

ACTION PLAN 2014-15

Theme No. 1 – REGIONAL COMMITMENT TO THE SUNSHINE COAST’S RICH FARMING HISTORY AND FUTURE.

Working with Sunshine Coast and Noosa councils to ensure the respective regional agribusiness strategies and planning schemes where appropriate, enable the environment for commercial agribusiness to thrive and be a greater contributor to the regional economy in the future.

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|---|--|------------------------|---|--------|
| (1) Consolidated and simplified Sunshine Coast regional plans for agribusiness. | SCC NC DAFF DSDIP | Dec '14 | <ul style="list-style-type: none"> Review, consolidate and simplify existing plans in to one cohesive Agribusiness strategy and action plan, with performance measures. | |
| (2) Regional planning schemes that support and protect commercial farmer and growers 'right to farm'. | SCBC SCC NC DAFF NRM DSDIP USC | Dec '14 | <ul style="list-style-type: none"> Document recommended definition of 'right to farm'. Identify any required changes to the Sunshine Coast and Noosa councils' planning schemes that would better enable and reflect the 'right to farm, citing as benchmarks, other Australia regional councils who are recognised as having successfully addressed the 'right to farm'. Document changes and prepare submission for SC and Noosa councils including presentation covering: <ul style="list-style-type: none"> The history of agriculture on the Coast and its contribution to the regions GRP Note other actions by State & Councils that impact the optimisation of land use for this purpose Areas where planning and regulation could be amended or implementation improved to better support the agriculture sector, and An estimated loss in earnings to farmers and growers, and GRP, from impact of current planning restrictions. | |

AGRIBUSINESS

SUNSHINE COAST REGION, QUEENSLAND.

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|--|-------------------------------|------------------------|---|--------|
| | | | <ul style="list-style-type: none"> Make submission to both regional councils and follow through to point of decision and ongoing. | |
| (3) Broadening the scope of the Agribusiness High Value Industry (HVI) as described in the Regional Economic Development Strategy (REDS) | SCBC Industry | Dec '14 | <ul style="list-style-type: none"> Agree the expanded REDS description to represent the growth and export potential of the broader Agribusiness industry. Document the reasons for requiring the REDS definition to be expanded. Make recommendation to SCC Economic Development unit to have the definition in the REDS revised. | |
| (4) Set of regional industry indicators to measure, monitor and report on performance of regional agribusiness strategies. | SCBC Industry SCC NC | Dec '14 | <ul style="list-style-type: none"> Agree a set of (no more than six (6) performance measures that can be used by Industry, State & Councils to monitor and report the growth of nominated agribusiness sectors. Must be capable of measurement on a 6 or 12 monthly basis. Ascertain whether current regional confidence surveys can be extended to cover the agriculture industry. | |

ACTION PLAN 2014 - 15

Theme No. 2 – BUILDING REGIONAL COMPETITIVE ADVANTAGE THROUGH INNOVATION AND INDUSTRY EFFICIENCIES.

Industry and government(s) collaborating to identify and realise areas of regional competitive advantage, within and across sectors, and remove legislative, legal and planning barriers to drive efficiencies and innovation that ensures Sunshine Coast Agribusiness Industry is well positioned to compete with national and international markets, over time.

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|---|--|------------------------|---|--------|
| (5) Agreement of areas of potential regional competitive advantage and a prioritised list of regional infrastructure, processes, facilities and equipment required to deliver competitive advantage and the future growth of the agribusiness industry. | Industry DAFF DSDIP SCC NC | Dec '14 | <ul style="list-style-type: none"> • Source funding from state & local government to engage an experienced industry consultant to undertake an audit of regional (public and private) assets to identify: <ul style="list-style-type: none"> ○ Existing and potential areas of competitive advantage <ul style="list-style-type: none"> ▪ Within and across sectors ▪ Rank competitive advantage opportunities in terms of (a) long term value (b) dependency on public and/or private asset) and (c) level of difficulty to achieve. ○ Key infrastructure, processes, facilities and equipment that may have the potential to be leveraged or commercialised to provide greater benefit within the industry. <ul style="list-style-type: none"> ▪ Rank the potential to leverage/commercialise components of infrastructure, processes, facilities and equipment, and identify key actions to be undertaken to test the propositions. ▪ Identify any obvious gaps in infrastructure, processes, facilities and equipment in terms of delivering on agreed areas of competitive advantage. ▪ Identify areas where better utilisation of existing | |

