



**REDLANDS**  
**RURAL**  
**FUTURES**  
**STRATEGY**

Workshop Briefing Paper

## 1.0 Purpose of Today

### *...building enthusiasm for the latent potential of the Redlands Rural Area and possibilities and benefits for the City's future ...*

On behalf of Redland City Council (RCC) and the wider project team, welcome to the Redland Rural Futures (RFS) Stakeholder Roundtable!

RCC has recently completed a Redlands RFS which represents a starting point in the development of a framework that will support a sustainable, resilient, dynamic and diversified rural economy at the Redlands. Previous work included the Rural Futures Scoping Report and Redlands Rural Futures Background Study.

You have been invited to be part of the Rural Futures Stakeholder Roundtable to bring your experience and knowledge to help refine the vision and initiatives identified in the RFS to make progress and change on the ground. In the longer term this Roundtable could become a forum to further explore and test the viability, timing, resource implications and development of 21 separate Strategic Projects identified in the RFS.

The objectives of today are:

- Introduce the RFS and Stakeholder Roundtable Members
- Align the RFS with current business/organisation strategies and landowner intents
- Identify 'Rural Champions' within Roundtable Stakeholders to act as potential leaders of change toward a positive identity for the Rural Area.
- Establish support for the revitalisation of the Redlands Rural Area

It is intended that this session will be the start of an open dialogue that will drive forward positive change for the Rural Area. This will include appropriate policy support with the new Redlands Planning Scheme that will encourage and permit innovative and adaptive change.



## 2.0 Introduction

The Redlands Rural Area includes rural, conservation and environmental zone land with a mix of agricultural, minor tourism, extractive industry and residential uses. The area offers a unique range of terrains and environments, from open rural landscapes, to extensive forests, habitats and the bayside and associated island network.

AECOM, in conjunction with ThinkFood and Energetic Communities were engaged by RCC to prepare a Redlands Rural Futures Strategy (RFS). The purpose of the RFS is to establish a reinvigorated strategic direction for the Redlands Rural Areas that provides a shared vision for rural champions, government, local businesses and community groups to collaboratively work towards. The RFS also makes recommendations on future planning policy, implementation, RCC support, funding and economic development initiatives.

### Preserving and Enhancing the Regions Rural Future

While the Redlands possesses some very positive rural activities and destinations, the Rural Area currently lacks a cohesive vision for rural economic, environmental or community development over the coming decades. This lack of vision has led to an increasingly number of land use conflicts between rural and urban uses. The uncertainty regarding future land use change is restricting investor confidence and has limited the establishment of new rural economic initiatives in the Rural Area. In turn, this has contributed to further rural decline that consequently adds to further urban growth pressures. The preservation of the Rural Area includes ensuring that any changes are sympathetic and responsive to the surrounding environment. The full and appropriate response to this will likely include non-traditional and new technologies.

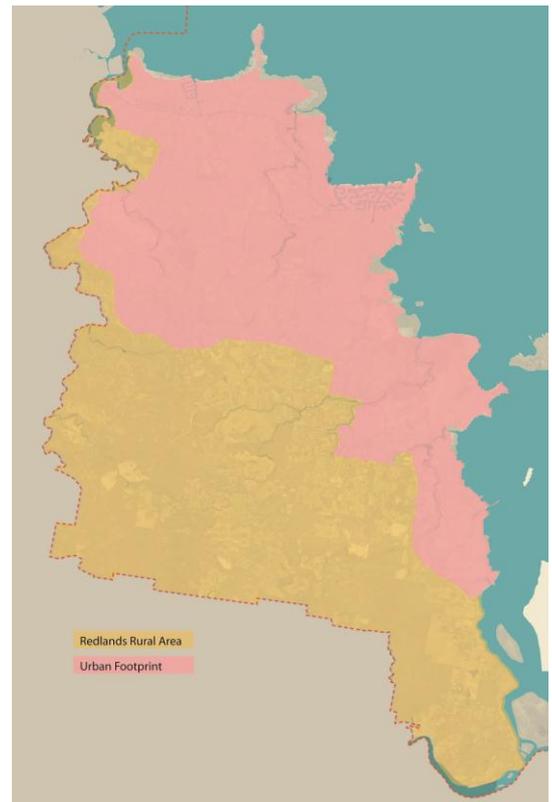
### Adding Real Value to the Rural Economy

There is a strong message in the Redlands 2030 Community Plan for not only the retention, but also the enhancement of the Redlands Rural Area. In developing a Rural Futures Strategy there must be a focus on achieving sustainable and practical outcomes that offer incremental, yet purposeful opportunities for change and innovation. Furthermore, a proactive response is needed to the shift the rural economy in line with the ever-changing regulatory framework. An appropriate planning framework needs to be established to create enough certainty to support existing uses to flourish and to generate stimuli for alternative economic activity. Alternative and practical options (e.g. small-scale and sustainable farming options) need to be established to both complement existing business and offer practical employment alternatives to offset the decline in traditional rural activities. Building on this, appropriate tourism development in the Rural Area can contribute to the lives of residents and visitors and provide a focus for the preservation of the rural landscape.

