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1. Statement

Ipswich City Council has been investing in the region's flourishing 'tourist experience' economy and have been working towards maximising visitor experiences since the adoption of Council's first Destination Management Plan in 2015.

Ipswich has experienced consistent growth in visitors to the region. This correlates with the organic growth and demand for local rural tourism opportunities within the region.

The COVID-19 pandemic has resulted in international travel restrictions, which has ultimately resulted in the reduction of overall visitors to the region, however, the demand for domestic tourism experiences has increased. Council's Discover Ipswich and COVID-19 Economic Recovery Plan has further encouraged the growth and demand for domestic and agritourism tourist experiences within Ipswich. Through the current Economic Recovery Plan, Council has supported local businesses to take advantage of the market and quickly capture the mid- and post-COVID consumer, recovering stronger and faster from the effects of the pandemic.

In addition, a range of opportunities are likely to emerge as South-East Queensland prepared for the 2032 Olympics.

In recognition of this, Council is further encouraging the establishment and the expansion of these experiences by offering relief from infrastructure contributions and discounts on application fees. It is intended that this relief will:

- a. facilitate the establishment and expansion of appropriate rural tourism experiences within the Rural Areas of Ipswich;
- b. provide additional, rural tourism activities in order to attract more visitors to the region; and
- c. contribute to the economic recovery associated with the impacts of the COVID-19 pandemic.

This policy recognises that rural tourism activities are generally small scale in nature and often occur ancillary to a rural activity or farming business while maintaining the primary production or environmental values on the land. Given their rural locality they are also likely to have limited impact on the existing or proposed trunk infrastructure network. The policy also realises the potential opportunities and efficiencies that are realised when existing non-residential buildings are reused for other purposes, in locations where the necessary

infrastructure is generally already provided, and the new use is suitable for the site and its surrounds.

This policy provides a standard approach to incentives for the expansion and establishment of rural tourism uses, and a degree of certainty for applicants, Council and the community regarding the available relief from infrastructure contributions and application fee dispensation in these instances. Where an applicant proposes a variation to this policy, the onus is on the applicant to demonstrate relevant facts and circumstances to justify the variation.

2. Purpose and Principles

This policy provides incentives for the expansion and establishment of rural tourism activities and related uses in Rural Areas by providing relief from infrastructure contributions and application fee dispensation in cases where an expanded or proposed new use will result in negligible or minimal impact on existing infrastructure networks, and the use is suitable for the site and its surrounds.

3. Strategic Plan Links

This policy aligns with the following iFuture 2021-2026 Corporate Plan themes:

Vibrant and Growing
A Trusted and Leading Organisation

4. Regulatory Authority

Authority for Council to perform this function is determined by s.9 of the Local Government Act (2009) giving power to do anything that is necessary or convenient for the good rule and local government of its local government area.

5. Human Rights Commitment

Ipswich City Council (Council) has considered the human rights protected under the *Human Rights Act 2019 (Qld)* (the Act) when adopting and/or amending this policy. When applying this policy, Council will act and make decisions in a way that is compatible with human rights and give proper consideration to a human right relevant to the decision in accordance with the Act.

6. Scope

Application of this policy

This policy applies to the expansion of existing and establishment of new rural tourism uses in Rural Areas that require a planning application to be made, assessed and determined by Council pursuant to the Ipswich Planning Scheme. Two forms of relief are provided for:

a) Infrastructure contribution relief

For the establishment of suitable new rural tourism activities in existing non-residential buildings, the existing gross floor area receives 100% relief from the transport infrastructure contributions that are levied by Ipswich City Council and that are applicable for the new use at the time of approval, providing that the proposal does not impose significant additional demand on the existing network.

For the expansion of existing or establishment of suitable new rural tourism activities in rural areas, the development receives 100% relief from the public parks and community facilities infrastructure contributions that are levied by Ipswich City Council and that are applicable for the use at the time of approval, providing that the proposal does not impose significant additional demand on the existing network.

Water supply and sewerage trunk infrastructure networks are not Council infrastructure. This policy does not alter any applicable water supply and sewerage infrastructure charges.

Where re-use includes modification of the existing building to provide additional gross floor area, applicable infrastructure contribution requirements continue to apply for the resulting additional gross floor area.

b) Application fee relief

For the expansion of existing or establishment of suitable new rural tourism activities in rural area, the development application fee is discounted by 50% from the prescribed applicable fee pursuant to the current Ipswich City Council Register of Fees & Charges, and Impact Assessable Material Change of Use applications be calculated on the basis of Code Assessment Fees

Eligibility Criteria

In order to be eligible for the infrastructure contribution and application fee relief offered by this policy the proposal is to satisfy the following criteria:

- (1) The proposal is located in the *Regional Landscape and Rural Production Area*;
- (2) The proposal is for a *Rural Tourism Activity*.
- (3) The proposal is suitable for the site having regard to the character and amenity of the site and its' surrounds;
- (4) The proposal does not impose significant additional demand on existing infrastructure networks;
- (5) The proposal does not give rise to unacceptable impacts through relief being given.

7. Roles and Responsibilities

This policy applies to all Council employees who are responsible for the assessment and determination of matters set out in Section 5(a) and 5(b) and recording as set out in Section 7.

8. Key Stakeholders

The following will be consulted during the review process:

- Planning and Regulatory Services Department in particular City Design Branch
- Finance Branch

9. Monitoring and Evaluation

Register of Infrastructure Contributions and Credits

All discounted infrastructure contributions and the amount of the contribution relief shall be recorded in the Register of Infrastructure Contributions and Credits.

Fee Variations Register

All discounted application fees shall be recorded in the Fee Variation Register in accordance with the Variation of Development Applications Fees Procedure.

