



REDLANDS
RURAL
FUTURES
STRATEGY

Prepared for
Redland City Council
January 2013

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Document Redlands Rural Futures Strategy

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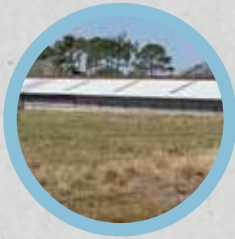
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Queensland "Picking strawberries in the
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**RURAL
REDLANDS
LOCAL AREAS**

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1.0

INTRODUCTION



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

AECOM, in conjunction with ThinkFood and Energetic Communities, has been engaged by Redland City Council (RCC) to prepare a Redlands Rural Futures Strategy (Rural Futures Strategy) for the rural mainland of the RCC local government area; that is the Rural Landscape and Rural Production Area (RLRPA) as per the South East Queensland Regional Plan 2009-2031 (SEQRP) (Figure 1).

The purpose of the strategy is to establish a reinvigorated strategic direction for Rural Areas (i.e. the RLRPA) that provides a shared vision for rural champions, government, local businesses and community groups to collaboratively work towards. The Rural Futures Strategy also makes recommendations on future planning policy, implementation and economic development initiatives. Importantly, the strategy will seek to create sustainable and viable rural places through implementation within the new Redlands Planning Scheme (RPS).

A Redlands 'Rural Future'

The Rural Futures Strategy has the potential to drive numerous economic, community and environmental benefits for the Redlands. The key feature is to create a framework of positive change that:

- / Capitalises on the existing activities that make a positive contribution to the economic, environmental or social aspects of the region
- / Encourages diversity and innovation towards challenging conventionally operating practices
- / Offers a practical and productive future for an active rural landscape

Through the development of the Rural Futures Strategy a number of local champions have been identified with strong vision and entrepreneurial spirit. These individuals stand out as potential leaders of change toward a positive identity for the Rural Area, as described in s7.2.

The Rural Futures Strategy is broken down into the following sections:

- / **Context, Drivers and Key Issues-s2.0:**
Describes the key factors driving the need for a Redlands Rural Futures Strategy and the desired outcomes sought
- / **Vision and Guiding Principles-s3.0:**
Understanding of what the 'Rural Future' could be for the Redlands and directives for the strategy
- / **Strategic Themes and Goals-s4.0:**
Strategic Actions to achieve the 'Rural Future' under 'Work and Learn', 'Play and Stay' and 'Live and Sustain' themes
- / **Rural Redlands Local Areas-s5.0:**
Identification of Rural Area 'places' for further visioning and planning
- / **Planning Scheme Integration-s6.0:**
Integration of the Rural Futures Strategy into the new Redlands Planning Scheme and proposed 'Rural Precincts'
- / **Implementation and Action Plan-s7.0:**
Implementation of the Rural Futures Strategy through key stakeholders with associated timing and resourcing implication

INTRODUCTION

The Redlands 'Rural Area'

Figure 1 defines the Rural Futures Strategy Study Area. Encompassing approximately 11,700 hectares or 54% of the mainland, the Rural Area extends south of the population centres of the Redlands and includes both hinterland and bay side areas. While rural lands located on the Moreton Bay islands are important to the Redlands, this strategy has been commissioned to focus only on the mainland areas. However, it is expected that Island Communities will benefit from the Strategy in the long term. The Rural Area includes rural, conservation and environmental zone land with a mix of agricultural, small scale tourism, extractive industry and residential uses. Of this area, only 2,595 hectares or 22% is currently zoned for rural purposes. The area offers a unique range of terrains and environments, from open rural landscapes, to extensive forests, habitats and the bay side and associated island network.

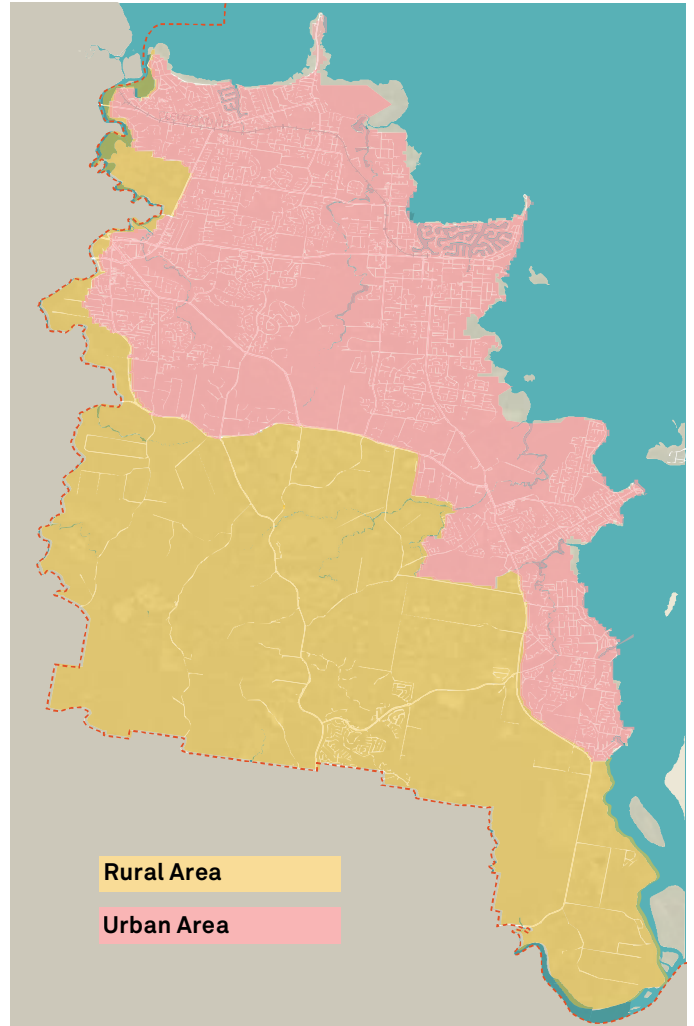


Figure 1 Redlands Study Area (Rural Area)



Background to the Rural Futures Strategy

The creation of a Rural Futures Strategy is underpinned by a number of factors, the most important being the ongoing decline of the rural economy and subsequent impacts this may cause. The strategy is supported by a number of background research documents that have been prepared to establish a framework and context for the Rural Futures Strategy, including the overall direction for a common vision. These background documents include:

Redlands Rural Futures Strategy Scoping Report 2011: Urban Footprint Redlands Rural Area

This document confirmed the scope for the strategy and included an audit of background supporting information, current planning policy, identification of stakeholders and confirmation of key next steps.

Redlands Rural Futures Strategy – Background Study Report 2012:

This report undertook an analytical assessment of existing rural land uses and issues that inform the preparation of the Rural Futures Strategy. This included telephone interviews with a number of local operators and stakeholders.

The Opportunity for an Active Landscape

Despite the challenges, the Rural Area occupies a unique geographical position close to major population centres of South East Queensland. The accessibility of the Rural Area, being just 25km from 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. This is an industry that embraces sustainable and leading edge practices and farming methods with a focus on ecological food production and high welfare animal husbandry.
- / 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 Rural Area is promoted as the playground for South East Queensland. The natural assets of Redlands' rural region – woodlands, conservation areas and nature refuges – also provide habitat for a number of species, including a substantial koala habitat.
- / The combination of agricultural, recreational and environmental features offers a positive visitor experience to day trippers and tourists. This is established through an affirmative relationship between landscape values, agricultural operations and a variety of visitor experiences.
- / The significant rural, recreational and environmental values for both the Redlands' community and the wider SEQ region are recognised and preserved. The value for the community in retaining the Rural Area as a long term economic, recreational and tourism asset is clearly articulated and demonstrated.
- / An appropriate planning framework to create enough certainty to support existing uses to flourish and to generate stimuli for alternative economic activity.

2.0

CONTEXT, KEY ISSUES AND DRIVERS

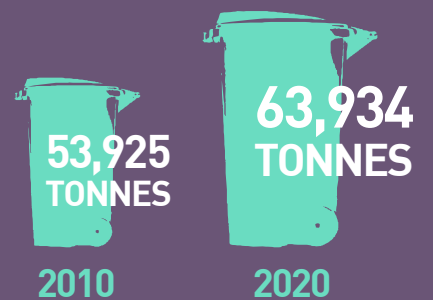
POPULATION AND EMPLOYMENT



SUSTAINABILITY

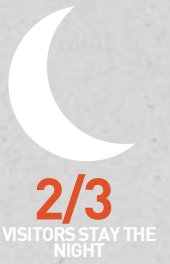


FOOD



RCC ANNUAL WASTE GENERATION

TOURISM



AGRICULTURE



RURAL JOBS

851
EMPLOYED



313
EMPLOYED



1996

2011

>60%

RURAL ECONOMY



\$68.6MN

1998



\$84MN

2011



47%
OF QUEENSLAND
MEAT CHICKENS

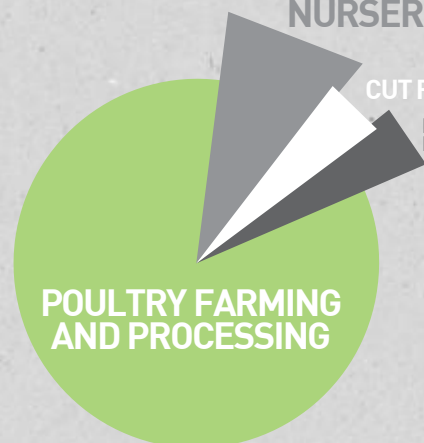


96%
OF QUEENSLAND
DAY OLD MEAT
CHICKS

NURSERIES

CUT FLOWERS

POTATOES, SWEET
POTATOES & TOMATOES



CONTEXT, KEY ISSUES AND DRIVERS

There are a number of key issues that are currently having a negative influence on the future and prosperity of the Rural Area. There are also a number of significant obstacles facing the transition to a sustainable and diversified agricultural and rural economy in the Redlands. Some of these are common across Australia, and some are particular to the Redlands. Cumulatively, national and local trends have impacted on the scale, number and diversity of agricultural businesses in the Redlands. This section aims to disseminate the key factors and drivers behind the preparation of the Rural Futures Strategy.

Flourishing Redlands

The Redlands City Council administrative boundaries lie on the eastern boundary of South East Queensland and encompasses many of the bay side islands including North Stradbroke Island, Russell Island and Macleay Island to name a few. The main settlement with the study area is Mount Cotton village with a population of approximately 3,000. Services and facilities include a school, local shopping centre and industrial estate. The remainder of residents live in small coastal villages in southern Redland Bay, in large areas of rural residential properties and on rural properties. More broadly the Redlands:

- / Current population of approximately 145,000
- / Predicted to grow by 39,000 to over 184,000 by 2031
- / Require 18,000 new dwellings 2011-2031
- / 15,000 are to be located within the existing centres of Wellington Point, Cleveland, Victoria Point and Redland Bay
- / Goal to increase job self-sufficiency from 53% in 2011 to 60% by 2031 (Redland City Centres and Employment Strategy 2010)
- / Create 14,500 new local jobs by 2031

Providing more alternative and diverse sources of employment in the Rural Area will be essential to supporting this target.

Rural Decline and Values Change

There are number of challenges to reinvigorating the Rural Area economy. Over the past decades there has been a shift from production values from rural production to lifestyle values, as former productive farms have become hobby farms or residential 'acreages'. The best 'red' soils in Cleveland, Thornlands and Victoria Point areas are no longer available, with remaining soils being of a lower traditional agricultural value. The total value of agricultural production has fallen from \$68.6M in 1998 to \$66.2M in 2005/6. From 1996 to 2011, the number of people employed in agriculture, forestry and fishing in the Redlands fell by over 60%, from 851 employed persons to 313 persons (ABS Census 2011). This problem is further compounded by the Redlands being a 'commuter city', with 60% of the workforce travelling outside the city for work.

The Centres and Employment Strategy forecast that employment in agriculture, forestry and fishing will remain at similar levels to 2031. The rural economy can contribute to increasing local employment by providing a greater diversity of employment opportunities and address the current employment location mismatch.

Alternatively, tourism in the Redlands has experienced growth and currently equates to about 4,000 jobs in Redlands in 2010. Given that low-scale and experience tourism has multiple community and lifestyle benefits and can fit to the rural and natural landscape, there are opportunities for further tourism growth, if supported, to help reverse the decline in the rural economy.

It should also be recognised that the Rural Area contains extensive conservation, environmental and habitat values. The preservation of the Rural Area includes ensuring that any changes are sympathetic and responsive to the surrounding environment. A full and appropriate response to this will likely include non-traditional and innovative techniques.

Existing and Future Rural Activity

Despite the rural value decline, the Rural Area continues to possess strong ongoing rural industries. As of 2005/06, existing agricultural and rural land uses included:

- / Poultry farming and processing
- / Intensive and niche horticulture (cut flowers, potatoes, sweet potatoes, tomatoes, radish, Asian greens, mushrooms, onions, parsley, carrots, cucumbers and strawberries)
- / Lifestyle horticulture (nurseries, turf farms, bush seed growing)
- / Rural residential 'hobby farms' / lifestyle blocks
- / Livestock and breeding industries (meat cattle, dairy cattle, sheep and lambs, equine)
- / Tourism (Sirromet Winery, recreations trails, Bed & Breakfast's)
- / Boutique exotic and native forestry
- / Rock quarries

Supporting the long term viability of the poultry, horticulture and livestock industries will be critical given their combined importance to the local economy. To diversify rural activities, a greater consideration of non-traditional uses is needed to improve the economic, social and environmental value of the Rural Area. As identified in the Rural Futures Strategy, this will include bio-intensive production techniques such as 'organoponics' and 'aquaponics, renewable energy production and composting initiatives, and agri- and eco-based tourism.



Rural Values

In addition to productive agricultural uses, the Rural Area contains a variety of other values. Rural and bushland areas of the Redlands have high environmental and biodiversity values, including a nationally significant and threatened koala population. The hinterland is also regionally significant for scenic amenity and in providing green corridors to the Logan and Brisbane Koala Bushlands to the south and west of Redlands. The identification, preservation and carefully managed utilisation of Redlands natural economic resources is vital.

The Redlands hinterland and bay areas are also important recreation spaces for both local and SEQ communities, with strong eco-tourism and lifestyle horticulture attributes. The creation of new destinations connected by 'green infrastructure' through the rural landscape will support tourism and recreational trail strategies, including the 7C's Corridor Strategy. This could support new tourist accommodation forms which have economies of scale but are appropriate to surroundings.

The Rural Area contains a number of quarries that are important to the Redlands and wider South East Queensland. These areas need to be protected from incompatible development that would negatively interfere with existing or future extraction, processing and transportation of the resource. The use of these sites post-extraction to contribute to the conservation, recreation and sustainability goals of Rural Area also needs to be investigated in the longer term.

Rural character needs to be maintained and enhanced as seen from major routes, towns, lookouts and recreational areas to support this. Land uses and transport corridors which degrade rural character and landscape values require screening, setbacks, height restrictions or other management and control measures. Improved land and water management will be required to support all of these initiatives.

Meeting the Challenges to Rural Reinvigoration

There are a number of major issues which contribute to ongoing rural decline and creating barriers to the establishment of new industries in the Rural Area. A major issue has been land use conflicts created from the encroachment of residential and other incompatible uses on agricultural activities, placing pressure on producers who wish to remain on the land and stay engaged in agriculture. Rural land use fragmentation and urban conversion has also impacted business confidence and planning, as economically viable unit sizes cannot be achieved in areas too small to be commercially managed.

Incentives for local producers are reduced by a lack of a dynamic rural tourism and hospitality industry that would serve as an important market for their produce. Further to this, the emergence of new rural focused activities is hampered by a lack of infrastructure, such as ready access to commercial kitchens to facilitate new value-adding food processing and manufacturing businesses.

There is also growing recognition that conventional forms of high-input and industrialised agriculture across Australia are taking a heavy toll on the environment and ecosystems, in the form of soil erosion and salinisation, depletion of rivers and aquifers, loss of biodiversity through land-clearing and deforestation, and the creation of oceanic 'dead zones' through nutrient run-off. As well as adding tremendously to the greenhouse footprint of agriculture and food production, this high level of dependence will likely be a source of considerable vulnerability in an era of emerging resources constraints.

The Rural Area requires new synergistic productive uses to increase their value, reduce ongoing urban development pressures and improved environmental outcomes. To halt the decline in the rural economy and encourage future rural activities to develop, the Rural Futures Strategy and Planning Scheme needs to provide clear industry direction and certainty to make long term business decisions.

Meeting the challenges will require spatial planning decisions that avoid further fragmentation of rural lands, create rural industry precincts that manage and consolidate rural activities, innovative strategies to gain necessary investment for new infrastructure and equipment, and the adoption of new technologies and land/lease arrangements to develop new rural enterprises. The effective management, reuse and rehabilitation of currently unproductive or underutilised agricultural land is a key priority. Where rural activity is constrained, consideration should be given to providing incentives to move to more compatible areas or transition to alternative rural uses. Inappropriate land uses need to be strongly discouraged to reduce future land use conflicts.

CONTEXT, KEY ISSUES AND DRIVERS

Community Support

Bringing the Redlands community on a journey with reinvigoration of the Rural Area will be critical to meeting the challenges. The Redlands 2030 Community Plan supports the growing global movement for fair, sustainable and resilient food systems. These food systems look to economic, institutional and policy changes to prioritise health and well-being, ecosystem integrity and provide dignified livelihood conditions for farmers, food workers and small-to-medium sized food enterprises. The Rural Futures Strategy needs to support local community food enterprises, regardless of their size, involvement in the food supply chain or whether their focus is on local or global markets.

2.1 REGIONAL POLICY

The SEQRP provides a statutory land use plan that manages growth and development in the SEQ region. The SEQRP provides an important regulatory tool that helps to maintain a defined rural-urban boundary. All land in the study area is included within the Regional Landscape and Rural Protection Area (Rural Area), with typical activities including agricultural production, access to natural resources, water storage, tourism, outdoor recreation and nature conservation. Creating a Rural Futures Strategies is identified in the SEQRP as the key mechanism to create sustainable rural communities and identifies the following outcomes:

- / **Economic Development:** opportunities for rural communities to develop strong and diverse economies and benefit fully from SEQ regional population growth aligned with a viable and strong industry sector.
- / **Healthy and Productive Rural Landscapes:** Rural landscapes that support profitable and sustainable rural industries and communities whilst protecting and maintaining key environmental values.
- / **Water Resources:** Securing reliable water supplies that can support rural industries and communities.
- / **Community Development:** Social and economic infrastructure that supports services and enhance the quality of life of rural communities.

In particular, the SEQRP identifies a number of rural strategies specific to the Redlands that need to be reflected in local planning, including:

- / Protection of the character and scenic amenity values of rural lands
- / Protection of the poultry industry from encroachment by incompatible land uses
- / Remaining rural land suitable for horticultural production is retained
- / Minimum lot sizes are identified to minimise further fragmentation of land holdings and maximise viable rural production activities
- / Key resource areas and local resource areas are identified and protected
- / Nature based and eco-tourism opportunities are encouraged and supported in the rural hinterland.

These rural strategies have been combined with the rural policy recommendations of the previous Background Study to inform the preparation of this Rural Futures Strategy. Other policies, such as Good Quality Agricultural Land and Strategic Cropping Land policies have also made a valuable contribution to the Rural Futures Strategy.

2.2 STATE AGENDA ALIGNMENT

The current State Government has a focus on developing Queensland's strengths in tourism, agriculture, resources and construction by supporting greater business activity and job creation. More broadly there is a process being undertaken to remove perceived 'red-tape' that is hampering new investment opportunities. The Rural Futures Strategy is significantly aligned with and supportive of the tourism and agricultural elements of this State Government agenda. The State Government will be announcing a range of initiatives intended to develop the agricultural and tourism industries; that will in turn help to support the outcomes of the document.

In particular, the Redlands could have an opportunity to showcase peri-urban agricultural activities, sustainable local food systems and food innovation at a small scale but high intensity. The goal of the current State Government is to double food production in Queensland by 2040. The opportunity exists for the Redlands to contribute to increased food production and tourism development within this timeframe, offering exemplar policy models of rural economic development for Queensland.



ECONOMIC DEVELOPMENT MANAGER, 2031

“By 2031 we have achieved a ‘25% shift’* to localising the food supply in the Redlands, on the back of the ‘Rural Redlands’ branding initiative. We’ve created over 1100+ new jobs, total regional output has been increased by \$170m and RCC’s revenue has increased by \$5m.

Through this the food security of hundreds of thousands of people has been achieved, and we are now seeing community health benefits following on from increased consumption of fresh nutritious seasonal food. Moreover, there have been significant improvements to air and water quality, a lower carbon emission tax, greater numbers of tourists, increased local entrepreneurship and enhanced civic pride.

Building a local food system has offered sustainable, long-term economic prosperity, but also healthier, happier and better connected communities. I couldn’t be happier!”

*SCENARIO BASED ON “THE 25% SHIFT: THE BENEFITS OF FOOD LOCALIZATION FOR NORTHEAST OHIO & HOW TO REALIZE THEM”
ECONOMICS REPORT SCALED DOWN TO THE REDLANDS CONTEXT.

3.0

VISION AND PRINCIPLES

RURAL REDLANDS

“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”

3.1 VISION

The vision of achieving an active landscape has consistent themes and principles that link economic, recreational, tourism and environmental issues.

Environmental, climate and resource challenges are providing a strong incentive for producers to transition towards more knowledge and labour-intensive forms of agro-ecological production, which are sustainably out-performing yields from conventional agriculture in many parts of the world.

As such, several Australian councils are taking steps to reduce their risk to the price on carbon, reliance on fossil fuels and risks of energy transition, pollution to waterways, loss of soil fertility, loss of rural workers and local resources.

Simultaneously, they are taking steps to improve localisation, establishing ties between end-users and producers, creating local jobs and strengthening their local economies. Alternative food systems and resource management needs to be planned and coordinated to effectively make a transition.

The health-related consequences of the current food system create a wealth of opportunities for producers and value-adders of local, fresh produce. The threats to the viability of farmers and processors creates incentives and opportunities for integrated and coherent local and regional food systems that provide communities with consistent, cost effective and natural local food.

Furthermore, the proximity to rural and bushland areas offer a recreational resource for the community in terms of outdoor adventure activities and tourism and an ability to experience natural habitats and wildlife in contrast to the urban residential setting.

