



RURAL INDUSTRIES PLAN ECONOMIC DEVELOPMENT PLAN FOR **IPSWICH CITY** 2009 - 2031



City of
Ipswich

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1. RURAL INDUSTRIES PLAN ROLE AND VISION

1.1 Role of the Rural Industries Plan in the Ipswich City Economic Development Plan

The Rural Industries Plan is one of the initiatives in the City's Economic Development Plan (EDP).

The EDP focuses on four main themes:

- **City Leadership** - re-establish leadership in information and communication technology, create a City Centre that attracts people and businesses, and create a base for sustainable and clean technology businesses.
- **Regional Leadership** - proactive leadership by Ipswich to support regional economic growth and development. This covers collaboration with Logan and Brisbane Cities and with Regional Councils including Lockyer Valley, Somerset and Scenic Rim.
- **City Growth** - build one of the largest employment and industry growth zones in Australia – supporting growth in precincts across the City and growth across a diverse range of industry sectors.
As one of the fastest growing cities in Australia, Ipswich must create a positive environment for business investment as well as residential areas that attract and retain workers to support this growth.
The City Growth theme is very much about diversification of the economy and providing an environment that attracts investment. Ipswich must be one of the most competitive destinations for new industry investment in Australia in order to achieve growth outcomes.
- **City Competitiveness** - maintain pathways to support investment, implement a Skilling Ipswich Program, provide competitive transport access (for industry, workers and community) and continue to build Ipswich as a leading business, visitor and employment destination.

1.2 Vision for the Rural Industries Plan

Ipswich City covers a large area including urban and rural land. While rural production is not a major sector of the economy, the City still has considerable areas of high quality agricultural land. Maximising the beneficial use of this agricultural land can provide economic development and employment for rural communities, support the maintenance of local ecosystems and land, and support tourism growth in Ipswich City.

The vision for the Rural Industries Plan:

Support the development of a vibrant, high value rural industries sector in Ipswich City that adds diversity to the economy, generates tourism and lifestyle benefits and protects and retains good quality agricultural land in the City.



1.3 Values Guiding the Program

Several important values will guide the Rural Industries Plan:

- Developing competitive and sustainable primary industry activities in Ipswich City.
- Focusing on niche, high value food, agriculture and agritourism operations that will provide economic and employment benefits to the City.
- Maximising the use of agricultural land in the City.
- Creating synergies between food manufacturing and tourism to generate a more diverse tourism product in Ipswich City.

This plan aligns with the Rural Futures Strategy for South East Queensland 2009 that focuses on 5 key areas:

- 1. Economic development** - opportunities for rural communities to develop strong economies and benefit fully from regional population growth and a strong and viable rural industry sector.
- 2. Healthy and productive rural landscapes** - rural landscapes that support profitable and sustainable rural industries and communities that protect significant environmental values.
- 3. Water resources** - secure, reliable water supplies that support rural industries and communities.
- 4. Community development** - social and economic infrastructure to support services and enhance the quality of life of rural communities.
- 5. Leadership and collaboration** - successfully implementing the Rural Futures Strategy.

This plan also aligns with the SEQ West Regional Plan. There are considerable opportunities for collaboration on rural industry development with producers, Councils and peak bodies serving the SEQ West region – Ipswich City, Scenic Rim, Lockyer Valley and Somerset regional councils.

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
5. Agritourism	<ul style="list-style-type: none"> • Identify potential locations for agritourism development. • Work with the tourism industry to promote these opportunities to investors. • Develop a network of agritourism firms in Ipswich City. Create partnering links with agritourism businesses in Lockyer Valley, Somerset and Scenic Rim focusing on: <ul style="list-style-type: none"> - Collaborative marketing. - Capacity and skills development initiatives. - Lessons learned. • Link the development of agritourism ventures to the South East Queensland Country Destination Management Plan and the South East Queensland Regional Outdoor Recreation Strategy. • Create an agritourism trail covering food (production, retail and restaurants), wine and other ventures in Ipswich City. Link to tourism marketing in the City and in South East Queensland. • Initiate a 'local Ipswich products' campaign and actively promote local wines and food at Ipswich City events, festivals and public functions. Active profiling of Ipswich food and wine brands will build the food and tourism potential for the City. • Continue to support the development of agritourism ventures in Ipswich City – providing a flexible and encouraging environment for these ventures. 	<p>Outcome Growth in agritourism ventures Effective partnerships established with Lockyer Valley, Somerset and Scenic Rim Regional Councils</p> <p>Key Performance Indicators New investment occurs in agritourism Agritourism participates as an important sector in the City's tourism marketing Local product support supports local production businesses and builds the wine and food brand for the City.</p> <p>Timing Commence in 2011</p> <p>Partners Ipswich City Council Existing agritourism firms Lockyer Valley, Somerset and Scenic Rim Regional Councils Brisbane Marketing</p>



Objectives	Tasks	Outcomes, KPI's, Timing and Partners
4. Investment Attraction	<ul style="list-style-type: none"> Based on the assessment of agricultural lands and current capabilities, identify sectors where Ipswich City has the capacity and resources to attract new rural industries investment. This includes high value agricultural production, high value food production and agritourism ventures. Develop a profile of rural industry opportunities in Ipswich City and include this information in an investment attraction portal for the City. Target specific successful operations in suitable sectors – making growth firms aware of the potential for investment in Ipswich City. Target links for compatible industries in Ipswich City – creating opportunities for shared reinvestment or new investment in the City. Provide support for mixed rural and other industry activities in Ipswich City. 	<p>Outcome Investment attraction areas identified Investment attraction material developed Reinvestment and new investment attracted</p> <p>Key Performance Indicators New, growth focused agribusiness investment in Ipswich City</p> <p>Timing Commence in 2011/12</p> <p>Partners Ipswich City Council Queensland Government Food and agribusiness firms</p>