10. Definitions

Definitions of contribution types and other terminology are found in the current Ipswich City Council Planning Scheme and Adopted Infrastructure Charges Resolution.

Rural Areas means land identified as being in the Regional Landscape and Rural Production Area Regional Land Use Category.

Regional Landscape and Rural Production Area is as identified in the *ShapingSEQ 2017, South East Queensland Regional Plan* (August 2017).

Rural Tourism Activity means the use of premises for a tourism activity located in the Rural Areas which is:

- (a) reliant on the tourist trade;
- (b) for a commercial or retail activity, including accommodation for tourists, for the appreciation, conservation or interpretation of animals, agriculture, cultural or heritage value or the natural environment, for entertainment, or a recreation facility for, the general public either paid or unpaid;
- (c) preparing and selling food and drink for consumption on the premises, if the use is ancillary to the use in paragraph (a); and
- (d) identified in Table 1 - Column 3 and are given their ordinary meaning unless defined in the *Planning Act, 2016* or *Planning Regulation, 2017*.

Table 1 – Defined Rural Tourism Activities

Defined Land Use under the Ipswich Planning Scheme 2006	Ipswich Planning Scheme 2006 Land Use Definition	Rural Tourism Activity
Agriculture	The use of premises for the purpose of growing crops (including, fruit, vegetables, trees, turf or flowers) for commercial or business purposes, and when carried on at the same premises, the storage or wholesale distribution of any produce resulting from such activities	Farm experience; Farm stay if in an existing dwelling house.
Animal Husbandry	The use of premises for the non-intensive keeping, breeding, grazing and depasturing of animals, if such use does not normally require the importation of feed. The term does not include the use of premises for “Intensive Animal Husbandry”.	Farm experience; Farm stay if in an existing dwelling house.
Business Use	The use of premises for business purposes, including the following— (a) auction depot;	Café; Cake shop;

Defined Land Use under the Ipswich Planning Scheme 2006	Ipswich Planning Scheme 2006 Land Use Definition	Rural Tourism Activity
	<ul style="list-style-type: none"> (b) bulky goods sales; (c) broadcasting station; (d) cafe; (e) cake shop; (f) farm supply outlet; (g) fast food premises; (h) food delivery service; (i) funeral premises; (j) garden centre; (k) hot bread shop; (l) hotel; (m) laundromat; (n) medical centre; (o) non mechanical car wash (p) office; (q) produce/craft market; (r) professional office; (s) restaurant; (t) service station; (u) shop; (v) snack bar; (w) takeaway food premises; (x) vehicle sales premises; or (y) veterinary clinic. 	<p>Farm gate, including produce store; Produce/craft market; Shop; Restaurant; Snack bar.</p>
Entertainment Use	<p>The use of premises for entertainment purposes, including the following—</p> <ul style="list-style-type: none"> (a) amusement parlour; (b) cabaret; (c) cinema; (d) club; (e) concert hall; (f) dance hall; (g) drive in theatre; (h) exhibition; (i) licensed club; 	<p>Wedding Facilities, Functions</p>
Home Based Business	<p>The use of premises for a hobby, occupation or business activity as a secondary use in association with a residential use. The term includes a Home Industry.</p>	<p>Farm Stay; Farm tours/ Farm experience and education; Farm gate (produce stall/roadside stall); Product tasting/ sampling; Cooking classes.</p>

Defined Land Use under the <i>Ipswich Planning Scheme 2006</i>	<i>Ipswich Planning Scheme 2006</i> Land Use Definition	<i>Rural Tourism Activity</i>
Recreation Use	<p>The use of premises for recreation purposes, including the following—</p> <ul style="list-style-type: none"> (a) equestrian and coursing sports; (b) indoor recreation; (c) motor sports; or (d) outdoor recreation. <p>The term includes facilities providing for—</p> <ul style="list-style-type: none"> (a) the preparation and supply of refreshments to patrons on the premises; (b) car parking; or (c) the social and administrative activities of any organisation associated with the use of the premises. 	Nature-based Tourism; Eco Tourism; Climbing, walking, riding experiences.
Special Industry	The use of premises for animal and plant products processing, food processing and beverage production activities.	Distillery
Temporary Accommodation	<p>The use of premises for providing short term or temporary accommodation (less than 60 days duration) and related services and facilities for visitors (e.g. a kiosk, amenities, restaurant or a dining room). The term includes the use of premises for:</p> <ul style="list-style-type: none"> (a) boarding house; (b) camping ground; (c) caravan park; (d) farm stay accommodation; or motel. 	Farm Stay; Camping/Glamping; Caravan Park.
Temporary Use	The use of premises for a period not exceeding four (4) weeks over twelve (12) months. The term does not include one-off, irregular or infrequent activities, or temporary entertainment events approved under Local Law No. 3 – Commercial Licensing as determined by Part 2.2.	Farm Event; Food and Wine Festivals.
Tourist Facility	The use of premises primarily for the purpose of providing entertainment, recreation or attractions for the general touring or holidaying public. The term	Self-picking experiences Farm tours/ Farm experience and education;

Defined Land Use under the <i>Ipswich Planning Scheme 2006</i>	<i>Ipswich Planning Scheme 2006</i> Land Use Definition	<i>Rural Tourism Activity</i>
	includes associated short term accommodation or eating facilities.	Farm gate (produce stall/roadside stall); Product tasting/sampling; Cooking classes.
Wine Making	The use of premises for the making of wine. The term includes the associated use of the premises for storage, sale and distribution of wine, wine tasting, preparation and sale of refreshments or souvenirs and the sale of other products related to the wine industry.	Winery; Wine/food tasting; Winery tour.

11. Policy Owner

The General Manager (Planning and Regulatory Services) is the policy owner and the Manager, Development Planning is responsible for authoring and reviewing this policy.