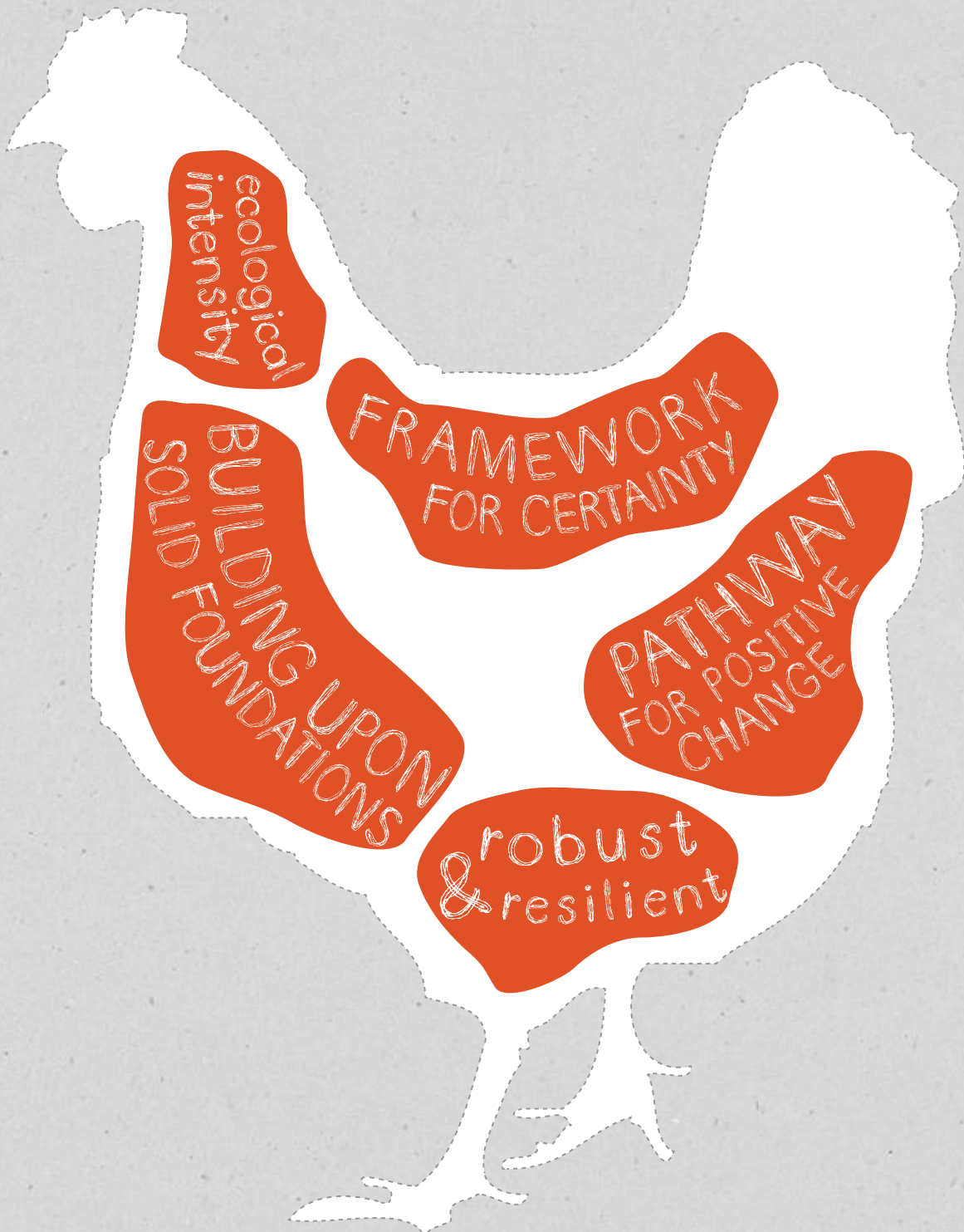
These issues, and those already discussed, are seen as being drawn together as part of the Rural Futures Strategy and will form part of the guiding principles used to make key decisions and the strategic themes and actions identified later in the document.

3.2 GUIDING PRINCIPLES

In order to ensure consistency in decision making and policy development a set of guiding principles for the Rural Futures Strategy have been established. These have been determined based both on the key issues identified in the contextual and background assessment of the Rural Area, and more importantly, the aspirational direction for new economic, recreation and environmental growth into the future. The principles include:

- / **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
- / **Framework for Certainty:** limit urban boundary encroachment through encouraging rural business to invest, grow, improve and diversify
- / **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
- / **Ecological Intensity:** ensuring the growth of all aspects of the rural precinct are mutually compatible and supportive with the existing environment and rural activities, advocating for sustainable practices that have a viable economic rationale and return
- / **Robust and Resilient:** current and future generations' agricultural, aesthetic, greenspace and recreational needs are protected through a viable strategy

It is important to recognise that it is not the intention to promote growth and economic diversity at the cost of all else. Terms such as ‘Ecological Intensity’ and ‘Robust and Resilient’ reference the need to ensure that new projects fit in with and support the existing green space context of many parts of the Rural Area.



ecological
intensity

FRAMEWORK
FOR CERTAINTY

BUILDING UPON
SOLID FOUNDATIONS

PATHWAY
FOR POSITIVE
CHANGE

robust
& resilient



VISION AND PRINCIPLES



Strong Existing Industry

It is recognised that there are many established and positive attributes found within the Rural Area. This includes a poultry industry which makes a substantial contribution to the local economy and job creation, an established and nationally recognised Sirromet Winery and Restaurant which also hosts international music events and a unique bushland environment and bay setting with views across Moreton Bay.

Productive Pedigree

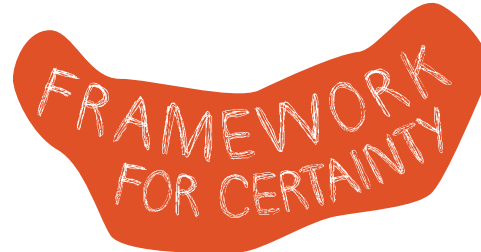
Redlands has a long history associated with agriculture, and was historically considered to be 'the food bowl' of South East Queensland. The first sugar cane in Queensland was grown in Redlands, which diversified into horticulture and livestock industries, as well as extensive market gardens. A strong 'local food economy' once existed, with significant agricultural employment supported by buoyant demand for local food, and facilitated by integrated and localised supply chains and networks.

Local Champions

Through research for this strategy a number of potential food champions have been identified who could potentially act as leaders for change in the Rural Area. Through leveraging private sector investment through a reinvigorated planning framework, the seeds for change can quite literally be planted.

The Rural Futures Strategy must be based on active and solid foundations that include existing business and recreational opportunities that can be enhanced and encouraged to flourish. Through a grass roots approach this would achieve that important direct link between land use and the community ensuring identify and ownership as a Redland asset.

The creation of synergy between rural based industries is crucial to the establishment of a self-sustaining rural economy that is mutually supportive. The success of rural food production will only serve to establish the profile of Redlands as the Market Garden for South East Queensland making it an interesting, enjoyable and attractive place to visit.



Certainty for Investment

It is recognised that the current planning framework does not provide sufficient certainty to allow key investment decisions to be made. In particular the peri-urban fringe is suffering planning blight as current land owners expect the prospect of continued urban growth. But more than this, there is a lack of clarity over the intent of the existing Rural Area. What is the intended land use and desirable outcomes for the region?

Shared Vision

Presently it seems to be caught between declining agricultural industries and conservation areas with some minor tourism uses. No clear identity or collective vision for the future of the Rural Area currently exists. The Rural Futures Strategy seeks to make a positive statement as to the active landscape intent for the Rural Area. This is to clearly express those land uses which are considered appropriate and provide a clear and logical framework for such uses to grow and innovate.

VISION AND PRINCIPLES



Progressing Past Conflict

It is recognised that there is a perceived and actual conflict between some rural land uses. For example, growth of tourism accommodation may not respond well to increased intensive animal production. However, the creation of a productive and active landscape populated with market gardens, free-range animals and opportunities for visitors to immerse themselves in the local environment including protected landscapes, farming, outdoor adventure, food and dining offers a synergistic relationship across all sectors.

Flourishing Diversification

Further, in this context innovation and diversification must also be encouraged. The success of the Rural Futures Strategy is not based on a single product, concept or idea. It is multi-faceted and similarly businesses and operators must be able to innovate to offer economic diversity that is resilient to changing markets. In determining alternative options for the Redland Rural Area; the environmental, spatial and physical attributes of the region need to be considered.



Positive collectivism

This sense of positive collectivism will also assist in drawing together like minded individuals and business who see the inherent value in active and productive landscapes and the combined outcomes that can be achieved.

Growth Management

The management of growth will be important to ensuring sustainable and ecologically positive outcomes. It is the intention of the strategy to support projects that make a positive contribution to the existing environment by harnessing sustainable practices, low impact design outcomes and, importantly, ensures that the final land use is mutually compatible with its neighbours.

Sustainable Localisation

In the context of Redlands, increased localisation of Redlands food production, local branding and well planned use of resources that are traditionally seen as waste can lead to improved soil quality, reduced reliance on artificial fertilisers, market development through local garden and horticulture suppliers, building local networks and support for local growers and reduced landfill. Some of these options can also potentially be cost neutral (e.g. City to Soil), leading to reduced carbon emissions, reduced cost to Council through the carbon price and potential local job generation.

Through a continue drive toward sustainable practices it is considered possible to create a positive association for Redlands. This collective approach will ensure a viable economic model and return on investment by creating a valuable identity and association of the Rural Areas with sustainable outcomes.





Progressive Change

The Rural Futures Strategy is intended to make a long term and progressive change. Whilst short term opportunities need to be embraced, the ultimate goal is to create an active and valued Rural Area that is supported by the community and commerce as a fundamental economic, agricultural, recreational and environmental asset.

Preserving Our Children's Needs

It is hard to consider the future in 10 years time, let alone 20. What will be our needs from now on and into the future? Will we have the same access to imported goods and foodstuffs as we currently enjoy?

There is a need to ensure that this strategy is sufficiently robust and resilient to encourage the enterprises and opportunities that are currently active to flourish, but at the same time permit sufficient flexibility to embrace innovation as the Rural Futures Strategy evolves over time.

4.0

STRATEGIC THEMES AND GOALS



In responding to the vision and guiding principles for the Rural Futures Strategy strategic actions and outcomes have been packaged into three themes that align with that vision and reflect the inter-connected values and complexity of the issues as presented. The strategic themes are used to integrate the numerous innovative opportunities that can create revitalised Rural Area places. The intent of the strategic themes is to provide a balanced approach and that each need equal investment, development and support. Also, the success of one theme is able to support advancements in others. The strategic themes include:

/ Work & Learn

/ Play & Stay

/ Live & Sustain

TOURIST

While I used to go Straddie back in the day, I never considered the Redlands as a holiday destination . We've had a great time staying at and enjoying the events at the Sirromet Winery, exploring the landscape, Bed & Breakfasts, Dairy and City Farm. We managed to use the community owned solar to charge up our Winnebago with their electric tractor charging point. I especially love volunteering my carpentry skills to help build the new Bed & Breakfast on the dairy farmers property and the Koala rehabilitation area as part of the eco-tourism. It's been a while since I've had the joy of being on the tools, and it was good to do show those young fellas a thing or two! My wife and I often spend time at the Woodlands Rural Innovation Centre, continuously improving our skills and knowledge.

We also really enjoyed the little eateries by the bay and walks through the bush supported by a high level of tourism. We've stocked up and already sent Redlands Strawberry jam to all our friends. My grandkids love being able to pick a bag of strawberries, then eat them while exploring the sculpture park and gardens trails.

I've been lucky enough to see the fantastic changes that have occurred in the Redlands!

STRATEGIC THEMES AND GOALS



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 actions to achieve this vision 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

Increasing the viability and profitability of rural land and industry, in particular the poultry industry, will ultimately be the best safeguard to protect rural land from ongoing urban growth pressure. Strategic spatial planning decisions, such as maintaining buffers to prevent unnecessary urban development, will equally be important. Through diversification of the existing rural base, there will be less reliance on a single crop or livestock production; and, with the adoption of the technologies of 'ecological intensification', substantially higher food yields can be obtained. Importantly, production based on these technologies will be more 'climate ready' and 'climate resilient', with less reliance on external inputs, in particular fossil fuels. A strategy of conscious diversification will encourage primary and support industries to remain in the Redlands; and attract new businesses and employment to the area. This strategy can enable the Redlands to create and retain businesses and jobs, as well as diversify its economic base, and skills development, with the creation of new teaching opportunities.

Goals

- / Create over 500 new rural jobs by 2031 to restore employment in agriculture, forestry and fishing to 1996 levels (i.e. from 313 people in 2011 to 851 people in 2031)
- / Support the continuation of the poultry industry and key resource areas (KRAs)
- / Protect and promote existing productive activities within Redlands Rural Areas
- / Encourage primary and support industries to remain in the Redlands to halt rural decline
- / Create new rural businesses and jobs to diversify economic base and skills development
- / Identify alternative economic uses of rural land
- / Trial leading practice production strategies to optimise utilisation of available resources
- / Enhance infrastructure and investment opportunities in rural precincts
- / Enable rural industries to diversify, adjust, innovate and value-add



4.2 PLAY & STAY

Rural Areas offer so much to residents and visitors alike, in line with the Redlands as the nature based playground of Moreton Bay and the Islands. The Rural Area is a 'secret playground' for the Redlands, Brisbane, Logan and Gold Coast populations. The Rural Area can provide the 'Bush to Bay' visitor experience between the hills of Mt. Cotton with Moreton Bay and Islands. There is potential to provide a wide range of genuine visitor experiences in the Redlands.

The promotion of a distinctive rural character and active landscape will also serve to safeguard the future of the Rural Area by demonstrating cultural and social value to the wider community. As it becomes a landscape that is enjoyed by many it will also become an area that is protected by the residents, tourists, day-trippers and business that rely on and enjoy the Rural Area. There is a strong connection between environmental conservation and tourism. It is emphasised that the protection of green space and environmental values is critical to support any future tourism industry growth. Indeed, the natural environment is a key attraction for visitors.



The Rural Area can significantly increase tourism employment and revenue but the visitor experience and attraction must be established through new branding campaigns, destination, activity and event coordination, short term accommodation, multi-use trails and nature-based tourism. Increased tourism will complement existing and future rural activities to help improve the viability of rural lands to ensure their protection. Easy and accessible multi user trails would provide a direct link with the community, offer enhanced lifestyle opportunities and encourage new rural enterprises.

Improving the safety and amenity of the existing major road network will be important to the provision of an interconnected trail network which in turn will support greater tourism. Initiatives that could be explored include altered speed limits, tourist drive designations and new or amended trail infrastructure, including off-road trails

As evidenced in the SEQ Outdoor Recreation Strategy, outdoor recreation is a popular form of physical activity for many residents and wider population. Providing safe, convenient and attractive places for outdoor recreation provides numerous social, health, educational, environmental and tourism benefits. Planning for and providing people with appropriate places to recreate are very important for this. Redland City Council is already in a process of providing greater access to open spaces and outdoor recreation opportunities. Without providing greater outdoor recreation and adventure tourist activities, it will be difficult to support a 'Bush to Bay' experience for residents and visitors.

The Redlands can build on signature outdoor recreation and tourist opportunities in the Rural Area to generate new employment opportunities, provide genuine visitor experiences, preserve the natural environment and showcase the region. Building on the 'Bush to Bay' philosophy the following activities need to be recognised in the landscape and future planning to protect appropriate locations for further tourist destinations to development. These activities need to be better understood, and planned for, to ensure that the natural areas in which these activities take place are being conserved and managed to meet the demand.

Bush

- / Bird watching and other forms of nature study/ appreciation
- / Bushwalking
- / Camping
- / Conservation activities
- / Cycling
- / Environmental tours
- / Horse riding, trail and endurance rides
- / Orienteering
- / Picnicking
- / Road cycling and mountain bike riding
- / Touring
- / Various small to large temporary events

Bay

- / Canoeing and Kayaking
- / Boating and Sailing
- / Fishing
- / Swimming
- / Waterskiing

The establishment of a range of short term tourist accommodation within the Rural Area will increase the length of stay for visitors to the region and help support existing tourist destinations such as Sirromet Winery. Creativity and variety will be key to providing attractive and interesting accommodation options that capture the high quality landscape and bush to bay setting of the Rural Area. Accommodation options might range from a "free camping area" within the Venman National Park, higher amenity 'Glamping' (i.e. Glamorous-Camping) sites in areas adjoining Sirromet Winery or Eco-lodge accommodation in the Bushland highlands overlooking the bay area. There is also potential to incorporate a tourist park, farm stays, educational camps, high quality conference venue and accommodation as well as the possibility for overnight free camp sites that incorporate a major walk and stay option from 'Bush to Bay'.

Goals

- / 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
- / Conserve and enhance green space to support tourism development
- / Promotion of a distinctive rural character and active landscape
- / Increase tourism employment, revenue and community value
- / Establish new branding campaigns; destination, activity and event coordination, short term accommodation, 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

STRATEGIC THEMES AND GOALS



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. Urban residents 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. This will be achieved through preventing further urban development pressure by way of protecting the values that are important to residents; landscape character, scenic amenity, conservation areas and sustainability. Rural residential areas and the Mt. Cotton village will be retained and encouraged to become more involved in the rural economic pursuits.

Further intensification of rural activities and landscape diversification, and the lifestyle choices of residents, need to be responsive to the existing environmental and ecological context. There is a need to promote sustainable outcomes and practices that support a positive character and image of the region, consistent with Council's corporate plan and community vision. There is also an immediate need to halt koala habitat loss and fragmentation and undertake rehabilitation to help stabilise population numbers in conjunction with adjoining local authorities.

The Rural Area contains large areas of rural residential and hobby farm uses. These areas should largely be maintained in their current state to preserve resident amenity and environmental values. Low-impact uses on existing properties are supported if they are complimentary to a rural residential locality. Uses that encourage residents to become involved in the rural economy are particularly supported. However, further expansion of rural residential areas is not encouraged by the Rural Futures Strategy so that remaining rural production and conservation areas are protected from further impacts and encroachment. Furthermore, current planning will ensure that projected population growth to 2031 will be accommodated within the urban footprint.

Place making initiatives, such as place-appropriate sustainable infrastructure that involve the community, will be promoted to help increase the Redlands' resilience to climate change, energy transition and fuel vulnerability, supporting Council's Confronting Our Climate Future Strategy. Key to this will be recycling and transformation of organic wastes and generating incomes through carbon farming and renewable energy projects.

The Rural Area contains large areas of bushland, some of which is contained and protected on State and RCC owned land. Bushland found on privately owned property also significantly contributes to the conservation and character attributes of the Rural Area. A variety of existing policies, strategies and natural resource management plans and projects have been developed over many years to protect the diverse environmental values of the Redlands. The Rural Area environmental values have been documented through the development of the Rural Futures Strategy and have been a significant consideration. At a high level these values include:

- / Water supply catchment areas
- / Dense bushland areas of endangered regional ecosystems
- / Animals listed as vulnerable species, including a regionally significant koala population
- / Visual landscapes that are highly valued by residents and visitors
- / Variety of ecosystems services; such as air and water purification, pollination, heat sinks and carbon sequestration

The vision for these environmental areas and management is covered in existing environmental and natural resource management plans, which the Rural Futures Strategy supports. It is important that areas identified as having high environmental values are further investigated to appropriately identify and protect key corridors and nature refuges within the RPS, on both government and private lands. The importance of protecting these areas should be communicated to stakeholders and residents to gain support and to provide an understanding of what types of new and enhanced uses would be supported by RCC in these areas.



The Rural Futures Strategy would only support more intensive forms of rural use on conservation and environmental sites where it can be shown that such activities are compatible with the location and context. Development and associated infrastructure in these areas will need to be responsive to existing site conditions, topography, water quality, habitat, scenic amenity and adjoining use considerations. Mixed agroforestry on previously cleared land should be encouraged where it is demonstrated to provide ecosystem services, rehabilitate degraded soils and is selectively harvested.

The principle of the conservation and environmental protection zones is that new use is only possible where these values are protected. Rural economic development, increasing the economic potential of private land and the protection of conservation areas is not mutually exclusive. The Rural Futures Strategy promotes a balance of appropriate uses depending on the individual and collective values of the land. Key environmental protection areas should remain to be protected for landscape, community and scientific purposes.

Given that one of the key attributes of the Redlands is the 'bush', conserving and enhancing the natural environment is critical to supporting tourism industry growth. Conversely, greater tourism can help support further environment protection. By educating residents and visitors of the importance of environmental areas, through activities such as low impact nature-based tourism experiences, the case for protecting Redlands' natural areas can only be strengthened.

Goals

- / Create a 'Rural Redlands' 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

FOOD HUB OPERATOR

"When I joined some of the first Rural Roundtable talks, facilitated by RCC during 2013, I wasn't really sure what to expect. I'd been involved in mid-range food retailing in Brisbane, and was looking for a new challenge, fresh thinking and strategies. I was so delighted by what was being discussed at the Roundtables and the vision and leadership of RCC.

In 2015 we launched the Redlands Local Food Hub with brand new facilities located in the Woodlands Rural Innovation Centre. We work collaboratively with 25 local farmers and growers to market their produce to Redlands restaurants, cafes, hotels and grocers. We also supply the Redlands Food Manufacturing Enterprise, and have partnered with them in supplying prepared meals to local schools, hospitals and aged care centres. We are really benefiting from high exposure location on the Moreton Bay and Island tourist route. We'll be looking for a new site to expand to soon!"

STRATEGIC THEMES AND GOALS

4.4 A REDLANDS 'RURAL FUTURE'

Numerous potential options and scenarios for a 'Rural Future' to 2031 were assessed by RCC, key stakeholders and community. The Rural Futures Strategy provides a rural-based policy framework that permits appropriate and positive change to occur. It takes a proactive stance with regard to the achievement of active rural landscapes and environmental conservation. It can offer multi-faceted social, economic, environmental and community benefits. In 2031 the Rural Area could have:

Primary

- / Halt the ongoing decline of the rural economy and create sustainable and viable rural places
- / An integrated 'active rural landscape' - new rural industries, recreation and tourism experiences, habitat conservation and living opportunities
- / Collaborative and self-supporting implementation and stakeholder approach
- / Make Rural Redlands one of the most innovative and exciting peri-urban places in Australia – for residents, for tourists and for business

Secondary

- / Increased community value attributed to rural lands due to recreational, environmental and economic contributions.
- / Greater food security for the Redland community and strong association with Redland branded and locally grown produce.
- / Increase koala and environmental preservation through habitat regeneration and preservation.
- / Strong and positive rural identity established for the area.
- / Redlands will continue to have strong rural supporting industries including transport hubs, communication facilities and marketing services.
- / Key agricultural and rural industries are able to establish, continue to grow and collectively flourish.
- / A continued and expanding poultry industry diversified through free range chicken and egg production.
- / Continued expansion of the viticulture industry and high quality rural based restaurant venues and tourism opportunities.
- / Growth of industries that support lifestyle horticulture including nurseries, turf farms and landscaping products.
- / Specialist intensive and high value small holding horticulture (including hydroponics) of radish, herbs, Asian vegetables, mushrooms, onions, carrots and cucumbers and cut flowers.
- / Specialist fruit including the re-introduction of 'Redlands' breed strawberries.
- / Expanded rural training and environment education opportunities.
- / Eco-sustainability lifestyle, localised permaculture and specialised food production
- / Rural lands are protected both by the strong contribution made to the rural and tourism economy and community value attributes to the area.

Incremental Change Case Studies

What could the Rural Futures Strategy Outcomes look like on the ground? Four on-ground case studies have been chosen to illustrate how the Rural Futures Strategy could be delivered in certain places. They show the small changes that can make a big change and benefit altogether. These case studies are elaborated on further in the document.