2. RURAL INDUSTRIES PLAN

The Rural Industries Plan covers these objectives:

- Capacity assessment
- Support local agricultural production
- Industry capacity and skills development
- Investment attraction
- Agritourism strategy

Table 2.1 - Rural Industries Plan

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
1. Capacity Assessment	<ul style="list-style-type: none"> Identify, from past history of agricultural production, the most suitable crops and activities for agricultural land in the surrounding area. Use this information to inform the capacity assessment. Undertake an assessment of rural land to determine the suitability of zoned agricultural land for different types of agricultural production. This is designed to produce a map of available agricultural land and identify the types of production and activity most suited to different agricultural lands in the City's boundary. This information can inform investment attraction and identify areas where mixed agriculture and other business activity may be suited (particularly utilising land zoned agriculture but unsuitable for cultivation). This assessment can also address environmental business/services opportunities. Work with the Queensland Government to identify current resourcing strategies – water access and other infrastructure support - required for successful agricultural production. Undertake a capability audit of current agricultural production in Ipswich City. This includes the range of production activities, intentions for growth and expansion and priorities to support agricultural production in the City. Assess current resources and identify priorities for action – water, transport, pest management, land management, telecommunications and social infrastructure. Assess the implications of climate change on agricultural production in Ipswich City and factor these assessments into industry development planning. Based on these technical and industry assessments, identify key areas for agribusiness growth in Ipswich City. This is expected to include: <ul style="list-style-type: none"> - Niche, high value crop production. - Agritourism ventures. This includes primary production linked to tourist attractions, tourist accommodation or other tourist amenities. - Land areas that are best suited to particular agribusiness sectors. - Identifying these sectors for future investment attraction. Retain good quality agricultural land in the City for agricultural production. 	<p>Outcomes Profile of current agribusiness activities prepared Assessment of soil types in rural areas provides information on the types of crops and other agricultural production the city can support Suitable agricultural land retained for agricultural production</p> <p>Key Performance Indicators Assessments completed Key information for future investment and investment attraction identified</p> <p>Timing Commence 2011/12</p> <p>Partners Ipswich City Council SEQ West Queensland Government Existing agricultural producers in Ipswich City Agricultural production peak bodies Natural resources and water catchment agencies</p>

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
2. Support Local Agricultural Production	<ul style="list-style-type: none"> Provide access to essential infrastructure to support competitive agricultural production in Ipswich City. This includes: <ul style="list-style-type: none"> - Good road access and, for agritourism businesses, signage. - Water supply at affordable pricing to support competitive and sustainable agricultural production. This includes securing water supply (fresh and recycled) and setting costs at financially viable levels for primary producers. - Energy supply. - Telecommunications and high speed broadband access. Streamline development approvals to support mixed business activities in agritourism and agricultural operations – boosting economic development potential in the rural sector. Coordinate Council services and interaction with the rural community to improve service outcomes. Working with primary producers on environmental sustainability strategies including improving waterways and ecosystems in and surrounding rural production areas. 	<p>Outcomes Infrastructure support available for sustainable agricultural production Development support for mixed agribusiness operations</p> <p>Key Performance Indicators Retention and growth of agricultural production and agribusiness in Ipswich City</p> <p>Timing Commence in 2010 and ongoing</p> <p>Partners Ipswich City Council Lockyer Valley, Scenic Rim and Somerset Regional Councils Queensland Government Existing agricultural producers in Ipswich City Agricultural production peak bodies Natural resources and water catchment agencies</p>



Objectives	Tasks	Outcomes, KPI's, Timing and Partners
3. Industry Capacity and Skills Development	<ul style="list-style-type: none"> Based on the capability audit, identify priorities for industry capacity building and skills development. This can include: <ul style="list-style-type: none"> - Business and technical skills development. - Market access and market development. - Potential for collaboration to market produce and access market opportunities. Hold a forum with producers to present back the findings of industry and regional assessments to seek existing producers' views on a rural industries development plan for Ipswich City. Based on feedback, identify an action plan of priorities for implementation. Possible actions include: <ul style="list-style-type: none"> - Supply chain improvement strategies. - Market access and marketing strategies. - Sustainable practices and leading practices. This includes pest management. - Cross sector development strategy for sharing lessons learned. - Establishing partnering links between producers in Ipswich City and in surrounding regions – Lockyer Valley, Somerset and Scenic Rim – to leverage off market and industry development initiatives in the wider region. Establish an industry reference group that can act as advisors to the Office of Economic Development on industry capacity and skills development priorities. Support retention of existing producers in the City. Participate in industry growth planning for agricultural production in SEQ West. This covers investment attraction, value adding, building industry capabilities participating in common programs and pursuing coordinated regional opportunities. 	<p>Outcomes Industry reviews feedback and identifies priorities for growth and development Partnerships established with neighbouring regions on rural industries development</p> <p>Key Performance Indicators Rural industries reference group established Participation by Ipswich City in other region's rural industries development plans</p> <p>Timing Commence in 2010/11</p> <p>Partners Ipswich City Council Primary producers and rural industry tourism ventures Lockyer Valley, Scenic Rim and Somerset Regional Councils Producer networks</p>

