

3.5 Strong economy

Context

The Gympie Region's economic base is predominantly rural, but with a strong and growing regional centre. It is physically and economically diverse offering multiple business location options. It is strategically positioned to provide excellent access to the south east market and beyond, and to provide linkages between the south east and the north, north-west and south-west. It has a natural buffer provided by timber plantations and native forests that prevent it from becoming an indistinguishable part of a larger conurbation. It has a strong manufacturing base, strong linkages within its agricultural sector with well developed supply chains, vertical integration and value adding. It is home to some of Australia's market leaders in the food processing and timber processing/ timber value adding sectors, including Nestle, Nolan's Meats, J Smith & Sons, Carter Holt Harvey and Laminex. The Aerodrome Precinct facilitates opportunities for the expansion of aviation related uses, adjacent to the Gympie Aerodrome at Kybong. Because of its history (notably gold rush related) and a moderate travelling distance from Brisbane, it has significance as a tourist destination, though mainly on a drop-in basis for Bruce Highway motorists. The Region's wealth of natural assets enhances its potential for tourism diversity and marine industry development, subject to responsible custodianship of those assets. The role of the Planning Scheme is to protect existing economic resources and enhance the opportunities for expansion, in both scale and diversity, of the Region's economic base.

3.5.1 Strategic outcomes

- (1) The Region's economic credentials are founded on strength and diversity of industry, creativity and service provision that capitalises on its locational advantages and natural assets, improving job self sustainability and maximising self-containment of regional economic activity.
- (2) Economic development is enhanced by infrastructure that strengthens and develops linkages with the rest of Queensland, particularly the South East.

Table 3. 3 Theme components - Strong economy

| 3.5.2 Elements | 3.5.3 Specific outcomes |
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| (1) Economic strength and diversity – creation of an environment that enables the business community to take advantage of opportunities to build linkages throughout and beyond the Region | <ul style="list-style-type: none"> (a) Natural resources and rural land uses that contribute significant economic benefits to the community are protected for use when needed; (b) The ability of the Region's manufacturing industry to process local products or to manufacture components and equipment used in local industries is enhanced; (c) Timber processing, from source to product manufacture, is provided the means to maintain and enhance its contribution to the regional and State economy in a sustainable fashion; (d) The fundamental role provided by the key industries in the Region is recognised, facilitating ongoing development in these industries; (e) Development facilitates and co-ordinates the development of niche industry clusters of tourism, the equine industry and agribusiness and food production; (f) The opportunity to establish or expand niche industries focusing on agriculture, rural activity and nature-based tourism, in the Mary Valley and the Cooloola Coast, culinary and equine-based tourism, in the Goomeri/Kilkivan area, is supported; (g) Rainbow Beach and Tin Can Bay provides opportunities for development that protects and enables access to the district's natural assets and recognises the significance of tourism as a key economic driver; (h) The contribution of marine and tourism activities to the Region's economy are maintained and enhanced; |

| 3.5.2 Elements | 3.5.3 Specific outcomes |
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| | <ul style="list-style-type: none"> (i) The fishing industry at Tin Can Bay is protected from the intrusion and impacts associated with incompatible development; (j) Land in the vicinity of the Gympie Aerodrome is investigated as a potential centre for an aeronautical-based industry and business park or other aerodrome-dependent activities; (k) Rural areas, particularly good quality agricultural land, are protected to maintain a productive role that reflects their existing characteristics and future potential; (l) The Stock Route Network is protected from land uses that have the potential to impact on the capacity of the Network; <p>Editor's note—The location of the Stock Route Network is depicted on SRN Advisory Maps 1-9.</p> <ul style="list-style-type: none"> (m) Except where it passes through the towns of Kilkivan and Goomeri, the Stock Route Network is accorded the same level of protection from incompatible land uses as productive rural lands. |
| <p>(2) Infrastructure provision – industry development, strengthening of business relationships and economic activity is supported by appropriate infrastructure</p> | <ul style="list-style-type: none"> (a) Regional infrastructure offers a competitive advantage to businesses, strengthening economic performance and reinforcing the Region's locational advantages; (b) The role of the State rail network and the Region's highways in supporting business development is protected; (c) Major expansion of industrial development in close proximity to the Cooroy-Curra Bypass is prioritised and adequately linked to the state's road and rail freight network; (d) Ensure the investigation of new transport hubs and/or distribution facilities in the region consider broader freight market relationships and enhance freight movement through the integration and performance of individual modes of transport; (e) An assessment of the regional road network's capacity to provide B-double and large vehicle access to key <i>industrial</i> and logistical locations is undertaken; (f) Expansion of industrial development at East Deep Creek and Victory Heights Local Development Area Precincts, ensures efficient use of the land and integration with existing and planned infrastructure through the completion of a structure planning exercise. |