STRATEGIC THEMES AND GOALS

Case Study 1: Chicken Farm

- / Conversion to free range operations
- / Agroforestry and vegetated boundary buffers with recreation trails
- / Grain seed crops to supplement chicken feed
- / Lease arrangement for hydroponics in open buffer area
- / On-site biogas generation
- / Green roofing



Case Study 2: Sirromet Winery

- / Permanent local food shop and rural tourism centre
- / Art gallery
- / Woodland bungalows
- / Caravan and 'Glamping' Area (i.e. glamorous camping) with links to an off-site 'overflow area' for major events
- / Hobby farm
- / Integrated recreational trail



Case Study 3: Redland City Farm

- / Farm shop
- / Farm stays and farm tours
- / City farm
- / Café and restaurant with bay views
- / Crop and livestock diversification
- / City compost recycling centre
- / Adjoining tourists accommodation and activities
- / Food trail incorporation



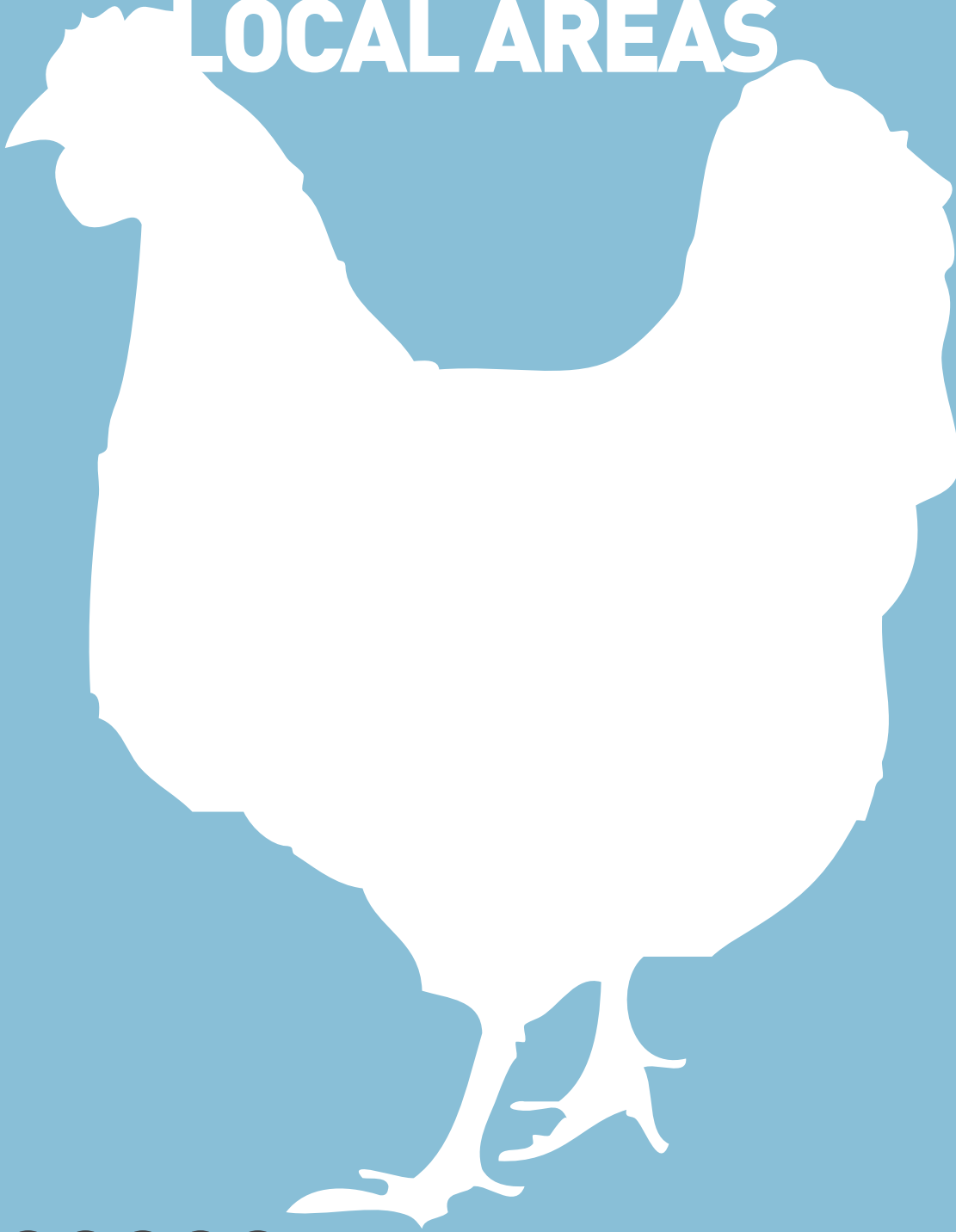
Case Study 4: Woodlands Rural Business and Innovation Area

- / Key elements as per Woodlands Drive Business and Innovation Precinct
- / 'Campus' style development with large lots and vegetated buffers
- / Microcosm of rural enterprise
- / Recycled water pipe from upgrade waste water treatment plant
- / Local Food Hub and food processing centre
- / Retention of chicken sheds and incorporation of hydroponics and aquaponics



5.0

RURAL REDLANDS LOCAL AREAS



The Rural Futures Strategy covers 11,647 hectares of a diverse range of landscapes, land uses and activities. Given this diversity of the Rural Area and the various type and scale of initiatives proposed in this Rural Futures Strategy; it is necessary to link the vision, strategic outcomes and actions to specific places in the Redlands. Providing revitalised, functional and viable places for new employment and economic opportunities in the Redlands has been guided by the following:

- / Support: Establish a vision for particular areas that helps promote desired types of developments and that protect things that need to be protected
- / Consolidate: Promote clusters of rural activities, tourism, living and conservation uses to enhance productivity and foster a stronger sense of character and identity for the Redlands' Rural Area
- / Create: Identify broad precincts and locations for priority planning initiatives and implement place-based planning controls that achieve desired 'on the ground' outcomes
- / Incentivise: Provide incentives and create facilities that promote the enjoyment of the Redlands Rural Area and encourage the development of a strong and sustainable rural economy
- / Place: Provide revitalised, functional and viable places for new employment and economic development area opportunities

CHICKEN FARMER

"I am a fourth-generation chicken farmer in the Redlands and loved this area; however I was pretty worried that I was going to be the last producer down here. Our farm was becomingly less competitive in an international market and the farm was also under intense urban development pressures.

The Rural Roundtable process was the inspiration I needed. I remember a presentation on a trial of transitioning old-style broiler sheds to free range, combined with agro-forestry, with very favourable results. New investment in the Woodlands Rural Business and Innovation Precinct was enough to convince to make a change of my own.

Our farm is now the premier example of what is now called 'Silvo-Poultry' – agroforestry combined with free range chicken farming. We are certified organic, and now have a grass roof on the shed (the first in Australia) which insulates the shed as well as maximising space for the chickens to range. This has become a huge tourism beacon; so we have now have a farm café / information centre, which is an additional revenue stream enhancing our bottom line. The boundary of the farm has been planted out to native timber and the bike trail that weaves along that has been really beneficial for wildlife habitat, visitors and the amenity of our neighbours.

I joke with my friends that the only next logical step is the 'Big Chicken' theme park!"

RURAL REDLANDS LOCAL AREAS

5.1 RURAL PRECINCTS AND 'PLACES'

An assessment was made of the Rural Area to identify discrete zones or precincts with distinctive characteristics and values. The intention of this is to ensure that the RFS builds on the existing physical foundations of the rural economy whilst supporting other values that the community may place on the rural lands. Accordingly, the following key attributes were identified, mapped and verified through field visit:

- / Ecological Values: The ecological dimension of the landscape was considered, through mapping those areas with the greatest confluence of natural environmental values. These aggregated in three areas – associated with the wetlands at Carbrook; the Venman bushland national park area and the Tingalpa reservoir/Tingalpa Creek.
- / Visual Values: The visual dimension of the landscape was considered, through identifying those areas with the highest scenic amenity values (graded 9/10) as identified through the scenic amenity rating associated with the South East Queensland Regional Plan. These corresponded primarily to the Rural Area around Mount Cotton as well as an area within the Venman bushland reserve.
- / Recreational Links: Key cycle linkages and existing and proposed '7 Cs' connections were mapped to identify the desired linkages across the Rural Area. These were noted to form a fairly even network throughout the Rural Area, but with a particular concentration associated with the zone around Mt Cotton Village, Mt Cotton and the Sirromet Winery.
- / Recreation Attractors: The key visitor destinations and attractors within and adjacent to the rural lands were identified. The main attractors were deemed to be the Sirromet Winery and vineyard, Tingalpa Reservoir, the Daisy Hill Koala Sanctuary (lying adjacent to the Venman bushland area) and the Indigiscapes centre. In addition there are a number of 'special interest' attractors which are occasionally clustered such as horse-riding facilities, wedding venues and plant nurseries.
- / Land Use Themes: Through aerial photo assessment and field visits, various land use zones were identified. These include an area with a high level of agricultural activity (in the south-east), the residential area centred on Mount Cotton village, extensive rural residential areas in the west, the chicken processing area west of Mt Cotton village, and rural landscapes with a high concentration of chicken sheds focussed on the areas south (Double Jump Road) and north (Woodlands Drive) of the Sirromet Winery.

By assessing where these values and attributes overlap or diverge and giving considering how these zones could develop to support the rural economy in the future, six key precincts were identified. These are shown on Figure 2 and are identified as follows:

- / Double Jump Road Rural Activities Priority Precinct (Work and Learn)
- / Woodlands Drive Rural Business and Innovation Precinct (Work and Learn)
- / Mt Cotton Tourism, Production and Recreation Precinct (Play and Stay)
- / Redland Bay Food Precinct (Play and Stay & Work and Learn)
- / Mount Cotton Village Precinct (Live and Sustain)
- / Sheldon-West Mount Cotton Rural Living, Conservation and Recreation Precinct & Carbrook Rural Living, Conservation and Recreation Precinct (Live and Sustain)

Each of these precincts generally aim to achieve one of the Rural Future Strategy strategic themes, helping to provide a link between strategy and 'on the ground' outcomes. These areas also help to feed into the 'Place' model of the Strategic Framework being developed for the new RPS. The Strategic Framework provides an overall land use direction for the Redlands, with a 'Place' model used to identify areas outcomes that will dictate subsequent land zonings and planning controls. Specifically, the identified character areas generally fit into the 'Natural Place', 'Rural Place', 'Village' and 'Rural Residential Neighbourhood' places of the Strategic Framework 'Place' model.

The desired purpose and outcomes of these precincts is described in the following tables, including a description of how they achieve the broader Rural Area vision. It is noted that all boundaries and priority planning areas for local area planning are only indicative and will need to be the subject of further review and scrutiny.

Priority planning areas have also been identified. This is to indicate specific places that will require additional planning provisions in the RPS, whether that is through a Local Area Plan, code provisions or planning scheme policies that recognise the importance of the existing area.



Figure 2 Potential Rural Redlands Precincts



RURAL REDLANDS LOCAL AREAS

Double Jump Road Rural Activities Priority Precinct

'Work and Learn' Theme

Place Model 'Rural' Typology

Rural Futures Strategy Strategic Theme Goals	<ul style="list-style-type: none">/ Support the continuation of the poultry industry/ Protect and promote existing productive activities within Redlands Rural Areas/ Create new rural businesses and jobs to diversify economic base and skills development/ Trial leading practice production strategies to optimise utilisation of available resources/ Enhance infrastructure and investment opportunities in rural precincts/ Promote of a distinctive rural character and active landscape/ 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
Location	<ul style="list-style-type: none">/ Eastern sector of the rural zone, ranging approximately from Boundary Road in the north, to German Church Road in the south and from Mount Cotton Road in the west to Cleveland-Redland Bay Road in the east/ Encompasses Double Jump Road, Bunker Road, Kingfisher Road and Hillview Road
Values and Attributes	<ul style="list-style-type: none">/ Strong rural character of large rectilinear properties/ Visible concentration of chicken sheds – the most important zone for the poultry industry within the Redlands/ Presence of pockets of woodland and trees but generally of moderate ecological value – the highest values being associated with creek corridors./ Large residential houses/ Farm dams/ Chicken processing facility to west of Mount Cotton Road
Vision	<ul style="list-style-type: none">/ Protect the rural economy and landscape through increasing the viability of rural land while providing an integrated buffer interface to existing urban development
Intent	<ul style="list-style-type: none">/ Protect and support the long term operation and diversification of the poultry industry (e.g. barn and free range) and encourage diversification of surrounding buffer lands (e.g. rural industry, composting operations, biodigesters, agroforestry, intensive horticulture, market gardens etc.)/ Minimise constraints to the ongoing operations of chicken processing facilities. Provide workable solutions for processing chicken waste that provide an economic return/ Assist poultry producers in the management and operation of their farms/ Provide a single integrated poultry industry buffer across this entire precinct to minimise land use conflict. Encourage vegetated buffers incorporating recreation trails along the urban boundary/ Encourage a transition to free range operations in areas close to the urban boundary to minimise odour issues/ Support lifestyle horticulture (e.g. nurseries and landscaping supplies), intensive horticulture (turf operations, cut flowers, hydroponic vegetables, aquaculture) and intensive animal husbandry (e.g. common and niche livestock varieties)/ Encourage rural uses on current rural-residential properties, in particular horticultural and mixed plantation uses with minor external impacts/ Discourage the further subdivision of properties, except in circumstance that provide tenure security for micro-food or other rural initiatives/ Support the intensification of existing cleared land rather than clearing remnant vegetation. Protect and enhance existing conservation areas and corridors. Encourage environmental and vegetation offsets within the precinct if any clearing occurs as a result of development



Double Jump Road Rural Activities Priority Precinct

'Work and Learn' Theme

Place Model 'Rural' Typology

Key Strategic Actions

- / (WL2) Bio-intensive Market and Community Gardening Pilot
- / (WL7) Poultry Industry Pilot
- / (PS4) Redlands Food & Art Trail
- / (LS2) Biodigester Plant Pilot
- / (LS3) RCC City to Soil Scheme
- / (LS4) Offsets and the Carbon Farming Initiative (CFI)
- / (LS6) Land-share Support Program

Character Images



RURAL REDLANDS LOCAL AREAS

Woodlands Drive Rural Business and Innovation Precinct

'Work and Learn' Theme

Place Model 'Rural' Typology

Rural Futures Strategy Strategic Theme Goals	<ul style="list-style-type: none"> / Create new rural businesses and jobs to diversify economic base and skills development / Identify alternative economic uses of rural land / Enhance infrastructure and investment opportunities in rural precincts to enable industries to diversify, adjust, innovate and value-add / Promote sustainable outcomes and practices that support a positive character and image
Location	<ul style="list-style-type: none"> / Precinct bounded by Taylor Road, Woodlands Drive and Boundary Road
Values and Attributes	<ul style="list-style-type: none"> / Strong street presence along Boundary Road / Existing shops and rural enterprises including farm orchids, a farm shop and equestrian facilities. / Large rural properties with large barns and numerous farm dams / Large blocks of bushland vegetation but mainly of significance to rural character / Presence of smaller residential properties along Taylor Road and Woodlands Drive
Vision	<ul style="list-style-type: none"> / A sustainable low-scale rural industry, education and technology development area that provides for future employment needs, high accessibility, infrastructure, best practice design outcomes and maintains rural uses to create a transition between urban and rural land
Intent	<ul style="list-style-type: none"> / Identify sufficient land and plan for low impact commercial, industrial enterprise, retail or educational uses that will provide for future employment opportunities and that would have a competitive advantage in the Redlands. These uses must demonstrate innovative and sustainable solutions and be directly linked to the rural economy. For example, food processing and distribution uses could have a significant future competitive advantage by being able to provide cost-effective food products to local consumer markets when nation food security trends inflate prices / Maintain a general rural character to the area and provide integrated buffers to adjoining urban residential uses. Encourage appropriate uses in buffer areas to increase viability of rural lands (e.g. low impact horticulture or recreational trails). Existing poultry industry is supported to continue operations in the precinct to provide this rural character / Prevent further subdivision and residential uses to define a clear urban boundary and prevent ongoing encroachment / Identify and cluster suitable rural knowledge, training, research, technology, science and creative business uses to complement to mix of industries in the precinct. These uses should ideally be directly linked to the rural economy, local training/education needs or existing educational establishments (e.g. Sheldon College, theological campuses, conference centres) / Identify infrastructure, scale, character and design criteria that seek to deliver high quality sustainable and aesthetic built form outcomes / Provide a significant habitat corridor through the precinct linking the Hilliards Creek corridor to the regional habitat areas of Sheldon and Mt Cotton / Support the intensification of existing cleared land rather than clearing remnant vegetation. Protect and enhance existing conservation areas and corridors. Encourage environmental and vegetation offsets within the precinct if any clearing occurs as a result of development / Supported transport infrastructure to provide safe and efficient public transport use, walking and cycling. Integrate 7 C's recreational trails into the local movement network along 'green wedges' and creeks. Integrate with existing recreation with equestrian facilities in the precinct / Significant historical, landscape, cultural features and natural habitat areas, wildlife corridors, wetlands and waterway corridors are protected and enhanced / Consolidate rural industry and food processing industries into clusters that consolidate transport and communication services. Consider allowing the development of low scale meat processing/ butcher facilities with minimal amenity impacts to support livestock production.



Woodlands Drive Rural Business and Innovation Precinct

'Work and Learn' Theme

Place Model 'Rural' Typology

Intent

- / Encourage direct collaboration between producers, processors and consumers through a 'back of house' industry and 'front of house' retail store type lot/building arrangement
- / Provide branded signage on major roads in the area to provide way finding to the site
- / Identify a suitable location for a local food hub on a major road, with an associated food processing facility
- / Ensure new commercial and industrial uses are designed to be compatible with the continuation of the poultry industry in the precinct. Reverse amenity impacts to existing chicken sheds needs to be carefully managed
- / A minor campground is established with temporary overflow areas identified for major events.
- / Expansion of the equine/pony club industry
- / Compliance with air, noise and hazardous material protection requirements

Key Strategic Actions

- / (WL3) Aquaponics and Hydroponics Operation Pilot
- / (WL5) Redlands Food Manufacturing Enterprise
- / (WL6) Redlands Local Food Hub
- / (PS4) Redlands Food & Art Trail
- / (LS2) Biodigester Plant Pilot
- / (LS3) RCC City to Soil Scheme
- / (LS5) Community Owned Renewable Energy (CORE) Support Program
- / (LS7) Diversified Local Retail Network Program

Character Images



RURAL REDLANDS LOCAL AREAS

Mt Cotton Tourism, Production and Recreation Precinct

'Play and Stay' Theme

Place Model 'Rural' and 'Natural Living' Typology

Rural Futures Strategy Strategic Theme Goals	<ul style="list-style-type: none">/ Provide great genuine tourist experiences and outdoor recreational destinations/ Establish new branding campaigns; destination, activity and event coordination, short term accommodation, multi-use trails and nature-based tourism/ Protect the values that are important to residents; landscape character, scenic amenity, conservation areas and sustainability/ Promote sustainable outcomes and practices that support a positive character and image/ Review the road hierarchy and upgrade key tourist routes to improve safety and provide better facilities for trail users
Location	<ul style="list-style-type: none">/ Located in the heart of the Rural Area from approximately West Mount Cotton Road to Warren Street and encompassing Mount Cotton Road/ Excludes areas within the Local and Regional Extractive Resources Overlay of the RPS to avoid conflicts with quarry activities and State Planning Policy. However, parts of the Local and Regional Extractive Resource Buffer Overlay do overlap with this precinct.
Values and Attributes	<ul style="list-style-type: none">/ Undulating attractive landscape with strong rural character/ Includes the Mt Cotton Lookout, the most elevated point in Redlands which affords Bay views/ High scenic amenity values (9/10)/ Sirromet Winery with associated restaurant and vineyard/ Proposed Thornlands Link of 7 Cs/ Some visitor facilities such as Karingal Scout Camp and the (former) Mt Cotton rainforest gardens/ Encompasses Sandy Creek Conservation Area bushland
Vision	<ul style="list-style-type: none">/ Create a rural tourism, accommodation and recreation hinterland area that capitalises on existing rural character and high amenity values
Intent	<ul style="list-style-type: none">/ Support the ongoing development of the Sirromet Winery complex with the goal of establishing a food, drink and tourist hub for the wider Rural Area. The amenity of the site is protected from inappropriate developments on adjoining sites. View corridors from the Winery to the Bay and to Mt. Cotton and to maintain a rural character/ Facilitate the development of the 7 Cs strategy in this area and provide adequate supporting facilities (e.g. parking areas, picnic areas). Develop trails into adjoining conservation areas and Daisy Hill./ Some low-impact activities (e.g. skirmish, bike trails) may be appropriate uses in or near Local and Regional Extractive Resource Buffers, however any accommodation would be discouraged/ Encourage the development of lookouts and visitor facilities that capitalise on available elevated bay views/ Support food trail development, appropriate short-term accommodation and nature-based recreation opportunities/ Intense animal husbandry with high external impacts is not supported/ Low impact rural industry is supported, in particularly where 'front of shop' retail opportunities are provided/ Multi-functional farming is encouraged (i.e. production with some associated processing/value-adding, accommodation and 'voluntourism')



Mt Cotton Tourism, Production and Recreation Precinct

'Play and Stay' Theme

Place Model 'Rural' and 'Natural Living' Typology

- Key Strategic Actions**
- / (PS1) New short term accommodation opportunities
 - / (PS2) 'Bush to Bay' Campaign
 - / (PS3) Sirromet Winery Food and Drink Heart
 - / (PS4) Redlands Food & Art Trail
 - / (LS4) Offsets and the Carbon Farming Initiative (CFI)
 - / (LS7) Diversified Local Retail Network Program

Character Images



RURAL REDLANDS LOCAL AREAS

Redland Bay Food Precinct

'Work and Learn' & 'Play and Stay' Themes

Place Model 'Rural' and 'Natural Living' Typology

Rural Futures Strategy Strategic Theme Goals	<ul style="list-style-type: none"> / Protect and promote existing productive activities within Redlands Rural Areas / Create new rural businesses and jobs to diversify economic base and skills development / Enable rural industries to diversify, adjust, innovate and value-add / Redlands provides a 'Bush to Bay' visitor experience with Moreton Bay and Islands for the Redlands, Brisbane, Logan and Gold Coast populations / Promote of a distinctive rural character and active landscape / Encourage community to rediscover, take ownership, be engaged with and be proud of their 'secret' hinterland
Location	<ul style="list-style-type: none"> / Extreme southern part of district including southern Serpentine Creek Road and Redlands Bay Road / Bounded by the Logan River in the South and Moreton Bay in the east
Values	<ul style="list-style-type: none"> / Only remaining area of Strategic Cropping Land still under active production in the Redlands / Attractive productive landscape characterised by red soil cropping, with occasional bay views (fore-shore landscape values) / Concentration of nurseries and market gardens / Large acreage properties with enclaves of denser scale residential development along coastline. / Some large barns and chicken sheds / Extensive remnant bushland areas
Vision	<ul style="list-style-type: none"> / Conserves and showcase the last areas of red soil in the Redlands through community-supported rural and tourism initiatives that build on a 'Bush to Bay' vision
Intent	<ul style="list-style-type: none"> / Promote a city farm on the existing agricultural land, including a community garden and botanical garden. Display both traditional and intensive horticulture. Support 'voluntourism' and farm stays on the site / Provide a 'Bush to Bay' coastal link for the community to access the bay and foreshore. This may include adjoining conservation area trails, picnic and recreation area, including a jetty and or boat ramp with mapped canoe trails etc / Develop the area as part of the Moreton Bay tourist route and integrate with a broader food trail / Encourage market and other retail/ commercial uses that are supportive of tourism, local food production and value-adding rural industries. Capitalise on the farm and bay outlook for cafes and restaurants. Aim to source 95% of all food from the Redlands / Support appropriate short-term accommodation (e.g. Bed & Breakfast and caravan/camping) / Support the intensification of existing cleared land rather than clearing remnant vegetation. Protect and enhance existing conservation areas and corridors. Encourage environmental and vegetation offsets within the precinct if any clearing occurs as a result of development. Identify and manage key habitat patches and corridors through green infrastructure planning within and adjoining the precinct. Support ongoing environmental management and natural resource planning