### The Opportunity for an Active Landscape

The accessibility of the Rural Area, being just 25km from the metropolitan area of Greater Brisbane and directly accessible by the Redlands community means that there is a large population catchment which can support a diverse range of tourism opportunities from boutique horticultural and food production industries to outdoor activities including recreational trails. To capitalise on this huge potential market and existing attributes, it is considered important that the Rural Area becomes an 'Active Landscape'. This reflects the position that the future vision is to be established through:

- Growth and advancement of a viable and prosperous agricultural industry.
- The establishment of active recreational corridors that connect with the existing urban areas and provide multiple users with a unique bush to bay experience.
- The combination of agricultural, recreational and environmental features offers a positive visitor experience to day trippers and tourists.
- The significant rural, recreational and environmental values for both the Redlands' community and the wider SEQ region are recognised and preserved.



# CONTEXT, KEY ISSUES AND DRIVERS

## POPULATION AND EMPLOYMENT

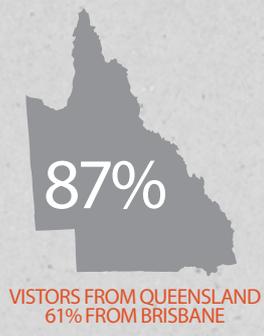


## FOOD

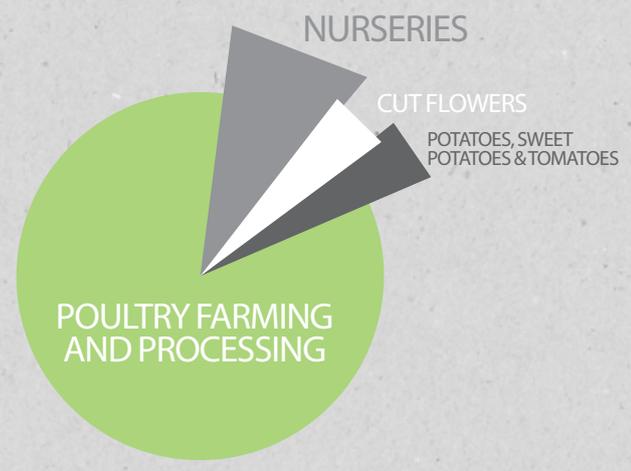
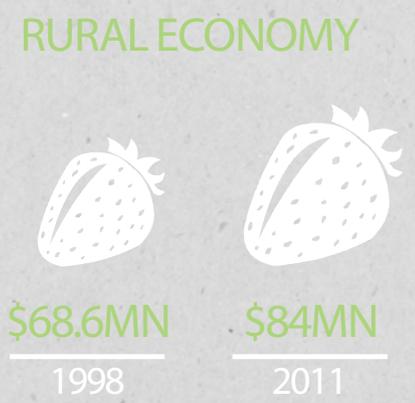