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|---|--|------------------------|---|--------|
| | | | regional assets including commercial and legal structures (public and private) could improve industry's competitive and productivity. | |
| (6) Create open discussion within the industry and region on the need to keep evolving, reinforcing the rich history of the industry and the lifestyle and economic benefits to the region. | Industry State Gov SCC NC SCBC | June '15 | <ul style="list-style-type: none"> • Engage a PR firm to develop and implement a sector specific communications strategy: <ul style="list-style-type: none"> ○ <u>For the region</u> – aligning with councils' PR/Communications strategies and actions <ul style="list-style-type: none"> ▪ Promoting the richness of agribusiness and the rural areas and how it has evolved over the past 20 years ▪ Establishing why agribusiness is important to the region in terms of economic viability and supporting lifestyle expectations ○ <u>For industry and farmers</u> <ul style="list-style-type: none"> ▪ Demonstrating how the existing big exporters can coexist with the national and smaller regional producers and focus competition outside of the region. ▪ Demonstrating the need to innovate and change to deliver profitability for growers and industry competitiveness, efficiency and productivity. | |

ACTION PLAN 2014 - 15

Theme No. 3 – INVESTING FOR THE FUTURE.

Building leadership and cohesion within the regional agribusiness industry to effectively represent the industry sectors at government and council level and to investment markets.

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|--|--|------------------------|--|--------|
| (7) Strategies to develop export markets (within domestic and international markets). | Industry DAFF, DSDIP, TIQ SCC NC | June '15 | <ul style="list-style-type: none"> Industry groups to work with Federal, State and Local governments to source funding for research to: <ul style="list-style-type: none"> Identify export opportunities for regional produce Partnership opportunities with other Australian producers and channels Meet and address import protocols Work within Councils' international business agenda. Understand international market trends in fruit and vegetables, particularly in Asian markets and identify potential opportunities for Sunshine Coast in primary production and value added products. Industry groups and key exporting agribusinesses to join governments on international and national trade tours to identify, and secure, potential export opportunities and continue to promote investment within the industry. | |
| (8) Targeted seminars to highlight investment opportunities and funding/investment sources within the industry | Industry SCBC | Dec '14 & Ongoing | <ul style="list-style-type: none"> Agree a schedule of quarterly seminars to target the farming community and increase understanding of how to access the variety of investment instruments available, competitive business models and other capacity building initiatives. Review of required changes to family structures to enable other investors to participate at the private farm level. | |

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|--|-----------------------|------------------------|--|--------|
| (9) Continuous promotion of regional agribusiness by state and local councils. | Industry SCC NC | June '15 | <ul style="list-style-type: none"> • Industry sector representatives to meet regularly with regional mayors, councillors and council staff to promote and drive the needs of the agribusiness industry. • Continue to ask the question of government and councils as to how regional agribusiness is promoted at international and national trade event. | |
| (10) Cohesive and effective <u>industry</u> leadership. | Industry SCBC | June '15 | <ul style="list-style-type: none"> • Identify ways to strengthen cohesion, collaboration and networking within the industry to more effectively lobby governments <ul style="list-style-type: none"> ○ Potential for industry group and key agribusiness to join SCBC and integrate as part of the broader business community ○ Take into account what has worked or not worked in the past. This is not about repeating mistakes. • Agree the benefits and the mechanism for regional industry groups to meet half yearly to review: <ul style="list-style-type: none"> ○ industry performance indicators ○ how regional agribusiness strategies are working ○ progress of actions in Agribusiness HVI in REDS ○ actions required to lobby government. • Identify industry representatives to speak on behalf of each of the key sectors in the media. | |

ACTION PLAN 2014 - 15

Theme No. 4 – RESEARCH AND EDUCATION.

Securing investment in research and education to minimise industry risks and maximise industry profitability through product and market development, continue the learning and evolution of the industry.

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|--|-------------------------|------------------------|---|--------|
| Research | | | | |
| (11) Assessment of current R&D being undertaken within the region and Australia by industry research facilities and universities relevant to the areas of competitive advantage identified in 2 (4). | DAFF Industry USC | Dec '14 | <ul style="list-style-type: none"> Form view of whether the R&D is sufficient to support the SC areas of competitive advantage and lead future growth strategies and identify any key gaps. | |
| (12) Program of regional research requirements. | Industry DAFF USC | Mar '15 | <ul style="list-style-type: none"> Prepare a 5 year program desired research projects. Match research with innovation and export opportunities such as new farming approaches, challenges and new products. Investigate new funding opportunities to sponsor research. | |
| (13) Industry awareness of role of regional research facilities and current research projects. | DAFF | June '15 | <ul style="list-style-type: none"> Promote the work of the SEQ research facilities in agritourism activities. | |
| Education | | | | |
| (14) Agribusiness educational requirements included in the REDS Education & Training Industry and Investment Plan | SCBC | Sept '14 | <ul style="list-style-type: none"> Letter to REDS Sunshine Coast Education and Research task force requesting agribusiness educational requirements to be included in the REDS Education & Training industry & Investment Plan. | |
| (15) Agribusiness courses included in educational institutions curriculums. | SCBC Industry | Sept '14 | <ul style="list-style-type: none"> Meeting with VC of USC and CEO of TAFE to discuss current agribusiness content in their curriculums and the opportunity/need to strengthen the agribusiness | |

AGRIBUSINESS

SUNSHINE COAST REGION, QUEENSLAND.