Redland Bay Food Precinct

'Work and Learn' & 'Play and Stay' Themes

Place Model 'Rural' and 'Natural Living' Typology

Key Strategic Actions

- / (WL1) Redlands City Farm and Farmland Trust
- / (WL2) Bio-intensive Market and Community Gardening Pilot
- / (WL3) Aquaponics and Hydroponics Operation Pilot
- / (PS1) New short term accommodation opportunities
- / (PS2) 'Bush to Bay' Campaign
- / (PS4) Redlands Food & Art Trail
- / (LS1) Redlands Rural Branding
- / (LS2) Biodigester Plant Pilot
- / (LS4) Offsets and the Carbon Farming Initiative (CFI)
- / (LS6) Land-share Support Program
- / (LS7) Diversified Local Retail Network Program

Character Images



RURAL REDLANDS LOCAL AREAS

Sheldon-West Mount Cotton Rural Living, Conservation and Recreation Precinct & Carbrook Rural Living, Conservation and Recreation Precinct

'Play and Stay' & 'Live and Sustain' Themes

Place Model 'Natural Living' Typology

Rural Futures Strategy Strategic Theme Goals	<ul style="list-style-type: none">/ Trial leading practice production strategies to optimise utilisation of available resources/ Protect and enhance the Redlands green spaces, flora and fauna/ Promote of a distinctive rural character and active landscape/ Encourage community to rediscover, take ownership, be engaged with and be proud of their 'secret' hinterland/ 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
Location	<p>There are two enclaves of this type of precinct:</p> <ul style="list-style-type: none">/ The Sheldon Precinct is located along the western boundary of the Rural Area from Tingalpa Creek in the north to the Redlands boundary in the south and east to West Mount Cotton Road/ The Carbrook Precinct is located in the south of the Rural Area approximately between German Church Road and the Logan River
Values	<ul style="list-style-type: none">/ Both precincts have extensive areas with high ecological values, including existing protected and 'priority habitat' areas. The Carbrook Precinct includes the Carbrook Wetlands - an extensive area of melaleuca wetlands. The Sheldon Precinct includes the Venman Bushland National Park, which with adjoining Daisy Hill is known for its importance in relation to koala habitat and forms part of the Koala Bushland Coordinated Conservation Area. The Sheldon Precinct also includes valuable wetland habitat associated with Tingalpa Creek and reservoir/ Both areas have landscape values associated with the character of forested hills and valleys/ There are areas of high scenic amenity (9/10) in the Sheldon Precinct associated with the Venman National Park and west of Mount Cotton Village/ There are existing quarries in both areas: Mount Cotton, West Mount Cotton, German Church Road and Mount Cotton Road Quarry/ Areas that are not currently protected by nature conservation designation comprise large rural residential subdivisions – especially thorough the Thornlands-Sheldon area of the Sheldon Precinct/ Precincts include a number of walking, cycling and trails/ There are some visitor facilities such as the Kindilan Outdoor Education Centre (Girl Guides) in the Carbrook precinct/ Forms part of significant inter-urban break at the regional scale
Vision	<ul style="list-style-type: none">/ Preserve the amenity and conservation values of rural living areas, while providing opportunities for appropriate low scale business, recreation and tourism opportunities



Sheldon-West Mount Cotton Rural Living, Conservation and Recreation Precinct & Carbrook Rural Living, Conservation and Recreation Precinct

'Play and Stay' & 'Live and Sustain' Themes

Place Model 'Natural Living' Typology

Intent

- / Prevent further expansion or subdivision of rural living uses
- / Support low scale home-based business and service industry
- / Conserve environmental parcels, while allowing some eco-tourism, nature based accommodation and recreation opportunities
- / Identify and manage key habitat patches and corridors through green infrastructure planning within and adjoining the precinct. Ensure that land uses, edge effects, 'pinch points', missing links and rehabilitation of vegetated areas is addressed through precinct design and associated projects. Support ongoing environmental management and natural resource planning
- / Investigate opening Tingalpa Reservoir for recreational use (fishing, swimming, non-powered craft) with associated picnic facilities. To achieve this, continue to implement catchment rehabilitation works to improve water quality running into the reservoir
- / Consider potential re-use of quarry areas post-extraction for recreation, rehabilitation or rural uses. Some low-impact activities (e.g. skirmish, bike trails) may be appropriate uses in or near KRA buffers, however any accommodation would be discouraged

Key Strategic Actions

- / (LS1) Redlands Rural Branding
- / (LS4) Offsets and the Carbon Farming Initiative (CFI)
- / (LS5) Community Owned Renewable Energy (CORE) Support Program
- / (LS6) Land-share Support Program
- / (LS7) Diversified Local Retail Network Program

Character Images



RURAL REDLANDS LOCAL AREAS

Mount Cotton Village Precinct

'Live and Sustain' Theme

Place Model 'Suburban and Rural Residential Neighbourhood' Typology

Rural Futures Strategy Strategic Theme Goals	<ul style="list-style-type: none">/ Promote of a distinctive rural character and active landscape/ 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/ 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
Location	<ul style="list-style-type: none">/ Centred on Mount Cotton Village, between Mt Cotton Road and German Church Road
Values	<ul style="list-style-type: none">/ Residential Community including recent subdivision, a small shopping centre and older more established areas including a village school/ Bushland and parkland setting/ Includes areas that are considered to be of high scenic amenity (9/10)
Vision	<ul style="list-style-type: none">/ Enhance Mt. Cotton as a rural village and integrate it with the surrounding rural landscape and activities
Intent	<ul style="list-style-type: none">/ Support new cluster of local food retail and dining uses in an appropriate location of the village/ Identify an area suitable for holding a farmers market or food festival in the future, as identified in the Open Space Strategy/ Further residential development is not encouraged/ Provide ecological linkages through the site to connecting conservation areas.
Key Strategic Actions	<ul style="list-style-type: none">/ (LS1) Redlands Rural Branding/ (LS5) Community Owned Renewable Energy (CORE) Support Program/ (LS7) Diversified Local Retail Network Program

Character Images



5.2 LOCAL AREA PLANNING

The use of Local Area Plans (LAP) will have an important role in delivering the spatial strategy of the RFS. This would include the identification of rural precincts to encourage the development of specific rural outcomes within each LAP. LAPs should only be used in areas where specific planning controls and non-planning scheme measures are required beyond what current planning regulations allow. It is considered that using a zone precinct approach would be too restrictive at a site level as the desired outcomes can only be achieved at a LAP wide scale.

Rural Redlands LAPs would include codes that define development guidelines. These codes would inform the community and stakeholders of the parameters of preferred use types, design and location of development in the Rural Area. The codes associated with these LAP should be flexible enough so that desired outcomes are achieved without pressuring landholders to adopt a specific or preferred activity, especially when it is not appropriate or suitable for their property.

Achieving this would involve refining existing design guidelines to include rural enterprise and rural tourism opportunities, maximising self- and code-assessable development and mitigate potential agricultural and environmental conflicts. Overall the codes would create a simplistic regulatory model that promotes the natural expansion of a rural economy through the RPS, while maintaining the strong amenity and environmental protections already in place.

Along with the priority planning areas previously identified, the following precincts should be prioritised for LAP preparation or further planning control:

Primary

- / Woodlands Drive (Innovation/Business)
- / Mt Cotton (Tourism)

Secondary

- / Redland Bay (Food)
- / Double Jump Road (Rural Activities)

Further investigation of these precincts will provide a focussed approach to the development of Rural Area LAPs and better understanding of opportunities and constraints, access, boundaries, tenure and available infrastructure. All residual areas should remain within the balance of the SEQRP RLRPA designation.

As informed by the SEQRP Rural Precinct Implementation Guide, the development of any LAP should include the following principles:

- / Identifying key areas where rural precincts can sustain rural industry
- / Preventing inappropriate fragmentation of land
- / Enhancing infrastructure and investment opportunities in rural precinct
- / Managing land use conflicts
- / Enabling rural industries to diversify, adjust, innovate and value-add
- / Identifying alternative economic uses of rural land
- / Protecting and promoting productive activities within a rural precinct
- / Protecting and promoting regional landscape values
- / Sustaining benefits to the community derived from the natural environment.



6.0

**PLANNING
SCHEME
INTEGRATION**

The Redlands Planning Scheme (RPS) is one of a range of mechanisms required to deliver the desired outcomes of the Rural Futures Strategy on the ground. While engagement with the community and stakeholders will be critical to the success of the Rural Futures Strategy, the RPS is the key statutory mechanism to ensure desired outcomes are achieved and inappropriate outcomes are discouraged, or controlled at the very least.

The Redlands Planning Scheme (version 5) is the current key local planning instrument for the local government area. It is understood that RCC is currently undertaking the preparation of the new Redlands Planning Scheme in accordance with the Queensland Planning Provisions (QPP). The QPP 2.0 and draft QPP 3.0 provides a standard and consistent approach to drafting planning schemes across Queensland. Accordingly, the RPS and the Rural Futures Strategy is required to be updated to reflect the QPP.

Given that the drafting process is well underway this section provides recommendations on the potential strategic actions and land use outcomes of the Rural Futures Strategy that can be reflected within the new RPS. It has also been undertaken to ensure that the recommendations arising from the RPS are compatible and readily implementable with the Queensland Planning Provisions (QPP) current draft version 3.0 and other relevant legislation and policy.

This section has been split into two parts:

- / Strategic Planning Scheme Recommendations
- / Land Use Planning Recommendations

6.1 PLANNING SCHEME RECOMMENDATIONS

The RPS plays an important role in regulating both appropriate and inappropriate development types in the Rural Area. To facilitate the implementation of the desired Rural Futures Strategy, numerous planning initiatives have been identified that could be incorporated as part of the current RPS review. In drafting the new RPS, the following broad strategic recommendations have been proposed for consideration as part of the scheme drafting process. In order to ensure that the outcomes of the Rural Futures Strategy are suitably reflected in the new scheme it is acknowledged that targeted drafting will not be limited to land use zones. Consideration will also be required to be given to the strategic framework, priority infrastructure plan, applicable levels of assessment, potential local plans, overlays and use codes. As a result the following general recommendations have been proposed for consideration as part of the scheme drafting process:

Strategic Framework

- / Include a clear vision statement of intent for an active rural landscape with sustainable production and tourism projects within the Themes, Strategic Outcomes and Elements of the Strategic Framework. It needs to identify, provide and manage intensive and value added rural industries; enhancing the viability and resilience of rural communities:
- / Communicate high level strategies to prevent the loss or decline of the existing rural industries and activities of the Redlands
- / Strategic framework mapping should accurately define the limits of future areas of urban development to provide certainty and confidence for rural industries and landowners to grow and develop their enterprises and initiatives
- / Draft strategic outcomes and land use strategies in a manner that transforms the perception of rural lands from static land protectionism to the promotion of the rural economy
- / Support facilities that promote the enjoyment of the Rural Area and encourage the development of a strong and sustainable rural economy

PLANNING SCHEME INTEGRATION

Development Incentives

- / RCC should consider fee reductions, minimisation of infrastructure charges, delayed infrastructure payments and/or fast-tracked application timeframes for development proposals that demonstrate they support the principles, outcomes, programs and spatial strategy of the Rural Futures Strategy.

Applicable Levels of Assessment

- / Front-load the RPS to maximise the use of self- and code-assessable development for desired types of development in specific rural locations. This will reduce the time and cost barriers for applicants of preferred types of developments and reduce the time and cost implications for RCC
- / Maximise the use of self-assessable codes for existing agricultural operations, including allowances for appropriate expansion
- / Minimise impact-assessment triggers for non-rural uses that are identified as preferable in the Rural Futures Strategy (e.g. tourism and accommodation uses).
- / Use a local area plan to minimise the level of assessment for desired types of development in defined precincts

Zoning, Code and Overlays

- / Use rationalised zonings to focus on development opportunity and address other elements (e.g. values, constraints) through overlay provisions. Develop a series of Rural Redlands Local Area Plans to provide more specific land use provision in identified precincts. Use environmental overlays to maintain vegetation and habitat clearing protections afforded by the existing environmental protection and conservation land zonings.
- / Apply conservation zoning to land owned or managed by RCC or the State Government.
- / Ensure that all zones are ground truthed to ensure appropriate zoning allocation.
- / Encourage innovative and sustainable outcomes that permit alternative land uses to occur that enhance and protect environmental values.
- / Seek land use synergies to enhance productivity and foster a stronger sense of character and identity for the Rural Area
- / Ensure land use conflicts are minimised through the use of buffer and transition zones to protect existing rural industries and encourage ongoing development in less-constrained areas.

- / Identify a 'land bank' of suitable locations for new rural initiatives to develop with a fast-tracked development application process. This is identified in the Tourism Strategy, and in particular identifies locations on RCC managed land.
- / Improve the amenity of areas surrounding major traffic routes by reviewing the road hierarchy and major traffic generators. Identify locations that require greater screening and buffering along road frontages and implement through code provisions.
- / Consider the identification of a 7 C's Strategy overlay to support the acquisition of trails, particularly on private land. Provide incentives (e.g. fee reductions) to encourage the dedication of trails.
- / Ensure that koala conservation and management is appropriately reflected in the RPS, supporting existing mechanism aim to identify koala habitat values, protect areas of significant value, retain and enhance habitat connectivity and that ensure a net gain in habitat via offset mechanisms.
- / Ensure that the Redlands' most important 'Bush to Bay' view corridors and scenic amenity areas are protected through mechanism such as overlay provisions, codes and local area planning.

Specific Rural Area Provisions

- / Identify "Rural Precincts" to promote specific design outcomes in different locations. These outcomes would be facilitated through sub-zones, overlays or local area plans at a local level and in 'Rural Precincts' at a regional level.
- / Provide more specific planning provisions for priority planning areas.
- / Develop "Rural Development Guidelines", aligned with the 'place' type model, that identify for the community the preferred type, design and location of development that supports the Rural Futures Strategy. This guide would inform the level of assessment of particular uses within the RPS. It would provide greater certainty for development proponents on acceptable and unacceptable uses. This will encourage desired design and locational outcomes to maximise self- and code-assessable development.



6.2 ZONING

The Rural Futures Strategy study area currently contains three major land zonings; the 'Rural Non-Urban Zone', 'Conservation Zone' and the 'Environmental Protection Zone'. These zones interact with use codes, level of assessment tables and overlays to control development in the Redland City Council LGA. These zones also include sub-zones that provide more specific guidance of preferred uses and outcomes in discrete areas.

QPP Zones and Codes

QPP provides a standard suite of zones to categorise residential, centres, recreation, environmental and industry uses. RCC can choose the suite of zones that best reflects the local Redlands context. RCC can select Level 1 (generic) or Level 2 (special characteristic) zones to include broad or specific planning elements to best reflect local circumstances.

Each zone must have an associated zone code. RCC can insert a contextualised purpose of the code and overall outcomes, but at a minimum should include:

- / mandatory purpose statement
- / local government purpose statement
- / overall outcomes that achieve the purpose of the zone code
- / performance outcomes and acceptable solutions
- / a range of graphic measures (tables, diagrams, pictures)

A conversion of existing RPS zones to QPP zones has been provided in Table 1. This table has also included zone recommendations informed by the Rural Futures Strategy with desirable and possible uses within each zone.

QPP Zone Precincts

For specific areas where a different planning approach is desired, precincts may be identified within individual zones. A precinct may vary the provisions or level of assessment for areas within the zone. Precinct provisions are expressed as overall outcomes, performance outcomes and acceptable solutions. QPP zone precincts function in a similar way to sub-zones in the existing RPS, in that they identify specific land use outcomes for sites within a single zone.

The background study report recommends that this approach could be used in reviewing the RPS through the use of a broader range of zones available under QPP. However, the report recommends that areas which need specific land zone designations undergo a local area planning process. The use of QPP zone precincts may be appropriate to use in the planning scheme between the time the new RPS is released and when a formal rural local area plan is gazetted. Specific sites that may benefit from specific zone precincts include the priority planning areas identified in Figure 2; such as the Woodlands Drive Business and Innovation, Mt. Cotton Tourism and Redland Bay Food precincts.

It is recommended that zone precincts are not used as a long term planning mechanism for the majority of rural land as these could cause a fragmented approach to implementing the Rural Futures Strategy, could be too prescriptive at a site-based level and could potentially be difficult to translate into 'Rural Precincts' under the SEQRP if required in the future. This is discussed further in s5.0.

PLANNING SCHEME INTEGRATION

Local Area Plans

Local plans provide locally focused outcomes and finer grained planning for areas that share unique attributes and where a common outcome is envisioned. In comparison to the use of zone precincts, local area plans can be applied over multiple zones and provide a more integrated planning approach that better reflects the integrated Rural Futures Strategy intent. A local plan regulates development by contributing to or varying the criteria for a relevant zone code, development code, overlay or level of assessment.

A local plan must have a local plan code that provides the policy direction for the local planning area. This should include:

- / a purpose statement
- / overall outcomes that achieve the purpose of the code
- / Map of the local plan area and any precinct(s)
- / Assessment criteria, including performance outcomes and acceptable solutions
- / Supporting tables, diagrams and figures

Similar to zone precincts, local area plan precincts may be used to provide further planning provisions for specific areas. Potential precincts within a 'Rural Redlands Local Area Plan' are identified in s5.0 and Figure 2. As all of these precincts are located within the Regional Landscape and Rural Production Area (Rural Area) of the South East Queensland Regional Plan, they could also translate into 'Rural Precincts' under State regional planning legislation if desired in the future.

The SEQRP (Implementation Guideline No. 6 – Rural Precinct Guideline) provides a framework for local governments to establish 'rural precincts' and prepare a 'rural precinct plan'. The aim is to provide an unconstrained area where related agriculture uses can co-exist and provide uses that are compatible and not limited by land use conflict. Rural precinct guidelines were established to provide definitions, planning context, suggested format, content and preparation of the rural precinct plan. Provision of the precinct plan would override the land use regulatory provisions of the SEQRP. Subsequent versions of the SEQRP have seen a gradual easing of the restrictions in the Rural Area. The need for rural precincts may not be as strong as it was when the SEQRP first commenced.

In the context of the Rural Futures Strategy a LAP maybe necessary where more intense, traditionally urban use are proposed. The purpose of the LAP would be to ensure that such uses are appropriate in terms of form and function and are directly linked to the rural economy.

Recommendations for potential rural precinct(s) within a 'Rural Redlands Local Area Plan' are identified in s5.0.

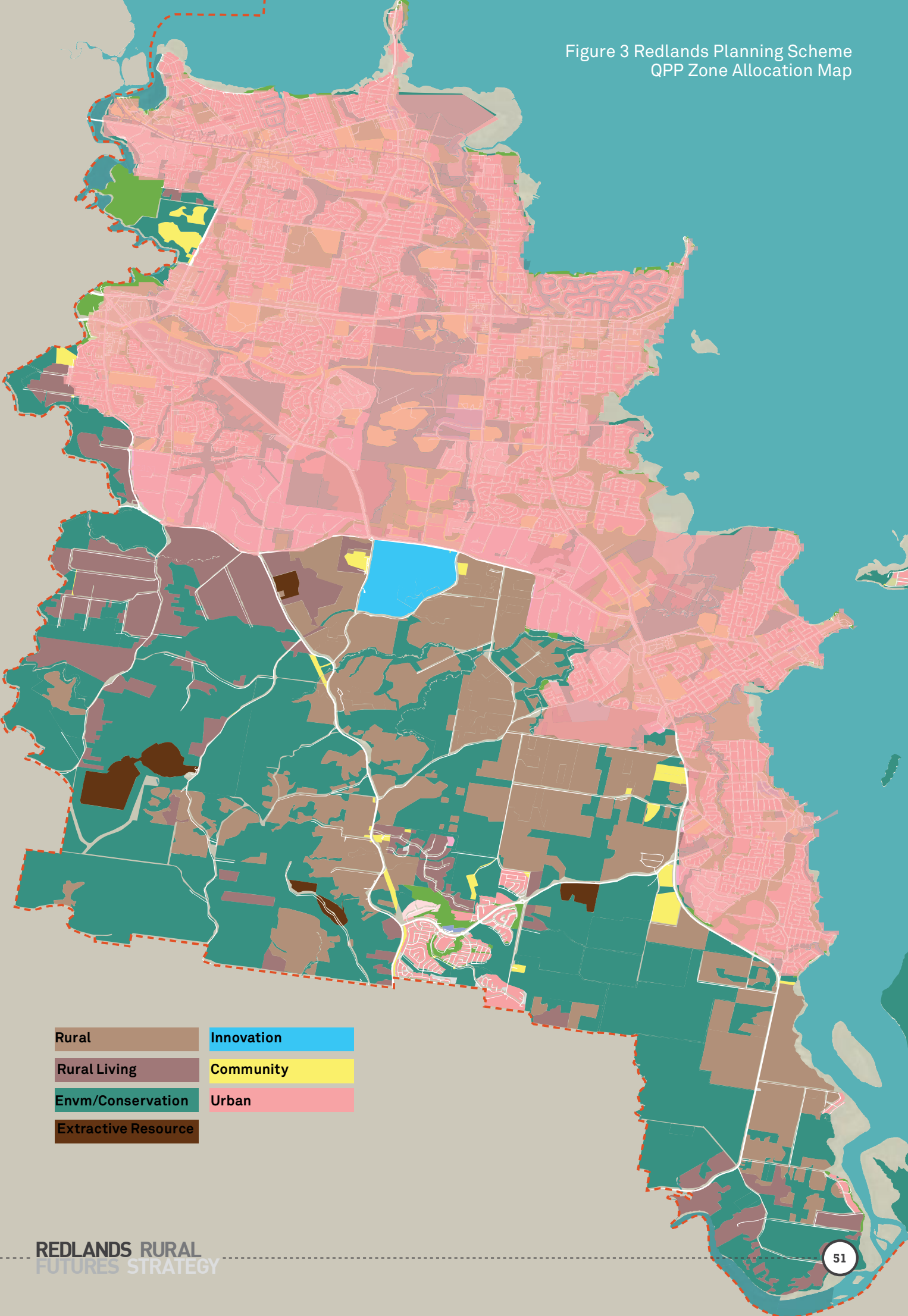
Overlays

The intention of overlays is to indicate where a specific local or state constraint, environmental value or opportunity interest affects development. An overlay can apply specific assessment criteria to an area of land. RCC may propose additional where it is necessary to reflect local overlays that are not included as standard in the QPP. In addition to standard overlays already employed in the current RPS, it is recommended that the following overlays be considered for inclusion/amendment in the new RPS:

- / 7 C's Strategy Map to acquire trails through development applications and provide a mechanism to provide incentives and compensation
- / Maintain a separation distance between chicken sheds and urban residents of 500m, or less in the case a free range operation (e.g. 100m)
- / Scenic amenity and biodiversity overlays to protect key landscape values and biodiversity
- / Identify areas of road vegetative buffers to improve rural amenity along main transport routes in tourist locations



Figure 3 Redlands Planning Scheme
QPP Zone Allocation Map



Rural	Innovation
Rural Living	Community
Envrm/Conservation	Urban
Extractive Resource	

PLANNING SCHEME INTEGRATION

Table 1 Redlands Planning Scheme Queensland
Planning Provisions Zone Recommendations