## RCC ANNUAL WASTE GENERATION

# TOURISM



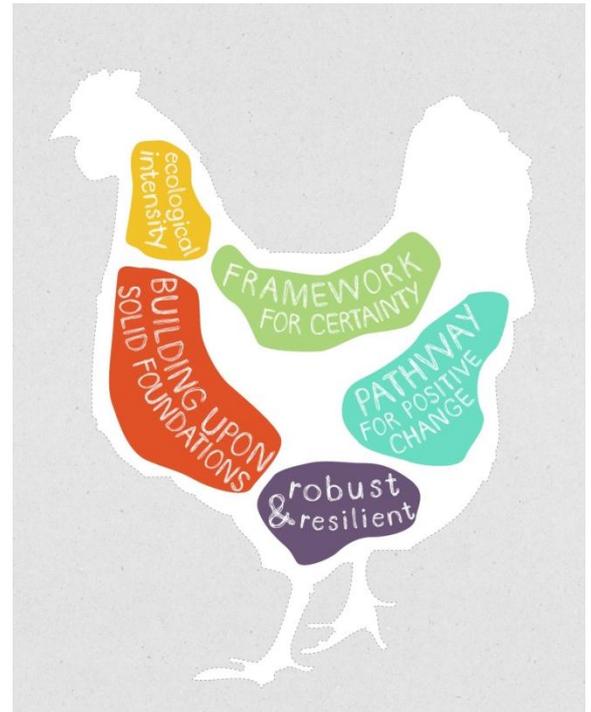
# AGRICULTURE



### 3.0 Vision and Guiding Principles

***“The Redlands creates a reinvigorated active rural landscape and engaged rural community through protecting the ‘Bush to Bay’ environment and by providing sustainable and viable projects that offer a long term and prosperous future for the Rural Area”***

This vision was created to capture the direction of the RFS for an active landscape that links economic, recreational, tourism and environmental issues. In support of this vision and to ensure consistency in decision making and policy development, a set of guiding principles for the RFS were established. These have been determined based both on the existing context and the aspirational direction for a balance of new economic, recreational and environmental development into the future.



**Building on Solid Foundations:** target policy to support the existing operations / industry and uses which make a positive contribution to the local economy, character and environment within the Rural Area

- **Strong Existing Industry** - There are many established and positive rural uses found within the Rural Area, including the poultry and quarry industries and Sirromet Winery which make a substantial contribution to the local economy and job creation
- **Productive Pedigree** - Redlands has a long history associated with agriculture and was historically considered to be ‘the local food bowl’ of South East Queensland.
- **Local Champions** - A number of potential food champions grass root organisations already exist and could potentially act as leaders for change in the Rural Area.



**Framework for Certainty:** to invest, to grow, improve and diversify : prevent urban boundary encroachment

- **Certainty for Investment** - It is recognised that the current planning framework does not provide sufficient certainty to allow key investment decisions to be made with no clear vision for the Rural Area.
- **Shared Vision** – The Strategy needs to express those land uses which are considered appropriate and provide a clear and logical framework for such uses to grow and innovate.



**Pathway for Positive Change:** a strategy that actively promotes sustainable or ecologically sound outcomes and economic diversification/development at the same time to attract rural entrepreneurs

- **Progressing Beyond Conflict** - There is a need to address perceived and actual conflict between some rural land uses, for example some agricultural uses and tourist and rural residential development.
- **Flourishing Diversification** – The Strategy is not based on a single product and promotes innovation and diversification that is resilient to changing markets and conditions.



**Ecological Intensity:** ensuring the growth of all aspects of the rural precinct are mutually compatible and supportive with the existing environment and rural activities: sustainable practices that have a viable economic rationale and return

- **Positive Collectivism** – The Strategy assists in drawing together like minded individuals and business who see the inherent value of achieving shared outcomes.
- **Growth Management** - The management of development will be important to ensuring sustainable and ecologically positive outcomes.
- **Sustainable Localisation** - Increased localisation of Redlands food production, local branding and well planned use of resources will lead to improved environmental outcomes and reduced costs



**Robust and Resilient:** current and future generations' agricultural, aesthetic, greenspace and recreational needs are protected through a viable strategy

- **Progressive Change** - Embrace short term opportunities to creating an active and valued Rural Area that is supported by the community and commerce as a fundamental economic, agricultural, recreational and environmental asset in the long term.
- **Preserving Our Children's Needs** – A sufficiently robust and resilient strategy that permit sufficient flexibility to embrace innovation evolving over time.

## 4.0 Strategic Themes and Goals

In responding to the vision and guiding principles for the RFS, goals and actions were identified within three themes. These strategic themes are used to ensure that that proposed initiatives provide a balance of coverage, scale, investment and supporting actions. Each theme is self-supporting and mutually acceptable and combine with each other to produce a new direction for the Rural Area.

