribusiness industry on the Sunshine Coast.



BACKGROUND

The Sunshine Coast is recognised for its successful agriculture industry. It is also recognised for its ability to evolve and innovate which is evident in the breadth of its agribusiness base. However agribusiness is under pressure both regionally and nationally and this conference provides the forum to put a spotlight on the local industry. It creates the opportunity for industry to work together to identify, question and challenge how to expand those sectors that have the potential to contribute further to the growth of the regional economy.

The attached presentation was prepared on behalf of SCBC by Dr John Switala, a local fruit grower with extensive experience in agriculture and economic consulting, and provides background to the conference. The presentation covers:

- Trends in agribusiness
- Changing composition of agribusiness
- Lessons learned
- Strengths and weaknesses
- Local, national and international demand
- Case studies

SOME OF THE KEY POINTS IN THE PAPER INDICATE:

- A highly diversified industry incorporating a wide array of food and fibre products, including significant local value-adding
- Significant challenges impacting many agribusiness sectors
- Significant opportunities to grow and/or transform many of the traditional agribusiness sectors

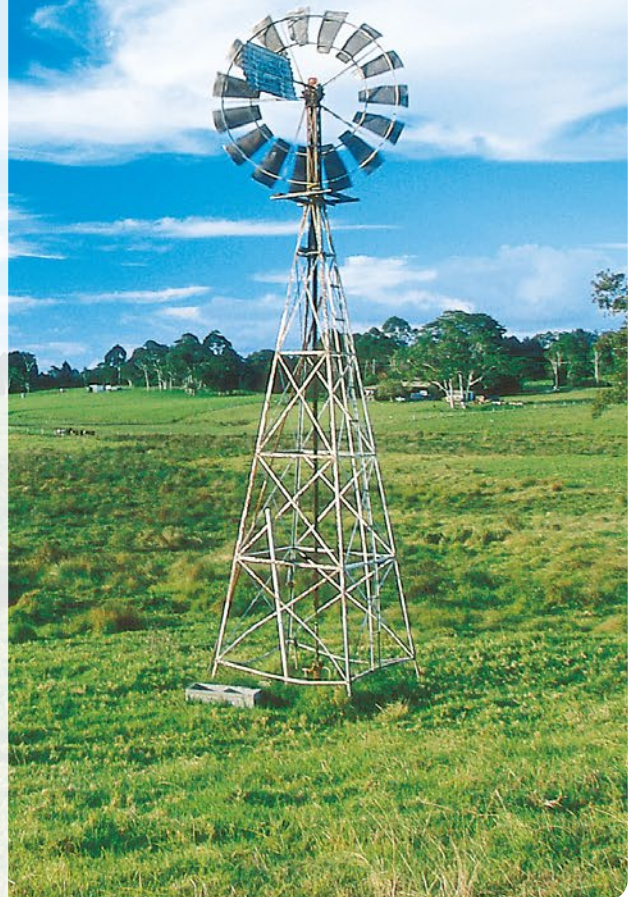
DATE Tuesday, 25 March 2014

TIME 2.00pm – 5.30pm

VENUE Innovation Centre, Sunshine Coast,
90 Sippy Downs Drive, Sippy Downs

RSVP **Registration is essential** -
please respond to
info@scbusinesscouncil.com.au
or call 0408 835 954
to confirm your attendance

COST No charge





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DATE: Tuesday 25 March 2014
VENUE: Innovation Centre, University of Sunshine Coast
MEETING OPENS: 2.00 pm – 5.30 pm

2.00 pm	Registration and seating
2.15 pm	Conference introduction: Ms Sandy Zubrinich, Chair SCBC
2.25 pm	Conference open: Hon Andrew Powell, MP
2.35 pm	Agriculture: A high value pillar to drive economic development Councillor Stephen Robinson
2.45 pm	Pulse check: Current state of agribusiness on Sunshine Coast Dr John Switala
3.00 pm	Investing in agribusiness: Mr Greg Leahy, Head of Agribusiness Suncorp Bank
3.15 pm	Break
3.30 pm	Group table discussions: Five groups grouped into sectors discussing expansion and investment question
4.15 pm	Session: Five groups reporting back on table discussion
5.15 pm	Next steps
5.30 pm	Close: Mayor Jamieson
5.45 pm	Drinks

ABOUT THE SUNSHINE COAST BUSINESS COUNCIL (SCBC)

The SCBC represents business on the Coast advocating to governments on industry and member issues and through our evidence based approach, stimulating discussion and provoking thinking on critical economic issues.

We have previously cast a spotlight on specific industries such as health; on issues such as youth unemployment and on regional opportunities such as the tapping into the potential of Asian markets.

We are please to take this opportunity to join the discussion on how agribusiness can further expand to contribute more to the gross regional product of the region.

We thank SCC in supporting this project and Suncorp, Coles and Noosa & Kawana Waters Farmers Markets as the conference sponsors. We also thank you the industry stakeholders and hope you will join us to contribute your expertise and join the discussion.