RPS 2005 Zone	Equivalent QPP Land Zone	QPP Purpose, Outcomes and Rural Futures Recommendations	Desirable QPP Uses	Possible QPP Uses
Rural Non-urban	Level 1: Rural	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP rural zone purpose is appropriate for the RPS. / It is recommended to provide additional purposes for the rural zone in order to contextualise for RCC, in particular to encourage the rural economy / Include a purpose that encourages rural innovation and ecological intensity / Add/strengthen statements to prevent urban uses encroaching on rural lands, unless identified in a precinct / Include a purpose that encourages value-adding industry (e.g. food processing, saw mill, cabinet makers, abattoir) on rural land where it is directly related to a rural pursuit and is located in an identified precinct or other suitable location / Emphasise that a purpose that outdoor recreation, minor accommodation and small-scale tourism facilities is supported in the rural zone where they don't negatively impact the viability of surrounding rural pursuits / Add/strengthen statements to prevent clearing and encourage rehabilitation in ecological and koala habitat/corridors <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP rural zone overall outcomes are appropriate for the RPS. It may be appropriate to consolidate these suggested outcomes to minimise the bulk of the text. / Include an outcome that supports land use integration with the 7Cs strategy and provides an avenue for future trail dedication/acquisition. / Clearly identify that diversification of the poultry industry and transition to free range operations is supported, including new rural enterprise in buffer areas <p>Code Recommendations:</p> <ul style="list-style-type: none"> / Identify an appropriate minimum lot size to prevent rural subdivision / Maintain buffers to agricultural activities (e.g. chicken sheds), however allow and encourage higher intensity rural enterprises in this buffer land 	<ul style="list-style-type: none"> / Agricultural supplies store / Animal husbandry / Aquaculture / Bulk landscape supplies / Caretaker's accommodation, Dwelling house and Dual occupancy (when associated with rural pursuit) / Cropping / Forestry for wood production (State Code) / Garden centre / Home based business / Intensive animal industry / Intensive horticulture / Market / Outdoor sport and recreation / Park / Permanent plantation / Roadside stall / Rural industry / Wholesale nursery / Winery 	<ul style="list-style-type: none"> / Bulk landscape supplies / Cemetery and/or Crematorium / Club / Community use / Educational establishment / Emergency services / Food and drink outlet / Function facility / Hostel / Hotel / Indoor sport and recreation / Landing / Industry – low, medium, high impact, research & technology and noxious & hazardous (where associated with rural pursuit; e.g. abattoir, timber processing) / Major sport, recreation and entertainment facility / Motor sport facility / Outdoor sales (where associated with rural pursuit) / Place of worship / Renewable energy facility / Service industry / Service station / Shop / Short-term accommodation / Tourist attraction / Tourist park



RPS 2005 Zone	Equivalent QPP Land Zone	QPP Purpose, Outcomes and Rural Futures Recommendations	Desirable QPP Uses	Possible QPP Uses
		<ul style="list-style-type: none"> / Ensure that habitat protections measures are maintained to prevent clearing for former “Environmental Protection” / Provide a mechanism to acquire land to build corridors for the 7 C’s strategy, such as through an overlay in the planning scheme. / Identify buffer and screening requirements to adjoining incompatible land uses and major traffic routes. / Identify controls on the use of pesticides and chemical fertilisers. / Identify an appropriate minimum lot size to prevent further subdivision 		<ul style="list-style-type: none"> / Transport depot (where associated with rural pursuit) / Utility installation / Veterinary services / Warehouse (where
Environmental Protection and Park Residential	Level 1: Rural Living	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP rural living zone purpose is appropriate for the RPS. It is recommended to provide additional purposes of the rural living zone to contextualise to RCC / Incorporate a purpose to provide for houses on lots in environmentally sensitive areas; and to protect these areas from inclusion of any urban, suburban, centre or industrial land use / Add/strengthen statements to prevent habitat clearing / Add a purpose to support rural development where it does not negatively impact the amenity of the area and support the rural economy. For example, productive activities should be promoted on large rural living lots where they do not adversely impact existing residents (e.g. horticulture such as adequately screened hydroponics is preferred to intensive cropping) <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP rural living zone overall outcomes are appropriate for the RPS. It may be appropriate to reframe some outcomes to be more supportive of appropriate new uses. / Incorporate suggested outcomes from the QPP “Environmental Management Level 2” zone as these reinforce the environmental focus of these properties. / Add an outcome that identifies that rural living land should capitalises on proximity to rural uses to diversify the rural economy (e.g. accommodation and tourism): / Low impact, small-scale rural living opportunities and rural activities are facilitated where compatible with the environmental values of the area. <p>Code Recommendations:</p> <ul style="list-style-type: none"> / Nil. 	<ul style="list-style-type: none"> / Caretaker’s accommodation / Dwelling house / Dual occupancy / Home based business / Outdoor sport and recreation / Park / Permanent plantation / Roadside stall / Service industry 	<ul style="list-style-type: none"> / Animal husbandry / Aquaculture / Bulk landscape supplies / Club / Community use / Educational establishment / Emergency services / Food and drink outlet / Function facility / Garden centre / Hostel / Indoor sport and recreation / Intensive animal industry / Intensive horticulture / Market / Place of worship / Renewable energy facility / Rural industry / Shop / Short-term accommodation / Tourist park / Veterinary services / Wholesale nursery

PLANNING SCHEME INTEGRATION

Table 1 Redlands Planning Scheme Queensland
Planning Provisions Zone Recommendations

RPS 2005 Zone	Equivalent QPP Land Zone	QPP Purpose, Outcomes and Rural Futures Recommendations	Desirable QPP Uses	Possible QPP Uses
Conservation	Level 2: Conservation	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP conservation zone purpose is appropriate for the RPS. It is recommended to provide additional purposes that are specific to RCC's conservation areas / Add a purpose to protect koala habitat and promote rehabilitation / Add a purpose to maintain a natural boundary to adjoin local government areas <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP conservation zone overall outcomes are appropriate for the RPS. / Support outcomes that achieve appropriate education centres, eco-tourism, camping, eco-cabins and outdoor recreation / Consider improving interface outcomes with the Tingalpa Reservoir, including the possible inclusion of minor outdoor recreation opportunities. <p>Code Recommendations:</p> <ul style="list-style-type: none"> / An alternative to using the Level 2 Conservation zone would be to use the Level 1 Environmental Management and Conservation zone. 	/ Permanent plantation	<ul style="list-style-type: none"> / Caretaker's accommodation / Community use / Dwelling house / Dual occupancy / Home based business / Food and drink outlet / Function facility / Outdoor sport and recreation / Park / Shop / Short-term accommodation
Urban Residential and Low Density Residential	Level 1: / General residential / Township Level 2: / Residential living / Residential choice / Apartment residential / Character residential / Tourist accommodation	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP residential zone purposes are appropriate for the RPS. It is recommended to provide additional purposes to contextualise urban areas in the Rural Area, particularly for the Mt. Cotton and southern Redland Bay urban villages. <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP residential overall outcomes are appropriate for the RPS. / Strengthen habitat protection outcomes to conserve koala habitat <p>Code Recommendations:</p> <ul style="list-style-type: none"> / Discourage the establishment of new residential subdivisions outside of existing urban/residential zoned land / Existing RPS Park Residential zone may be more suitable in the QPP Rural Living zone / Existing southern Redlands Bay communities may be more suitable in the QPP Township zone. This will allow specific provisions to encourage appropriate minor retail and commercial opportunities to complete existing residential use. 	/ Standard urban uses as per RPS urban footprint areas.	



RPS 2005 Zone	Equivalent QPP Land Zone	QPP Purpose, Outcomes and Rural Futures Recommendations	Desirable QPP Uses	Possible QPP Uses
Community Purposes	Level 1: Community Facilities	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP community facilities zone purposes are appropriate for the RPS. <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP community facilities overall outcomes are appropriate for the RPS. / Consider broadening outcomes to allow special uses to be administered by a third-party on behalf of government <p>Code Recommendations:</p> <ul style="list-style-type: none"> / Community Facilities zone suitable to support existing and future community purpose land uses. 	/ Standard community uses as per RPS urban footprint areas	
Community Purposes	Level 1: Community Facilities	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP community facilities zone purposes are appropriate for the RPS. <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP community facilities overall outcomes are appropriate for the RPS. / Consider broadening outcomes to allow special uses to be administered by a third-party on behalf of government <p>Code Recommendations:</p> <ul style="list-style-type: none"> / Community Facilities zone suitable to support existing and future community purpose land uses. 	/ Standard community uses as per RPS urban footprint areas	
Commercial Industry	Level 2: Local Centre	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP local centre zone purposes are appropriate for the RPS. <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP local centre overall outcomes are appropriate for the RPS. / Consider broadening outcomes to allow special uses to be administered by a third-party on behalf of government <p>Code Recommendations:</p> <ul style="list-style-type: none"> / Encourage the establishment of appropriately scaled retail and commercial centre uses at the Mt. Cotton village centre to increase self-containment 	/ Standard commercial centre uses as per RPS urban footprint areas	

PLANNING SCHEME INTEGRATION

Table 1 Redlands Planning Scheme Queensland
Planning Provisions Zone Recommendations

RPS 2005 Zone	Equivalent QPP Land Zone	QPP Purpose, Outcomes and Rural Futures Recommendations	Desirable QPP Uses	Possible QPP Uses
N/A	Level 1: Light Industry	<p>QPP Purpose: / Mandatory QPP light industry zone purposes are appropriate for the RPS.</p> <p>QPP Suggested Overall Outcomes: / Suggested QPP light industry overall outcomes are appropriate for the RPS. / State that development must meet the outcomes of the German Church Road Integrated Employment Centre Plan of Development</p> <p>Code Recommendations: / Apply a light industry zoning to the German Church Road Integrated Employment Centre to rationalise the existing rural zoning of this area.</p>	/ -Standard light industrial uses as per RPS urban footprint areas.	
N/A	Level 1: Innovation	<p>QPP Purpose: / Mandatory QPP innovation zone purposes are appropriate for the RPS, however will need significant amendments to contextualise to the Woodlands Rural Innovation Precinct (see s5.1).</p> <p>QPP Suggested Overall Outcomes: / Suggested QPP industry overall outcomes are appropriate for the RPS, however will need significant amendments to contextualise to the Woodlands Rural Innovation Precinct (see s5.1).</p> <p>Code Recommendations: / Undertake a Master Plan / Local Plan exercise to identify an appropriate code for the Woodlands Rural Business and Innovation Precinct (see s5.1).</p>	/ Woodlands Rural Business and Innovation Precinct	



RPS 2005 Zone	Equivalent QPP Land Zone	QPP Purpose, Outcomes and Rural Futures Recommendations	Desirable QPP Uses	Possible QPP Uses
N/A	Level 1: Extractive industry	<p>QPP Purpose:</p> <ul style="list-style-type: none"> / Mandatory QPP extractive industry zone purposes are appropriate for the RPS. / Include a purpose to maximise preservation of habitat and koala protection <p>QPP Suggested Overall Outcomes:</p> <ul style="list-style-type: none"> / Suggested QPP extractive industry overall outcomes are appropriate for the RPS. / Strengthen outcomes to maintain and enhance koala habitat and rehabilitation activities <p>Code Recommendations:</p> <ul style="list-style-type: none"> / Apply a extractive industry zoning to current quarry operations to rationalise the existing rural zoning of this area 	/ Standard quarry uses.	

7.0

ACTION PLAN AND IMPLEMENTATION STRATEGY

This Rural Futures Strategy represents a starting point in the development of a framework that will support a sustainable, resilient, dynamic and diversified rural economy at the Redlands. The proposed initiatives within this Rural Futures Strategy would eventually operate as a part of a broader rural and peri-urban system with numerous stakeholders. This Rural Futures Strategy is supported by an Action and Implementation Plan that consolidates strategic aims, outcomes and actions to support the delivery and achievement of the Rural Futures vision. It also identifies individual project initiatives, key stakeholders and partnerships, timeframe and potential resourcing implications. The realisation of these actions will promote the city as a leader in this rural and peri-urban setting by balancing competing environmental, social and economic pressures. Key elements include:

- / RCC will play an important role in being a 'champion' of rural development
- / A 'Stakeholder Roundtable for Rural Industries' is needed to catalyse change
- / Develop 'strategic partnerships' for establishing commitment, pilot projects, coordinating campaigns and initiatives, accessing funding and undertaking research activities
- / Implementation of the majority of the Rural Futures Strategy will be self-supporting
- / 21 Strategic Actions identified will require further investigation, development, support and investment from key stakeholders to be implemented in the Redlands

To gain an understanding of the collective impact of proposed initiatives and the interrelationships between the various projects and programs, it is necessary to contextualise each proposed initiative as part of the greater Rural Futures Strategy. Many of the proposed initiatives have been chosen from existing precedents and have been tailored to fit the unique Redlands context. The application of these precedents to suit the local landscape will ensure the robustness of these initiatives and increase the probability of success.

7.1 RCC PROGRAM INTEGRATION AND KEY ACTIONS

A movement towards a more innovative rural system is already underway in the Redlands. RCC can help to support this momentum through a range of initiatives that can be incorporated into existing RCC programs and projects. Promoting the Rural Area embodies the vision and guiding principles of the RCC Community 2030 Plan. In particular, advancing the rural lands can contribute to numerous economic, social and environmental sustainability initiatives, while helping the community reconnect with their 'backyard'.

The Rural Futures Strategy has been developed to support and integrate with the following RCC programs and projects. Through this integration the Rural Futures Strategy is able to achieve a higher impact and increase the likelihood of implementation.

Redland City Council Programs:

- / Carbon Farming Pilot on Bunker Road, Victoria Point
- / Land for Wildlife and Rural Support Programs that provide landholders with financial assistance to undertake natural resource management and rehabilitation/revegetation works on private property
- / Indigiscapes is a major community and education hub that Council runs with variety of programs
- / Fish, Creeks and Us Project that is re-introducing native fish populations into freshwater creeks,
- / Australian Centre for Lifestyle Horticulture and the Redlands Research Centre (Department of Agriculture, Fisheries and Forestry)

Redland City Council Strategies:

- / Confronting Our Climate Future, 2010
- / Community Gardens Background Paper, 2010
- / Conservation Land Management Strategy, 2010
- / Redlands Cycling and Pedestrian Strategy, 2004
- / Tourism Strategy for the Redlands, 2010 -2014
- / Economic Development Strategy, 2008 – 2012
- / Redlands Education Network Business Plan, 2003
- / Sustainable Resources Future Waste Management Strategic Plan, 2010-2020
- / Open Space Strategy 2026, 2012
- / Redlands Planning Scheme Rural Position Paper, 2004
- / Redlands 2030 Community Plan, 2010
- / Seven Cs Connection Strategy (7 Cs), 2011

ACTION AND IMPLEMENTATION STRATEGY

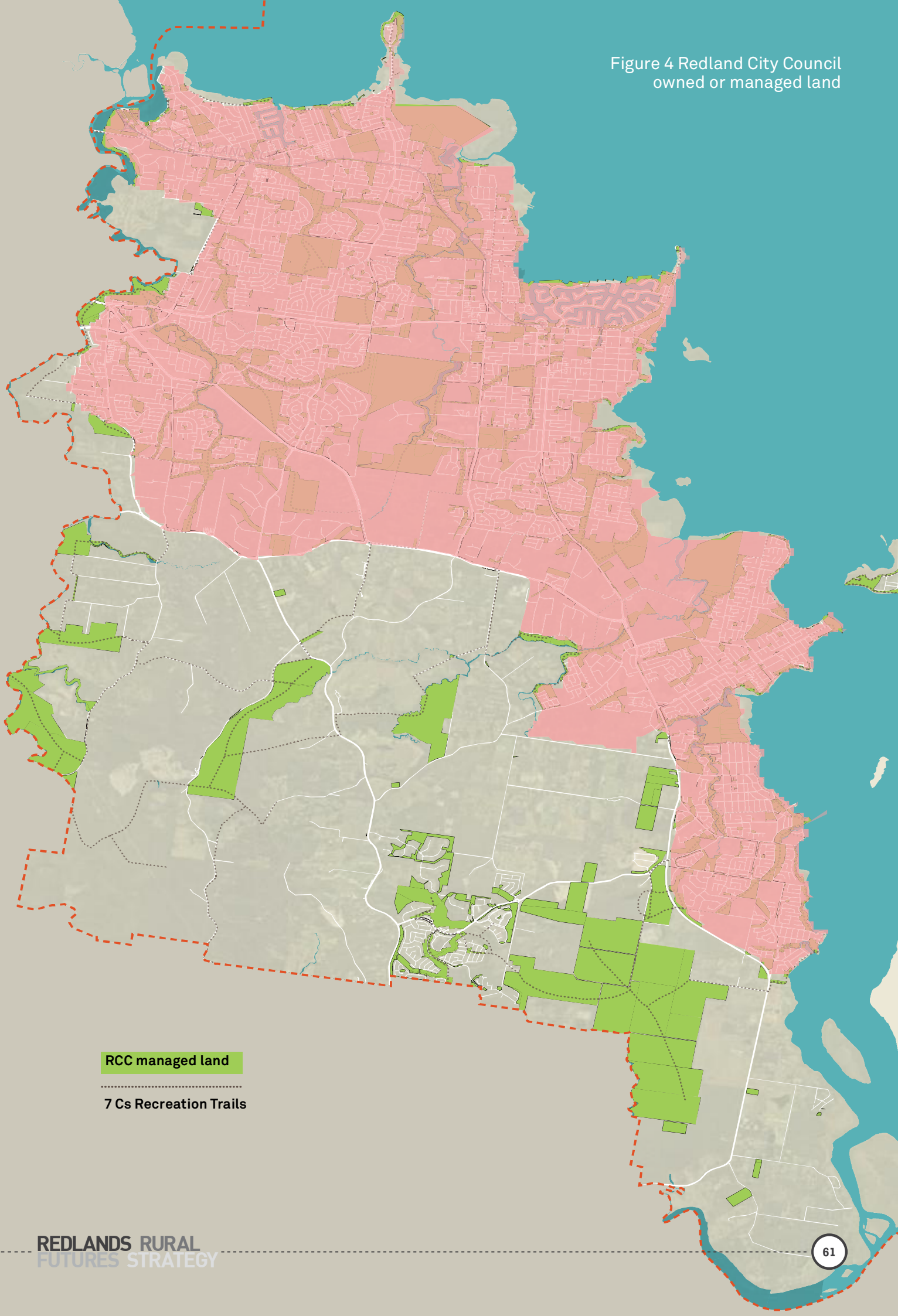
While specific performance indicators should be developed for identified initiatives, all RCC business sectors will have a role in delivering the strategy. RCC has an important role in helping to catalyse the Rural Area's reinvigoration, particularly through local procurement policies (RCC1) and through a Rural Funding and Support Program (RCC2) as described in the following tables.

Through the Rural Futures Strategy, RCC has a significant opportunity to establish new revenue generation opportunities to become more economically sustainable and self-sufficient. For example, large revenue opportunities exist in retrofitting the current waste management systems with Alternative Waste Treatment facilities. RCC should identify the strategies which can be used by RCC to help deliver an economically cost-neutral Rural Futures Strategy, if possible. Figure 4 provides a map of all RCC owned or managed land in the Rural Area that could be used to facilitate the proposed strategic actions.

RCC1	Local Food Procurement Program
Aims	Develop a local food procurement policy within RCC and other partner public institutions
Outcomes	/ Strong leadership and a steady market demand for local produce in the short-term to catalyse a greater local food network in the future
Actions/ Requirements	/ Increase the short-term demand for local food by amending catering procurement policies to favour cost-effective local suppliers; and by lobbying other major institutions (e.g. hospitals, schools, aged care facilities etc.) to implement similar initiatives.
Examples	Food Vision Toolkit (http://www.foodvision.gov.uk/pages/local-authority-sustainable-food-procurement), "Nova Scotia Local Food Procurement Policies: A Literature Review" (http://oacc.info/Docs/LocalFoodProcurementPolicies.pdf), London Public Sector Procurement studies (http://www.london.gov.uk/london-food/general/public-sector-food-procurement). The Cornwall Food Programme: pioneering tasty, healthier and environmentally friendly hospital meals (http://www.soilassociation.org/LinkClick.aspx?fileticket=MzWMRYaQNu0%3D&tabid=388)
RCC2	Local Food Procurement Program
Aims	Develop a funding and support program to help initiatives identified in the Rural Futures Strategy
Outcomes	/ An integrated, comprehensive and integrated support program that effectively uses money for the best local food outcomes
Actions/ Requirements	/ Generate a funding pool between all levels of government, NGOs and the business community to provide micro-financing for local food initiatives. This would include an assessment panel to relate funding to an implementation plan and an evaluation program to monitor progress.
Examples	"Slow Money" (www.slowmoney.org), "Organic Farmshare" (http://www.organicfarmshare.com/).



Figure 4 Redland City Council
owned or managed land



RCC managed land

7 Cs Recreation Trails

ACTION AND IMPLEMENTATION STRATEGY

7.2 STAKEHOLDER EMPOWERMENT

Innovative collaborations between rural system representatives, governments, education and corporate institutions and community development entities in cities around the world have been essential to “sowing the seeds for change” for allowing rural communities to prosper. Implementing the Rural Futures Strategy will require the support of numerous stakeholders working together with RCC. RCC will play an important role in being a ‘champion’ of rural development and innovation to ensure the rural lands continuing viability, character and strength of the Rural Area.

Key to this will be the development of ‘strategic partnerships’; in particular for establishing pilot projects, coordinating campaigns, accessing funding and undertaking research activities. One potential forum to achieve this would be through developing a ‘Stakeholder Roundtable for Rural Industries’ (SE1). At a minimum this would include:

- / Redland City Council
- / Key Industry and Business Representatives
- / Department of Agriculture, Forestry and Fisheries; Department of Tourism; and Department of State Development, infrastructure and Planning
- / GromCom
- / Regional Development Authority
- / Tertiary Institutions

Such a roundtable could undertake some comprehensive food system mapping, one element of which focuses on the institution-to-institution (e.g. hospitals, schools, aged-care facilities, day-care centres) requirements for specific food items (e.g. lettuces, broccoli, cauliflower, chickens etc.) and the extent to which these requirements were being met by local producers and businesses. The roundtable could then explore options for developing procurement standards and local purchasing targets in supply contracts, as a means by which the public sector could support the development of local industry. The roundtable could also consider and facilitate various funding agreements, from private market involvement, lease arrangements, public private partnerships or commercial reform.

SE1

Redlands Rural Futures Roundtable

Aims

RCC to establish a cross-disciplinary steering committee with key external stakeholders to champion the economic development of the Rural Area

Outcomes

/ A steering committee that provides direction for a Rural Futures Strategy which is realistic, implementable and engaging

Actions/ Requirements

- / Create a group of key stakeholders to secure and co-ordinate resources and promote the Rural Futures Strategy framework by :
 - / Advocating for the implementation of the Rural Futures Strategy
 - / Developing a coordinated approach to a local and sustainable food system with key stakeholders
 - / Integrating with existing policies and strategies to create synergies in the region

Examples

“Food Policy Councils: Lesson Learnt” - (<http://www.foodfirst.org/en/foodpolicycouncils-lessons>), London Food Board (<http://www.london.gov.uk/london-food/general/what-london-food-board>), Vancouver Food Policy Council (<http://vancouver.ca/commsvcs/socialplanning/initiatives/foodpolicy/policy/council.htm>)



The development of successful local and regional rural economies requires vision, commitment and well-functioning relationships and partnerships amongst all stakeholders across the food system. RCC has a vital coordinating role to play in this respect. There are significant opportunities to generate momentum in the short-term by incorporating Rural Futures Strategy initiatives into existing programs within RCC and gaining support from Councillors and senior management. There is also significant merit in working with tertiary education institutions to help develop the business case for Rural Futures Strategy initiatives in the Redlands and with regional development bodies to help fund the various initiatives proposed. Once a groundswell is created through the roundtable it is envisioned that the implementation of the majority of the Rural Futures Strategy will be self-supporting.