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|--------------|-------|------------------------|--|--------|
| | | | <p>curriculums.</p> <ul style="list-style-type: none">• Letter to regional secondary schools outlining the outcomes of the Agribusiness Conference and seeking the opportunity to discuss the need, opportunity and benefits of introducing agribusiness courses in their curriculums if they don't exist already. | |

ACTION PLAN 2014 - 15

Theme No. 5 – REGIONAL PROMOTION OF LOCAL PRODUCE.

Building knowledge and pride within the regional community for the collective asset which is the agribusiness industry and create a connection within the community to support this asset through their buying power.

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|--|-------------------------------|------------------------|--|--------|
| (16) Agribusiness industry to be strongly promoted in regional marketing materials. | SCDL Industry SCC NC | June '15 | <ul style="list-style-type: none"> Review of regional marketing materials, including promotional videos, to identify where the agribusiness industry can be better promoted. Cohesive regional promotional plan, linked to councils' PR/Communications strategies, and designed to improve market penetration and awareness of the Sunshine Coast in national and international markets. SCDLto: <ul style="list-style-type: none"> Work with both Councils and Industry to understand the historic and new attributes of the SC agribusiness community and industry. Identify best of region videos and identify benchmarks as a baseline Select the 'best of class' marketing company to develop the video (best of class is not determined by funding restrictions). | |
| (17) State and local government promotion aligned and complimentary, demonstrating of the richness of the Sunshine Coast region, including highlighting its extensive agribusiness industry. | SCDL SCC NC | June '15 | <ul style="list-style-type: none"> SCDL and Industry leaders to continuously request all levels of government to promote the agribusiness industry in SC promotional advertising and road trips. | |
| (18) Informed regional consumer market with a more consistent understanding of the benefits and need to support the local agribusiness industry. | Industry SCC NC | June '15 | <ul style="list-style-type: none"> Promotion of local farmer markets and locally produced and processed products and brands in regional news papers and magazines. Promotion of buy-local (where, how and why) on Council, Chamber and SCDL websites. | |

| Deliverables | Resp. | Timeframe By - Qtr. | Key Activities | Status |
|---|-------------------------------|------------------------|---|--------|
| | | | <ul style="list-style-type: none"> • 'Buy Local' pamphlets to be provided to all major tourism outlets. • Engagement with local marketing cooperatives such as Natures First and Sunfresh - to examine successful promotion of local production. • Improve signage within the rural areas to support a diversified agritourism market. | |
| (19) Increased farm direct selling | SCDL Industry SCC NC | Mar '15 | <ul style="list-style-type: none"> • Engagement with Sunshine Coast and Noosa councils to enable on-farm opportunities (land zoning, property access, signage etc. • SCDL to build on-farm-picking and direct selling into agribusiness strategies, tours and promotions. | |
| (20) Fast track growth of the regional agri-tourism sector. | SCDL Industry SCC NC | June '15 | <ul style="list-style-type: none"> • Building on Theme 1 (1) industry and local councils and SCDL to agree a cohesive and simplified agritourism plan with measurable KPIs to monitor and report growth within the sector. | |

Description of 'right to farm' as intended within this document. Key Activity (2)

- *Commercial farming is a significant contribution to regional GRP throughout Australia, including Sunshine Coast. In the past farmers have had latitude over how they operate and their land use practices, even though what is accepted farming and planning practices has changed over time. More recently peri-urban farming as emerged as a stronger trend. Over the past 20 years there has been a sustained lifestyle shift from cities to large regional centres and rural areas. Urbanisation into prime farming districts has created conflict between farmers and the urban population who struggle to cope with the outputs of farming operations such as noise, smell and farm related traffic. Local councils have struggled to address the conflict.*

Recommend current and narrow description of agribusiness used in Sunshine Coast Regional Economic Development Strategy be broadened to focus and deliver greater growth from the broader industry potential . . . Key Activity (3)

- *Agribusiness – focusing on all the various businesses involved in food and fibre production, including farming, seed supply, agrichemicals, farm machinery, wholesale and distribution, processing, marketing and retail sales. (Definition used by The Australian Agribusiness Association).*