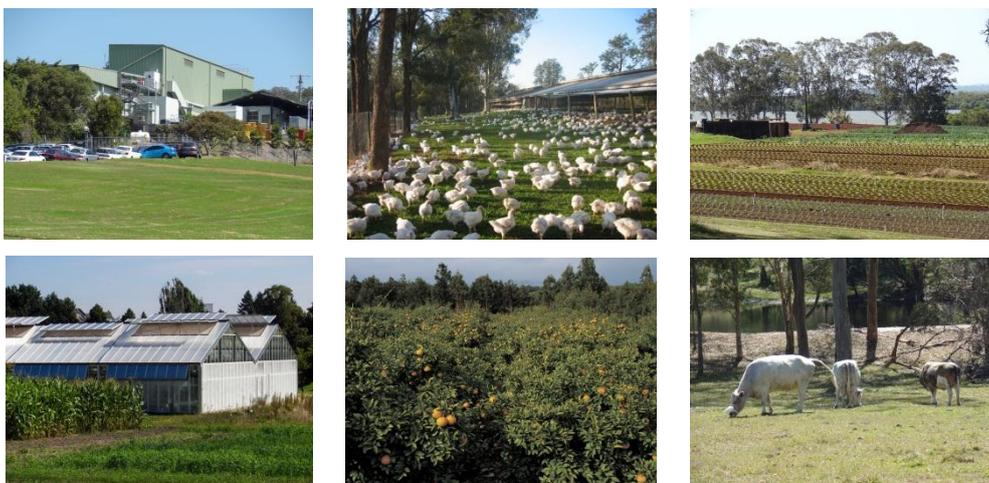


### 4.1 Work and Learn



The Rural Areas will develop a diverse range of production strategies to optimise utilisation of available land, water and other resources; while preserving and enhancing the underlying resource base. The decline of rural value needs to be halted in the short-term, with a longer term vision of re-building the Redlands rural economy. Key outcomes to achieve this vision might include:

- Support major existing industries to continue, such as the Chicken and extractive resource industries
- Enhance infrastructure and investment opportunities in rural precincts
- Enable rural industries to diversify, adjust, innovate and value-add
- Identify alternative economic uses of rural land
- Protect and promote productive activities within Rural Areas
- Establish new initiatives and alter existing programs informed by cutting edge new thinking and practice from around Australia and internationally



### 4.2 Play & Stay

The Rural Area can provide the 'Bush to Bay' visitor experience between the hills of Mt. Cotton with Moreton Bay and Islands. The promotion of a distinctive rural character and active landscape will also serve to safeguard the future of the Rural Area as it will be protected by the residents, tourists, day-trippers and business that rely on and enjoy the Rural Area. Key outcomes to achieve this vision might include:

- Redlands provides a 'Bush to Bay' visitor experience with Moreton Bay and Islands for the Redlands, Brisbane, Logan and Gold Coast populations
- Provide great genuine tourist experiences and outdoor recreational destinations
- Establish a range of short term tourist accommodation (e.g. camping, 'glamping' and eco-lodges)
- Conserve and enhance green space to support tourism development
- Promote of a distinctive rural character and active landscape
- Increase tourism employment, revenue and community value
- Establish new branding campaigns; destination, activity and event coordination, multi-use trails and nature-based tourism
- Review the road hierarchy and upgrade key tourist routes to improve safety and provide better facilities for trail users



### 4.3 Live and Sustain

The strategy aims to develop and enhance the existing rural nostalgia and identity that people have living in the Redlands. The community will be encouraged to discover, take ownership and be proud of their 'secret' hinterland, which will in turn help to strengthen the case for its' protection. nature-based tourism experiences, the case for protecting Redlands' natural areas can only be strengthened. Key outcomes to achieve this vision might include:

- Create a 'Rural Redlands' brand identity to enhance existing rural nostalgia and to use as mechanism to drive change
- Encourage community to rediscover, take ownership, be engaged with and be proud of their 'secret' hinterland
- Protect the values that are important to residents; landscape character, scenic amenity, conservation areas and sustainability
- Protect and enhance the Redlands green spaces, flora and fauna
- Manage uses and projects in conservation areas and corridors to protect environmental values
- Promote sustainable outcomes and practices that support a positive character and image
- Create new place-appropriate sustainable infrastructure that involves the community and that works



## 5.0 Case Study – Rural Business and Innovation Precinct

The RFS covers a diverse range of landscapes, land uses and activities. Given this diversity it was necessary to identify specific rural industry, tourism, food, living and conservation precincts. The identification of individual precincts allows for a more site-specific planning guidance and incentives to achieve desired development outcomes and to overcome constraints.

Of these areas, a Rural Business and Innovation Area is a potential precinct that has a large potential to facilitate new rural pursuits. Some key attributes sought for this area might include high road accessibility, existing rural activities and some large allotments.

The Precinct could be a catalyst in the implementation of the broader RFS, acting as a hub to support wider success and gain momentum. Part of the purpose of the Roundtable will be to refine the vision and intent for this area so that is “fit for purpose” with local industry and stakeholder business plans. The final area and details will be dependent on the Roundtable and ongoing discussions.