At the roundtable talks, a process of 'appreciative enquiry' should be followed. Appreciative enquiry is an organisational development method that seeks to engage all levels of an organisation (and often customers and suppliers) to renew, change and improve performance.

The model is based on the assumption that the questions which are asked will tend to focus our attention in a particular direction. Instead of asking "what is the problem?" we can ask:

- / "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?"

In turning the attention of key stakeholders towards what is already being done, and being done well, interest and momentum can build to support the development of the Rural Futures Strategy. Through this process it is inevitable that hurdles, road blocks and other obstacles will come up through the course of the discussion, but starting with a positive focus will create more positive outcomes and ensure that that key stakeholders internal and external to RCC will not lose interest in the project.

REDLANDS DAIRY FARMER

"Back in 2013 the dairy industry was severely in decline and my family and I were starting to seriously consider where to next? With the support of the RCC I was put in touch with some independent retailers and other buyers who were looking at buying their milk direct. The price they were willing to pay was very reasonable and we now have a couple of brands now that we sell right in to Brisbane. What a market that is!

It was important I had a competitive edge, so when I discovered that the RCC were embarking on a regional branding strategy as well as some other policy decisions to support local food procurement, I became very serious about making some positive steps. I can say that no other local Council was offering that sort of initiative back 17 years ago.

We now milk 90 of the best looked after cows in Australia and provide training for young people to get into the industry. We have many income streams, including a Smoothy Bar with bay outlook and bike trail that goes off on weekends. Compared to the old days the farming work is now very rewarding, inspiring and intellectually interesting. I would never have though I would say that!

Well done Redlands!"

ACTION AND IMPLEMENTATION STRATEGY

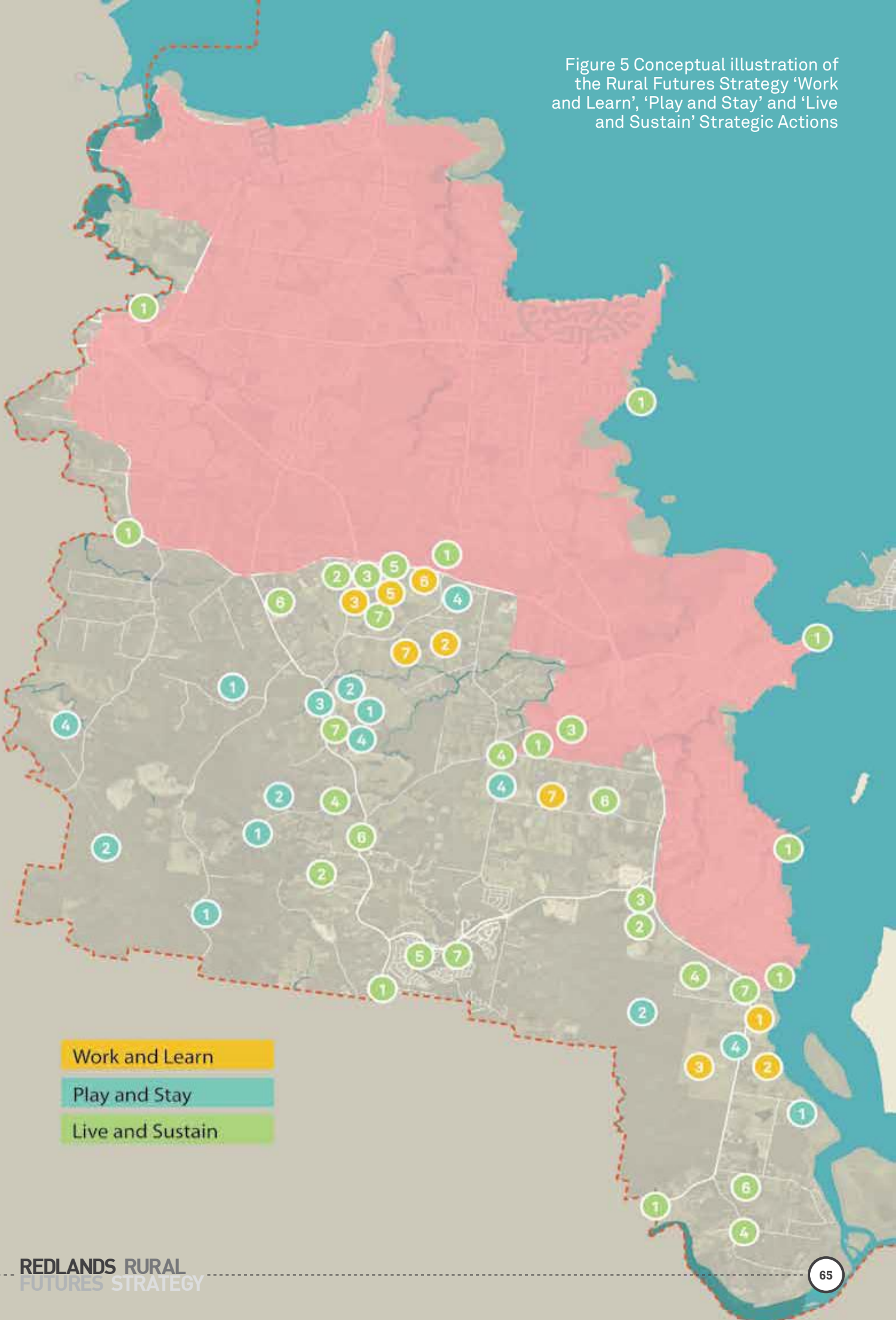
7.4 IMPLEMENTATION FRAMEWORK

Figure 5 provides a conceptual illustration of the Redlands Rural Futures Strategy that is based on the strategic actions found on the following pages. It indicates some of the types of projects and programs that could potentially be undertaken in the Redlands to meet each strategic theme. The conceptualisation does not indicate any commitment to undertake a specific initiative in a particular location as no site-specific strategy or feasibility study has yet been undertaken, nor does it intend to preference one initiative over another. Put simply, the conceptual illustration aims to show the interrelationships of projects and programs identified in this framework and demonstrate how, holistically, they can help to create a rural future for the Redlands that is sustainable, healthy and resilient. The final locations of proposed strategic actions will need to be further investigated.

The initiatives proposed in the Rural Futures Strategy implementation plan will require further investigation, development and support from key stakeholders to be implemented in the Redlands. The following Implementation Framework aims to identify the key responsibilities, timeframes and associated costs with each of the proposed initiatives in the Rural Futures Strategy (Table 2).



Figure 5 Conceptual illustration of the Rural Futures Strategy 'Work and Learn', 'Play and Stay' and 'Live and Sustain' Strategic Actions



- Work and Learn
- Play and Stay
- Live and Sustain

ACTION AND IMPLEMENTATION STRATEGY

Table 2 Redlands Rural Futures Implementation Framework

I.D	Actions	Aim	Timeframe (yrs)	Key Responsibilities	Cost/ Time
WL1	Redlands City Farm and Farmland Trust	Investigate the feasibility of an 'Intervale Center'-type farm-based social enterprise on the Redlands	Catalyst	ROGI, RFM, RCC, RRR	VH
WL2	Bio-intensive Market and Community Gardening Pilot	Pilot bio-intensive market gardening operations with the support of willing local landholders and partners	0-5	RCC, QCGA, CCC, DMC, SW	M
WL3	Aquaponics and Hydroponics Operation Pilot	Pilot aquaponics and / or hydroponics operations in the Redlands, in partnership with skilled and experience local entrepreneurs	0-5	ROGI, RFM, RCC, RRR, AW, RIRDC	M
WL4	Agro-forestry Operation Pilot	Pilot agro-forestry plots to trial the suitability and viability of different tree species (fruits, nuts, timber and fibre crops)	0-5	ROGI, RFM, RCC, RRR	M
WL5	Redlands Food Manufacturing Enterprise	Establish local food manufacturing enterprises based on the co-operatively managed Goulburn Valley Food Co-op (Potential integration with Redlands Local Food Hub)	5-10	ROGI, RFM, RCC, RRR, SW, RNGS	H
WL6	Redlands Local Food Hub	Establish a facility as an aggregation, storage and distribution facility for local food to local residents and businesses (Potential integration with Redlands Food Manufacturing Enterprise)	5-10	ROGI, RRR, RFM	H
WL7	Poultry Industry Pilot	Undertake 'ecological intensity' initiatives to improve viability of poultry industry	0-5	CCC, DMC, QCGA	M
PS1	Accommodation	Encourage new short-term accommodation with the Rural Areas to support agri-tourism and broader tourism strategies	0-5	RCC, SW, TQ GGA, SAQBI	T&R
PS2	'Bush to Bay'	Identify and support existing and emerging destination-, activity- and event-based tourism opportunities, and market as part of a broader 'Bush to Bay' campaign through the Tourism Strategy	0-5	RCC, TQ, RDA	T&R
PS3	Sirromet Winery Food and Drink Heart	RCC and the Sirromet Winery work together to establish a food, drink and tourist hub for the wider Rural Area at the winery	Catalyst	RCC, SW, RRR	T&R
PS4	Redlands Food Trail	RCC, Regional Development Authority, Queensland Government and tertiary institutions to develop a Redlands Food Trail linking key agri-tourism destinations, activities and accommodation via the 7Cs trail network with a supporting information guide and marketing campaign	5-10	RCC, RRR, DTMR, RDA, DNPRSR, ECCLAI	T&R



I.D	Actions	Aim	Timeframe (yrs)	Key Responsibilities	Cost/ Time
LS1	Redlands Rural Branding	Create and pilot a Redlands rural brand to make a “ready market” for local food and rural tourism in the Redlands; in partnership with producers, processors and the hospitality and tourism industries	Catalyst	RCC, RCCCC, RRR, ROGI, CCC, DMC, RFM, RRR, TQ	T&R - L
LS2	Biodigester Plant Pilot	Develop a biodigester plant pilot in partnership with poultry industry to convert waste products to source of organic fertiliser and energy	5-10	CCC, DMC	H
LS3	City to Soil Scheme	Integrate a broader rural and urban waste recycling component into existing waste strategies to create an Alternative Waste Treatment (AWT) system	5-10	RCC, CCC, DMC	VH
LS4	Offsets and the Carbon Farming Initiative (CFI)	Support further Carbon Farming and Offset programs	0-5	RCC	VH
LS5	Community Owned Renewable Energy (CORE) Support Program	Develop a Community Owned Renewable Energy (CORE) group where the community sets up a cooperative that owns and manages a renewable energy development	10-15	RCC, RRR, ROGI	M
LS6	Land-share Support Program	Create a support program to encourage greater production on underutilised private land	5-10	RRR, ROGI	T&R
LS7	Diversified Local Retail Network Program	Develop a local retail diversification program	5-10	RCC	T&R - L
RCC1	Local Food Procurement Program	Develop a local food procurement policy within RCC and other partner public institutions	Catalyst	RCC, Queensland Government (All Depts)	T&R
RCC2	Funding and Support Program	Develop a funding and support program to help initiatives identified in the Rural Futures Strategy	Catalyst	RCC, QFF	H-VH
SE1	Redlands Rural Futures Committee	Establish a RCC cross-disciplinary steering committee with key external stakeholders to champion the Rural Areas economic development	Catalyst	RCC, RRR	T&R

ACTION AND IMPLEMENTATION STRATEGY

Table 2 Abbreviations

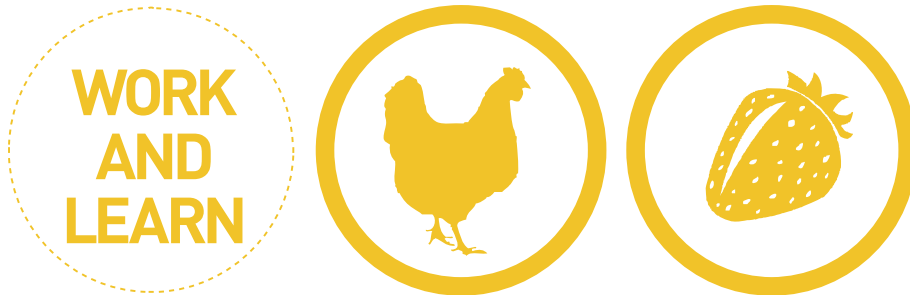
Abbrev.	Stakeholder	Abbrev.	Stakeholder
RCC	Redland City Council	RNGS	Redlands Nursery/Greenlife Solutions
AW	Allconnex Water	SW	Sirromet Winery
DSDIP	Department of State Development and Infrastructure Planning	KQBG	Karreman Quarries and Barro Group
DAFF	Department of Agriculture, Fisheries and Forestry	CCC	Colden Cockerel Chicken
DEHP	Department of Environment and Heritage Protection	DMC	Darwalla Milling Co Pty Ltd
RIRDC	Rural Industries Research and Development Corporation	RFM	Redlands Farmers' Market
DTMR	Department of Transport and Main Roads	RCCC	Redland City Chamber of Commerce
QFF	Queensland Farmers Federation	GGA	Girl Guides Australia
QCGA	Queensland Chicken Growers Association	SAQBI	Scouts Australia Queensland Branch Inc
AQ	AgForce Queensland	ECCLAI	Erapah Creek Catchment Landcare Association Inc
GC	Growcom	TQ	Tourism Queensland
SEQC	South East Queensland Catchments	RDA	Regional Development Australia
HW	Healthy Waterways	DNPRSR	Department of National Parks, Recreation, Sport and Racing
RRR	Rural Redlands Roundtable		Recreation Walkers Cyclists Riders Association??
WPSQ	Wildlife Preservation Society of Queensland	ROGI	Redlands Organic Growers Inc



Table 2 Abbreviations

Cost	Range
Time and Rates (T&R)	Costs can be absorbed into existing RCC staff budget
Low (L)	0-50K
Medium (M)	50-250K
High (H)	250-500K
Very High (VH)	500K+

ACTION AND IMPLEMENTATION STRATEGY



The following proposed strategic action initiatives help to support the 'Work and Learn' strategic theme and goals contained in s4.0:

- / (WL1) Redlands City Farm and Farmland Trust
- / (WL2) Bio-intensive Market and Community Gardening Pilot
- / (WL3) Aquaponics and Hydroponics Operation Pilot
- / (WL4) Agro-forestry Operation Pilot
- / (WL5) Redlands Food Manufacturing Enterprise (Potential integration with Redlands Local Food Hub)
- / (WL6) Redlands Local Food Hub (Potential integration with Redlands Food Manufacturing Enterprise)
- / (WL7) Poultry Industry Pilot

As indicated in s7.0 these strategic action initiatives will need further investigation and support from stakeholders. Potential locations for each of these initiatives is shown in Figure 6 and described in the following tables.

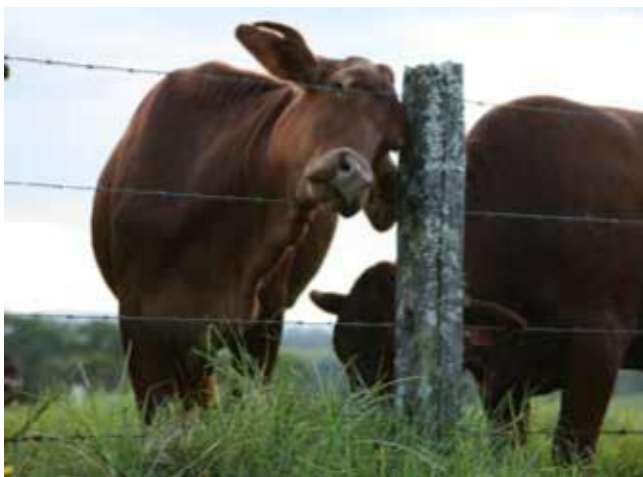
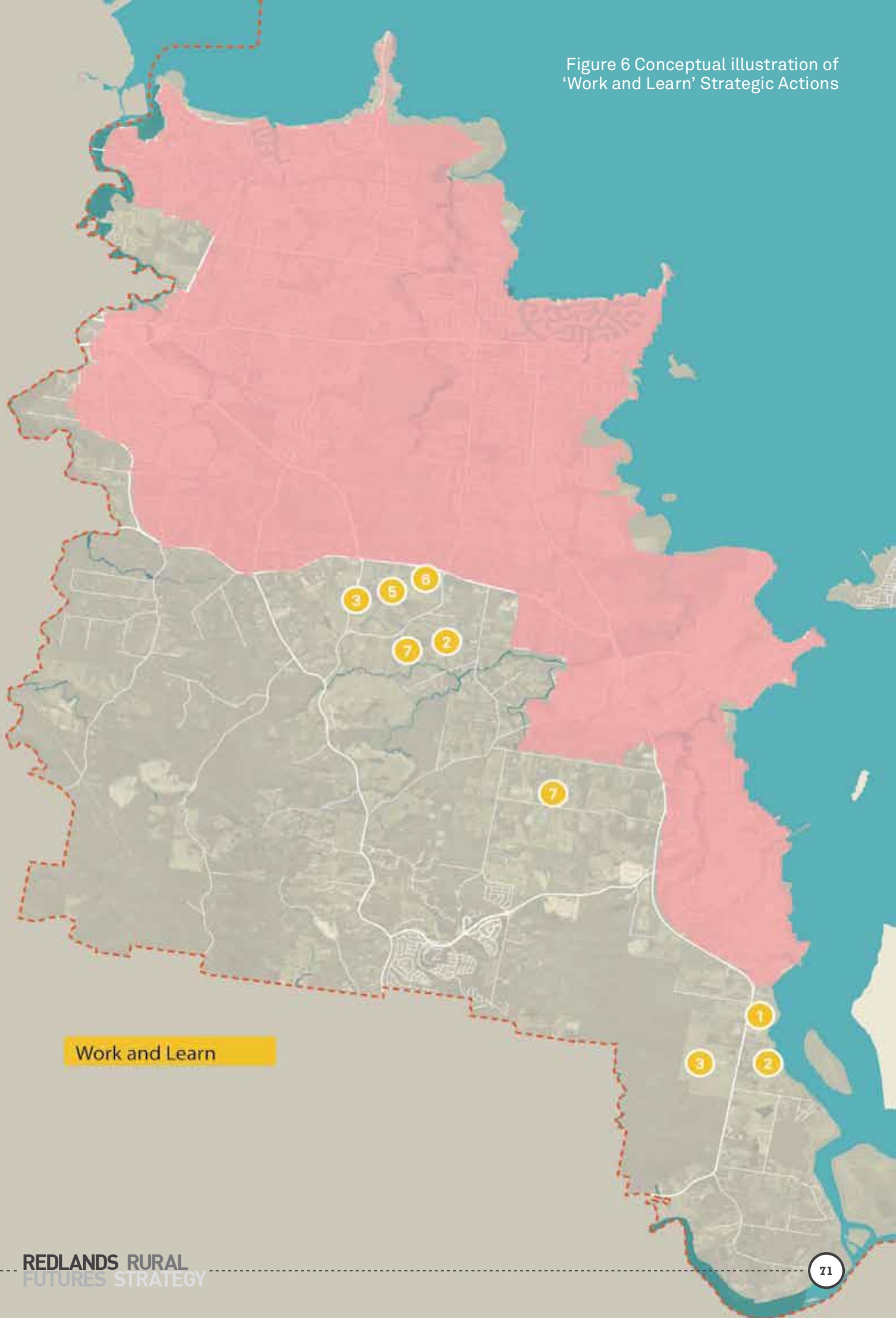


Figure 6 Conceptual illustration of 'Work and Learn' Strategic Actions



ACTION AND IMPLEMENTATION STRATEGY

WL1

Redlands City Farm and Farmland Trust

Aim	Investigate the feasibility of an 'Intervale Center'-based farm enterprise on the Redlands
Outcomes	<ul style="list-style-type: none">/ A public-private run demonstration city farm to provide local food education programs for urban communities to help inspire and engage more people to support local producers and to grow their own./ Non-profit centre to engage local farmers and consumers at every step of the supply chain of local food, from pre-production planning to post-consumer waste disposal/ Establish multiple mutually-supportive independent farm businesses/ Protect and preserve farmland and associated agricultural, natural and cultural features of Redlands' countryside, enhancing its amenity for the benefit of current and future generations/ Bespoke farmer training and support, aimed at supporting existing producers to increase the scale of their operations and / or to value-add/ Promote the region's productive history and demonstrates sustainable food production management
Actions/Requirements	<p>The Redlands City Farm business model could encompass:</p> <ul style="list-style-type: none">/ A farm business incubator enterprise for new farmers; including the provision of access to land, infrastructure and equipment/ A business consulting service for more established farmers/ Community garden plots/ Multi-farm community-supported agriculture enterprise/ Local Food System and Market Research Centre/ A commercial composting business which takes the city's organic waste and converts it to compost and topsoil, which is sold commercially to farms, nurseries and households/ An environmental and agricultural education and research centre for education institutions/ A conservation nursery growing natives for revegetation programs/ Agro-forestry operations/ Provides ancillary food production, processing and retail facilities
Examples	<p>Intervale Center: http://www.intervale.org/.</p> <p>Food Sensitive Planning and Urban Design (http://www.ecoinnovationlab.com/research/food-sensitive-planning-and-urban-design/417-food-sensitive-planning-and-urban-design-fspud-report-released)</p> <p>University of British Columbia City Farm (http://www.landfood.ubc.ca/ubcfarm/about.php),</p> <p>Mudchute City Farm, London (http://www.mudchute.org/),</p> <p>Australian City Farms and Community Gardens Network (www.communitygarden.org.au),</p> <p>Sydney City Farm (http://sydneycityfarm.org/)</p> <p>American Farmland Trusts http://action.farmland.org/site/PageServer?pagename=ActionCenter</p> <p>Ontario Farmland Trust http://www.ontariofarmlandtrust.ca/</p> <p>Agricultural Land Reserve, Vancouver: http://www.smartgrowth.bc.ca/Publications/Archives/AgriculturalLandReservearchives/tabid/89/Default.aspx</p>



WL2 Bio-intensive Market and Community Gardening Pilot

Aim	Pilot bio-intensive market gardening operations with the support of willing local landholders and partners
Outcomes	<ul style="list-style-type: none"> / Understand the feasibility of small-scale knowledge- and labour-intensive forms of agro-ecological production initiatives / Provide a model for the revitalisation of underutilised urban or peri-urban lots, particularly where the underlying quality of the soil is a limiting factor to traditional horticulture
Actions/Requirements	<ul style="list-style-type: none"> / Identify a minimum one acre site (e.g. RCC owned land or other or chicken shed buffer) in close proximity to the urban area / Partner with a local group (e.g. Redlands Organic Growers Inc) to set-up and run the market garden project / Promote a self-sustaining social enterprise model, with fresh produce sold directly from the site to local residents and businesses to cover expenses / Develop strong partnerships with the local council, state agencies and local schools to develop educational and training linkages / Activities would include: <ul style="list-style-type: none"> / Bio-diverse production – horticulture, bee hives, ducks, chickens, community gardening, herb nursery / Waste stream to compost – horse manure, wood chips, and aquatic weeds / Investigate success of pilot after a two (2) year period.
Examples	Permaculture Gold Coast, 270 Ferry Road, Southport: http://goldcoastpermaculture.org.au/about-270-the-garden/ http://www.abc.net.au/rural/telegraph/content/2012/s3564824.htm http://www.symarafarm.org.au http://blueridgeproduce.net/about.php

WL3 Aquaponics and Hydroponics Operation Pilot

Aim	Pilot aquaponics and / or hydroponics operations in the Redlands, in partnership with skilled and experienced local entrepreneurs
Outcomes	<ul style="list-style-type: none"> / Understand the commercial feasibility of aquaponics and hydroponics operations to increase returns of peri-urban lands, particularly where underlying soil quality and water availability is an issue / Benefits over traditional agriculture can include: <ul style="list-style-type: none"> / Significantly higher rates of plant growth and yield / Resilience to weather or climatic conditions / Very low water usage, as little as .01% of conventional soil-based agriculture / High control of nutrients and pesticides
Actions/Requirements	<ul style="list-style-type: none"> / Identify a site (e.g. RCC owned land or other or chicken shed buffer) in close proximity to the urban area / Partner with a local group (e.g. Redlands Organic Growers Inc) or private company to set-up and run the pilot project / Establish two systems: <ul style="list-style-type: none"> / Hydroponics - vegetables (typically leafy greens such as lettuces, and herbs) are grown suspended in a gravel substrate sitting in trays of water, with nutrients being added to the water. / Aquaponics - Integrate elements of fish farming where possible, with fish waste products being used to supply nutrients to the vegetables / Provide adequate funding for the initial start-up costs of investing in the necessary infrastructure (trays, igloos and, in the case of aquaponics, pumps and tanks for the fish). / Investigate success of pilot after a two (2) year period.

ACTION AND IMPLEMENTATION STRATEGY

WL3

Aquaponics and Hydroponics Operation Pilot

Examples

Australian Fresh Leaf Herbs:
<http://www.freshleaf.com.au>
CERES aquaponics:
<http://www.ceres.org.au/greentech/Projects/Food/Aquaponics.html>
<http://www.urbanecologicalsystems.com>

WL4

Agro-forestry Operation Pilot

Aim

Pilot agro-forestry plots to trial the suitability and viability of different tree species (fruits, nuts, timber and fibre crops)

Outcomes

- / Maintain and build soil organic matter, resulting in the regeneration of previously degraded soils
- / Control of soil run-off and erosion
- / Augmentation of soil water availability
- / Creation of micro-climates that can support a wide range of tree and plant species
- / Multiple yield streams for farm businesses, including timber, fruit and nut harvesting, thus enhancing farm profitability and viability
- / Enhanced biodiversity and improved environment
- / Significantly enhanced visual amenity, promoting agri-tourism

Actions/Requirements

- / Identify a site (e.g. RCC owned or other or chicken shed buffer) in close proximity to the urban area
- / Partner with an appropriate group or private company to investigate feasibility, select a range of suitable species, and set-up and run the pilot project
- / Investigate possibilities to utilise space in poultry industry buffers for agro-forestry, in conjunction with free-range chickens
- / Investigate success of pilot after a two (2) year period.

Examples

Bambra Agroforestry Farm (Victoria):
http://www.agroforestry.net.au/main.asp?_=Bambra%20Farm
UK Agroforestry site: <http://www.agroforestry.co.uk/afbens.html>



WL5

Redlands Food Manufacturing Enterprise (Potential integration with Redlands Local Food Hub)

Aim	Establish one or more local food manufacturing and value-adding enterprises
Outcomes	<ul style="list-style-type: none"> / Provide a processing and value-adding facility for fresh produce to supply local businesses / Support agricultural diversification over time by stimulating local demand and a growing local and tourist market / Generate significant value for the regional economy / Act as an incubator of food enterprises / Create local employment for local residents
Actions/Requirements	<ul style="list-style-type: none"> / In partnership with local and (potentially) relevant national stakeholders (e.g. Australian Grown Food Company), undertake a concept feasibility study to understand economic profitability, product lines, recipes, marketing opportunities and customer development. / Develop a business model to guide the establishment of a pilot food manufacturing plant. Values, goals and commitments may include: <ul style="list-style-type: none"> / Embody 'best-practice' social and ecological sustainability principles / Production of quality food, sourced where possible from local ingredients and distributed to local / regional customers / Guarantee to all parties an effective return on investment and a satisfying long term engagement in a creative food enterprise / Development of complementary training and tourism ventures / Establish a food bank to address food insecurity issues for low income residents / Develop an integrated plant-based training program for national and international students / Provide other food processing companies with a supply of well-prepared food processing staff / Provide, in partnership with local institutions, accredited training and related experiences for all participants / Provide a post-secondary school program aimed at providing a professional career in the food processing industry for young graduates / Investigate opportunities to create ready-to-eat meals to supply local food institutional procurement policies (e.g. hospitals, aged-care facilities and schools).
Examples	<p>Zingerman's Community of Businesses: http://www.zingermans.com/</p> <p>Mavrovic Companies (Croatia): Four independent but coordinated companies: wheat, bread, meats & sausages, local marketing and distribution</p> <p>Goulburn Valley Food Co-operative / Australian Grown Food Company Pty Ltd: http://www.gvfoodcoop.com.au/</p>

ACTION AND IMPLEMENTATION STRATEGY

WL6

Redlands Local Food Hub (Potential integration with Redlands Food Manufacturing Enterprise)

Aim	Establish a Local Food Hub facility as an aggregation, storage and distribution facility for local food to local residents and businesses
Outcomes	<ul style="list-style-type: none">/ A facility that catalyses and up-scales the local food economy by creating a short-supply chain which easily connects local producers with local businesses/ Scale up thriving local food initiatives, such as farmers' markets and community-supported agriculture/ food hubs contribute to the wider goals of fair and sustainable food systems:<ul style="list-style-type: none">/ to ensure the long-term viability of family farmers/ to generate viable pathways for new entrants into food production and processing/ to increase the quantity of good and healthy food to local communities, thereby building local and regional food security./ Achieve fairer prices for participating farmers and reduce handling costs through combined storage, marketing and shared distribution/ Potential reuse of disused chicken sheds
Actions/Requirements	<ul style="list-style-type: none">/ A Food Hub is a 'centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution and / or marketing of locally and regionally produced food products'/ Develop a Food Hub with a business management structure facilitating the aggregation, storage, processing, distribution and / or marketing of locally and regionally produced food products:<ul style="list-style-type: none">/ Physical infrastructure: a warehouse and coolroom; organic waste collection areas, office space; and a commercial kitchen / demonstration farm for value-adding and training/ Access to transport: moving food from farms to the Hub, and from the Hub to customers/ Start-up financing: the amount will vary depending on the scale and scope of the Hub's operations, and infrastructure and staffing requirements/ A marketing strategy: ideally linked to a local / regional branding strategy for Redlands produce (see above)/ Logistical support: to facilitate ease of purchases / orders, ideally using an online platform/ Strategy: to expand the food hub network with a coordinated strategy
Examples	Local Food Hub, Charlottesville: http://localfoodhub.org Fair Food Philly: http://www.fairfoodphilly.org/ Australian Grown Food Company, Kyabram, Victoria. Casey Food Hub (Melbourne): http://www.ecoinnovationlab.com/research/current-research/450-casey-food-hub FoodHub Platform (http://food-hub.org/)



WL7 Poultry Industry Pilot

Aim	Undertake 'ecological intensive' initiatives to improve the viability of the poultry industry
Outcomes	<ul style="list-style-type: none"> / Improved animal husbandry practices / Greater financial returns / Improved soil and water quality / Greater amenity and buffer areas / Improve rural amenity / Reduce reliance on grain feed / Improve neighbour friendly image
Actions/Requirements	<p>Identify a suitable chicken shed site to implement a range of initiatives, including:</p> <ul style="list-style-type: none"> / Hydroponics/aquaponics in buffer areas / Retrofitting towards 'free range' operations, including costs involved in the transition, in terms of pasture available and stocking rates / Grain crops to chicken feed / Agroforestry to provide shade for chickens and provide high value timber products / Integrate an on-site biodigester / Provide vegetated buffers along boundaries to urban development and road frontages, with future potential for incorporation of a recreational trail / Investigate lease arrangements to promote innovative use of buffer lands
Examples	Chicken Agroforestry Operations (http://orgprints.org/7436/2/7436_OBrien.pdf)

ACTION AND IMPLEMENTATION STRATEGY



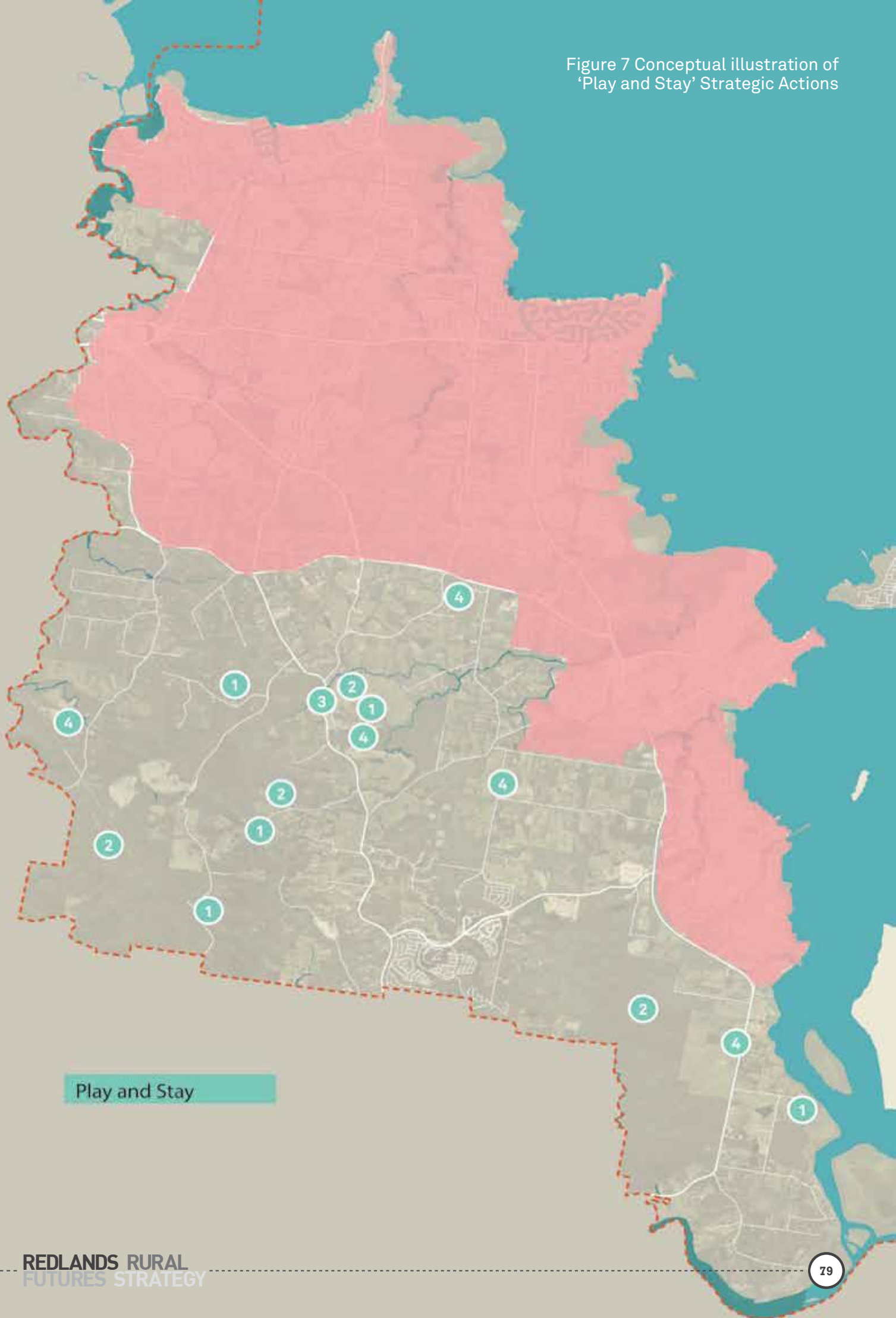
The following proposed strategic action initiatives help to support the 'Play and Stay' strategic theme and goals contained in s4.0:

- / (PS1) New short term accommodation opportunities
- / (PS2) 'Bush to Bay' Campaign
- / (PS3) Sirromet Winery Food and Drink Heart
- / (PS4) Redlands Food & Art Trail

As indicated in s7.0 these strategic action initiatives will need further investigation and support from stakeholders. Potential locations for each of these initiatives is shown in Figure 7 and described in the following tables.



Figure 7 Conceptual illustration of 'Play and Stay' Strategic Actions



ACTION AND IMPLEMENTATION STRATEGY

PS1

Short Term Accommodation

Aim	Encourage the creation new short-term accommodation facilities within the Rural Areas to support agri-tourism, broader tourism strategies and existing and planned tourist facilities
Outcomes	<ul style="list-style-type: none">/ Increase the provision of short-term accommodation/ Increase length of stay within the Rural Area/ Support growth of conference, wedding or event opportunities/ Minimise impediments to establishing new accommodation uses
Actions/Requirements	<ul style="list-style-type: none">/ Camping and Caravan<ul style="list-style-type: none">/ Allow for a high amenity short-term campsite and caravan facility to be established at or close to the Sirromet winery with temporary capacity for major events./ Establish small low impact walker, cyclist and horse rider camping areas on suitable RCC sites in high amenity natural and rural locations on identified 7Cs trails/ Support the development of private campgrounds, particularly for use during temporary events in the Rural Area/ Bed & Breakfast and Eco-cabins<ul style="list-style-type: none">/ Support the development of Bed & Breakfast and Eco-cabin/Day Spa accommodation (including farm stays) in high amenity natural or rural character locations, integrating with the 7 C's and food trail network/ Nature-based Conference Centres<ul style="list-style-type: none">/ Allow ongoing low-scale development of the Karingal Camp Site and Kindilan Outdoor Education and Conference Centre. Encourage more public use of these facilities for short-term accommodation, conferences and organised recreation activities (e.g. bush walking, mountain biking and skirmish)/ Support the development of further nature-based conference and accommodation facilities in the Rural Area for business, education, wedding and organised recreation activities/ Ensure that RCC and the new RPS encourages the development of new accommodation facilities in the area through:<ul style="list-style-type: none">/ Providing an adequate but non-onerous level of assessment and reduced infrastructure charges for new tourist accommodation/ Identify specific areas in the RPS where accommodation types are preferred/ Support individual marketing efforts through Redlands Tourism Strategy and portal/ Develop Rural Tourism Development Guidelines to encourage new tourist accommodation and destinations; and to provide desired design and locational outcomes to maximise self- and code-assessable development.





PS2

'Bush to Bay' Campaign

Aim	Identify and support existing and emerging destination, activity and event-based tourism opportunities, and market as part of a broader 'Bush to Bay' campaign through the Tourism Strategy
Outcomes	<ul style="list-style-type: none"> / Showcase tourism in the Rural Areas through a coordinated marketing approach / Increased coordination of events in the Redlands / Increase visitation and yield by capitalising on proximity to a capital city and location en route between north and south SEQ / Capture visitors of the Moreton Bay and Islands by providing tourism opportunities for the 'Connectors', 'Social Fun Seekers', 'Active Explorers', as identified in the Tourism Strategy for the Redlands / Cater for 'grey-nomad' market and 'volun-tourism' opportunities (e.g. WWOOFers) / Increase environmental and historical learning tourism, capitalising on Redlands Koala population as a drawcard / Increased job opportunities for tourism and tour operators / A growing tourism industry that promotes local food (i.e. paddock to plate) to both visitors and residents
Actions/Requirements	<p>Destination</p> <ul style="list-style-type: none"> / Promote key attractions through a coordinated marketing campaign aligned with the Tourism Strategy and Brisbane Marketing. / Prioritise marketing at Moreton Bay and Islands (MBI) tourist nodes (e.g. airports, shopping precincts and barge facilities) and along main tourist routes (i.e. major roads) and Queensland Visitor Centres. / Support new minor and major tourism facilities (e.g. micro-brewery or pub, art galleries, day-spas, farm shops etc.). / Support low-scale dining and café facilities near tourist destinations in the Rural Area / Investigate opportunities with Seqwater to overcome water quality issues and open the Tingalpa Reservoir up to public use (e.g. swimming, non-motorised craft, fishing and/or picnic facilities). / Develop a coordinated 'DIY Day Trip' tourist map to identify nurseries, landscape suppliers and other lifestyle horticultural activities for day-trippers. This could be expanded to include The Australian Centre for Lifestyle Horticulture, flower industry tours, landscaping supplies, Redlands Heritage Garden, Indigiscapes, nurseries and DIY-based learning activities (garden design, basic landscaping training, WWOOFing etc.). / Showcase the Redlands as a wedding, key event and conference destination through a coordinated marketing campaign/guide that identifies private wedding venues, public wedding gardens, photo locations and short-term accommodation. / Build on the natural assets, fauna and flora of the Redlands and develop a coordinated marketing guide of eco-tour companies, trails, nature-based activities and short-term accommodation in conservation and Rural Areas. Work with key stakeholders and partners such as Brisbane Marketing, Tourism Queensland and local industry groups to coordinate a marketing direction.

ACTION AND IMPLEMENTATION STRATEGY

PS2

'Bush to Bay' Campaign

Actions/Requirements

Activity

- / Establish recreational trails (i.e. cycle/walking/horse riding) as per the 7 Cs strategy to link key destinations and activity clusters. This could be expanded to incorporate trails through rural and urban buffers. Continue to identify a strategy for direct resumption through acquisition or indirect resumption through overlays in the RPS
- / Investigate opportunities to establish themed based activity trails in association with the 7 Cs strategy (e.g. artwork and sculpture & cultural heritage and gardens etc.)
- / Develop lookout and picnicking facilities at key vantage points in association with the 7 Cs strategy
- / Allow for appropriately managed recreation in conservations areas by the public or tour companies; such as walking and mountain bike trials, bird watching, laser skirmish, orienteering, "standing camps" and multi-day hiking trails etc
- / Support volunteer group work and 'volun-tourism' on private and public property.
- / Investigate the potential re-use of quarry areas post-closure for new recreational opportunities (e.g. rock-climbing, mountain biking, trail biking, gardens etc.)

Event

- / Support sporting and cultural events on public and private land within the Rural Area (e.g. equestrian, fun run/ adventure races, festivals, car shows, music festivals, concerts etc.)
- / Support major events at the Sirromet Winery with supporting and permanent and temporary accommodation facilities
- / Support new accommodation development to support new events to take place

Case Studies and Examples

Brisbane Valley Rail Trail, Queensland; Sunshine Coast Trails, Queensland;

Trails SA, South Australia; "Eat the View"

(<http://kitchengardeners.org/white-house-kitchen-garden-campaign> and <http://tourisminsights.info/ONLINEPUB/FARMING%20AND%20FOOD/FOOD%20PDFS/EAT%20THE%20VIEW.pdf>),

Australian Government "Drivers of regional agritourism and food tourism in Australia" (http://adl.brs.gov.au/data/warehouse/pe_abarebrs99001744/Agritourism_2010_REPORT_11a.pdf), Eden Project Quarry Rehabilitation (<http://www.edenproject.com/>)





PS3 Sirromet Winery Food and Drink Heart

Aim	RCC and the Sirromet Winery work together to establish a food, drink and tourist hub for the wider Rural Area at the Winery.
Outcomes	<ul style="list-style-type: none"> / Diversify the offering of Sirromet to showcase and sell local produce. / Provide certainty under the Planning Scheme for the future but appropriate expansion and diversification of the venue.
Actions/Requirements	<ul style="list-style-type: none"> / Establish an information desk/display at the winery to promote agri-tourism activities in the Rural Area / Support future expansion of cellar door, restaurant and café / Support the continuation of a temporary farmers' market / Support the establishment of a permanent 'farm store' with local produce and value added products / Encourage the establishment of a local food and drink events at the Winery / Improve public and active transportation linkages to the winery, particularly through the 7 Cs Strategy / Support the creation of event based accommodation within or adjoining the venue. / Improve public transport and general access to the venue during events and as a central focal point for other food and trail linkages
Case Studies and Examples	<p>Clos du Bois wines - http://www.forester.net/ow_0511_wine.html,</p> <p>Woodford Folk Festival http://www.woodfordfolkfestival.com/</p> <p>Maggie Beer Farm Shop http://www.maggiebeer.com.au/</p>

PS4 Redlands Food & Art Trail

Aim	RCC, Regional Development Authority, Queensland Government and tertiary institutions to develop a Redlands Food Trail linking key agri-tourism destinations, activities and accommodation via the 7C's trail network with a supporting information guide and marketing campaign
Outcomes	<ul style="list-style-type: none"> / Increase agri-tourism through building on an appreciation of Redland's agricultural heritage / Provide a real 'paddock to plate' experience
Actions/Requirements	<ul style="list-style-type: none"> / Work with existing operators to develop a food and wine trail/circuit (e.g. wine, farm gate sales, dining, flower and horticulture) / Identify appropriate starting locations (e.g. Sirromet Winery, Heritage Garden, Mt. Cotton, Indigiscapes etc.) and integrate the trail with principle key tourist routes, 7C's trails and scenic vantage points of the Rural Area / Encourage and support the development of new food/drink destinations and activities on the trails, including educational opportunities and accommodation (e.g. 'standing camps') / Encourage and support the development of existing and new farm tours and farm stays as well as farm gate sales / Establish interpretive signage and associated food trail information guides / Market the Food Trail as part of the wider Tourism Marketing campaign / Develop Rural Tourism Development Guidelines to encourage new tourist accommodation and destinations; and to provide desired design and locational outcomes to maximise self- and code-assessable development.
Case Studies and Examples	<p>Sustain Food and Northern Rivers Food Links, Northern Rivers NSW http://www.northernriversfoodlinks.com.au</p> <p>Tropical Taste, North Queensland – University of Southern Queensland http://www.tasteparadise.com.au/</p> <p>Yorkshire Sculpture Park http://www.ysp.co.uk/</p> <p>Bayside City Council, Victoria, Architecture and Art Trails http://www.bayside.vic.gov.au/walksandtrails.htm</p>

ACTION AND IMPLEMENTATION STRATEGY



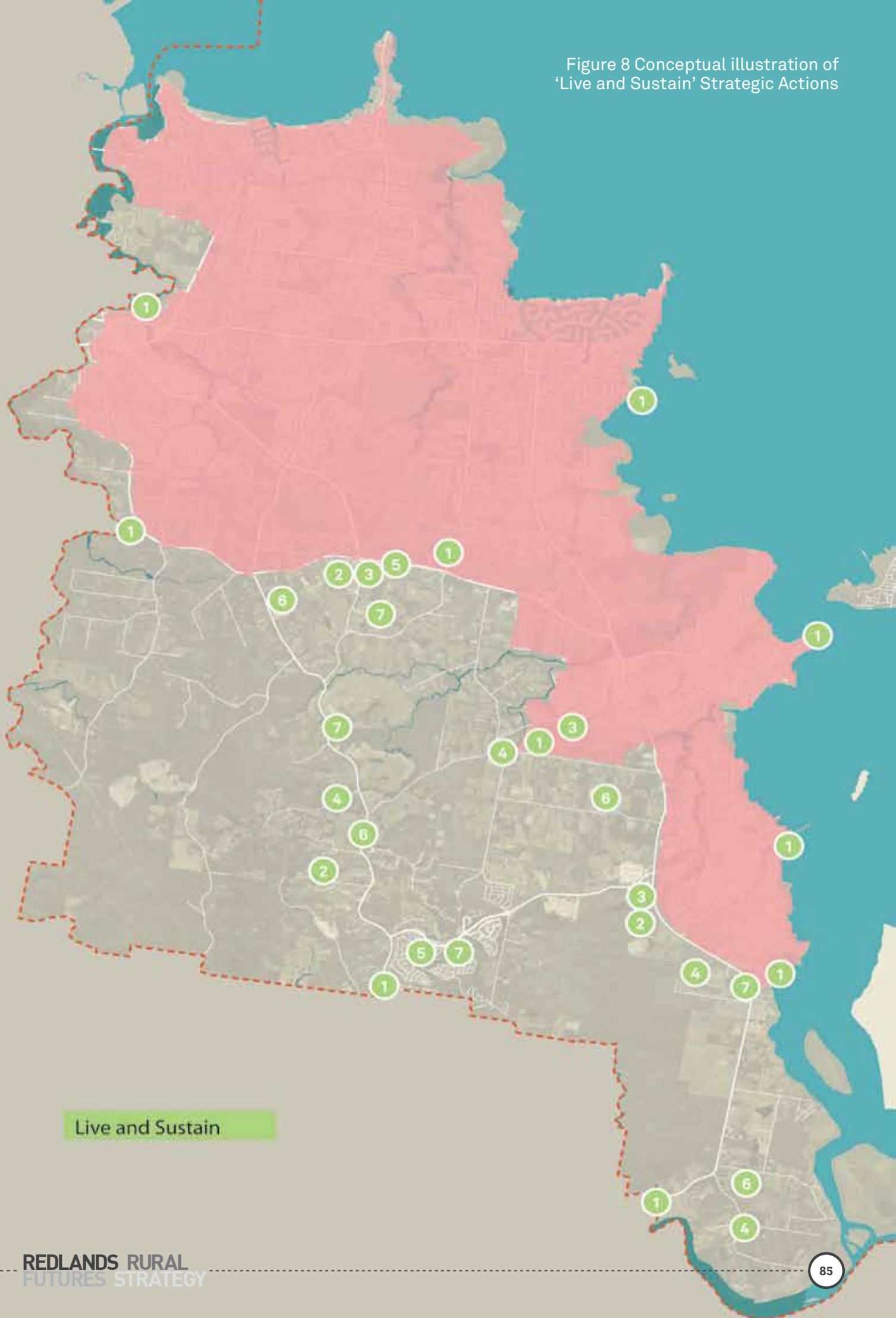
The following proposed strategic action initiatives help to support the 'Live and Sustain' strategic theme and goals contained in s4.0:

- / (LS1) Redlands Rural Branding
- / (LS2) Biodigester Plant Pilot
- / (LS3) RCC City to Soil Scheme
- / (LS4) Offsets and the Carbon Farming Initiative (CFI)
- / (LS5) Community Owned Renewable Energy (CORE) Support Program
- / (LS6) Land-share Support Program
- / (LS7) Diversified Local Retail Network Program

As indicated in s7.0 these strategic action initiatives will need further investigation and support from stakeholders. Potential locations for each of these initiatives is shown in Figure 8 and described in the following tables.