### Vision

***“A sustainable low-scale rural industry, education and technology development area directly linked to the rural economy that provides future employment needs, high accessibility, infrastructure, best practice design outcomes and maintains rural uses to create a transition between urban and rural land”***

### Intent

- New cluster of low impact rural industry, commercial, education and technology uses that demonstrate innovative and sustainable solutions and are directly linked to the rural economy.
- Consolidate rural industry and food processing industries to maximise transport and communication services; encouraging direct collaboration between producers, processors and consumers through a ‘back of house’ industry and ‘front of house’ retail store arrangement.
- New infrastructure support development, including transport infrastructure to provide safe and efficient public transport use, walking and cycling.
- Maintain a general rural character and continue existing agricultural operations (e.g. chicken sheds), providing integrated buffers to adjoining urban ruses with an allowance for some appropriate uses in buffer areas to increase viability of rural lands (e.g. low impact horticulture or recreational trails).
- Significant historical, landscape, cultural features and natural habitat areas, wildlife corridors, wetlands and waterway corridors are protected and enhanced.

### Potential Catalyst Projects

- Aquaponics and Hydroponics Operation Pilot
- Redlands Food Manufacturing Enterprise
- Redlands Local Food Hub, food stores or markets
- Redlands Food & Art Trail
- Expansion of the equine/pony club industry.
- Chicken Industry Farm Diversification
- Biodigester Plant Pilot and RCC Composting Centre
- Community Owned Renewable Energy Project
- Minor campground with temporary overflow for major events.



## 7.0 Moving Forward

The Redlands Rural Futures Stakeholder Roundtable has the potential to drive numerous economic, community and environmental benefits for the Redlands by promoting positive changes that:

Based on this preliminary introduction to the Rural Futures Strategy and Rural Business and Innovation Precinct we'd like to gain your thoughts and feelings on what has been presented. A notes page has been provided on the following page to allow you to record your initial comments.

### 7.1 General Rural Futures Strategy

- What is your business or organisational goals in both a short and long timeframe?
- If money and time was no object, what do you see for your business or organisation in the Redlands?
- What do you want to achieve through the Rural Futures Strategy?
- What is the best kept secret of the Rural Area?

### 7.2 Rural Business and Innovation Precinct

- What should the Precinct look like by 2030?
- How would the Precinct be used?
- How can the Precinct capitalise on existing rural activities?
- What would the Precinct need to provide to encourage diversity and innovation towards challenging conventional operating practices?
- Can the Precinct offer practical initiatives for an active rural landscape?
- What involvement could your business or organisation have in the Precinct?
- Are there any other business or organisations that you could partner with in the Precinct?

### 7.3 Rural Futures Roundtable Beyond Today

Around the world innovative collaborations between rural businesses, governments, education and corporate institutions and community development entities have been essential to "sowing the seeds for change" for Rural Futures. Establishing a Roundtable is a very important first step for stakeholders to work together, establish pilot projects, coordinating campaigns, access funding and undertaking research activities. If the Roundtable can generate a groundswell it is envisioned that the implementation of the majority of the RFS will be self-supporting.

If it is agreed to continue the Roundtable Forum, in the first instance it is prudent to not ask the "what is the problem?", but to focus energy on positive change by asking:

- What are we currently doing well in regard to promoting rural lands?
- To move forward, what do we need to do more of, or do differently?
- How can we use existing channels to promote the development of the local rural economy?
- Could I be a Rural Champion?
- What could the Rural Area look like in 10 years time?



## 9.0 Conclusion

***“Implementation of the Rural Futures Strategy would make the Redlands Rural Area one of the most innovative and exciting peri-urban places in Australia – for residents, for tourists and for business.” – RFS,2013***

The Stakeholder Roundtable represents a starting point in achieving a more sustainable and prosperous future on the Redlands. The project team of RCC, AECOM, ThinkFood and Energetic Communities would like to thank you for your time today.

The purpose of this Rural Futures Strategy is to establish a reinvigorated strategic direction for Rural Area that provides a shared vision for rural champions, government, local businesses and community groups to collaboratively work towards.

You are part of the vision to create a collection of mutually compatible and sustainable land uses. Through the Rural Futures Strategy, the Redlands can halt the ongoing decline of the rural economy and create sustainable and viable rural places. These rural places will provide new rural industries, recreation and tourism experience, habitat conservation and living opportunities in an integrated ‘active rural landscape’.

The Stakeholder Roundtable is a starting point in achieving this future. Please feel free to contact RCC or the project team on the details if you would like more information.

Regards,

*The Rural Futures Team*