Figure 8 Conceptual illustration of 'Live and Sustain' Strategic Actions



ACTION AND IMPLEMENTATION STRATEGY

LS1

Redlands Rural Branding

Aim	Create and pilot a Redlands rural brand and 'buy local' campaign to make a "ready market" for local food and rural tourism in the Redlands; in partnership with producers, processors and the hospitality and tourism industries
Outcomes	<ul style="list-style-type: none">/ Capitalising on the trend of localisation and the economic benefits this has through creating local consumer markets/ Leverage off the success of the Moreton Bay and Islands brand/ Facilitate new food and tourism initiatives/ Strengthen the sense of place, ownership and identity through Redlands local distinctiveness/ Establish partnerships between producers, manufacturers and local restaurants/ Create strong brand for all Redlands food businesses and rural tourism/ Help small producers and retailers pool resources to effectively market to local consumers/ Thriving and diverse rural economy and the preservation of the natural beauty and open spaces of the Redlands' landscape/ A comprehensive and intuitive online resource that provides a "one-stop-shop" for the community and businesses to support a broader local food movement/ Indigiscapes and Council catering prioritising local food
Actions/Requirements	<ul style="list-style-type: none">/ Develop a brand and marketing strategy with key stakeholders that is highly visible, and actively and widely promoted by participating businesses and RCC./ Develop a membership base of private enterprises (e.g. food and beverage producers, retailers, chefs and hospitality operators) and community groups (e.g. Redland Organic Growers Inc.(ROGI)) by providing a range of branding materials for in store point of sale./ Implement an accreditation and authentication framework for local produce and rural tourism; rigorously protected, to insure against devaluation of the brand through misuse or appropriation by non-participating businesses./ Regulate mutual binding commitments between producers and food businesses to supply and purchase from one another./ Educate consumers and patrons of food businesses about the value of local food and rural tourism. This would include a consumer awareness and confidence building campaign (e.g. "Buy Local, Buy Redlands")/ Establish an electronic platform (i.e. internet site and social media application) potentially managed through a non-government organisation (NGO) or the Regional Development Authority - RCC partnership to:<ul style="list-style-type: none">/ Provide one point for showcasing and accessing all Redlands rural initiatives and location of produce, retail outlets, restaurants, places to stay, food stores and tourism activities/ Encourage collaboration and co-operation between all stakeholders/ Share information, advice, ideas, practical know-how, up-skilling events and knowledge in one forum/ Community challenge – eat locally sourced food for 3 months/ Access interactive mapping that would show local food projects, volunteers, up-loadable geo-located photographs and available space spatially across the Redlands/ General information and links about the region/ Develop a smart phone application to:<ul style="list-style-type: none">/ Provide instant access and information for consumers such as availability and location/ List partners, producers and what they produce, restaurants, markets, community gardens, related tourism and linking to relevant Council pages or policy/ Consolidate information regarding resources, seasons of planting, ecological agriculture, permaculture, local groups such as ROGI and the advantages of localisation/ Support a research and development program of the success of the brand (Monitoring and Review)



LS1

Redlands Rural Branding

Case Studies and Examples

Australia:

Northern Rivers Food Links (NSW) - <http://www.sustainfood.com.au/>, <http://www.northernriversfoodlinks.com.au/>, <http://www.hawkesburyharvest.com.au/>

Tropical North Queensland Taste Paradise - <http://www.tasteparadise.com.au/>

Coffs Coast Local Food Alliance - <http://coffscoastlocalfood.ning.com/>

Brisbane Local Food - <http://brisbanelocalfood.ning.com/>

Local Harvest network - <http://www.localharvest.org.au/>

Overseas:

Vermont Farm Fresh Network <http://www.vermontfresh.net>

Deliciouslyyorkshire <http://www.deliciouslyyorkshire.co.uk/dy/>.

Eat the View - <http://www.eat-the-view.org.uk/>

Farming the City platform - www.farmingthecity.net

Seattle Urban Farm Hub - <http://www.urbanfarmhub.org>

LS2

Biodigester Plant Pilot

Aim

Develop a biodigester plant pilot in partnership between Council, Community and primary producers, in particular the poultry industry, to convert waste products to a source of organic fertiliser and energy

Outcomes

- / Less impacts than current bio-energy plant proposal at Mt. Cotton
- / Reduced CO₂ (methane from landfill and CO₂ from power generation), odours and run-off improving water quality
- / Potential offset of all or part of RCC's carbon tax bill through carbon farming initiatives
- / Electricity generation for use on farms or provided to the grid.
- / Cost reductions due to resource, waste and water re-use.
- / Production of pathogen-free fertilizer and other by-products
- / Job creation

Actions/Requirements

- / Work with the poultry industry to pilot an alternative biodigester plant design to the current proposal at Mt. Cotton, whereby manure and other organic waste products are converted to biogas (methane) and high quality fertiliser (and CO₂) in an anoxic environment through the action of bacteria.
- / Undertake a feasibility study to determine the size, location and design based on projected inputs, transportation and potential customer bases. This will also determine the ownership model of the plant; whether private, RCC or community owned.
- / Divert green waste from the RCC commercial and domestic waste streams to the plant via the existing 3-bin system.
- / Undertake a feasibility assessment of running part of the RCC vehicle fleet on the biogas generated. This could include a biogas powered tourist bus that shuttles visitors from key centres to and from the Rural Area, potentially along a food and wine trail.
- / Investigate alternatives and options for enzymes used in biodigesters to reduce costs

ACTION AND IMPLEMENTATION STRATEGY

LS2

Biodigester Plant Pilot

Case Studies and Examples

Note: While biodigesters are common overseas, there are few examples of biodigesters in Australia. However, this is likely to change with increasing fuel prices, the need for better soil fertility management and improved agricultural waste management. There are 186 digester projects operating on commercial livestock farms in the United States as of March 2012.

Poultry:

Townsville Poultry Biodigester - <http://www.abc.net.au/rural/content/2012/s3573255.htm>

Wennings Poultry Farm, US - <http://www.dvoinc.net/PoultryPower.pdf>

The Minnesota Project - <http://www.mnproject.org/e-biogas.html>

Wineries:

Clos du Bois wines - http://www.forester.net/ow_0511_wine.html,

Other Agriculture:

Berrybank Farm Energy Recovery project, Windermere, Victoria

<http://www.dpi.vic.gov.au/energy/sustainable-energy/bioenergy/turning-piggery-waste-into-electricity>

There are differing levels of technology for differing applications:

<http://pantheracostarica.org/sections/biblioteca/Salom-description-biodigestor.pdf>

<http://www.biogasaustralia.com.au/biogas-generation/digester/digester.html>

Australian Councils:

Western Metropolitan Regional Council, Shenton Park, WA:

http://www.anaeco.com/index.php?option=com_content&task=view&id=14&Itemid=16

<http://www.wmrc.wa.gov.au/>

Tweed Shire Council Stotts Creek Resource Recovery Centre:

<http://www.cleanenergyfuture.gov.au/wp-content/uploads/2012/06/FactSheet-TaleOfTwoCouncils.pdf>



LS3

Food Waste Reclamation and City to Soil Scheme

Aim	Integrate a broader rural and urban waste recycling component into existing waste strategies to create an Alternative Waste Treatment system
Outcomes	<p>Council currently expects a cost of over \$1M due to the Federal Governments' carbon price. As with Tweed Shire Council, Redland City Council has the opportunity to reduce or remove this liability through progressive reclamation of food and green waste, while also improving Redland's remnant agricultural soils.</p> <ul style="list-style-type: none"> / Reduce RCC's Emission Trading Scheme (ETS) cost (\$1M+) through reducing emissions generated from waste organics. / Significantly reduced landfill requirements / New economic and business opportunities for RCC. / Improve poor soil quality of rural lands by returning the compost and nutrients from urban areas to Rural Areas / Reduced fertiliser use / Improve resilience to energy transition / Educate and raise awareness within the Redlands community of the importance of reusing and recycling green waste.
Actions/Requirements	<p>To close the food and nutrient cycle by diverting food waste from landfill and recycling it into beneficial products, through:</p> <ul style="list-style-type: none"> / Creating opportunities with existing and new infrastructure to divert organic waste from landfill to: <ul style="list-style-type: none"> / Site and commercial-scale organic composting facilities to replenish agricultural soils / Site and commercial-scale bio-energy production systems / Investigate the applicability to recover nutrients from city-wide sewerage flows and cycle them back into agricultural and forestry soils through the use of biosolids / Streamlining food waste collection systems with other proposed projects (e.g. Food Hub Network, Community Gardens etc.) / Incorporation of existing 3-bin system, commercial organic waste and rural waste / New or adapted AWT processing facilities and transport networks / Mandatory or voluntary membership, participant knowledge and contamination levels / Compost market development / Opportunity for education (e.g. through Indigiscapes) linking urban residents to Rural Areas / Alignment with local brand development and labelling / Links with community supported agriculture (CSA) distribution networks, local gardening hubs, horticulture businesses, Indigiscapes, Council parks, farm tours/cookery schools, garden design/nursery themed day trips. <p>To capitalise on RCC's large control over waste services by integrating food waste recycling into existing operations and programs, through developing a strategy that includes:</p> <ul style="list-style-type: none"> / Organic composting programs, including vermiculture / Inorganic waste recycling (e.g. packaging) / Sewerage nutrient reclamation / Renewable bio-energy production / Small- and commercial-scale sized business and employment opportunities / Targets for organic and inorganic waste reduction & recovery / Partnerships to reduce food waste and increase reclamation and recycling

ACTION AND IMPLEMENTATION STRATEGY

LS3

Food Waste Reclamation and City to Soil Scheme

Case Studies and Examples

There are several Australian examples of Local Government initiatives that include 3 bin systems, source separation, domestic, hospitality and green waste, use of biosolids, vermiculture, education and training. Many of these, such as the Coffs Harbour example given below, integrate with a community-wide local food program and networks.

Port Macquarie Hastings Council

<http://www.hastings.nsw.gov.au/www/html/1063-pmhc-waste-management-strategy.asp?intSiteID=1> (including their Waste and Resource Management Strategy)

Coffs Harbour Waste Service (3 bin system) links with Local Food Futures Alliance

<http://www.coffsc Coastwaste.com.au/bins/green>

Port Stephens Waste Composting Facility, NSW (This 2 bin collection system is inadequate for farmland, but further separation through the RCC's 3-Bin system can potentially allow its use on agricultural soils.):

http://www.portstephens.nsw.gov.au/index.php?option=com_jentlacontent&view=article&id=1133069:bedminster-waste-composting-facility&catid=3605:waste-recycling-portstephens&Itemid=4065

City to Soil, Several Councils in Southern Tablelands of NSW, 2003 – 2008

<http://groundswellproject.blogspot.com.au/>

<http://137.92.97.157/groundswell/councilspages>

SITA

<http://www.sita.com.au/facilities/arrt-facilities/kemps-creek-sawt-arrt-facility/>

California Food Waste Recovery Strategy (<http://www.calrecycle.ca.gov/LGCentral/Library/innovations/FoodWaste/>)



Aim	<p>Support further Carbon Farming and Offset programs, while maintaining biodiversity and environmental integrity. Many of these projects can also be run in partnership with organisations such as the Regional Development Australia, SEQ Catchments and Low Carbon Australia. The Federal Governments' Carbon Farming Initiative (CFI) is currently supporting a large number of agricultural projects around the country. The section of the strategy aims to take advantage of opportunities offered by the CFI. The CFI Handbook can be found here:</p> <p>http://www.climatechange.gov.au/government/initiatives/carbon-farming-initiative/handbook.aspx</p>
Outcomes	<ul style="list-style-type: none"> / Reduce carbon price costs to RCC, businesses and the community / Improve biodiversity and koala habitat restoration through sequestration offsets / Carbon offsets need to support biological offsets, to ensure Council reaches its biodiversity and environmental aims. / Offers benefits, such as biodiversity or economic returns for farmers, including a source of income / Aid in biodiversity projects and assist in nature trails / Support for land managers to plant, restore, manage and enhance biodiverse carbon stores, including the establishment of wildlife corridors. / Waste water nutrient offsets / Biodiversity co-benefits may reduce the size of carbon offsets / Skills development through the CFI Carbon Farming Skills program
Actions/Requirements	<ul style="list-style-type: none"> / Investigate reduction credits to the agriculture sector available through the Federal Government's Low Carbon Australia Trust, Biodiversity Fund and the Clean Energy Future (CEF) package, including Carbon Farming Initiative (CFI) and Carbon Farming Futures Program's Action on the Ground funding. This could include financing for: <ul style="list-style-type: none"> / Biodigesters and biochar (e.g. Strategic Action LS2) / Biodiversity, forestry and carbon offsets. / Reduction of nitrogen fertilisers / CFI research projects that specifically target the poultry industry, primarily for the capture and combustion of methane from livestock manure / Identify suitable areas to initiative carbon and biodiversity offset initiatives. This could include RCC land, 7 Cs corridors, buffers and areas of high ecological value. Investigate the potential for the use of quarries post-extraction for initiatives, such as carbon sequestration or municipal composting facilities.
Case Studies and Examples	<p>Enhanced Compost Project, Sunshine Coast - http://www.seqcatchments.com.au/news/enhanced-compost-project-aims-to-help-growers-and-the-environment-on-the-sunshine-coast</p> <p>Glenryan Tree Planting - http://www.youtube.com/watch?v=JdCNd44txrE&feature=youtu.be</p> <p>Beauesert Poultry Biogas Plant - http://www.thesustainabilityreport.com.au/low-carbon-australia-and-quantum-power-offer-biogas-services/2685/</p> <p>Biochar Research - http://www.cleanenergyfuture.gov.au/biochar-research-funding-to-assist-farmers-in-carbon-farming-initiative/</p> <p>Register of offsets projects - http://www.cleanenergyregulator.gov.au/Carbon-Farming-Initiative/Register-of-Offsets-Projects/Pages/default.aspx</p>

ACTION AND IMPLEMENTATION STRATEGY

LS5

Community Owned Renewable Energy (CORE) Support Program

Aim	To support the bottom up development of a Community Owned Renewable Energy (CORE) group where the community sets up a cooperative that owns and manages a renewable energy development.
Outcomes	<ul style="list-style-type: none">/ Provide income generation for community CORE members and partner organisations/ Strengthen the local economy, reduce carbon emissions and local employment and skills development./ Provide community ownership, decision-making and buy-in for RCC' waste management options/ Establish fund for other community environmental and social campaigns./ Provide opportunity for non property owners to contribute to renewable energy in the Redlands area/ Improve understanding between producers and consumers/ Improve energy resilience/ Integrated with a "Buy Local, Buy Redlands" campaign.
Actions/Requirements	<ul style="list-style-type: none">/ Support the formation of a Redlands CORE group/ Develop a cooperative governance structure that includes the community in decision-making. Provide support to the local community though in-kind marketing, based on the level of Redland community ownership./ Assist the group to investigate solar, wind, biomass, biochar or biodigester projects with the electricity generated sold to producers, users or retailers.
Case Studies and Examples	<p>There are over 60 CORE projects in Australia, with only a few being discussed in Queensland. EMBARK and the Community Power Agency are organisations that have been established to facilitate communities in getting their projects started.</p> <p>EMBARK - http://www.embark.com.au/ (includes case studies)</p> <p>Community Power Agency - http://www.cpagency.org.au/</p> <p>Ranges Energy, Melbourne: http://rangesenergy.com.au</p> <p>Kangaroo Island, Australia: http://rdahc.com.au/energy</p> <p>The Biogas Plant at Ballytobin, Ireland: http://anaerobicdt009.wordpress.com/category/uncategorized</p> <p>Leominster Anaerobic Digester, UK: http://www.shareenergy.coop/projects/lead/</p>



LS6

Land-share Support Program

Aim	Create a support program to encourage greater production on underutilised private land
Outcomes	<ul style="list-style-type: none"> / Greater community and commercial production across large areas of underutilised or vacant private land / Skills development for urban agriculture and small scale holdings / Support of RCC's food localisation initiatives / Economic development through absent landholders / Improves resilience during flood and fire events
Actions/Requirements	<p>Increase the level of community and commercial production on vacant or underutilised private land by supporting existing "land-share" programs, through:</p> <ul style="list-style-type: none"> / Showcasing existing projects in the Redlands / Encouraging landowners, in particular rural-residential landowners, to lend spare land to community or commercial producers / Providing subsidies to producers who support the incentives and share knowledge with the community / Encourage land swaps from urban to rural farms
Case Studies and Examples	<p>Landshare Australia (http://www.landshareaustralia.com.au/) Organic Farm Share (SEQ) - http://organicfarmshare.com/ Adopt-A-Garden, UK -- http://www.footprint-trust.co.uk/adoptgarden.html Capital Growth, London - http://capitalgrowth.org/ Urban Garden Square, US - http://www.urbangardenshare.org/</p>

LS7

Diversified Local Retail Network Program

Aim	Develop a local retail diversification program
Outcomes	<ul style="list-style-type: none"> / More opportunities for consumers to buy genuine local food in existing and new facilities, creating local value chains with significant economic development and job opportunities on the Redlands.
Actions/Requirements	<p>Support greater private and public sector local retail opportunities through a coordinated program which:</p> <ul style="list-style-type: none"> / Integrates with existing retail facilities (e.g. supermarkets, green grocers etc.) / Establishes community-supported-agriculture and food-cooperative initiatives / Provides incentives to minor retail enterprises (e.g. local food box delivery services, food carts, road-side stalls, farm-gate sales etc.) / Allows smaller producers to collectively offer their products to the market / Significantly expands the current farmers' markets network in tandem with an authentication program / Links producers with retailers and businesses (e.g. wholesalers, restaurants etc.)
Case Studies and Examples	<p>See examples from Rural Branding Strategic Action LS1. Victorian Farmers' Markets Association (http://www.vicfarmersmarkets.org.au/) Adelaide Central Market (http://adelaidecentralmarket.com.au/). Support Queensland Producers - www.supportqldproducers.net North Queensland Farmers Market - http://www.nqfarmersmarket.com.au/ Australian Farmers Markets - http://www.farmersmarkets.org.au/</p>

8.0

CONCLUSION



A Redlands Rural Future

AECOM, in conjunction with ThinkFood and Energetic Communities, has been engaged to collaboratively prepare a Redlands Rural Futures Strategy with Redland City Council. This commission follows on from the Redlands Rural Futures Scoping Report and Redlands Rural Futures Background Study also building upon themes identified in the RCC documents such as the Corporate Plan and Community Plan. These documents investigated the key attributes of the Rural Area and surrounding community confirming the key issues influencing the Rural Futures Strategy.

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. It is intended to provide a new and exciting vision for the Rural Area that actively promotes a collection of mutually compatible and sustainable land uses. This vision is underpinned by five guiding principle so that:

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

The Rural Futures Strategy delivers this vision through 21 separate Strategic Actions which are grouped into ‘Work and Learn’, ‘Play and Stay’ and ‘Live and Sustain’ themes. The Rural Futures Strategy also makes recommendations on future planning policy to support the strategy, including proposed QPP compliant zonings, codes and overlays in the new Redlands Planning Scheme. Importantly, seven ‘Rural Precincts’ are identified to consolidate and promote clusters of rural productive activities, tourism, living and conservation uses. Finally, the strategy provides an Action and Implementation Plan that delivers the key desired outcomes and economic development initiatives through Redland City Council and key rural champions.

Adding Real Value to the Rural Economy

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 shift the rural economy in line with the ever-changing regulatory framework. Such changes need to be underpinned by existing and fledgling rural enterprises, including those industries that make a viable economic contribution but may not exactly align with an idyllic notion of a Rural Area. As the single most important economic activity in the Rural Area, it will be critical to maintain and support the development of the poultry industry. Losing this industry and associated economic contribution due to ongoing land use pressure and policy restrictions is not an option.

In addition to quality considerations, consumers are increasingly focused on organic production, reducing food miles and seasonal produce, which is reflected in the growing number of farmer’s markets across the region. Alternative small-scale and sustainable farming options can offer new rural industries that can capitalise on potentially higher returns provided through selling uniquely branded ‘Redlands’ produce which in turn will enhance the appeal of Redlands as a tourism region. This could offer a supportive network of self-sustaining and self-supporting economic initiatives.

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’. With a collaborative approach between all stakeholders, Redland City Council is able to champion the development of this shared vision. Indeed, implementation of this leading practice Rural Futures Strategy would make the Rural Area one of the most innovative and exciting peri-urban places in Australia – for residents, for visitors and for business!

